Scalable Demand and Markups

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Abstract

We study changes in markups across 70 product markets from 2006 to 2018. A growing literature has documented a rise in markups over time using a production function approach. We instead employ the standard microeconomic method, which is to estimate demand and then invert firms' first-order pricing conditions to infer their markups. To make the method scalable, we propose estimating nested logit demand models, using household panel data to automate the assignment of products to nests. Our results indicate an overall upward trend in markups between 2006 and 2018, with considerable heterogeneity across and within product markets. We find that changes in firms' marginal costs and households' price sensitivity are the primary drivers of markup increases, with changes in firm ownership playing a much smaller role.

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1 Introduction

An influential recent literature has documented a substantial rise in markups in US industries over the past four decades.[1] The aim of this literature has been to characterize changes in markups across many firms and industries in order to understand whether the economy is broadly trending toward higher levels of market power and/or higher returns to scale in production. Consequently, studies have adopted empirical approaches that can be applied simultaneously to a large number of firms in a variety of industries, using assumptions about optimal production—such as cost minimization, or optimal utilization of a flexible input—to infer markups from firm-level data on revenues and input costs.

Estimating markups in a single market is a standard exercise in industrial organization, but the usual approach relies on assumptions about demand and supply instead of about production. The conventional method involves estimating a demand model that is narrowly tailored to the specific market. As Syverson (2019) notes in his review of the literature, this typically requires data on products' characteristics as well as a nuanced understanding of the institutional details of the market, making it an impractical method for analyses that span different markets and industries.

In this paper, we propose a way to scale this demand approach for estimating markups so it can be tractably applied to firms operating in many different product markets. Using supermarket scanner data from NielsenIQ, we estimate markups for over 40,000 products sold in 22,000 stores in 70 distinct product markets between 2006 and 2018. We employ the method that has become standard in the empirical industrial organization literature, which is to estimate a discrete-choice model of demand and then invert the first-order conditions from the supply-side pricing problem to get estimates of marginal costs and markups.

Since studies employing this approach are typically focused on a single product market, they usually specify the demand-relevant characteristics of each product in the market and estimate a mixed logit model that allows for rich patterns of substitution across products.[2] However, estimating mixed logit models of demand in many markets simultaneously is not practical, as it would require incorporating detailed data on product characteristics peculiar to each market.

Since our aim is to estimate demand in a large number of distinct markets, we estimate nested logit demand models and propose a method for automating the assignment of products to nests. Our approach is scalable because the data requirements are not product-specific or market-specific, and because nested logit models are computationally easy to estimate (Berry, 1994). Moreover, our demand models still allow for flexible and sensible substitution patterns as long as the groupings of

[1] Notable examples include the studies of Gutiérrez and Philippon (2017); De Loecker, Eeckhout, and Unger (2020); Barkai (2020); and De Loecker and Eeckhout (2021). See Basu (2019) and Syverson (2019) for insightful reviews of the literature.

[2] See Lancaster (1966) and Gorman (1980) for early discussions of the "characteristics approach" to demand estimation, and Berry, Levinsohn, and Pakes (1995), Nevo (2001), and Petrin (2002) for seminal applications of the mixed logit method. See also Nevo (2013) for a review.

products into nests are appropriate.

We use NielsenIQ's household panel data to group products into nests. If panelists have preferences over products' characteristics and if these preferences are stable over time, then temporary changes in market conditions (e.g., relative prices, product availability, or demand shocks) will induce them to occasionally purchase substitutes for their preferred product. We therefore measure products' proximities by how likely they are to be purchased by the same household and then apply an agglomerative clustering algorithm to group the products into nests. We show examples indicating that the resulting product clusters are similar to those used in other (single-market) studies where the groupings were based on the authors' judgments about products' characteristics.

Consistent with the prior literature, the markups implied by our estimates exhibit an overall upward trend over our sample period. Median markups were higher in 2018 than in 2006 for 54 of the 70 product markets. Pooling across product markets, the mean markup increased by approximately 15 percentage points. However, our results also indicate considerable heterogeneity in markup changes both across product markets and across products within a given market. For the typical product market, markups have become increasingly dispersed over the sample period.

For products or product markets where markups increased, what caused the increase? We explore candidate explanations in a series of counterfactual exercises. First, consumers' demand curves may have become more inelastic, perhaps because of an (unmodeled) change in demographic characteristics (Bornstein, 2021), improvements in household balance sheets (Stroebel and Vavra, 2019; Mongey and Waugh, 2025) and real income (Nakamura and Zerom, 2010), or the rise of niche consumption (Neiman and Vavra, 2023). Second, reshuffling of firms' product portfolios through merger or divestiture may have resulted in an increase in concentration. Third, the marginal costs of producing consumer packaged goods may have declined over time (similar to what Grieco, Murry, and Yurukoglu, 2024, report for the automotive industry). We find that our measured changes in markups are mostly driven by changes in demand elasticities and marginal costs, with changes in the assignment of products to firms playing a limited role. Since implied marginal costs depend on our demand estimates, we investigate factors that may have altered demand elasticities. These changes correlate both with adjustments to product assortment (consistent with Brand, 2021; Döpper et al., 2024) and with measures of shrinkflation—reductions in product size that go unnoticed by consumers.

Compared to the above-mentioned studies of markups, we focus on a more limited set of product markets and a shorter timespan. For example, De Loecker, Eeckhout, and Unger (2020) estimate markups for over 200,000 firms in a variety of different industries in the manufacturing, wholesale, and retail sectors between 1955 and 2016. We instead only consider grocery products, and our data cover only a 13-year period. Moreover, since the NielsenIQ data do not track the full universe of stores, it is possible the markup increases we observe in our data are not representative of trends everywhere. Nevertheless, we believe our results are an important complement to previously

published estimates because they come from an entirely different method. The overall trends in our estimated markups align with previous findings, but our approach also reveals considerable heterogeneity across products and markets.

Our work also complements the recent study of Döpper et al. (2024), who undertake an exercise very similar to ours: estimating demand in a large number of consumer packaged goods markets using scanner data and then inverting supply-side first-order conditions to get markups. However, their approach to estimating demand differs from ours: whereas we estimate a nested logit model and employ standard instruments for prices, they estimate a random coefficients logit model and address the endogeneity of prices by imposing a covariance restriction, a method proposed by MacKay and Miller (2025). As we discuss in more detail below, their findings are quite similar to ours in spite of the different methodologies. Outside of the consumer-packaged goods market, Bet (2021) applies the production approach to estimate markups from 1990 to 2019, then uses these inferred markups to test changes in firm conduct over the last years of his sample. Using the demand approach, Miller et al. (2023), Grieco, Murry, and Yurukoglu (2024), and Ganapati (2025) estimate, respectively, trends in markups in the cement and automobile industries and among wholesalers. These papers highlight a wide variety of mechanisms leading markups to change over time: changes in conduct (as in Bet, 2021), product quality (as in Grieco, Murry, and Yurukoglu, 2024), returns to scale (as in Miller et al., 2023, and Ganapati, 2025), and market concentration (as in Miller et al., 2023).

Another related study is Benkard, Yurukoglu, and Zhang (2021), which focuses on trends in product market concentration instead of trends in markups. Parallel to the above-cited literature on rising markups is a literature on rising concentration.[3] Benkard, Yurukoglu, and Zhang (2021) re-examine that literature by defining product markets narrowly, as they would be for antitrust purposes. Using consumer survey data to look at 475 different markets between 1994 and 2019, the authors show that while concentration appears to be increasing if markets are defined broadly (e.g., by grouping related products into sectors), concentration is decreasing for narrowly defined product markets, a finding that echoes Rossi-Hansberg, Sarte, and Trachter (2021).

Our method also relates to other recent studies that use clustering algorithms to define markets or submarkets in imperfectly competitive industries. For example, Mercadal (2022) and Zhang (2016) apply clustering techniques to define submarkets in electricity distribution markets and discount retail markets, respectively. Closer to our work, Almagro and Manresa (2020) propose, as we do, estimating nested logit demand models with data-driven nests. While we use auxiliary data (the NielsenIQ household panel) to assign products to nests, they use one dataset to both determine nests and estimate demand.

[3] See, for example, Autor et al. (2020) and Covarrubias, Gutiérrez, and Philippon (2020).

2 Datasets, Sample Construction, and Descriptive Statistics

Our analysis uses two datasets maintained by the University of Chicago Booth School's Kilts Center for Marketing. The NielsenIQ Retail Scanner dataset tracks weekly sales across 35,000 retailers from 2006 onward, providing UPC-store-week level prices and quantities for demand estimation.[4] The NielsenIQ Consumer Panel dataset follows a nationally representative panel of 40,000-60,000 households annually beginning in 2004, who scan their purchases after each shopping trip. We use this household purchase data to cluster similar products within each product market into groups of close substitutes, which serves as an input to our procedure for estimating demand.

NielsenIQ organizes UPCs into product modules (e.g., "Cereal - Ready To Eat"), which we treat as distinct product markets for simplicity.[5] Within each module, we apply four restrictions to our sample of products to ensure consistent analysis across time and retailers. First, we include only the top-selling products that collectively account for 85% of module sales. Second, we exclude UPCs in a given store-quarter if their average weekly sales are below 10 units, allowing us to focus on regularly stocked products. Third, we exclude products that are absent from the NielsenIQ Consumer Panel dataset.[6] After these three restrictions, we drop modules with fewer than 50 products to focus on economically meaningful markets.

To maintain comparability over time, we restrict our sample to stores that appear in all 13 years and report sales in at least 10 distinct product modules each year. These restrictions create a balanced panel of consistently reporting grocery retailers. However, since NielsenIQ anonymizes store identities, we cannot verify the inclusion of specific stores or chains. This limitation is potentially important because membership-based warehouse stores significantly increased their market share during our sample period. If such stores are absent from or inconsistently represented in the NielsenIQ sample, it could affect the interpretation of our results. We discuss this possibility in Section 8.1.[7]

These sample selection criteria yield a sample of 40,930 products (UPCs) across 75 different product markets, sold in 22,315 different stores. Table 1 summarizes the ten largest product markets in our sample (Appendix Table 14 provides the same information for all modules). The in-sample revenues for these ten markets range from $2.3 billion (for Carbonated Soft Drinks in 2006) to $587

[4] NielsenIQ assigns each product a UPC (universal product code) and version number. Different versions of the same UPC (reflecting changes in product attributes like package size) are treated as distinct products throughout our analysis. In a slight abuse of terminology, we use the terms "products" and "UPCs" interchangeably for the remainder of the paper, with each referring to a UPC-version number pair.

[5] Some NielsenIQ modules are narrowly defined (e.g., Beer and Light Beer are distinct). See Appendix Table 14 for the complete list of modules in our sample.

[6] NielsenIQ anonymizes store data, making it impossible to match private label products across datasets. This restriction eliminates all store brands from our sample.

[7] Reassuringly, the share of consumer panel expenditures and transactions occurring at stores included in the NielsenIQ Scanner dataset has remained consistent over time in our restricted sample (see Appendix Tables 12 and 13).

million (for Refrigerated Yogurt).

TABLE 1: Sample Description: 10 Largest Product Markets

	Stores		UPCs		Revenues		
Product Module	2006	2018	2006	2018	2006	2018	Nests
Soft Drinks - Carbonated	22,287	21,626	169	264	2,258.0	2,395.4	7
Soft Drinks - Low Calorie	22,186	17,886	141	309	1,404.9	1,321.8	7
Cigarettes	15,846	19,133	188	133	1,179.4	1,525.3	6
Bakery - Bread - Fresh	14,170	14,171	539	501	1,011.3	1,152.8	5
Water-Bottled	21,314	20,370	191	179	1,055.2	1,045.5	5
Cereal - Ready To Eat	15,257	10,541	216	281	1,146.4	829.0	11
Light Beer (Low Calorie/Alcohol)	7,522	9,401	62	87	880.9	747.7	8
Fruit Drinks-Other Container	17,682	17,453	307	349	725.1	858.7	3
Toilet Tissue	21,270	17,385	68	132	845.7	712.9	5
Yogurt-Refrigerated	7,874	8,131	210	424	587.0	860.9	7
Median	9,003	9,028	141	148	179.1	197.0	6

Notes: This table presents summary statistics for the 10 largest product markets—ranked by the sum of total revenues in 2006 and total revenues in 2018—in our sample. For the two endpoint years within our sample, we count the number of unique stores at which products were sold, the number of unique UPCs, and total revenues (in millions of 2010 dollars.) The final column lists the number of nests identified by our Section 4 clustering method. The last row reports the median value across all 75 product modules in our sample, while Appendix Table 14 provides the corresponding figures for each of the 75 modules.

For our demand model, we define a market as a combination of product module, store, and week, permitting us to leverage the temporal and spatial variation in our data when estimating demand. To enable comparison of prices and quantities across products and markets within a module, we standardize for differences in unit sizes, measurements (such as ounces versus liters), and package quantities. Separately for each module, we first convert all prices to 2010 dollars using the consumer price index. Then, combining observations across all store-weeks in that module, we regress log prices on: (i) log product size, (ii) package unit count fixed effects, and (iii) unit denomination fixed effects. When considering the price of product j in market t, we define log p_{jt} as the residual from this regression.[8] To maintain actual expenditure values, we multiply the raw quantity sold by the regression's predicted value.[9] To compute the market share of each product from its normalized quantity, we follow the literature (see, e.g., Miller and Weinberg, 2017) and

[8] This approach captures quantity discounts. If price increases proportionally with size, the coefficient on log size equals 1, making p_{jt} the price per unit size. Coefficients above 1 indicate quantity discounts. The fixed effects ensure comparability across products with different package units or size measurements.

[9] We also tried using the price per ounce as our measure of p_{jt}. This alternative yielded similar estimates of both the levels and trends in markups, but sometimes led to implausible parameter estimates in certain product modules.

define the market size for a store in a module-year as twice the maximum weekly total quantity sold at that store in the module-year pair.[10]

Since our goal is to estimate markups by inverting firms' first-order conditions, we need accurate information about who owns each product. To address this, we researched the parent company of every brand name in our sample, tracking ownership changes throughout our sample period. Our research process involved searching each brand name online, typically finding information through company websites or Wikipedia pages for major brands (which comprise most of our sample, as we focus on top-selling products). When we identified a current parent company, we also researched its merger history to track ownership changes over time. If we couldn't find ownership information for a brand, we classified it as independently owned. This manual process may have produced some errors, particularly for smaller brands in earlier years, but we successfully identified ownership information for over 98% of UPCs in both the first and last years of our sample. The rate at which we identified mergers and acquisitions remained consistent across years.

3 Model

3.1 Demand

We model demand separately for each product market (m) and year (y) using the Berry (1994) framework. We define a market $t = (m, r, w)$ as a product market-store-week tuple. Let $\mathcal{J}_t$ be the set of products offered in market t. Products within each market are grouped into G mutually exclusive nests indexed by g, with these module-specific groupings constant across retailers and time.

A consumer i in market t receives indirect utility from product $j \in \mathcal{J}_t$ in nest g according to:

$$u_{ijt} = \delta_{jt} + \zeta_{igt} + (1 - \sigma_{my})\epsilon_{ijt} \ , \tag{1}$$

where δ_{jt} is the mean utility, ζ_{igt} is consumer i's taste for nest g, and ϵ_{ijt} is an idiosyncratic shock to consumer i's utility. The mean utility takes the form:

$$\delta_{jt} = \alpha_{my} p_{jt} + \xi_{jy} + \xi_{bdq} + \xi_{jt} \ . \tag{2}$$

Here, p_{jt} is the price of product j in market t. We include two sets of fixed effects: ξ_{jy} are product-year fixed effects, and ξ_{bdq} are brand-DMA-quarter fixed effects, where b denotes product j's brand, d is store r's designated market area (DMA), and q is the quarter (e.g., 2006Q1 vs. 2018Q4) during week w. Additional product-market utility shocks are captured by ξ_{jt}. Importantly, the demand parameters α_{my} and σ_{my} are allowed to vary across modules and years.

[10] This definition of market size is easy to scale across modules. In Appendix Table 8, we show our demand estimates are robust to alternative definitions of market size.

We include an outside option ($j = 0$) in its own nest ($g = 0$), for which we normalize the mean utility as $\delta_{0t} = 0$. We assume each ϵ_{ijt} is drawn i.i.d. from a Type I extreme value distribution, and ζ_{igt} follows the conjugate distribution from Cardell (1997), ensuring $\zeta_{igt} + (1-\sigma_{my})\epsilon_{ijt}$ is distributed Type I extreme value for $\sigma_{my} \in (0, 1)$.

Assuming unit purchases from utility-maximizing consumers, the market share for product j in market t is:

$$s_{jt} = \frac{\exp(\delta_{jt}/(1-\sigma_{my}))}{D_{gt}} \frac{D_{gt}^{(1-\sigma_{my})}}{\sum_{g=0}^{G} D_{gt}^{(1-\sigma_{my})}} , \tag{3}$$

where $D_{gt} = \sum_{j \in \mathcal{J}_{gt}} \exp(\delta_{jt}/(1-\sigma_{my}))$ and $\mathcal{J}_{gt}$ is the set of products in nest g offered in market t. The first fraction on the right-hand side of the market share equation corresponds to the within-nest market share of product j, and the second fraction corresponds to the total market share of nest g.

Discussion of the Demand Model. We aim to estimate 975 demand systems (75 product modules $\times$ 13 years). Thus, we face a trade off between flexibly estimating substitution patterns versus data collection and computational considerations. As a compromise, we choose to model demand as nested logit, which scales efficiently. While random coefficients models like Berry, Levinsohn, and Pakes (1995) (BLP) are commonly used to study consumer packaged goods, implementing BLP in our setting would be challenging: the task of identifying, collecting, and cleaning relevant product characteristics and instruments for so many markets would be time-consuming, and the model itself is computationally intensive to estimate (though not impossible, as shown by Döpper et al., 2024). Our method, which uses household purchase data to form product groups, does not require collecting explicit data on product characteristics and is quickly estimated via two-stage least squares.[11,12]

3.2 Supply

In each product module, let $\mathcal{J}_{ft}$ be the set of products offered by manufacturer f in market t. Manufacturer f's variable profits across the products sold in that market are:

$$\pi_{ft} = \sum_{j \in \mathcal{J}_{ft}} M_t s_{jt}(p_{jt} - c_{jt}) , \tag{4}$$

where c_{jt} is the marginal cost of product j in market t, s_{jt} is the market share of product j in market t, and M_t is the market size. Following the consumer packaged goods literature (e.g.,

[11] Our approach can deliver similar substitution patterns to BLP. If product characteristics are discrete and determine the nesting structure, the indirect utility is similar between the two approaches (see Berry, 1994) up to a distributional assumption on the taste coefficients, which has minimal impact on substitution patterns (see Grigolon and Verboven, 2014).

[12] The product groupings obtained from our approach could be used to generate group indicators for a BLP model, and random coefficients on these group indicators could potentially be identified with consumer micro-moments (see e.g., Conlon and Gortmaker, 2025).

Nevo, 2001; Miller and Weinberg, 2017; Backus, Conlon, and Sinkinson, 2021), we assume that manufacturers simultaneously set retail prices to maximize profits, consistent with a vertical model in which retailers charge manufacturers a fixed fee for shelf space and where retail margins are zero. Thus, c_{jt} includes production, distribution, and retail costs.

We assume that marginal costs are constant across units sold, ruling out economies of scale and scope. Thus, the Nash-Bertrand equilibrium prices in market t satisfy the stacked first-order conditions:

$$p_t = c_t - \left(\Omega_t \circ \frac{ds_t}{dp_t}'\right)^{-1} s_t \ , \tag{5}$$

where p_t and s_t are vectors of prices and shares across the $\mathcal{J}_t$ products in market t. The ownership matrix Ω_t has its (j,k) element equal to one when products j and k share a manufacturer and zero otherwise, with $\circ$ denoting element-wise multiplication. The $\mathcal{J}_t \times \mathcal{J}_t$ matrix of price derivatives, $\frac{ds_t}{dp_t}$, depends on the demand parameters α_{my} and σ_{my} specific to module m and year y. Its (j,k)-th element is:

$$\frac{\partial s_{kt}}{\partial p_{jt}} = \begin{cases} \alpha_{my} s_{jt} \left(\frac{1}{1-\sigma_{my}} - \frac{\sigma_{my}}{1-\sigma_{my}} s_{jgt} - s_{jt} \right) & \text{if } j = k \ , \\ -\alpha_{my} s_{jt} \left(\frac{\sigma_{my}}{1-\sigma_{my}} s_{kgt} - s_{kt} \right) & \text{if } j \neq k, \text{but belong to the same nest and,} \\ -\alpha_{my} s_{jt} s_{kt} & \text{if } j \neq k, \text{and belong to different nests,} \end{cases} \tag{6}$$

where s_{jgt} equals product j's market share within nest g in market t.

Discussion of the Supply Model. Our objective is to scalably recover markups, defined as $\mu_{jt} \equiv \frac{p_{jt} - c_{jt}}{p_{jt}}$, for each product in every market. Assuming that manufacturers set retail prices according to a model of Nash-Bertrand competition serves that objective: once we estimate demand, we can analytically recover marginal cost by inverting Equation (5). Evidence in support of this assumption in consumer packaged goods is mixed. For example, Miller and Weinberg (2017) and Sullivan (2020) find evidence of price coordination in beer and super-premium ice cream, respectively, whereas Nevo (2001) and Backus, Conlon, and Sinkinson (2021) conclude for Bertrand conduct in the market for cereal. Duarte et al. (2024) test several standard vertical models in the market for yogurt sold in supermarkets. They reject several models, including those involving double marginalization and collusion. The only model they fail to reject is the zero retail margin model. If some markets are indeed collusive, then the markups we recover will be smaller than the truth.[13] However, recent studies (e.g., Grieco, Murry, and Yurukoglu, 2024; Duarte et al., 2025) find evidence that, while estimates of the level of markups are sensitive to assumptions on conduct, estimates of the trend are not.

[13] Given the recent literature on testing conduct (Berry and Haile, 2014; Backus, Conlon, and Sinkinson, 2021; Duarte et al., 2024; Dearing et al., 2024), future work could use our scalable methods for estimating demand to test different models of firm conduct across a set of consumer packaged goods markets. However, valid inference on conduct requires collecting instruments that satisfy the falsifiable restriction in Berry and Haile (2014) and are strong for testing (as defined in Duarte et al., 2024). Collecting these instruments for many markets may be time intensive.

4 Assigning Products to Nests

A key input into Equation (1) is the assignment of products to nests. Typically, researchers studying a single product market use their expertise to group products based on key observable characteristics that drive consumer substitution. However, an approach relying on human judgment is not feasible for our analysis of 75 product markets, many with hundreds of products. The relevant characteristics vary across markets—from nutritional content in cereals to flavor profiles in sodas—and many are difficult to quantify. Collecting and coding these diverse attributes would be prohibitively time-consuming.

Instead, we identify close substitutes through a data-driven approach based on household purchase patterns rather than product characteristics. Using the consumer panel data, we analyze which products are purchased by the same household across multiple shopping trips. We measure product substitutability by the frequency of co-purchasing—for instance, if many households alternate between Pepsi and Coke but never buy Mountain Dew, this suggests that Pepsi and Coke are closer substitutes to one another than either is to Mountain Dew. The implicit premise is that when households, assumed to have stable product preferences, occasionally switch between products across shopping trips, they are responding to temporary changes in the variables entering their utility function (e.g., prices, product availability, or demand shocks).

We implement this idea by first calculating pairwise purchase correlations: for each product pair j and j', we compute the correlation $\rho_{jj'}$ between vectors of binary indicators for whether each household ever purchased these products. Separately for each product module, we then create a dissimilarity matrix $\mathbf{D}$ with elements $1 - \rho_{jj'}$ and apply agglomerative clustering with Ward's linkage[14] to group products. The number of clusters for each market is chosen using a criterion based on the Duda-Hart pseudo-T^2 statistic.[15]

Appendix Table 14 shows the number of clusters for all 75 product markets, while Appendix Table 22 displays each nest's top five UPCs by sales. To understand which factors were most important in determining nest assignments, we calculated the ratio of within-cluster to total variation (Hastie, Tibshirani, and Friedman, 2009) for four product attributes: size, unit count (multi-packs), brand, and UPC description (excluding brand abbreviations). Key attributes for determining clustering—which thus drive household substitution across products—should show relatively low within-cluster variation compared to total variation across all products. See Appendix A.1 for details.

[14] Agglomerative clustering starts with J individual products as separate clusters, iteratively combining the two nearest clusters until one remains. With Ward's linkage method, "nearest" refers to the pair of clusters whose combination minimizes the increase in within-cluster variance.

[15] The Duda-Hart pseudo-T^2 statistic measures the ratio of within-group squared errors, $Je(2)/Je(1)$, where $Je(1)$ and $Je(2)$ respectively represent the total sum of squares of the distances within groups, before and after splitting into two subgroups. For each product module, we incrementally increase the number of clusters and select the maximum achieved before observing the first increase in the Duda-Hart statistic.

TABLE 2: Clustering Results for Ready-to-Eat Cereal

Nest 1 - Basic		Nest 2 - Enhanced		Nest 3 - Healthy		Nest 4 - Healthy
Cheerios	B	Cheerios	B	All-Bran		Special K Chocolaty Delght
Corn Chex		Frosted Flakes	K	Banana Nut Cheerios		Special K Fruit
Corn Flakes	B	Frosted Mini-Wheats	E	Cinnamon Life		Special K Protein
Crispix	B	Fruity Cheerios		Essentials Oatmeal Squares		Special K Red Berry
Grape-Nuts	H	Golden Grahams		Fiber One		Special K Vanilla Almond
Kix	K	Honey Nut Cheerios	K	Fiber One Honey Clusters		Great Grains
Raisin Bran	E	Rice Krispies	B	Frosted Mini-Wheats	E	Selects Great Grains
Raisin Bran	E			Honey Bunches Of Oats	E	
Raisin Bran Crunch				Life	K	
Rice Chex		**Nest 5 - Enhanced**		Oat Cluster Cheerios Crnch		
Rice Krispies	B	Apple Cinnamon Cheerios		Oatmeal Squares		
Shrd Wht 'N Brn Sp Sz		Chocolate Cheerios		Raisin Nut Bran	E	
Shredded Wheat Spoon Size	H	Cinnamon Chex		Selects Cranberry Alm Crn		
Wheat Chex		Cinnamon Life		Selects Great Grains		
		Frosted Mini-Wheats	E	Smart Start		
		Fruity Cheerios		Special K	H	
		Honey Bunches Of Oats	E	Special K Blueberry		
		Honey Nut Cheerios Md Crnh		Special K Chocolaty Delght		
		Honey Nut Chex		Special K Cinnamon Pecan		
		Life	K	Special K Fruit &		
		Multigrain Cheerios		Special K Red Berry		
		Multigrain Cheerios Pnt Bt		Special K Vanilla Almond		
				Total Whole Grain	H	
				Trail Mix Crunch		
				Wheaties	B	

Nest 6 - Kids		Nest 7 - Kids		Nest 8 - Kids		Nest 9 - Kashi	
Cheerios	B	Apple Jacks		Apple Jacks		Kashi Go Lean	
Cinnamon Chex		Cap'N Crn	K	Cap'N Crn	K	Kashi Go Lean Crisp!	
Cinnamon Toast Crunch	K	Cap'N Crn Crn Bry		Cap'N Crn Crn Bry		Kashi Go Lean Crunch!	
Cracklin' Oat Bran		Cap'N Crn Oops! All Bry		Cap'N Crn Pnt Btr		Kashi Heart To Heart	
Froot Loops	K	Cap'N Crunch Peant Btr Crn		Cinnamon Toast Crunch	K		
Froot Loops Marshmallow		Cinnamon Toast Crunch	K	Cocoa Krispies			
Frosted Flakes	K	Cocoa Krispies		Cocoa Pebbles			
Fun Pak		Cocoa Pebbles		Cocoa Puffs		**Nest 10 - Single Serving**	
Honey Bunches Of Oats	E	Cocoa Puffs		Cookie-Crisp		Apple Jacks	
Honey Graham Oh!S		Cookie-Crisp		Corn Pops	K	Cheerios	B
Honey Nut Cheerios	K	Corn Pops	K	Froot Loops	K	Cinnamon Toast Crunch	K
Honey Nut Chex		Count Chocula		Frosted Flakes	K	Corn Pops	K
Lucky Charms	K	Froot Loops	K	Fruity Pebbles		Froot Loops	K
		Frosted Flakes	K	Golden Crisp		Frosted Flakes	K
		Frosted Mini-Wheats	E	Honey Smacks		Honey Nut Cheerios	K
		Frosted Mini-Wht Lttle Bts		Honey-Comb		Lucky Charms	K
		Fruity Pebbles		Lucky Charms	K		
		Golden Crisp		Reese's Puffs			
		Golden Grahams		Trix	K		
		Honey Nut Cheerios	K			**Nest 11 - Malt O Meal**	
		Honey Smacks				M-O-M Frosted Mini Spooners	
		Honey-Comb					
		Krave					
		Lucky Charms	K				
		Reese's Puffs					
		Trix	K				

Notes: The table reports our clustering results for the Ready-to-Eat Cereal product market. We restrict attention to UPCs with average annual sales exceeding 300,000 units and report the brands represented in each nest (i.e., brands that have at least one UPC in the nest). For the brands that also appear in Nevo (2001), we report his grouping of them: B = all family/basic, E = taste enhanced, H = simple health, and K = kids. The nests' titles (e.g., Basic, Enhanced) are our characterizations, not an output of the algorithm.

Appendix Table 19 presents clustering ratios by module. While brand and size are often the most important determinants of nest assignment (as indicated by having a low ratio of within-cluster variance to total variance), in some cases the procedure captures other dimensions of similarity. Two good examples are Wine (Domestic Dry Table) and Crackers (Flavored Snack). For Wine, there are 9 nests. Inexpensive white Zinfandels are clustered in one nest (6), pricier Chardonnays in another (4), and relatively expensive red wines in yet another (1). There are separate nests for value boxed wine (7) and premium boxed wine (9). For Crackers, the nests mostly reflect the major brands (e.g., Goldfish, Cheez-It, Triscuit), but some nests include different brands of the same type of cracker: for example, nest 2 contains both Nabisco Ritz and Keebler Townhouse, which are similar types of butter cracker, and nest 7 contains multiple brands of toasted thin crisps.

To validate our automated clustering, we compare our results to previous studies where researchers manually grouped products. Nevo (2001), a canonical paper in industrial organization, groups 25 leading brands of breakfast cereal into four categories ("all family/basic," "taste enhanced," "simple health," and "kids"). Table 2 reports our clustering of the best-selling cereal brands along with their classification in Nevo (2001). While the assignments do not perfectly match, they are broadly consistent: our nests 6, 7, and 8 contain Nevo's "kids" cereals,[16] while many of his "all family/basic" cereals appear in our nest 1.

For Carbonated Soft Drinks, Mariuzzo, Walsh, and Whelan (2003) grouped products along three characteristics: diet status, flavor (regular, lemon, citrus, and fruit), and size. NielsenIQ separates diet and regular sodas into distinct product modules; our algorithm divides regular sodas into seven nests. Table 3 shows the five highest-revenue UPCs in each nest and their corresponding Mariuzzo, Walsh, and Whelan (2003) classifications.[17] The resulting clusters, though not perfectly matching the manual classification in Mariuzzo, Walsh, and Whelan (2003), follow similar patterns: nests are organized by size (e.g., 12-packs, 2-liter bottles) and type (e.g., energy drinks, sparkling water).

Finally, Table 4 shows the brands associated with our algorithm's clustering of best-selling UPCs in the Beer module.[18] The clusters align with intuition. Single tallboy cans are grouped separately from multipacks. Within multipacks, separate nests emerge for craft/imported beer (e.g., Sam Adams and Corona) and macro brews (e.g., Miller and Budweiser). The presence of nests dominated by different package sizes of Budweiser and Miller Genuine Draft reflects the strong brand loyalty amongst macro beer drinkers.

While the clusters shown above may not perfectly match a market expert's classification, they

[16] We assigned the descriptive labels like Basic, Healthy, and Kids after examining the groupings. Some brands appear in multiple nests because the algorithm assigns UPCs (not brands) to nests. So, for example, different sizes of the same brand might land in different nests.

[17] Size categories are: "Sm" ($\leq$12.5 oz. single bottle/can), "Med" (12.5 oz. to 33.8 oz. single bottle/can), "Lrg" (>33.8 oz. single bottle/can), and "Multi" (all others). Flavor categories are identified from strings appearing in UPC descriptions: Lemon ("* ln*", "* ln/lm*", "* lm/ln*"); Citrus ("*citr*", "* or *", "* gft *", "* lm *"); Fruit ("*grape*", "* ch/*", "* ch *", "* strby *", "* frt *"); and Regular (all others).

[18] Popular light beer brands do not appear in the table, as NielsenIQ assigns them to a separate module.

TABLE 3: Clustering Results for Carbonated Soft Drinks

Nest 1 - 20oz Bottles		Nest 2 - Plastic Bottle 6-Packs	
Coca-Cola 20oz bottle	Med/Reg	Coca-Cola 6-pack 500mL bottles	Multi/Reg
Pepsi 20oz bottle	Med/Reg	Coca-Cola 8-pack 12oz bottles	Multi/Reg
Dr. Pepper 20oz bottle	Med/Reg	Pepsi 6-pack 500mL bottles	Multi/Reg
Sprite 20oz bottle	Med/Lemon	Dr. Pepper 6-pack 500mL bottles	Multi/Reg
Coca-Cola 32-pack 12oz cans	Multi/Reg	Mountain Dew 6-pack 500 mL bottles	Multi/Citrus
Nest 3 - 12-Packs		**Nest 4 - 2L Bottles**	
Coca-Cola 12-pack 12oz cans	Multi/Reg	Coca-Cola 2L bottle	Lrg/Reg
Pepsi 12-pack 12oz cans	Multi/Reg	Pepsi 2L bottle	Lrg/Reg
Dr. Pepper 12-pack 12oz cans	Multi/Reg	Sprite 2L bottle	Lrg/Lemon
Mountain Dew 12-pack 12oz cans	Multi/Citrus	Canada Dry Ginger Ale 12-pack 12oz cans	Multi/Reg
Sprite 12-pack 12oz cans	Multi/Lemon	Canada Dry Ginger Ale 2L bottle	Lrg/Reg
Nest 5 - Energy Drinks		**Nest 6 - Kickstart**	
Monster Energy 16oz can	Med/Reg	Mt. Dew Kickstart Orange Citrus 16oz can	Med/Citrus
Red Bull 12oz can	Sm/Reg	Mt. Dew Kickstart Fruit Punch 16oz can	Med/Fruit
Red Bull 250ml can	Sm/Reg	Mt. Dew Kickstart Black Cherry 16oz can	Med/Fruit
Rockstar Energy 16oz can	Med/Reg	Mt. Dew Kickstart Pineapple Orange Mango 12oz can	Sm/Fruit
Red Bull 16oz can	Med/Reg	Mt. Dew Kickstart Limeade 16oz can	Med/Fruit
Nest 7 - Sparkling Water			
San Pellegrino 750mL glass bottle	Med/Reg		
San Pellegrino 1L bottle	Med/Reg		
Perrier 1L bottle	Med/Reg		
La Croix Lime 12-pack 12oz cans	Multi/Citrus		
La Croix Grapefruit 12-pack 12oz cans	Multi/Citrus		

Notes: This table reports clustering results for the Carbonated Soft Drinks product market. We report the five highest-selling UPCs in each of the seven nests that our algorithm generated. The nest assignment from the approach of Mariuzzo, Walsh, and Whelan (2003), based on size and flavor, is indicated to the right of each product name. The nests' titles (e.g., 20 oz. Bottles, Plastic Bottle 6-Packs) are our characterizations, not an output of the algorithm.

demonstrate that our algorithm—which analyzes purchase correlations across all panelists and years—generates sensible groupings of similar products. However, at least two concerns about the procedure may be relevant in some product modules. First, in modules like Ready-to-Eat Cereal or Carbonated Soft Drinks, multi-member households may purchase different products for each member (such as All Bran for a parent and Cocoa Puffs for his or her child) that may not be considered close substitutes by any individual consumer. Second, in modules where product offerings frequently change, evolving consumer preferences may lead to shifts in the nesting structure over time. We address these concerns in Appendix A.2 by (i) performing clustering analysis using only single-member household data and (ii) comparing clusters derived separately from the first and second half of the panel data. Both alternative approaches yield similar clustering results, substitution patterns, and markup estimates, supporting the robustness of our original methodology.

Our approach can also generate the appearance of overlapping nests (see Nests 7 and 8 in Table 2, which contain similar brands of kids' cereals). This overlap can occur when manufacturers reformulate products over time or use different UPCs for identical products across geographic markets. For example, during our sample period, cereal products underwent significant package downsizing between the first and second half of our sample (e.g., Lucky Charms reduced its 14 oz. box to 12 oz.; see Section 8.1 and Appendix C for further discussion of "shrinkflation" in our data). Nests 7 and 8 represent post- and pre-shrinkflation UPCs, respectively. Since these UPCs rarely compete on the same store shelf, households do not substitute between them in our panel data, leading our

TABLE 4: Clustering Results for Beer

Nest 1 - Mostly Tallboys	Nest 2 - Cheap (Mostly Tallboys)	Nest 3 - Non Bud American Lagers
Bud Ice	Bud Ice	Busch
Budweiser	Busch Ice	Busch Ice
Budweiser Clamato Chelada	Hurricane High Gravity Lager	Miller High Life
Budweiser	Icehouse	Milwaukee's Best
Busch	Icehouse Edge	Milwaukee's Best Ice
Caguama	Keystone Ice	Natural Ice
Coors Banquet	Labatt Blue Pilsner	Pabst Blue Ribbon
Corona Extra	Labatt Ice	
Corona Familiar	Miller High Life	
Foster's	Milwaukee's Best Ice	
Heineken	Molson Ice	
Icehouse	Natty Daddy	
Miller Genuine Draft	Natural Ice	
Miller High Life	Steel Reserve 211 High Gvty Lg	
Modelo Especial		
Modelo Especial Chelada		
Multiple Value		
Pabst Blue Ribbon		
Rolling Rock		
Sapporo Draft		
Tecate		

Nest 4 - Budweiser	Nest 5 - A Cut Above	Nest 6 - Mostly Mexican
Budweiser	Beck's	Corona Extra
	Heineken	Corona Extra Coronita
	Samuel Adams Boston Lager	Dos Equis Especial Lager
	Samuel Adams Seasonal	Heineken
	Yuengling Amber Lager	Modelo Especial
		Pacifico
		Shiner Bock
		Stella Artois
		Tecate

Notes: This table reports clustering results for the Beer product market. We restrict attention to UPCs with average annual sales exceeding 100,000 units and report the brands represented in each nest (i.e., brands that have at least one UPC in the nest). The nests' titles (e.g., Mostly Tallboys) are our characterizations, not an output of the algorithm.

algorithm to assign them to separate clusters. While clustering at the brand level would eliminate such overlap, it could obscure important variation in substitution patterns across sizes and varieties (e.g., in Ground and Whole Bean Coffee, where single brands encompass multiple blends, flavors, and grinds). Furthermore, as these overlapping products rarely appear in the same market, they do not substantially affect our demand or markup estimates. Moreover, our robustness exercise—separately clustering products using the first and second half of the household panel—addresses concerns about overlapping nests that result from shrinkflation.

5 Estimation

Following Berry (1994), we estimate the following equation separately for each module-year:

$$\log\left(\frac{s_{jt}}{s_{0t}}\right) = \alpha_{my} p_{jt} + \sigma_{my} \log(s_{jgt}) + \xi_{jy} + \xi_{bdq} + \xi_{jt} \ , \tag{7}$$

where s_{0t} is the outside option share and s_{jgt} is product j's within-nest share in nest g and market t.

Prices and within-nest shares are endogenous due to correlation with demand shocks ξ_{jt}. To consistently estimate α_{my} and σ_{my}, we need instruments uncorrelated with these shocks. Traditional

instruments formed from product characteristics (e.g., Berry, Levinsohn, and Pakes, 1995; Gandhi and Houde, 2019), own and rival cost shifters, or market structure changes are impracticable in our setting, as they require module-specific institutional knowledge and collecting auxiliary data at scale.

Instead, we construct instruments from the number of products in a market and prices in other markets, which are easily computed from scanner data. Under the standard assumption that product offerings are chosen before manufacturers observe demand shocks, both the total number of products within a store-week and the number of products within a store-week-nest are exogenous. Variation in these counts changes the degree of competition in a market, affecting prices. Adding or dropping a product from a nest additionally helps identify σ_{my}, which controls the degree of within-nest versus across-nest substitution.

Following Nevo (2001), we also construct Hausman instruments. For a product in a given store-week, we compute that product's average price in that week across other retailers located in the same geographic region of the US but in a different DMA. By using regional as opposed to national variation in prices to compute the Hausman instrument, we allow marginal costs to vary across regions of the US.[19] Excluding retailers in the same DMA helps mitigate threats to the exogeneity of our instrument: demand shocks are likely to be correlated across nearby retailers, and advertising within a DMA could induce such a correlation. To further address concerns about correlated demand shocks across markets, we include a comprehensive set of fixed effects, at the product- and the brand-DMA-quarter level.

Running separate regressions for each module-year lets the demand parameters (α_{my} and σ_{my}) and unobserved quality (captured by product and brand-DMA-quarter fixed effects) vary over our thirteen-year sample. This flexibility allows us to track changing substitution patterns within a module, but requires substantial identifying variation in the data. Defining markets as module-store-weeks helps by leveraging high-frequency changes to prices and product availability, from which we form our instruments. Including brand-DMA-quarter fixed effects further necessitates our disaggregated market definition.

Given our instruments, we estimate Equation (7) via two-stage least squares—a procedure that remains computationally fast in standard statistical software packages. From the estimated demand parameters, we recover the vector of markup estimates in market t as:

$$\mu_t \equiv (p_t - c_t) \oslash p_t = -\left(\Omega_t \circ \frac{ds_t(\alpha_{my}, \sigma_{my})}{dp_t}'\right)^{-1} s_t \oslash p_t \ , \tag{8}$$

where the operator $\oslash$ denotes element-wise division.

[19] Following the US Census, we define four geographic regions of the US: Northeast (ME, NY, PA, NJ, CT, RI, MA, NH, VT), Mid-Atlantic/Southeast (MD, DE, DC, VA, WV, KY, TN, NC, SC, GA, FL, AL, MS, LA, AR, OK, TX), Midwest (ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, IN, OH), and West (WA, ID, MT, WY, OR, CA, NV, UT, CO, AZ, NM, AK, HI). Differences in marginal costs across these regions could arise if a firm has multiple manufacturing plants located throughout the US or if distribution/retail costs vary geographically.

6 Demand Estimates

Our estimation procedure yields annual estimates of the demand parameters for each of the 75 markets across 13 years. We report parameter estimates across all modules for 2006, 2012, and 2018 in Appendix Table 15. For 70 out of 75 modules, price sensitivity estimates were both negative and statistically significant across all thirteen years. Going forward, we exclude the remaining five modules from our analysis.[20] Table 5 presents estimates for the eight largest product markets in the first, middle, and final years, revealing systematic changes in consumer behavior over time. The price coefficient α increased in all these markets except Light Beer, indicating decreased price sensitivity. These patterns extend to the broader sample, with $\alpha_{2018} > \alpha_{2006}$ in 55 of the 70 markets. The nest parameter σ, which measures correlation in household preferences within nests, follows similar trends to α, increasing in six of the eight modules in Table 5, and in 52 of the 70 modules in the full sample.

TABLE 5: Demand Parameter Estimates

Product Module	α_{2006}	α_{2012}	α_{2018}	σ_{2006}	σ_{2012}	σ_{2018}	$\Delta\alpha$	$\Delta\sigma$
Soft Drinks - Carbonated	-3.49	-1.71	-1.52	0.69	0.81	0.95	1.97	0.27
Soft Drinks - Low Calorie	-2.62	-2.09	-1.76	0.61	0.69	0.61	0.86	-0.00
Bakery - Bread - Fresh	-1.45	-1.08	-0.85	0.60	0.69	0.71	0.60	0.11
Water-Bottled	-1.88	-1.32	-0.45	0.70	0.73	0.82	1.43	0.11
Cereal - Ready To Eat	-2.89	-1.88	-2.36	0.22	0.58	0.52	0.53	0.31
Light Beer (Low Calorie/Alcohol)	-6.35	-8.34	-10.68	0.12	0.34	0.44	-4.33	0.32
Toilet Tissue	-4.18	-3.98	-2.27	0.42	0.32	0.38	1.91	-0.05
Yogurt-Refrigerated	-4.44	-2.06	-1.47	0.20	0.40	0.53	2.97	0.33
Median	-2.86	-2.28	-2.03	0.46	0.51	0.56	0.60	0.10

Notes: For the largest product markets, we present estimates of α_{my} and σ_{my} for $y \in 2006, 2012, 2018$. The final two columns in Table 5 present $\Delta\alpha = \alpha_{m2018} - \alpha_{m2006}$ and $\Delta\sigma = \sigma_{m2018} - \sigma_{m2006}$. The last row reports median values across all 70 product markets. Appendix Table 15 in Appendix E presents estimates for all 70 product markets in our sample.

Our identification strategy is supported by multiple empirical checks. First, estimating our nested logit model using 2SLS instead of OLS reduces the price coefficient in over 95% of the 975 module-years, aligning with expected OLS bias. Second, first-stage F-statistics are large, with a minimum value of 172 across all module-years. We further explored the first-stage regressions for each module in 2006. The number of products per nest and the Hausman instrument show the

[20] The four modules with positive α estimates were Cigarettes (2006-2018), Non-Chocolate Candy (2007, 2012, 2015), Fruit Drinks-Other Container (2010), and Wet Dog Food (2018). The fifth excluded module is Wet Cat Food in 2018, for which $\hat{\alpha} = -0.02$ was insignificant at the 5% level when clustering standard errors at the market level.

strongest impact on the log inside share, with theoretically consistent signs in all but one module. The Hausman instrument also demonstrates a strong positive effect on prices across all modules.

TABLE 6: Own-Price Elasticity Estimates

Product Module	Unweighted				Revenue-Weighted			
	2006	2010	2014	2018	2006	2010	2014	2018
Soft Drinks - Carbonated	-9.59	-10.40	-5.35	-28.97	-9.01	-9.51	-4.95	-25.98
Soft Drinks - Low Calorie	-6.11	-7.71	-4.64	-4.19	-5.67	-7.11	-4.33	-4.00
Bakery - Bread - Fresh	-3.46	-3.45	-2.54	-2.72	-3.30	-3.26	-2.42	-2.65
Water-Bottled	-6.77	-4.65	-2.86	-2.34	-6.44	-4.02	-2.56	-2.05
Cereal - Ready To Eat	-3.90	-4.27	-4.38	-4.19	-3.65	-3.95	-4.07	-3.93
Light Beer (Low Calorie/Alcohol)	-6.70	-8.75	-10.00	-14.62	-6.64	-8.33	-9.44	-13.23
Toilet Tissue	-6.42	-5.77	-3.61	-3.57	-5.99	-5.49	-3.69	-3.55
Yogurt-Refrigerated	-4.92	-3.43	-3.25	-3.59	-4.94	-3.72	-3.37	-3.67
Median	-4.75	-4.56	-4.08	-3.99	-4.57	-4.31	-4.07	-3.99

Notes: For the largest product markets, we present estimates of the revenue-weighted and unweighted average own-price elasticity for each market-year pair for 2006, 2010, 2014, and 2018 (estimates from other years are omitted to make the table readable.) The row labeled "Median" refers to the median across the 70 product markets for which we compute own-price elasticities. Appendix Table 16 in Appendix E presents estimates for all 70 product markets in our sample.

Changes in the α and σ parameters translate into changes in demand elasticities. Since both parameters declined in most product markets, most product markets had less elastic demand in 2018 than in 2006. Table 6 shows average own-price elasticities for our largest product markets; Appendix Table 16 reports elasticities for all modules.

We conduct several robustness checks to validate our approach, reported in Appendix B. In our main analysis, we define the market size as two times the maximum quantity sold in a store across all the weeks in the sample; elasticity estimates change only modestly when we consider multipliers of 1.5 and 2.5 (see Appendix Table 8.)[21] Additional robustness checks explore the sensitivity of our demand estimates to alternative nesting structures, using Ready-to-Eat Cereal as a case study. In Appendix Table 9, we report diversion ratios for five large brands of cereal as well as the average implied markup. We find that our demand estimates imply similar substitution patterns when we cluster products separately in the first and second half of the sample and when we restrict the household panel to single-member households. We also find that our nesting approach outperforms standard nesting approaches such as simple inside-outside nests, brand-based groupings, and a

[21] We also considered broadening the geographic market to the DMA level. Doing so resulted in estimating σ parameters below 0 in all years for the Ready-to-Eat Cereal module.

simple logit model (no nesting). The model with all products in a single nest produces positive price elasticities in at least one year for every product market, with 71 of 75 markets having instances where the nesting parameter fell outside the $[0, 1]$ range.

Our method prioritizes scalability over the complexity of conventional mixed logit models in the style of Berry, Levinsohn, and Pakes (1995). While a thorough comparison to BLP remains for future work, some evidence suggests our approach yields estimates that approximate BLP reasonably well. For instance, our results capture expected substitution patterns, such as greater substitution between similar cereal types (e.g., sugary kids' cereals vs. "adult" cereals). Also, Döpper et al. (2024) estimate demand models similar to BLP with random coefficients on price. Our central findings agree with theirs, which we interpret as indirect validation of our approach. Brand (2021) estimates markups for nine product markets using both BLP and FRAC. For the seven product markets that overlap with our sample, our markup estimates are highly correlated with his (0.67 for his BLP estimates and 0.72 for his FRAC estimates).[22]

7 Estimated Markups and Trends

With the demand estimates from the previous section, we compute markups for each product-store-week combination via Equation (8) using the `PyBLP` package (Conlon and Gortmaker, 2020), which yields nearly 5 billion estimates.

7.1 Overall Level and Trends

Our analysis reveals significant variation in markup trends from 2006 to 2018, with distinct patterns across different market segments and product categories. Figure 1 shows moments of the yearly distribution in markups across all product markets, both unweighted and weighted by the revenue of the UPC in the given store-week. While the trend in average markups was relatively flat early in the sample period, average markups grew steadily from 2012 to 2018. Over the full sample period, the mean percentage markup (across all products in all markets) increased from 0.41 in 2006 to 0.57 in 2018 (or from 0.37 to 0.52 when weighted by revenue).[23,24]

Figure 1 reveals that there is considerable heterogeneity in both the levels of markups and their trends. In 2006, while the 75th percentile of the markup distribution was 0.46 (0.44 when

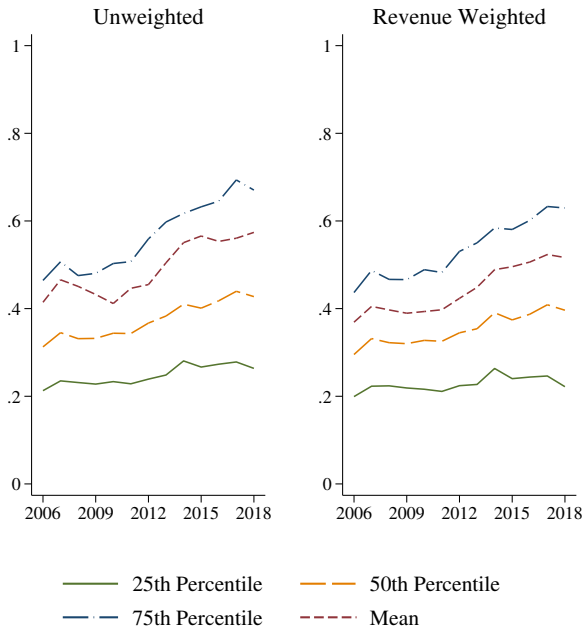
[22] FRAC (Fast, Robust, and Approximately Correct) is based on the method proposed by Salanié and Wolak (2022) for approximating BLP with a linear system. Brand (2021) also estimates changes in markups between 2006 and 2017. He finds that markups increased in all seven product markets, whereas we estimate that markups increased in five of the seven.

[23] Our overall findings are similar to those reported in Döpper et al. (2024). They document average markups rising from 0.45 in 2006 to 0.60 in 2019.

[24] Testing the statistical significance of the trends in markups would require bootstrapping demand and markup estimation. As the demand parameters are precisely estimated in the 70 modules we consider—the 99th percentile of the ratio of the market-level clustered standard errors to the absolute value of the point estimates are 0.023 for α_{my} and 0.018 for σ_{my}—changes in estimated markups are likely significant.

revenue weighted), the 25th percentile was only 0.21 (0.20 when revenue weighted). The evolution of markups also shows significant variation across the different quantiles of the yearly distributions. While the median markup increased by approximately 10 percentage points, the 75th percentile saw a more dramatic rise of 20 percentage points, compared to just 4 percentage points at the 25th percentile.

FIGURE 1: Trends in Markups: Pooled

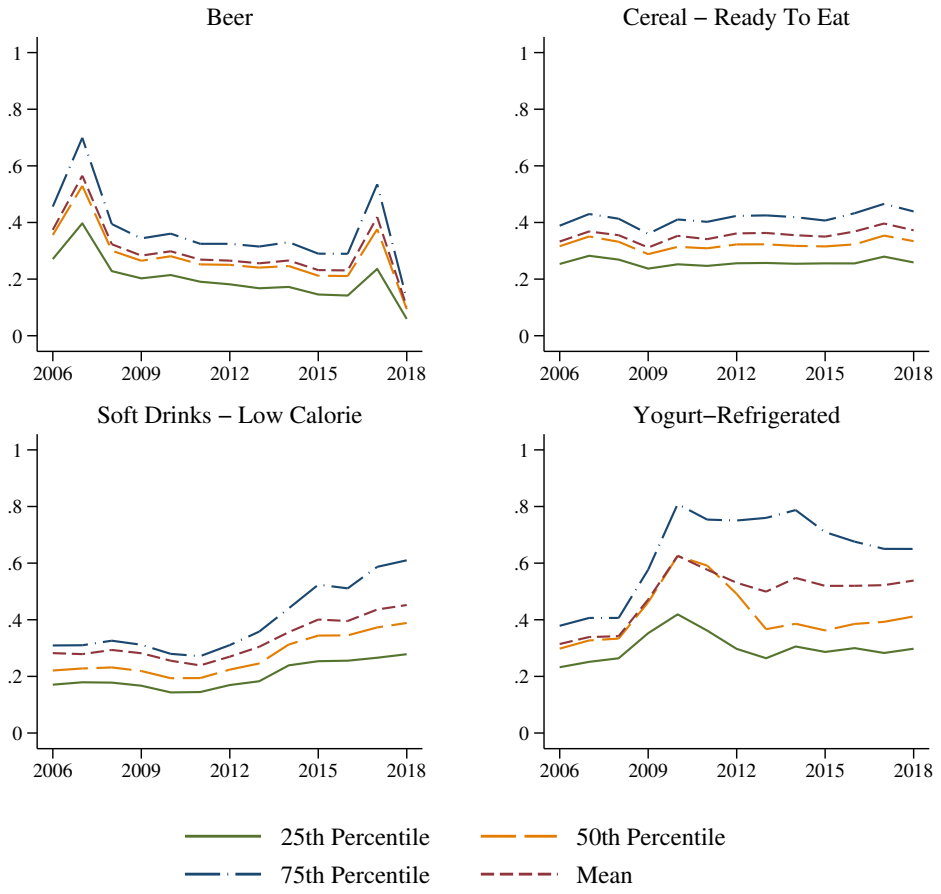


Notes: For each year, we compute the 25th percentile, median, 75th percentile, and mean of μ_{jt}, pooling across all product markets. The left panel weights observations by their market-level revenue, while the right panel weights all observations equally.

7.2 Market-Level Heterogeneity

The aggregate trends (which pool across modules) may mask heterogeneity across product markets, so in this section we briefly explore differences in markup trends across product markets. To illustrate some examples, Figure 2 plots the annual distribution of markups for four product markets: Beer, Cereal, Low-Calorie Soft Drinks, and Refrigerated Yogurt. Both the level and the trends differ across these four product markets, with declining markups for Beer, increases for Low-Calorie Soft Drinks for all quantiles, increases for Refrigerated Yogurt at the top of the markup distribution, and no discernible trend for Ready-to-Eat Cereal.

FIGURE 2: Trends in Markups: 4 Product Markets



Notes: For each year, we compute the 25th percentile, median, 75th percentile, and mean of μ_{jt} for four separate product modules. Within each year, all observations are weighted equally.

Appendix Table 17 reports moments (both unweighted and revenue-weighted) of the markup distribution for all 70 product markets. Appendix Figure 7 plots the average markup for each module in 2006 against its counterpart in 2018. Most markets saw an increase in markups—the median markup increased in 54 of the 70 product markets. As a first pass at explaining heterogeneity across markets, we correlate the change in markups with several variables, which we report in Appendix Table 10.[25] We highlight a few of the results here. First, the market share of products in 2006 is only weakly correlated with the change in markups, suggesting that the trend in markups for popular products is similar to those for less popular ones. Modules with more products in 2006 and modules that experience more net entry have somewhat larger increases in markups, suggesting a role for entry and the change in composition of products. However, what stands out in the table

[25] Appendix Figure 6 in Appendix D plots the relationship between changes in markups and changes in α (correlation coefficient +0.75), changes in σ (correlation coefficient +0.03), and changes in implied marginal costs (correlation coefficient −0.79).

is that changes in consumer price sensitivity are more strongly predictive of changes in markups than these other potential explanations. In markets where consumers became less price sensitive, markups also become larger.

These descriptive patterns motivate the counterfactual exercises of the next section, which allow us to measure the full effect of changes in demand (and other primitives) on the change in markups.

8 Counterfactual Analysis

In this section, we conduct counterfactual analyses to explore three possible mechanisms underlying the upward trend in markups: changes in consumer demand, changes in marginal costs, and changes in firm ownership structure. Figure 3 presents the main results from our counterfactual exercises. For this analysis, we focus on products present in both 2006 and 2018. This balanced panel approach allows us to isolate the impact of each mechanism from changes in product assortment.[26] The maroon short-dash and solid green lines present the observed distributions—pooling over product markets and weighting observations equally—of markups in 2006 and in 2018, respectively. Consistent with the patterns described above, the distribution of markups shifts to the right, particularly in the upper half of the markup distribution.

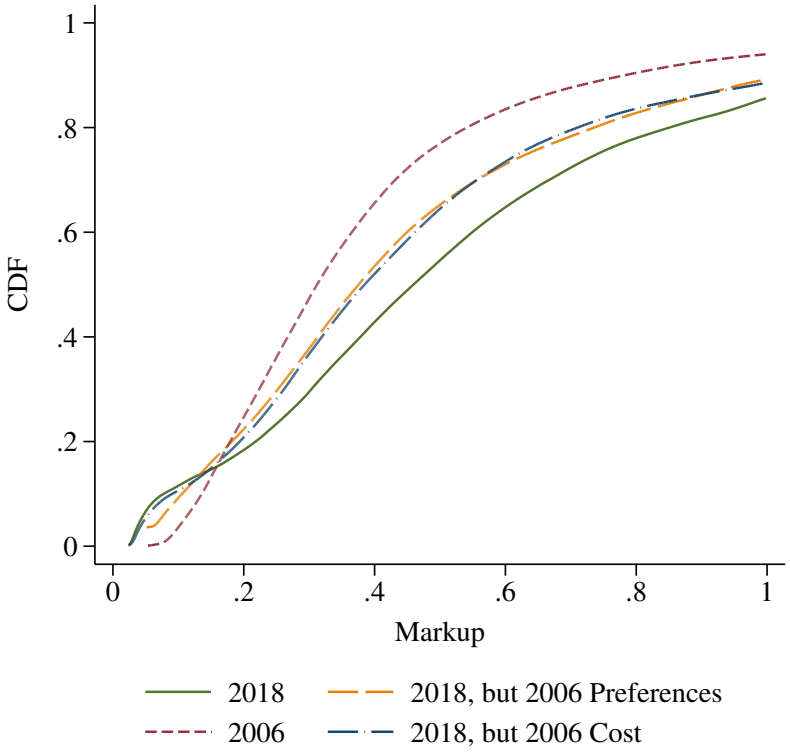
Demand Counterfactual. Our demand estimates in Appendix Table 15 suggest that the majority of product modules saw a decrease in consumer price sensitivity, leading to a reduction in own-price elasticities. In this counterfactual, we explore the degree to which these changes explain the rise in markups observed in our sample. For each market, we calculate equilibrium prices and shares in 2018 using 2006 demand parameters (α_{m2006} and σ_{m2006}), while keeping 2018 market structure, firm ownership, and marginal costs fixed. Using the `PyBLP` package, which implements the algorithm in Morrow and Skerlos (2011), we solve for prices that satisfy the first-order conditions in Equation 5. Once we obtain the counterfactual prices $\tilde{p}_{jt}$, we can compute counterfactual markups in market t and product j as $(\tilde{p}_{jt} - c_{jt})/\tilde{p}_{jt}$.

Comparing the distribution of counterfactual markups to the estimated distributions in 2006 and 2018 illustrates the degree to which the overall trend in markups is explained by changes in demand. In Figure 3, the orange long-dash line represents the counterfactual markups. The results indicate that changes in price sensitivity explain a substantial portion of markup increases. This finding aligns with Döpper et al. (2024), who report that changes in consumers' price sensitivity can explain over half of their measured markup changes. The effect is particularly pronounced in the upper half of the markup distribution (between the 50th and 90th percentiles), suggesting that reduced price

[26] In Appendix Figure 8, we assess the sensitivity of our results to this restriction and find that including all products leads to a less pronounced increase in markups, especially at the top of the distribution. As in Figure 3, preferences and marginal costs are the two most important factors behind the rightward shift in the markup distribution.

sensitivity disproportionately benefited products that already commanded higher markups.

FIGURE 3: Observed and Counterfactual Markup Distributions



Notes: This figure presents the observed distribution of markups in 2018 (solid green) and 2006 (maroon short-dash) for products sold in both years, along with two counterfactual 2018 distributions: one using 2006 consumer preferences (orange long-dash) and one using 2006 marginal costs (blue dash-dot). All distributions pool across product markets and weight observations equally.

Marginal Cost Counterfactual. Our second counterfactual examines the role of changing marginal costs on markups. To operationalize this counterfactual, we model the marginal cost of product j in market t using a flexible specification that allows for both temporal variation and product-store heterogeneity:

$$c_{jt} = F_w + F_{jr} + \omega_{jt} \ , \tag{9}$$

where F_w captures year-week fixed effects to account for time trends in costs, F_{jr} represents store-product fixed effects that capture persistent cost differences across products and retailers, and ω_{jt} represents idiosyncratic cost shocks.

For each product market in 2006 and 2018, we recover the implied marginal costs that rationalize the observed prices given our demand estimates from Equation (5). We then pool these recovered

costs across markets and estimate Equation (9) via ordinary least squares. Using these estimates, we construct "2006 marginal costs" for each product-store combination present in 2018 by replacing the appropriate 2018 week fixed effects with their 2006 values, thereby removing the time trend in costs while preserving cross-sectional cost variation. Finally, we solve for counterfactual equilibrium prices using `PyBLP`, holding other market primitives at their 2018 values.

The blue dash-dot line in Figure 3 shows these results. The impact of cost changes varies substantially across the markup distribution. Cost changes explain little of the markup changes below the 20th percentile, suggesting that competitive pressures in the lower tail of the distribution kept markups closely tied to costs. However, cost changes become increasingly important at higher percentiles. Appendix Figure 9 shows that the distribution of implied costs declined over the sample period while the distribution of normalized prices remained flat, suggesting that the firms with greater market power were able to maintain or increase their markups even as costs fell. As our estimates of implied costs are determined in part by demand, these results further suggest the important role of a reduction in consumer price sensitivity for the changes in markups.

Ownership Counterfactual. We analyze markup changes by computing counterfactual markups using 2006 firm ownership patterns.[27] As in the previous counterfactuals, we solve for equilibrium prices in each market observed in 2018 using `PyBLP`, holding all other primitives fixed at their 2018 values.

The counterfactual distribution closely matches observed 2018 markups, indicating minimal impact from ownership changes (thus we do not include it in Figure 3). To explore the limited effect of ownership changes on markups, we consider changes in concentration that are due to shifts in the assignment of products to firms within our sample period. For each product market, we use the data on the national revenue share of each product in 2018 and compute two measures of the Herfindahl-Hirschman Index (HHI): (i) using the ownership data for each product in 2018, yielding

$$HHI_{m,2018} = \sum_{f} \left(\sum_{j \in \mathcal{J}_f} r_{m,j,2018} \right)^2 , \tag{10}$$

and (ii) assigning each product to its owner in 2006, giving

$$HHI'_{m,2018} = \sum_{f} \left(\sum_{j \in \mathcal{J}_{f,2006}} r_{m,j,2018} \right)^2 , \tag{11}$$

[27] For products that were not present in 2006, we assign ownership based on other products manufactured by the same firm in 2018. For instance, "Darigold Large Curd Cottage Cheese" (UPC 2640017080) was present in 2018 but not 2006. We assign the 2006 parent of this product to that of other Darigold products. Another example, "Go-Gurt Strawberry and Berry Yogurt Tubes 8 count / 2 oz." (UPC 7047013768) was a General Mills product in 2018. GM purchased Yoplait in 2011, so we assign this product as if it were a Yoplait product in 2006.

where $r_{m,j,2018}$ is product j's national revenue share in market m, $\mathcal{J}_f$ represents firm f's products in 2018, and $\mathcal{J}_{f,2006}$ represents firm f's products in 2006.

Appendix Figure 10 compares $HHI_{m,2018}$ to $HHI'_{m,2018}$. With few exceptions, points within this plot fall close to the 45-degree line, indicating that changes in the assignment of products to firms correspond to relatively minor changes in HHI. Notable partial exceptions include the market for Pretzels—in which the Bachman Pretzel Company was acquired by Utz Brands—and Dairy Milk—in which Dean Foods spun off WhiteWave Foods. Despite these exceptions, we find that mergers, acquisitions, and divestitures had a minimal impact on national concentration within product markets.[28,29]

8.1 Mechanisms Behind Price Sensitivity Changes

Why did consumers become less price sensitive during our sample period? A case study of Cottage Cheese—a module for which α increased by 2.87 over our sample period, leading the average own-price elasticity to increase from -5.76 to -3.34—suggests two possible explanations. First, between 2006 and 2018, manufacturers shifted from fat-free products (declining from 13% to 3% of products offered) to full-fat varieties (increasing from 10% to 31% of products offered). As full-fat cottage cheese may be more preferred by consumers,[30] the change in assortment may have resulted in customers finding products that more closely match their idiosyncratic tastes. Second, major manufacturers reduced fruit-topped single-serving containers from 5.5 oz. to 4.7 oz. This type of size change is consistent with shrinkflation, or reductions in product size that go unnoticed by consumers, which effectively raises the price per ounce of a product, all else being equal. In our empirical framework, shrinkflation would manifest as a reduction in consumers' price sensitivity.

Product-Consumer Matching. The increases in markups described in the figures above could be driven by within-product changes in markups over time or by shifts in the composition of products. We explore the relative importance of these effects in Figure 4. In the solid (green) line, we plot the revenue-weighted mean markup in each year. In addition, we consider two weighted averages, weighting products either according to their revenue in 2006 (assigning zero weight to products that were not sold in 2006) or to their revenue in 2018 (assigning zero weight to products that were not sold in 2018.) These are the orange long-dash and the blue short-dash lines. While these measures track closely in 2006, the orange long-dash line diverges by 2018, indicating that changes in product assortment contribute meaningfully to overall markup trends.

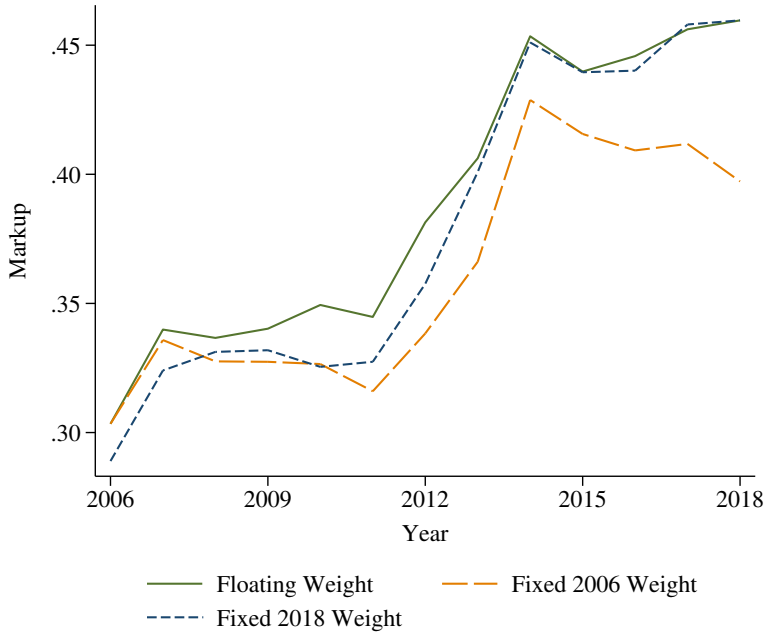
[28] The relatively minor role of ownership changes may seem surprising given the significant merger and acquisition activity during our sample period. However, many of these transactions involved one conglomerate firm purchasing another firm's entire product portfolio in non-overlapping markets (e.g., General Mills' acquisition of Yoplait), which had minimal impact on market-level concentration despite the change in corporate control.

[29] An analysis of store level HHIs reveals the same pattern as in national-level HHIs.

[30] According to the popular press (see, e.g., https://www.theatlantic.com/technology/archive/2019/03/cottage-cheese-new-greek-yogurt/585487/), consumers much prefer full-fat varieties both in terms of the additional creaminess and due to the association of fat-free cottage cheese with diet crazes of the 1990s.

In Appendix Table 11, we further report the correlation between changes in measures of product assortment and consumers' price sensitivity. When combined with the patterns in Figure 4, the positive correlation we measure suggests that changes in product assortment may have driven a reduction in price sensitivity, which induces higher markups. This suggestive evidence aligns with Döpper et al. (2024), who argue that consumers have become less price sensitive over time as manufacturers have introduced products that better match consumer preferences.

FIGURE 4: Trends in Markups



Notes: The green solid line plots revenue-weighted mean markups using contemporary weights. The orange long-dash line uses fixed 2006 revenue weights, while the blue short-dash line uses fixed 2018 weights.

Shrinkflation. Motivated by the finding in cottage cheese, we investigate the prevalence of shrinkflation across product categories. To measure shrinkflation, we start by finding UPCs that existed in 2018 but not in 2006, and then determine whether a previous UPC was present in 2006 that (a) had the same brand and UPC text description as the one from 2018, and (b) had a size that was larger than the one from 2018, but not more than 20% larger. Our methodology to measure shrinkflation appears in Appendix C, with full results in Appendix Table 21. We find the highest levels of shrinkflation in the Ready-to-Eat Cereal module—our method indicates that 22% of all boxes of cereal available in 2018 experienced shrinkflation—but we find no instances of shrinkflation in wine, where package sizes are standardized, costlier to change, and more salient to the consumer.

If firms increase the price per ounce by reducing the package size, and this change goes unnoticed by consumers, then market shares would be unchanged, all else being equal. Our demand

model would rationalize the lack of response as a reduction in price sensitivity. Appendix Table 11 correlates changes in consumer price sensitivity (α) with shrinkflation measures. While changes in product assortment show stronger correlations, shrinkflation positively correlates with price coefficient changes.[31]

Changes in Sample Composition. A third possible explanation—and one that could seriously affect the interpretation of our central result—is that consumer price sensitivity has not changed, but that NielsenIQ's sample has become skewed toward stores or chains with relatively inelastic customers. For example, market shares of membership-based warehouse stores grew sharply during our sample period, and if these stores are absent from (or otherwise underrepresented in) the NielsenIQ sample, then stores that *are* in the NielsenIQ sample may be selling to a selected sample of relatively price-inelastic consumers. The anonymity of NielsenIQ stores prevents us from definitively addressing this question, but some evidence in our data suggests that sample composition is unlikely to explain the markup trends. While the scanner data only reflect sales at a subsample of stores, the consumer panel records transactions at *any* store where the household made a purchase—whether or not it is included in the scanner data. In Appendix D, we show that stores covered by the scanner data represent a roughly constant share of expenditures (Appendix Table 12) and shopping trips (Appendix Table 13) in the consumer panel across the years in our sample.[32] So while we cannot rule out the possibility that markups at non-NielsenIQ stores were trending differently than those we measure here, it seems unlikely that the overall markup trends we measure reflect changes in NielsenIQ's sample composition.

9 Changes in Consumer Welfare

One advantage of using the demand approach rather than the production function approach to estimate markups is that it allows us to analyze how markup changes affect consumer welfare. We calculate consumer surplus across all products and markets using compensating variation (as defined in Small and Rosen, 1981). We then aggregate this surplus to the module-year level. To examine markup trends, we normalize the data by computing the ratio of total consumer surplus in each module-year relative to that module's 2006 level.

[31] Janssen and Kasinger (2024) pursue a similar methodology to the one we follow to measure shrinkflation. They document that consumers are much more sensitive to changes in unit price than they are to changes in product size.

[32] This may not be true of every individual product module. For example, following the suggestion of a referee, we found that NielsenIQ coverage of Wet Dog Food purchases declined slightly: of the dog food purchases in the household panel in 2006, 16.7% happened at stores in the scanner data, vs. 13.2% in 2018. This possibly represents a shift to online purchasing, and the brick-and-mortar purchases that remain in the data could have shifted slightly toward "in a pinch" shoppers who are less sensitive to price, which would contribute to the finding of large increases in margins in this product category.

TABLE 7: Annual Distribution of Relative Consumer Surplus

Percentile	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
25th	1.00	0.97	0.89	0.86	0.89	0.84	0.83	0.9	0.86	0.93	0.98	0.87
50th	1.10	1.09	1.07	1.14	1.12	1.15	1.09	1.19	1.31	1.22	1.17	1.10
75th	1.26	1.20	1.38	1.37	1.45	1.57	1.66	1.79	1.88	2.04	1.86	1.84
Mean	1.14	1.15	1.16	1.22	1.30	1.37	1.47	1.55	1.62	1.65	1.61	1.63

Notes: This table describes the distribution (across product modules) of relative consumer surplus, defined as the ratio of total consumer surplus in that module in year y to the total consumer surplus in that module in 2006.

Table 7 shows the annual distribution of consumer surplus ratios across modules, while Appendix Table 18 presents these ratios by product module for 2009, 2012, 2015, and 2018. Given the overall reduction in price sensitivity, we mechanically find that average welfare has increased over time. Whether this ultimately reflects that consumers are better off depends on the reason for changes in α. For example, if α has increased because of better matching of consumers to products (Neiman and Vavra, 2023; Döpper et al., 2024), our findings would imply a genuine benefit to consumers. However, if increases in α are driven by shrinkflation (Janssen and Kasinger, 2024), consumers are less likely to have been made materially better off.

10 Conclusion

This paper examines changes in markups across many product markets by introducing a new method for scalably estimating demand. In conventional analyses, industrial organization economists thoughtfully specify the product characteristics that households care about. This approach may preclude analyzing many distinct markets at once. We show that nested logit preferences—where data on within-household purchases are used to automate the assignment of products to nests—offer a viable alternative when estimating demand across many product markets.

We find that markups at stores in NielsenIQ's scanner data have generally increased since 2006, with considerable heterogeneity in these increases both within and between product markets. We show that changes in households' price sensitivity and products' marginal costs are the main driving forces behind the markup increases, with changes in ownership having a surprisingly small impact. Our results thus corroborate previous findings from the production-based literature on markups, in the sense that we uncover a significant upward trend in markups overall. But our results also point to interesting questions about heterogeneity (why markups have increased more in some product markets than others) and about underlying mechanisms (why consumers seem to have become less price sensitive, and why consolidation of ownership explains so little of the changes in markups).

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A Determinants and Robustness of Clustering

A.1 Observable Determinants of Clusters

To analyze what drives our clustering results, we examine how product attributes influence nest assignments. We measure this using the *within-cluster point scatter* (Hastie, Tibshirani, and Friedman, 2009) for an attribute x:

$$W(C) = 0.5 \sum_{k=1}^{G} \sum_{C(i)=k} \sum_{C(j)=k} d(x_i, x_j), \tag{12}$$

where k indexes clusters, $C(\cdot)$ maps UPCs to clusters, and $d(\cdot)$ measures the attribute distance between UPCs i and j. For a product module with N UPCs, the *total point scatter* is:

$$T = 0.5 \sum_{i=1}^{N} \sum_{j=1}^{N} d(x_i, x_j). \tag{13}$$

We analyze four product attributes: unit size, unit count (multi), brand, and UPC description. For continuous measures (size and count), we define the distance function as: $d(x_i, x_j) = (x_i - x_j)^2$. For brand, $d(x_i, x_j) = 1(x_i = x_j)$. In NielsenIQ, the UPC description is a string of abbreviations. We remove the leading abbreviations, which refer to the product's brand, and then compare the remaining L_i abbreviations, $x_{i1}, \ldots, x_{iL_i}$, between products using $d(x_i, x_j) = \sum_{\ell=1}^{L_i} 1(x_{i\ell} \notin \{x_{j1}, \ldots, x_{jL_j}\})$.

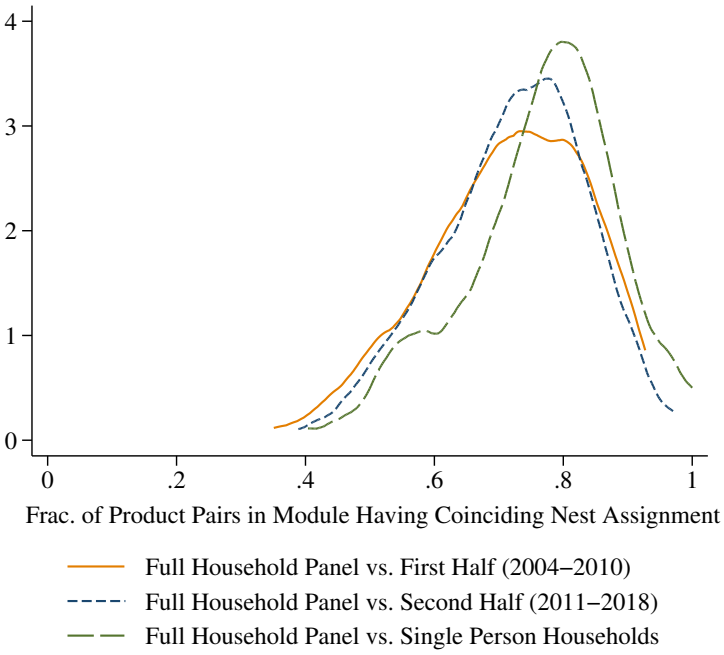
The ratio of within-cluster to total scatter indicates each attribute's importance. Lower ratios suggest the attribute strongly influences clustering, as within-cluster variation is small relative to total variation. Higher ratios indicate the attribute is less informative.

Appendix Table 19 presents these ratios by module. This table indicates that brand and UPC descriptions are most important in assigning clusters, while the unit count is the least important. However, even unit size and unit count are the most important attributes in certain product markets. Unit size is the most important attribute in the clustering of Domestic Dry Table Wines, Bulk Ice Cream, and Mexican Tortillas, while unit count is the most important attribute in the clustering of Sandwich & Snack Pack Crackers, Granola and Yogurt Bars, and Refrigerated Yogurt.

A.2 Robustness of Clustering Approach

In our main analysis, we cluster products using household grocery purchases from all households in the NielsenIQ panel across all years, resulting in time-invariant nest assignments. To test robustness, we compare these results against three alternative clustering approaches: (1) using only purchases from the first half of the panel; (2) using only purchases from the second half of the panel; (3) using only purchases from single-member households. In particular, (1) and (2) allow us to check whether

FIGURE 5: Distribution of Clustering Agreement Rates Between Main and Alternative Approaches



Notes: We compare our main clustering results against three alternative approaches: "First Half" (2004-2010 panel data); "Second Half" (2011-2018 panel data); and "Single-Person Households" (2004-2018 single-member household panel data). For each, we evaluate agreement with main clustering across all 75 modules. Agreement occurs when product pairs share the same nest status (either being assigned to the same nest or to different nests) in both approaches. This figure shows the distribution of module-level agreement rates across all three alternatives. Results are based on product pairs present in both full and restricted samples.

nests are stable over the sample period, while (3) allows us to explore whether our main approach conflates the preferences of different household members in a way that distorts nest assignments.

For each alternative, we evaluate agreement with our main clustering by comparing product-pair nest assignments across all modules. Our main approach and a given alternative agree if both assign a product pair to either the same nest or to different nests. Figure 5 shows the distribution of agreement rates across modules for all three alternatives. The high consistency across approaches suggests our method is robust over time and not distorted by within-household preference heterogeneity. Appendix Table 20 provides each alternative's cluster counts and agreement rates by module.

B Robustness of Demand and Markup Estimates

In this section, we perform several exercises to explore the robustness of our demand and markup estimates. For our main analysis, we define the market size for a store in a module-year as twice the maximum weekly total quantity sold at a store in that module-year. In Appendix Table 8, we explore the robustness of our estimated demand system to alternative market size definitions.

TABLE 8: Robustness of Demand Estimates to Market Size Definition

	Mean $\frac{\partial s_0}{\partial p_j}$			Mean Elasticity to the Outside Option		
Year	×1.5	×2	×2.5	×1.5	×2	×2.5
2006	0.016	0.013	0.011	0.025	0.018	0.014
2007	0.014	0.012	0.010	0.024	0.017	0.013
2008	0.013	0.011	0.009	0.022	0.015	0.011
2009	0.014	0.012	0.010	0.023	0.016	0.012
2010	0.013	0.011	0.009	0.020	0.014	0.011
2011	0.014	0.011	0.009	0.021	0.015	0.011
2012	0.012	0.009	0.008	0.018	0.013	0.010
2013	0.012	0.010	0.008	0.019	0.013	0.010
2014	0.013	0.010	0.009	0.020	0.013	0.010
2015	0.014	0.011	0.009	0.021	0.015	0.011
2016	0.014	0.011	0.009	0.021	0.014	0.011
2017	0.015	0.012	0.010	0.022	0.015	0.011
2018	0.016	0.013	0.011	0.022	0.016	0.012

Notes: For the Ready-to-Eat Cereal product module, this table gives the mean substitution to the outside option across UPCs. Columns 1-3 report mean demand derivatives using demand estimates obtained with market sizes of 1.5, 2, and 2.5 times the maximum weekly store-module-year sales. Columns 4-6 show the corresponding mean elasticities to the outside option.

We do so in the market for Ready-to-Eat Cereal. Substitution patterns to the outside option (as summarized by the mean demand derivative and elasticity) change only modestly when we multiply the maximum inside quantity by 1.5 or 2.5 as opposed to 2.

We also explore the robustness of our demand and markup estimates to alternative ways of clustering products into nests, focusing on the Ready-to-Eat Cereal module in the year 2006. In Panels A-F of Appendix Table 9, we estimate demand under different nesting structures: (A) nests obtained with our clustering approach applied to the entire household panel, (B) nests obtained with our clustering approach applied to only single-member households, (C) nests obtained with our clustering approach applied to the first half (2004-2012) of the household panel, (D) brand-level nests, (E) inside/outside nests that group all UPCs together, and (F) no nesting. Next to each panel's name, we report the average markup obtained with these demand estimates across all UPCs in the Ready-to-Eat Cereal product module (in 2006). Then, for selected popular cereal brands (three basic cereals—Cheerios, Rice Krispies, and Corn Flakes—and three kids' cereals—Lucky Charms, Cocoa Krispies, and Cocoa Pebbles), we report diversion ratios across the highest revenue

UPCs.

TABLE 9: Diversion Ratios and Markups in the Ready-to-Eat Cereal for Alternative Nesting Structures

Panel A: Main Clustering (mean markup = 0.33)

	1	2	3	4	5	6
1. Cheerios	-	.016	.004	.005	.004	.004
2. Rice Krispies	.036	-	.003	.005	.004	.004
3. Corn Flakes	.009	.004	-	.004	.003	.004
4. Lucky Charms	.009	.004	.003	-	.018	.017
5. Cocoa Krispies	.009	.004	.003	.020	-	.015
6. Cocoa Pebbles	.008	.004	.003	.019	.015	-

Panel B: Single Household Clustering (mean markup = 0.35)

	1	2	3	4	5	6
1. Cheerios	-	.011	.013	.004	.004	.004
2. Rice Krispies	.025	-	.009	.004	.004	.004
3. Corn Flakes	.026	.010	-	.004	.003	.003
4. Lucky Charms	.009	.004	.003	-	.020	.020
5. Cocoa Krispies	.008	.004	.003	.023	-	.017
6. Cocoa Pebbles	.008	.003	.003	.022	.017	-

Panel C: First Half Clustering (mean markup = 0.33)

	1	2	3	4	5	6
1. Cheerios	-	.021	.019	.005	.004	.004
2. Rice Krispies	.045	-	.015	.005	.004	.004
3. Corn Flakes	.041	.016	-	.004	.003	.004
4. Lucky Charms	.010	.004	.003	-	.004	.016
5. Cocoa Krispies	.010	.004	.004	.005	-	.004
6. Cocoa Pebbles	.009	.004	.003	.018	.004	-

Panel D: Brand Clustering (mean markup = 0.30)

	1	2	3	4	5	6
1. Cheerios	-	.005	.004	.005	.005	.005
2. Rice Krispies	.011	-	.004	.005	.005	.004
3. Corn Flakes	.010	.004	-	.005	.004	.004
4. Lucky Charms	.011	.005	.004	-	.005	.005
5. Cocoa Krispies	.011	.005	.004	.006	-	.005
6. Cocoa Pebbles	.010	.004	.004	.005	.004	-

Panel E: Inside/Outside Clustering (mean markup = 0.34)

	1	2	3	4	5	6
1. Cheerios	-	.009	.009	.012	.009	.010
2. Rice Krispies	.022	-	.007	.010	.008	.009
3. Corn Flakes	.022	.008	-	.010	.008	.009
4. Lucky Charms	.022	.008	.008	-	.009	.010
5. Cocoa Krispies	.020	.008	.007	.010	-	.009
6. Cocoa Pebbles	.020	.008	.008	.011	.008	-

Panel F: No Clustering (Logit) (mean markup = 0.28)

	1	2	3	4	5	6
1. Cheerios	-	.005	.004	.006	.005	.005
2. Rice Krispies	.012	-	.004	.006	.005	.005
3. Corn Flakes	.011	.005	-	.005	.004	.005
4. Lucky Charms	.011	.005	.004	-	.005	.005
5. Cocoa Krispies	.011	.005	.004	.006	-	.005
6. Cocoa Pebbles	.010	.004	.004	.005	.005	-

Notes: This table reports average diversion ratios in 2006 for the highest-revenue UPC of selected brands within the Ready-to-Eat Cereal product module. Panel A computes diversion ratios with demand estimates obtained with our main clustering approach using the full household panel. Panel B uses clustering results obtained with only single-member households. Panel C uses clustering results obtained with the first half of the household panel (2006-2012). Panel D estimates demand with brand-level nests. Panel E nests all inside products together. Panel F uses logit demand estimates without nesting. Next to each panel's name, we report the mean markup across all Ready-to-Eat Cereal products, using the demand estimates obtained with that nesting structure.

C Measuring Shrinkflation

For each product module, we measure the prevalence of shrinkflation as the fraction of all UPCs available in 2018 that satisfy three conditions: (1) a product with an identical UPC description exists in 2006, (2) the products have the same number of units in the package ("multi"), and (3) the unit size in 2018 is smaller than the unit size in 2006, but is at least 80% of the 2006 size. Formally, for product i available in 2018, we say the product has experienced shrinkflation if it can be matched to a product j in 2006 for which $\text{UPC description}_i = \text{UPC description}_j$, $\text{multi}_i = \text{multi}_j$ and $\text{size}_{j,2018} \in [0.80 \cdot \text{size}_{2006}, \text{size}_{2006})$.

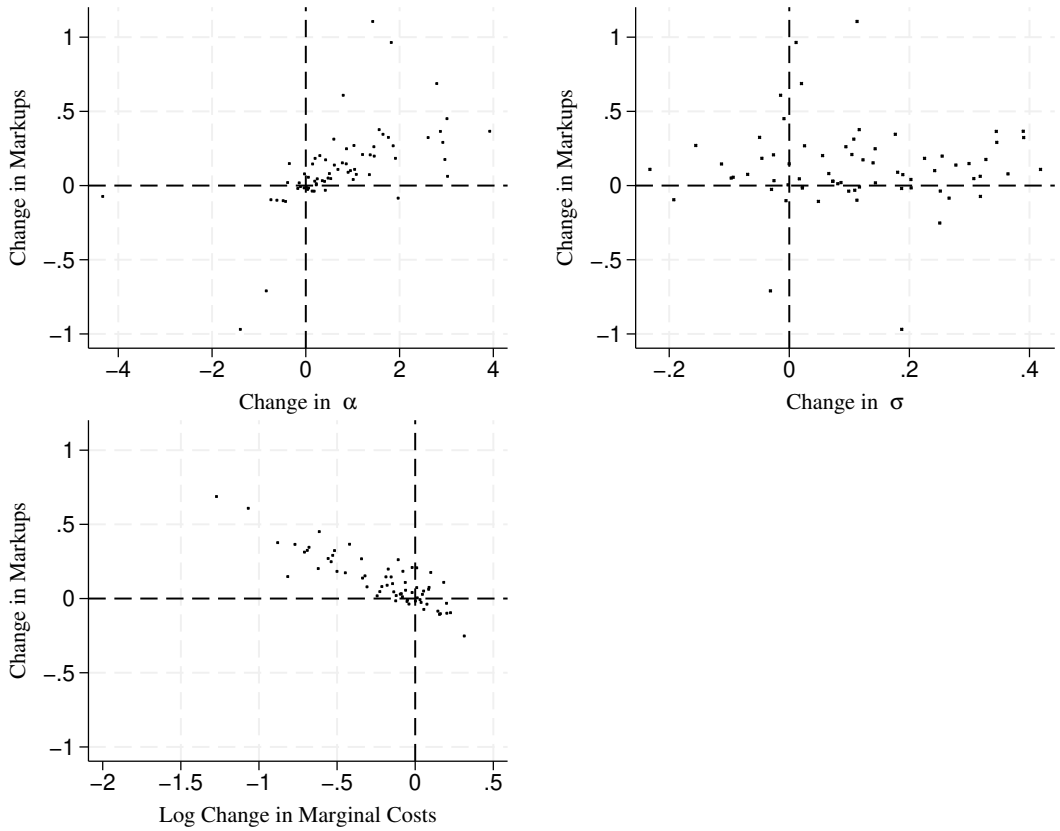
Given that no consensus approach to measuring shrinkflation exists, we match products between 2006 and 2018 in three distinct ways. First, for each product in 2018, we match it to the product that has the closest unit size among the set of products in 2006 having the same UPC description

and the same number of units in the package. Second, we separately rank the products in 2018 and 2006 that share both a UPC description and the number of units per package by their unit size. We then match products in 2018 to products in 2006 with the same UPC description, number of units in the package, and size rank. Finally, we take the best-selling UPC within groups of products with the same UPC description and the same number of products within the package, separately for 2006 and 2018. We match only these pairs of products. Each approach has its limitations, and one may work particularly well in a given module but poorly in another.

Appendix Table 21 reports, for each module, the fraction of all 2018 UPCs that we identify as having experienced shrinkflation. The module most affected by shrinkflation is Ready-to-Eat Cereal. By our metrics, 14% to 22% of all the UPCs sold in 2018 had experienced a size reduction relative to 2006. Other modules with relatively high measures of shrinkflation include snack foods (e.g., Tortilla Chips, Cookies, and Potato Chips), for which it may be relatively inexpensive to change the package size and for which the size of the package or number of items in the package is not salient. Conversely, products like Beer, Light Beer, and Wine, for which product sizes are much more salient and for which a reduction in size would likely require more expensive changes to packaging, exhibit much lower measures of shrinkflation.

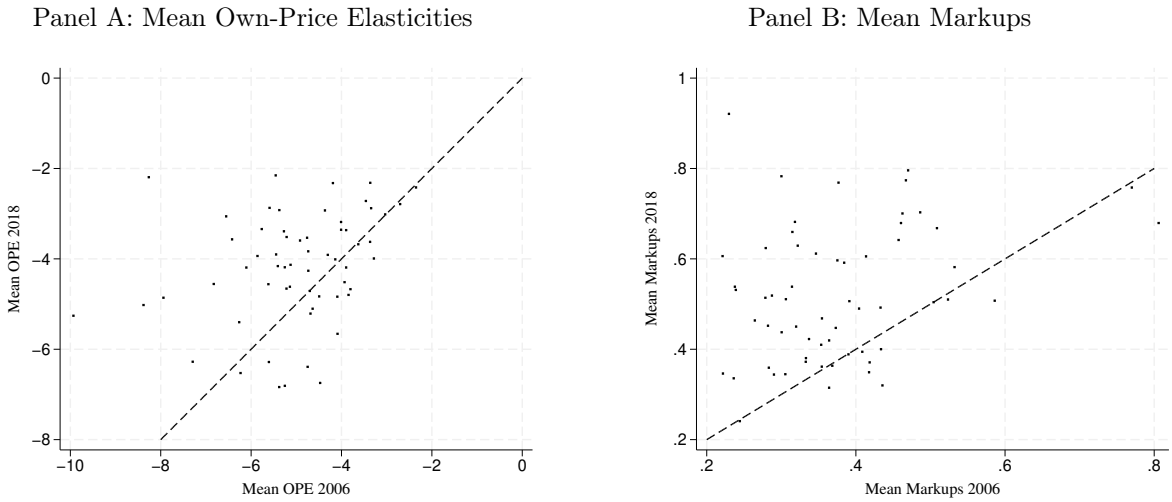
D Additional Figures and Tables

FIGURE 6: Sources of Product-Market-Level Markup Changes



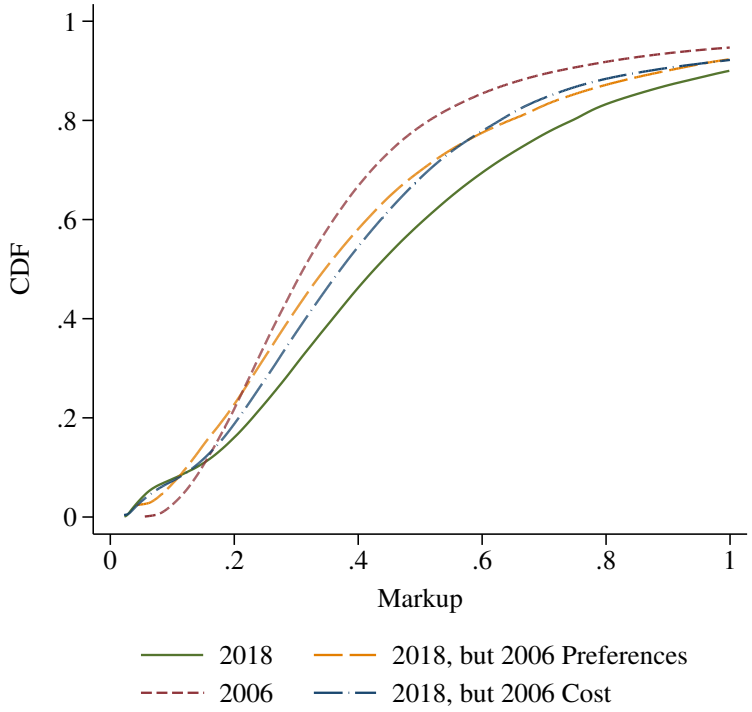
Notes: Each panel presents the difference in revenue-weighted mean markups between 2006 and 2018 by product market, relating these to changes in price sensitivity (top left), within-nest taste shock correlation (top right), and median marginal costs (bottom left). We omit outliers from each panel for legibility.

FIGURE 7: Scatterplots of 2006 vs. 2018 Elasticities and Markups



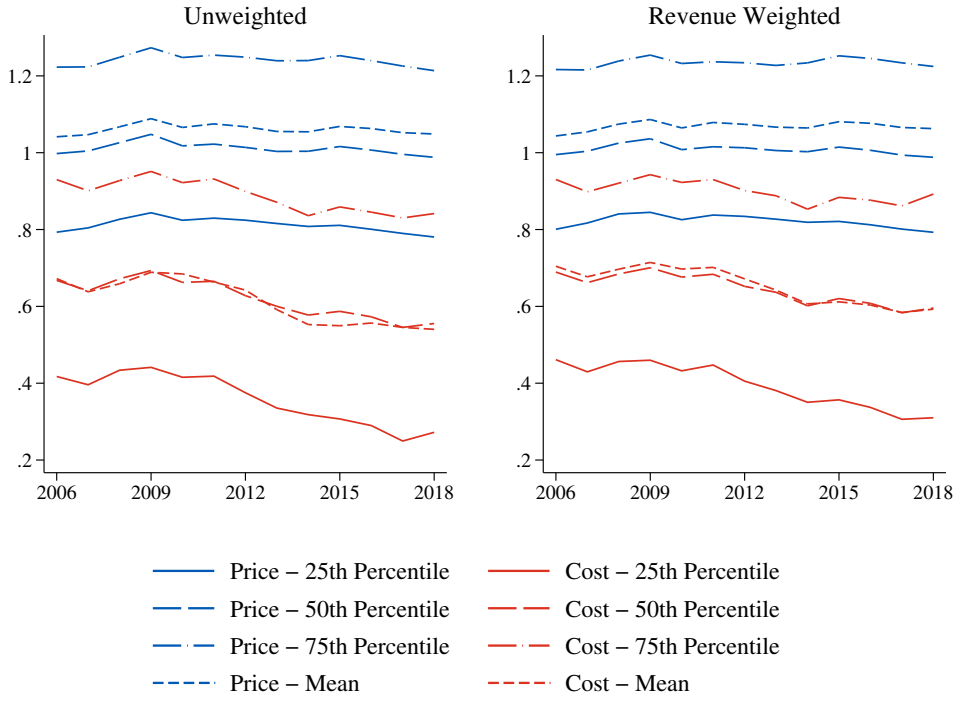
Notes: For each of the 70 product modules, we plot in Panel A the mean own-price elasticity across all products in 2006 and 2018. In Panel B, we do the same for markups. In both plots, the 45-degree line is added for reference. Outliers are removed from both figures for clarity.

FIGURE 8: Observed and Counterfactual Markup Distributions



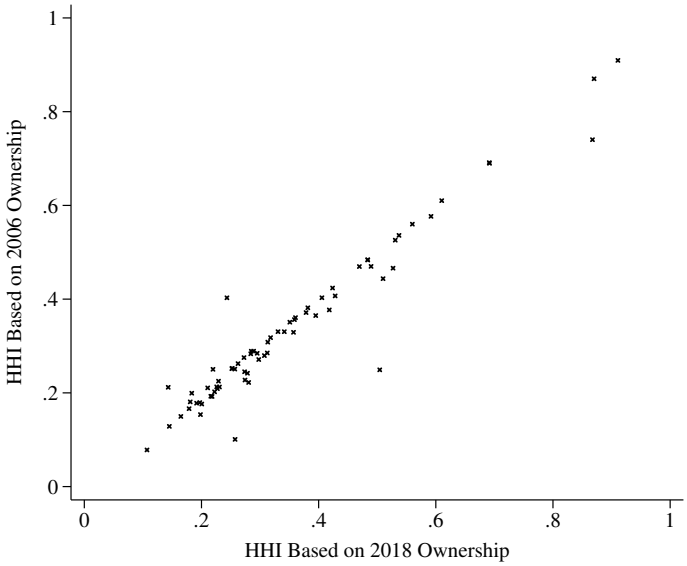
Notes: See the notes for Figure 3. In contrast to that figure, the sample here includes all products, not only those that were present in both 2006 and 2018.

FIGURE 9: Moments of the Annual Distributions of Prices and Implied Costs



Notes: This figure plots, for each year, moments of the distribution of normalized prices and implied costs. The left panel reports moments weighted by revenue, while the right reports unweighted moments.

FIGURE 10: Changes in Product Assignment



Notes: This figure depicts changes in concentration resulting only from changes in the assignment of products to firms. For each of the 70 product markets, we compare changes in HHI (as computed in Equation (10)) to the HHI (as computed in Equation (11)) corresponding to the 2006 assignment of products to firms.

TABLE 10: Correlates of Markup Changes and Addition and Removal of Products

x	Corr(ΔMarkup, x_{2006}) (1)	Corr(ΔMarkup, $x_{2018} - x_{2006}$) (2)	Corr(Enter by 2018, x_{2018}) (3)	Corr(Exit by 2018, x_{2006}) (4)
Share	-0.060	0.100	-0.012	0.044
Inside share	0.133	0.145	-0.042	-0.006
Price	0.086	-0.301	0.105	-0.066
Markups	-0.207	1	-0.119	-0.007
Market size	-0.095	-0.055	0.023	-0.023
No. UPCs in market	0.025	-0.064	0.070	-0.022
Total quantity	-0.061	0.068	-0.115	-0.090
No. markets UPC sold in	-0.000	0.034	-0.142	-0.149
α	-0.067	0.562	0.038	-0.075
σ	0.063	-0.012	-0.071	-0.015
No. UPCs in module	0.066	0.131	0.017	-0.054
No. UPCs sold by firm	-0.018	0.056	-0.028	-0.005

Notes: ΔMarkup measures the change in the average markup for a UPC from 2006 to 2018. "Enter by 2018" is a dummy variable for products appearing in 2018 but not in 2006. "Exit by 2018" is a dummy variable for products appearing in 2006 but not in 2018. Column 1 reports the correlation between a UPC's ΔMarkup and its mean level of each variable in 2006. Column 2 reports the correlation between a UPC's ΔMarkup and the change in the mean of each variable from 2006 to 2018. Column 3 reports the correlation between "Enter by 2018" and the 2018 levels of each variable. Column 4 reports the correlation between "Exit by 2018" and the 2006 levels of each variable. Correlations are taken across all UPCs in all product modules.

TABLE 11: Correlates of Price Coefficient Changes in 70 Product Modules

Panel A: Measures of Product Assortment		Panel B: Measures of Shrinkflaton	
Variable Name	Corr($\Delta\alpha$, Variable)	Variable Name	Corr($\Delta\alpha$, Variable)
Chg. in Number of UPCs	0.201	Closest to Metric	0.133
Frac. UPCs Enter by 2018	0.293	Size Rank Metric	0.115
Frac. UPCs Exit by 2018	0.323	Top Selling Metric	0.138

Notes: This table reports the correlation between a change in the estimated price coefficient from 2006 to 2018 for a product module to various measures of product assortment changes (in Panel A) and shrinkflation (in Panel B). To measure changes in assortment, we look at the change in the number of UPCs in the product module between 2006 and 2018. We also measure the fraction of the 2018 UPCs that were not available in 2006 and the fraction of UPCs offered in 2006 that were not available in 2018. See Appendix C for details on our measures of shrinkflation.

TABLE 12: Mean Fraction of Household Expenditure Represented in Scanner Data

	In Scanner Data			In Sample		
		Household Income			Household Income	
Year	All	Below 50K	Above 50K	All	Below 50K	Above 50K
2006	0.23	0.23	0.24	0.16	0.15	0.17
2007	0.23	0.22	0.24	0.16	0.15	0.17
2008	0.23	0.22	0.23	0.16	0.15	0.17
2009	0.23	0.23	0.24	0.16	0.15	0.17
2010	0.24	0.23	0.24	0.16	0.15	0.16
2011	0.24	0.23	0.24	0.16	0.15	0.16
2012	0.23	0.22	0.24	0.16	0.15	0.16
2013	0.24	0.23	0.24	0.16	0.15	0.16
2014	0.23	0.22	0.23	0.16	0.15	0.16
2015	0.22	0.22	0.23	0.16	0.15	0.16
2016	0.22	0.21	0.23	0.16	0.15	0.16
2017	0.21	0.19	0.21	0.16	0.15	0.16
2018	0.25	0.23	0.26	0.15	0.14	0.16

Notes: For each household, we compute the fraction of the total expenditure reported in the consumer panel that was spent at stores in the scanner data and in the subset of stores included in our sample.

TABLE 13: Mean Fraction of Household Trips Represented in Scanner Data

	In Scanner Data			In Sample		
		Household Income			Household Income	
Year	All	Below 50K	Above 50K	All	Below 50K	Above 50K
2006	0.25	0.24	0.26	0.18	0.16	0.19
2007	0.24	0.23	0.26	0.17	0.16	0.19
2008	0.24	0.23	0.25	0.17	0.16	0.18
2009	0.25	0.23	0.26	0.17	0.16	0.18
2010	0.25	0.23	0.26	0.17	0.16	0.17
2011	0.25	0.23	0.26	0.17	0.16	0.18
2012	0.24	0.23	0.25	0.16	0.15	0.17
2013	0.24	0.23	0.25	0.16	0.15	0.17
2014	0.23	0.22	0.24	0.16	0.15	0.17
2015	0.23	0.21	0.24	0.16	0.15	0.17
2016	0.22	0.21	0.23	0.16	0.15	0.17
2017	0.21	0.19	0.21	0.16	0.14	0.16
2018	0.25	0.22	0.26	0.15	0.14	0.16

Notes: For each household, we compute the fraction of total shopping trips reported in the consumer panel that were to stores in the scanner data and to the subset of stores included in our sample.

E Tables for All Product Modules

Appendix Table 14 presents the analogue of Table 1. Appendix Table 15 presents the analogue of Table 5. Appendix Table 16 presents the analogue of Table 6. Appendix Table 17 shows means and medians of the weighted and unweighted markups for each product module in 2006 and 2018. Appendix Table 18 compiles our measures of consumer surplus for each product module. Appendix Table 19 presents the product characteristics that are salient in assigning products to nests. Appendix Table 20 describes the sensitivity of our nesting assignments to alternate choices. Appendix Table 21 describes the prevalence of "shrinkflation" in each module. Finally, Appendix Table 22 lists the five highest-revenue UPCs in each nest in each product module.

TABLE 14: Sample Description for All 75 Product Markets

	Stores		UPCs		Revenues		
Product Market	2006	2018	2006	2018	2006	2018	Nests
Bacon-Refrigerated	8,092	8,898	83	107	342.3	520.8	2
Bakery - Bread - Fresh	14,170	14,171	539	501	1,011.3	1,152.8	5
Bakery-Breakfast Cakes/Sweet Rolls-Fresh	11,144	10,129	173	117	64.0	60.5	8
Bakery-Buns-Fresh	7,287	9,028	97	107	101.3	134.3	9
Bakery-Cakes-Fresh	14,001	13,133	340	453	172.7	188.6	8
Bakery-Doughnuts-Fresh	9,003	8,742	104	87	105.0	100.7	5
Bakery-Muffins-Fresh	8,798	7,730	68	79	137.9	218.5	5
Bakery-Rolls-Fresh	6,942	7,690	211	157	119.1	241.0	4
Beer	7,545	9,909	186	235	619.3	589.1	7
Candy-Chocolate	22,274	22,227	260	370	473.5	542.4	2
Candy-Non-Chocolate	22,226	22,122	779	740	214.5	241.0	7
Cat Food - Wet Type	16,229	13,403	178	262	143.0	174.5	4
Cereal - Ready To Eat	15,257	10,541	216	281	1,146.4	829.0	11
Cheese - Cottage	5,436	5,765	68	88	89.3	68.2	4
Cheese - Natural - American Cheddar	6,330	6,799	67	96	115.0	120.7	3
Cheese - Shredded	6,551	7,114	66	74	178.7	211.5	4
Cigarettes	15,846	19,133	188	133	1,179.4	1,525.3	6
Cookies	20,470	19,305	569	625	454.0	510.3	6
Crackers - Flavored Snack	7,444	8,173	69	119	183.1	197.0	9
Crackers - Sandwich & Snack Packs	12,306	10,227	74	135	55.3	114.5	5
Dairy-Flavored Milk-Refrigerated	9,800	8,008	104	84	51.1	55.8	4
Dairy-Milk-Refrigerated	12,957	15,680	154	73	525.7	521.0	2
Desserts - Rts Single Servings - Canned	9,721	7,425	76	132	102.6	79.1	5
Detergents - Heavy Duty - Liquid	17,119	17,439	169	291	446.2	296.2	5
Disposable Dishes	14,504	9,310	112	97	126.9	96.8	5
Dog Food - Wet Type	13,776	12,667	151	263	81.6	53.4	5
Dry Dinners - Pasta	13,140	9,089	106	117	189.5	211.1	4
Entrees - Italian - 1 Food - Frozen	7,542	7,409	111	164	192.5	132.5	5
Entrees - Mexican - 1 Food - Frozen	7,902	7,721	78	130	56.8	66.3	2
Entrees - Poultry - 1 Food - Frozen	6,626	6,405	174	204	184.3	152.5	4
Frankfurters-Refrigerated	7,030	9,527	94	92	301.4	269.1	7
Fresh Meat	6,438	7,446	103	127	290.0	495.7	9
Frozen Novelties	8,145	8,894	271	410	186.1	178.0	9
Frozen/Refrigerated Breakfasts	6,076	7,274	82	128	56.0	103.8	6
Fruit Drinks & Juices-Cranberry	9,594	7,359	58	62	102.4	73.3	3

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	Stores		UPCs		Revenues		
Product Market	2006	2018	2006	2018	2006	2018	Nests
Fruit Drinks-Other Container	17,682	17,453	307	349	725.1	858.7	3
Fruit Juice-Remaining	6,823	7,719	123	143	128.1	89.6	8
Fruit-Dried And Snacks	10,972	9,744	168	241	67.4	73.9	6
Granola & Yogurt Bars	11,162	11,561	140	261	151.8	169.2	7
Ground And Whole Bean Coffee	14,430	8,498	283	592	262.1	363.7	13
Gum-Chewing-Sugarfree	14,096	13,305	68	96	179.1	141.2	7
Ice Cream - Bulk	8,435	9,095	367	436	311.8	272.0	12
Light Beer (Low Calorie/Alcohol)	7,522	9,401	62	87	880.9	747.7	8
Lunchmeat-Deli Pouches-Refrigerated	8,290	7,503	91	110	203.5	240.5	3
Lunchmeat-Sliced-Refrigerated	6,754	8,020	291	250	267.7	203.8	9
Mexican Sauce	7,503	6,772	164	179	114.6	86.1	6
Mexican Tortillas	6,311	7,379	160	144	223.6	308.7	10
Nuts - Bags	13,609	13,588	214	272	95.1	134.1	5
Paper Towels	20,640	12,819	76	109	569.6	503.5	11
Pasta - Macaroni	6,878	6,888	175	169	63.0	81.6	2
Pasta-Spaghetti	7,493	7,136	79	72	49.9	65.6	4
Pizza-Frozen	8,287	10,587	192	236	388.0	364.8	9
Rice - Mixes	6,703	6,523	97	69	64.9	52.3	2
Salad Dressing - Liquid	6,954	6,734	235	221	74.7	73.4	11
Sausage-Breakfast	8,710	7,206	117	85	158.0	177.3	3
Sausage-Dinner	6,444	7,502	251	308	182.1	342.5	7
Snacks - Health Bars & Sticks	11,995	11,377	157	271	54.3	150.1	4
Snacks - Potato Chips	18,386	15,618	230	253	560.0	781.3	8
Snacks - Pretzel	8,012	7,639	125	148	82.0	118.1	6
Snacks - Remaining	14,209	14,696	165	360	115.0	269.2	18
Snacks - Tortilla Chips	14,872	16,126	72	88	483.8	675.4	6
Soft Drinks - Carbonated	22,287	21,626	169	264	2,258.0	2,395.4	7
Soft Drinks - Low Calorie	22,186	17,886	141	309	1,404.9	1,321.8	7
Soft Drinks - Powdered	10,224	7,452	63	77	45.4	35.0	9
Soup Mixes - Dry & Bases	14,547	11,516	59	87	72.5	98.5	6
Soup-Canned	15,879	12,189	215	255	502.1	365.1	4
Spaghetti/Marinara Sauce	7,753	6,754	129	136	144.7	111.1	5
Spreads-Remaining	3,098	7,049	72	159	22.2	149.8	4
Tea - Liquid	17,470	18,291	169	297	196.0	299.2	8
Toilet Tissue	21,270	17,385	68	132	845.7	712.9	5
Tomatoes - Remaining - Canned	7,373	7,085	62	61	51.2	56.9	5
Vegetables - Potatoes - Frozen/Refrigerated	6,908	7,053	113	107	140.7	174.8	6

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	Stores		UPCs		Revenues		
Product Market	2006	2018	2006	2018	2006	2018	Nests
Water-Bottled	21,314	20,370	191	179	1,055.2	1,045.5	5
Wine-Domestic Dry Table	4,939	7,831	598	810	233.9	425.8	9
Yogurt-Refrigerated	7,874	8,131	210	424	587.0	860.9	7

Notes: For the two endpoint years within our sample, we count the number of unique stores in which products were sold, the number of unique UPCs, and total revenues (in millions of 2010 dollars.). The final column lists the number of nests identified by our Section 4 clustering method.

TABLE 15: Demand Parameters for All 75 Product Markets

Product Market	α_{2006}	α_{2012}	α_{2018}	σ_{2006}	σ_{2012}	σ_{2018}	$\Delta\alpha$	$\Delta\sigma$
Bacon-Refrigerated	-3.51	-2.53	-2.15	0.29	0.44	0.48	1.36	0.19
Bakery - Bread - Fresh	-1.45	-1.08	-0.85	0.60	0.69	0.71	0.60	0.11
Bakery-Breakfast Cakes/Sweet Rolls-Fresh	-2.09	-1.83	-1.22	0.60	0.69	0.75	0.87	0.14
Bakery-Buns-Fresh	-4.07	-3.28	-4.19	0.46	0.38	0.49	-0.11	0.02
Bakery-Cakes-Fresh	-3.05	-1.96	-1.41	0.49	0.51	0.66	1.65	0.18
Bakery-Doughnuts-Fresh	-1.87	-2.20	-1.67	0.48	0.34	0.70	0.20	0.23
Bakery-Muffins-Fresh	-3.40	-2.52	-2.37	0.22	0.26	0.06	1.03	-0.16
Bakery-Rolls-Fresh	-2.57	-2.13	-2.10	0.49	0.49	0.40	0.47	-0.10
Beer	-2.87	-3.50	-8.45	0.34	0.47	0.60	-5.59	0.25
Candy-Chocolate	-2.09	-0.96	-0.88	0.48	0.59	0.58	1.21	0.10
Candy-Non-Chocolate	-0.02	0.01	-0.61	0.66	0.55	0.71	-0.59	0.05
Cat Food - Wet Type	-2.96	-2.66	-0.02	0.51	0.65	0.60	2.94	0.09
Cereal - Ready To Eat	-2.89	-1.88	-2.36	0.22	0.58	0.52	0.53	0.31
Cheese - Cottage	-4.79	-2.56	-1.92	0.22	0.51	0.57	2.87	0.34
Cheese - Natural - American Cheddar	-3.42	-2.87	-3.24	0.37	0.42	0.47	0.18	0.10
Cheese - Shredded	-2.74	-3.87	-2.61	0.36	0.43	0.61	0.14	0.25
Cigarettes	3.27	6.59	5.26	0.62	0.42	0.58	1.99	-0.04
Cookies	-2.54	-2.21	-2.53	0.40	0.47	0.51	0.01	0.12
Crackers - Flavored Snack	-2.86	-2.72	-3.03	0.29	0.46	0.48	-0.17	0.19
Crackers - Sandwich & Snack Packs	-3.29	-2.62	-2.28	0.39	0.45	0.59	1.01	0.20
Dairy-Flavored Milk-Refrigerated	-2.47	-1.82	-0.65	0.61	0.76	0.62	1.82	0.01
Dairy-Milk-Refrigerated	-5.49	-3.95	-1.57	0.33	0.46	0.72	3.92	0.39
Desserts - Rts Single Servings - Canned	-3.87	-4.59	-1.08	0.58	0.40	0.60	2.79	0.02
Detergents - Heavy Duty - Liquid	-4.27	-3.72	-3.23	0.67	0.53	0.44	1.04	-0.23
Disposable Dishes	-1.84	-1.73	-1.43	0.30	0.41	0.41	0.42	0.11

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Product Market	α_{2006}	α_{2012}	α_{2018}	σ_{2006}	σ_{2012}	σ_{2018}	$\Delta\alpha$	$\Delta\sigma$
Dog Food - Wet Type	-4.85	-1.43	0.29	0.49	0.49	0.56	5.14	0.07
Dry Dinners - Pasta	-2.97	-2.28	-1.41	0.47	0.63	0.58	1.56	0.12
Entrees - Italian - 1 Food - Frozen	-2.39	-2.93	-1.61	0.46	0.51	0.60	0.78	0.14
Entrees - Mexican - 1 Food - Frozen	-1.16	-1.26	-1.12	0.67	0.70	0.64	0.04	-0.03
Entrees - Poultry - 1 Food - Frozen	-3.08	-3.04	-2.47	0.44	0.59	0.72	0.61	0.28
Frankfurters-Refrigerated	-2.72	-2.31	-2.03	0.06	0.24	0.48	0.69	0.42
Fresh Meat	-2.44	-1.70	-2.04	0.21	0.19	0.28	0.40	0.07
Frozen Novelties	-3.08	-2.79	-2.18	0.37	0.48	0.55	0.90	0.18
Frozen/Refrigerated Breakfasts	-2.55	-2.50	-1.60	0.39	0.53	0.63	0.95	0.24
Fruit Drinks & Juices-Cranberry	-2.93	-2.37	-2.95	0.36	0.62	0.73	-0.03	0.36
Fruit Drinks-Other Container	-1.09	-0.57	-1.15	0.78	0.82	0.83	-0.06	0.05
Fruit Juice-Remaining	-2.80	-3.08	-3.41	0.30	0.45	0.41	-0.62	0.11
Fruit-Dried And Snacks	-2.46	-1.88	-2.24	0.46	0.42	0.54	0.22	0.08
Granola & Yogurt Bars	-2.84	-2.34	-2.78	0.46	0.55	0.48	0.06	0.02
Ground And Whole Bean Coffee	-6.02	-3.38	-3.00	0.13	0.38	0.45	3.02	0.32
Gum-Chewing-Sugarfree	-0.66	-1.43	-1.50	0.74	0.74	0.71	-0.84	-0.03
Ice Cream - Bulk	-2.93	-2.91	-2.74	0.43	0.47	0.50	0.19	0.07
Light Beer (Low Calorie/Alcohol)	-6.35	-8.34	-10.68	0.12	0.34	0.44	-4.33	0.32
Lunchmeat-Deli Pouches-Refrigerated	-3.98	-3.05	-1.38	0.31	0.50	0.70	2.61	0.39
Lunchmeat-Sliced-Refrigerated	-1.62	-1.39	-0.83	0.52	0.64	0.50	0.80	-0.01
Mexican Sauce	-2.10	-2.26	-1.68	0.51	0.57	0.63	0.42	0.12
Mexican Tortillas	-0.91	-3.07	-2.31	0.18	0.34	0.37	-1.40	0.19
Nuts - Bags	-2.29	-1.72	-3.03	0.58	0.54	0.39	-0.74	-0.19
Paper Towels	-4.26	-3.93	-3.18	0.46	0.30	0.39	1.08	-0.07
Pasta - Macaroni	-1.81	-2.03	-2.29	0.57	0.65	0.57	-0.48	-0.01
Pasta-Spaghetti	-2.11	-2.32	-2.05	0.49	0.50	0.40	0.05	-0.09
Pizza-Frozen	-2.45	-2.98	-2.59	0.32	0.36	0.46	-0.14	0.14
Rice - Mixes	-2.33	-1.79	-2.03	0.54	0.68	0.60	0.30	0.06
Salad Dressing - Liquid	-2.92	-2.91	-2.68	0.53	0.54	0.54	0.24	0.02
Sausage-Breakfast	-3.04	-2.61	-2.82	0.45	0.55	0.45	0.22	-0.00
Sausage-Dinner	-2.52	-1.38	-2.16	0.51	0.65	0.48	0.35	-0.03
Snacks - Health Bars & Sticks	-1.54	-1.96	-1.40	0.63	0.53	0.52	0.14	-0.11
Snacks - Potato Chips	-3.77	-2.08	-1.90	0.62	0.61	0.65	1.86	0.03
Snacks - Pretzel	-3.44	-2.26	-2.06	0.48	0.43	0.45	1.37	-0.03
Snacks - Remaining	-4.49	-1.93	-1.48	0.38	0.34	0.37	3.01	-0.01
Snacks - Tortilla Chips	-4.98	-1.80	-2.06	0.39	0.65	0.74	2.92	0.35
Soft Drinks - Carbonated	-3.49	-1.71	-1.52	0.69	0.81	0.95	1.97	0.27
Soft Drinks - Low Calorie	-2.62	-2.09	-1.76	0.61	0.69	0.61	0.86	-0.00

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Product Market	α_{2006}	α_{2012}	α_{2018}	σ_{2006}	σ_{2012}	σ_{2018}	$\Delta\alpha$	$\Delta\sigma$
Soft Drinks - Powdered	-1.15	-2.70	-1.50	0.26	0.91	0.55	-0.35	0.30
Soup Mixes - Dry & Bases	-1.24	-0.50	-0.33	0.23	0.47	0.63	0.90	0.40
Soup-Canned	-2.86	-2.97	-2.90	0.41	0.54	0.61	-0.04	0.20
Spaghetti/Marinara Sauce	-3.34	-2.10	-1.88	0.33	0.54	0.43	1.45	0.09
Spreads-Remaining	-3.45	-2.18	-1.69	0.59	0.38	0.54	1.76	-0.05
Tea - Liquid	-1.43	-2.63	-1.86	0.69	0.58	0.73	-0.43	0.05
Toilet Tissue	-4.18	-3.98	-2.27	0.42	0.32	0.38	1.91	-0.05
Tomatoes - Remaining - Canned	-3.17	-3.18	-3.56	0.46	0.74	0.55	-0.39	0.09
Vegetables - Potatoes - Frozen/Refrigerated	-3.01	-2.74	-2.50	0.60	0.68	0.66	0.50	0.07
Water-Bottled	-1.88	-1.32	-0.45	0.70	0.73	0.82	1.43	0.11
Wine-Domestic Dry Table	-2.64	-1.39	-1.18	0.50	0.52	0.76	1.46	0.25
Yogurt-Refrigerated	-4.44	-2.06	-1.47	0.20	0.40	0.53	2.97	0.33

Notes: This table presents estimates of α_{my} and σ_{my} for all modules m and years $y \in \{2006, 2012, 2018\}$. The final two columns present $\Delta\alpha = \alpha_{m2018} - \alpha_{m2006}$ and $\Delta\sigma = \sigma_{m2018} - \sigma_{m2006}$.

TABLE 16: Own-Price Elasticities in 70 Product Markets

Product Market	Unweighted				Revenue-Weighted			
	2006	2010	2014	2018	2006	2010	2014	2018
Bacon-Refrigerated	-4.73	-3.75	-4.23	-4.26	-4.32	-3.47	-3.95	-3.99
Bakery - Bread - Fresh	-3.46	-3.45	-2.54	-2.72	-3.30	-3.26	-2.42	-2.65
Bakery-Breakfast Cakes/Sweet Rolls-Fresh	-4.01	-3.15	-3.66	-3.18	-4.03	-3.18	-3.57	-2.97
Bakery-Buns-Fresh	-6.23	-4.52	-4.44	-6.53	-5.97	-4.31	-4.25	-6.38
Bakery-Cakes-Fresh	-5.21	-3.74	-2.18	-3.52	-6.12	-3.78	-2.30	-3.72
Bakery-Doughnuts-Fresh	-3.28	-4.08	-3.57	-3.99	-3.35	-3.95	-3.69	-4.14
Bakery-Muffins-Fresh	-4.19	-3.10	-2.92	-2.32	-3.99	-2.91	-2.74	-2.22
Bakery-Rolls-Fresh	-4.01	-4.37	-3.51	-3.35	-3.86	-4.24	-3.44	-3.18
Beer	-3.76	-4.58	-5.80	-17.11	-3.78	-4.53	-5.77	-17.33
Candy-Chocolate	-3.36	-3.12	-2.10	-2.32	-3.31	-3.04	-2.07	-2.39
Cereal - Ready To Eat	-3.90	-4.27	-4.38	-4.19	-3.65	-3.95	-4.07	-3.93
Cheese - Cottage	-5.76	-4.10	-4.54	-3.34	-5.60	-4.06	-4.35	-3.19
Cheese - Natural - American Cheddar	-4.69	-4.75	-4.93	-5.21	-4.34	-4.28	-4.49	-4.84
Cheese - Shredded	-4.09	-5.80	-8.42	-5.66	-4.03	-5.56	-7.99	-5.43
Cookies	-4.09	-4.59	-3.76	-4.84	-4.01	-4.35	-3.70	-4.73
Crackers - Flavored Snack	-3.93	-4.06	-3.38	-4.52	-3.85	-3.98	-3.32	-4.27
Crackers - Sandwich & Snack Packs	-4.49	-5.23	-6.46	-4.83	-4.52	-5.15	-6.35	-4.57

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Product Market	Unweighted				Revenue-Weighted			
	2006	2010	2014	2018	2006	2010	2014	2018
Dairy-Flavored Milk-Refrigerated	-5.04	-6.41	-1.80	-1.34	-4.78	-5.96	-1.73	-1.26
Dairy-Milk-Refrigerated	-7.94	-3.83	-7.25	-4.86	-7.34	-3.51	-6.76	-4.83
Desserts - Rts Single Servings - Canned	-8.26	-7.88	-3.98	-2.19	-8.30	-8.00	-3.97	-2.20
Detergents - Heavy Duty - Liquid	-9.93	-6.35	-6.71	-5.26	-11.33	-7.49	-8.74	-6.54
Disposable Dishes	-2.35	-3.52	-3.89	-2.42	-2.72	-4.71	-5.31	-2.97
Dry Dinners - Pasta	-5.59	-5.22	-3.21	-2.87	-5.24	-4.76	-3.09	-2.89
Entrees - Italian - 1 Food - Frozen	-4.76	-4.75	-3.65	-3.53	-4.57	-4.57	-3.67	-3.60
Entrees - Mexican - 1 Food - Frozen	-3.03	-4.07	-2.90	-3.02	-3.21	-3.86	-2.88	-3.04
Entrees - Poultry - 1 Food - Frozen	-5.38	-5.72	-4.81	-6.84	-5.41	-5.94	-5.08	-7.08
Frankfurters-Refrigerated	-3.37	-3.44	-3.22	-3.62	-3.19	-3.25	-3.25	-3.74
Fresh Meat	-2.70	-2.67	-1.78	-2.79	-2.89	-2.64	-1.80	-2.82
Frozen Novelties	-5.41	-4.56	-5.04	-4.16	-5.42	-4.93	-5.66	-4.73
Frozen/Refrigerated Breakfasts	-3.63	-4.15	-2.63	-3.68	-3.49	-4.03	-2.68	-3.67
Fruit Drinks & Juices-Cranberry	-4.47	-4.61	-5.70	-6.74	-4.01	-4.23	-5.19	-6.36
Fruit Juice-Remaining	-3.84	-3.87	-5.12	-4.80	-3.90	-4.01	-5.38	-5.62
Fruit-Dried And Snacks	-4.30	-3.33	-3.06	-3.91	-4.21	-3.60	-3.49	-4.21
Granola & Yogurt Bars	-4.70	-5.33	-5.20	-4.71	-4.76	-5.49	-5.39	-4.84
Ground And Whole Bean Coffee	-5.62	-5.70	-4.87	-4.56	-5.53	-5.96	-5.16	-4.87
Gum-Chewing-Sugarfree	-2.03	-3.80	-2.90	-4.05	-2.02	-3.76	-2.95	-4.28
Ice Cream - Bulk	-5.22	-5.55	-4.60	-4.66	-4.77	-5.27	-4.49	-4.58
Light Beer (Low Calorie/Alcohol)	-6.70	-8.75	-10.00	-14.62	-6.64	-8.33	-9.44	-13.23
Lunchmeat-Deli Pouches-Refrigerated	-5.86	-4.70	-5.00	-3.94	-5.84	-4.60	-4.87	-3.88
Lunchmeat-Sliced-Refrigerated	-3.57	-3.87	-2.55	-1.47	-3.57	-3.92	-2.72	-1.78
Mexican Sauce	-3.90	-4.80	-4.99	-3.36	-4.00	-5.01	-5.19	-3.52
Mexican Tortillas	-1.08	-4.27	-3.19	-3.39	-1.16	-4.50	-3.35	-3.51
Nuts - Bags	-4.64	-2.54	-3.11	-5.10	-4.45	-2.38	-3.24	-5.11
Paper Towels	-6.83	-4.63	-4.57	-4.56	-5.66	-4.48	-5.14	-4.93
Pasta - Macaroni	-3.80	-4.85	-4.59	-4.67	-3.64	-4.55	-4.30	-4.56
Pasta-Spaghetti	-3.34	-3.50	-3.31	-2.88	-3.21	-3.20	-3.00	-2.78
Pizza-Frozen	-4.14	-4.31	-3.52	-4.01	-3.94	-4.15	-3.54	-4.17
Rice - Mixes	-5.45	-6.18	-4.52	-3.90	-5.36	-6.03	-4.51	-3.92
Salad Dressing - Liquid	-5.13	-5.65	-4.96	-4.13	-4.82	-5.39	-4.84	-4.16
Sausage-Breakfast	-5.14	-4.82	-6.47	-4.62	-4.76	-4.56	-6.26	-4.50
Sausage-Dinner	-4.74	-4.47	-3.57	-3.83	-4.51	-4.23	-3.48	-3.73
Snacks - Health Bars & Sticks	-4.37	-5.55	-3.17	-2.93	-4.29	-5.56	-3.28	-3.10
Snacks - Potato Chips	-8.38	-7.24	-4.50	-5.02	-7.80	-6.62	-4.23	-4.80
Snacks - Pretzel	-5.27	-4.97	-3.02	-3.39	-5.37	-4.95	-3.15	-3.70

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Product Market	Unweighted				Revenue-Weighted			
	2006	2010	2014	2018	2006	2010	2014	2018
Snacks - Remaining	-5.46	-3.98	-2.61	-2.15	-5.76	-4.21	-2.77	-2.24
Snacks - Tortilla Chips	-7.29	-9.71	-6.80	-6.28	-7.19	-9.14	-6.43	-5.93
Soft Drinks - Carbonated	-9.59	-10.40	-5.35	-28.97	-9.01	-9.51	-4.95	-25.98
Soft Drinks - Low Calorie	-6.11	-7.71	-4.64	-4.19	-5.67	-7.11	-4.33	-4.00
Soft Drinks - Powdered	-1.88	-5.50	-6.69	-3.18	-2.12	-5.11	-5.57	-2.80
Soup Mixes - Dry & Bases	-1.70	-2.24	-0.61	-1.02	-2.80	-2.76	-0.70	-1.26
Soup-Canned	-5.25	-4.54	-6.21	-6.81	-4.80	-4.14	-5.74	-6.45
Spaghetti/Marinara Sauce	-5.38	-3.63	-4.08	-2.92	-5.54	-3.95	-4.56	-3.65
Spreads-Remaining	-6.55	-4.21	-2.81	-3.06	-6.60	-4.13	-2.77	-3.05
Tea - Liquid	-4.75	-6.28	-4.81	-6.39	-4.53	-6.28	-4.81	-6.55
Toilet Tissue	-6.42	-5.77	-3.61	-3.57	-5.99	-5.49	-3.69	-3.55
Tomatoes - Remaining - Canned	-5.61	-8.2	-7.28	-6.28	-5.11	-7.40	-6.95	-6.12
Vegetables - Potatoes - Frozen/Refrigerated	-6.26	-7.24	-5.64	-5.40	-6.13	-7.2	-5.49	-5.28
Water-Bottled	-6.77	-4.65	-2.86	-2.34	-6.44	-4.02	-2.56	-2.05
Wine-Domestic Dry Table	-5.25	-3.62	-4.25	-4.19	-5.98	-4.18	-5.04	-5.22
Yogurt-Refrigerated	-4.92	-3.43	-3.25	-3.59	-4.94	-3.72	-3.37	-3.67

Notes: This table presents the revenue weighted and unweighted average own-price elasticity for each market-year pair for 2006, 2010, 2014, and 2018. Compared to Table 15, this table omits five modules—Cat Food - Wet Type, Dog Food - Wet Type, Candy-Non Chocolate, Fruit Drinks - Other Container, and Cigarettes—with impermissible or insignificant demand estimates.

TABLE 17: Markups in 70 Product Markets

Product Market	2006				2018			
	Median		Mean		Median		Mean	
	UW	W	UW	W	UW	W	UW	W
Bacon-Refrigerated	0.26	0.31	0.28	0.33	0.31	0.36	0.36	0.41
Bakery - Bread - Fresh	0.41	0.44	0.47	0.49	0.61	0.66	0.80	0.80
Bakery-Breakfast Cakes/Sweet Rolls-Fresh	0.42	0.43	0.49	0.50	0.60	0.66	0.70	0.75
Bakery-Buns-Fresh	0.23	0.24	0.24	0.26	0.22	0.24	0.24	0.25
Bakery-Cakes-Fresh	0.44	0.31	0.47	0.39	0.76	0.70	0.77	0.74
Bakery-Doughnuts-Fresh	0.47	0.47	0.51	0.50	0.63	0.63	0.67	0.69

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Product Market	2006				2018			
	Median		Mean		Median		Mean	
	UW	W	UW	W	UW	W	UW	W
Bakery-Muffins-Fresh	0.31	0.32	0.35	0.38	0.58	0.61	0.61	0.65
Bakery-Rolls-Fresh	0.32	0.35	0.35	0.39	0.40	0.42	0.41	0.44
Beer	0.36	0.33	0.37	0.36	0.09	0.10	0.10	0.11
Candy-Chocolate	0.39	0.43	0.46	0.50	0.63	0.64	0.70	0.71
Cereal - Ready To Eat	0.32	0.34	0.33	0.37	0.33	0.36	0.37	0.42
Cheese - Cottage	0.27	0.28	0.28	0.29	0.64	0.67	0.62	0.66
Cheese - Natural - American Cheddar	0.34	0.36	0.36	0.4	0.29	0.32	0.31	0.36
Cheese - Shredded	0.38	0.39	0.42	0.44	0.32	0.36	0.37	0.41
Cookies	0.36	0.38	0.43	0.43	0.38	0.41	0.40	0.42
Crackers - Flavored Snack	0.38	0.41	0.41	0.43	0.38	0.40	0.39	0.41
Crackers - Sandwich & Snack Packs	0.31	0.32	0.35	0.36	0.33	0.39	0.36	0.40
Dairy-Flavored Milk-Refrigerated	0.38	0.42	0.43	0.46	1.19	1.23	1.38	1.43
Dairy-Milk-Refrigerated	0.18	0.23	0.22	0.25	0.3	0.34	0.61	0.62
Desserts - Rts Single Servings - Canned	0.22	0.22	0.23	0.23	0.83	0.81	0.92	0.92
Detergents - Heavy Duty - Liquid	0.18	0.17	0.24	0.22	0.28	0.22	0.53	0.33
Disposable Dishes	0.60	0.56	0.77	0.69	0.72	0.56	0.76	0.65
Dry Dinners - Pasta	0.35	0.37	0.38	0.42	0.77	0.76	0.77	0.80
Entrees - Italian - 1 Food - Frozen	0.33	0.34	0.38	0.39	0.48	0.47	0.59	0.55
Entrees - Mexican - 1 Food - Frozen	0.60	0.55	0.81	0.75	0.53	0.62	0.68	0.72
Entrees - Poultry - 1 Food - Frozen	0.27	0.30	0.30	0.32	0.41	0.43	0.44	0.46
Frankfurters-Refrigerated	0.32	0.36	0.41	0.47	0.42	0.39	0.61	0.57
Fresh Meat	0.45	0.42	0.52	0.50	0.46	0.44	0.51	0.53
Frozen Novelties	0.28	0.28	0.32	0.33	0.43	0.38	0.45	0.42
Frozen/Refrigerated Breakfasts	0.37	0.39	0.39	0.41	0.45	0.44	0.51	0.51
Fruit Drinks & Juices-Cranberry	0.31	0.37	0.35	0.42	0.41	0.45	0.47	0.50
Fruit Juice-Remaining	0.41	0.41	0.42	0.42	0.31	0.28	0.35	0.32
Fruit-Dried And Snacks	0.36	0.34	0.40	0.41	0.46	0.36	0.49	0.42
Granola & Yogurt Bars	0.34	0.33	0.37	0.36	0.31	0.3	0.36	0.34
Ground And Whole Bean Coffee	0.21	0.24	0.24	0.27	0.31	0.30	0.34	0.33
Gum-Chewing-Sugarfree	1.31	1.31	1.33	1.34	0.67	0.62	0.68	0.63
Ice Cream - Bulk	0.31	0.37	0.36	0.42	0.38	0.40	0.42	0.45

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Product Market	2006				2018			
	Median		Mean		Median		Mean	
	UW	W	UW	W	UW	W	UW	W
Light Beer (Low Calorie/Alcohol)	0.18	0.18	0.19	0.19	0.11	0.11	0.11	0.12
Lunchmeat-Deli Pouches-Refrigerated	0.22	0.22	0.24	0.25	0.47	0.53	0.54	0.57
Lunchmeat-Sliced-Refrigerated	0.48	0.46	0.57	0.58	1.06	0.86	1.48	1.19
Mexican Sauce	0.43	0.42	0.46	0.46	0.61	0.60	0.64	0.63
Mexican Tortillas	1.45	1.42	1.61	1.58	0.53	0.54	0.59	0.61
Nuts - Bags	0.36	0.34	0.44	0.41	0.29	0.29	0.32	0.32
Paper Towels	0.19	0.26	0.22	0.28	0.31	0.33	0.35	0.36
Pasta - Macaroni	0.53	0.59	0.59	0.65	0.48	0.51	0.51	0.55
Pasta-Spaghetti	0.49	0.53	0.53	0.58	0.55	0.58	0.58	0.63
Pizza-Frozen	0.38	0.42	0.43	0.46	0.47	0.46	0.49	0.48
Rice - Mixes	0.37	0.39	0.38	0.40	0.65	0.66	0.60	0.60
Salad Dressing - Liquid	0.30	0.31	0.34	0.36	0.39	0.36	0.42	0.41
Sausage-Breakfast	0.27	0.29	0.31	0.35	0.32	0.32	0.34	0.35
Sausage-Dinner	0.29	0.32	0.33	0.37	0.34	0.36	0.38	0.40
Snacks - Health Bars & Sticks	0.39	0.41	0.46	0.47	0.58	0.52	0.68	0.62
Snacks - Potato Chips	0.26	0.32	0.29	0.34	0.51	0.59	0.52	0.60
Snacks - Pretzel	0.28	0.28	0.31	0.30	0.47	0.47	0.51	0.51
Snacks - Remaining	0.27	0.25	0.30	0.29	0.73	0.70	0.78	0.74
Snacks - Tortilla Chips	0.26	0.27	0.28	0.29	0.52	0.58	0.51	0.58
Soft Drinks - Carbonated	0.14	0.15	0.20	0.20	0.05	0.06	0.12	0.11
Soft Drinks - Low Calorie	0.22	0.26	0.28	0.31	0.39	0.41	0.45	0.45
Soft Drinks - Powdered	1.01	0.96	1.10	1.02	0.74	0.80	0.84	1.17
Soup Mixes - Dry & Bases	1.61	1.05	1.72	1.38	4.06	3.18	4.13	3.70
Soup-Canned	0.35	0.39	0.39	0.45	0.35	0.39	0.39	0.44
Spaghetti/Marinara Sauce	0.27	0.26	0.31	0.31	0.59	0.50	0.66	0.58
Spreads-Remaining	0.29	0.28	0.32	0.31	0.60	0.60	0.63	0.64
Tea - Liquid	0.42	0.43	0.50	0.51	0.32	0.30	0.50	0.41
Toilet Tissue	0.23	0.25	0.26	0.28	0.40	0.40	0.46	0.47
Tomatoes - Remaining - Canned	0.27	0.30	0.29	0.34	0.34	0.35	0.34	0.36
Vegetables - Potatoes - Frozen/Refrigerated	0.36	0.36	0.37	0.38	0.45	0.44	0.45	0.46
Water-Bottled	0.23	0.23	0.30	0.30	0.70	0.86	1.25	1.41

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Product Market	2006				2018			
	Median		Mean		Median		Mean	
	UW	W	UW	W	UW	W	UW	W
Wine-Domestic Dry Table	0.23	0.19	0.32	0.27	0.34	0.25	0.68	0.47
Yogurt-Refrigerated	0.30	0.30	0.31	0.32	0.41	0.40	0.54	0.50

Notes: This table provides estimates of the mean and median markups within each of the product markets of our sample in 2006 and 2018. Compared to Appendix Table 15, this table omits five modules—Cat Food - Wet Type, Dog Food - Wet Type, Candy-Non Chocolate, Fruit Drinks - Other Container, and Cigarettes—with impermissible or insignificant demand estimates. These three product markets have positive estimates of α for at least one year in our sample. Columns labeled "UW" weight each product equally, while those labeled "W" weight products according to their revenues in the year.

TABLE 18: Consumer Surplus in 70 Product Markets

Product Market	2009	2012	2015	2018
Bacon-Refrigerated	1.09	1.41	1.52	1.76
Bakery - Bread - Fresh	1.09	1.24	1.52	1.54
Bakery-Breakfast Cakes/Sweet Rolls-Fresh	1.05	0.98	0.95	1.26
Bakery-Buns-Fresh	1.21	1.16	1.31	1.04
Bakery-Cakes-Fresh	1.22	1.53	2.15	1.83
Bakery-Doughnuts-Fresh	0.75	0.86	1.63	1.01
Bakery-Muffins-Fresh	1.68	1.55	1.75	2.01
Bakery-Rolls-Fresh	1.46	1.60	1.70	1.68
Beer	0.71	0.65	0.61	0.25
Candy-Chocolate	1.39	1.72	2.05	1.62
Cereal - Ready To Eat	1.13	1.37	1.07	0.82
Cheese - Cottage	1.08	1.12	0.99	1.66
Cheese - Natural - American Cheddar	0.88	0.79	0.82	0.89
Cheese - Shredded	0.79	0.54	0.60	1.09
Cookies	0.86	1.05	1.10	0.91
Crackers - Flavored Snack	0.96	0.98	0.77	0.92
Crackers - Sandwich & Snack Packs	0.77	1.49	1.61	2.39
Dairy-Flavored Milk-Refrigerated	0.94	1.28	2.28	3.28
Dairy-Milk-Refrigerated	2.55	1.42	1.81	2.84

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Product Market	2009	2012	2015	2018
Desserts - Rts Single Servings - Canned	0.75	0.73	1.04	2.52
Detergents - Heavy Duty - Liquid	0.85	0.58	0.60	0.62
Disposable Dishes	0.68	0.53	0.39	0.60
Dry Dinners - Pasta	1.06	1.48	1.88	2.05
Entrees - Italian - 1 Food - Frozen	0.95	0.79	0.96	0.89
Entrees - Mexican - 1 Food - Frozen	0.79	0.96	1.31	0.87
Entrees - Poultry - 1 Food - Frozen	1.01	1.11	1.35	0.94
Frankfurters-Refrigerated	1.08	1.14	1.42	1.00
Fresh Meat	1.41	1.76	1.99	1.53
Frozen Novelties	1.38	1.09	0.87	1.15
Frozen/Refrigerated Breakfasts	0.93	1.27	2.75	2.40
Fruit Drinks & Juices-Cranberry	1.13	1.27	0.75	0.69
Fruit Juice-Remaining	1.54	0.65	0.62	0.49
Fruit-Dried And Snacks	1.31	1.66	1.40	1.03
Granola & Yogurt Bars	1.24	1.37	1.22	0.97
Ground And Whole Bean Coffee	1.24	1.99	2.11	1.80
Gum-Chewing-Sugarfree	0.41	0.39	0.46	0.28
Ice Cream - Bulk	0.78	0.68	0.66	0.77
Light Beer (Low Calorie/Alcohol)	1.01	0.70	0.72	0.41
Lunchmeat-Deli Pouches-Refrigerated	1.66	1.91	2.95	3.13
Lunchmeat-Sliced-Refrigerated	0.84	0.92	2.45	1.32
Mexican Sauce	0.90	0.76	0.85	0.90
Mexican Tortillas	0.37	0.29	0.43	0.44
Nuts - Bags	1.43	2.19	0.84	0.72
Paper Towels	1.15	0.84	0.86	0.85
Pasta - Macaroni	1.00	1.04	1.04	0.80
Pasta-Spaghetti	0.92	1.04	1.10	1.05
Pizza-Frozen	0.97	0.79	0.97	0.81
Rice - Mixes	0.89	1.31	1.70	0.99
Salad Dressing - Liquid	1.02	1.00	0.86	0.92
Sausage-Breakfast	1.14	1.20	1.32	0.94
Sausage-Dinner	1.42	2.15	2.13	1.76
Snacks - Health Bars & Sticks	0.67	1.57	2.82	2.65
Snacks - Potato Chips	1.31	1.81	1.62	1.95

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Product Market	2009	2012	2015	2018
Snacks - Pretzel	1.03	1.56	1.75	1.60
Snacks - Remaining	1.69	3.48	3.92	5.24
Snacks - Tortilla Chips	1.49	2.72	2.13	2.80
Soft Drinks - Carbonated	1.47	1.71	1.74	1.84
Soft Drinks - Low Calorie	1.12	1.00	1.06	1.15
Soft Drinks - Powdered	1.04	0.75	0.54	0.71
Soup Mixes - Dry & Bases	3.47	2.36	4.65	3.11
Soup-Canned	0.79	0.78	0.71	0.62
Spaghetti/Marinara Sauce	1.34	1.65	1.61	1.20
Spreads-Remaining	2.55	7.37	11.27	12.02
Tea - Liquid	0.79	0.71	1.22	1.07
Toilet Tissue	1.16	1.01	1.10	1.12
Tomatoes - Remaining - Canned	1.56	1.04	1.28	0.86
Vegetables - Potatoes - Frozen/Refrigerated	0.92	0.85	0.83	1.19
Water-Bottled	1.00	1.49	2.61	4.40
Wine-Domestic Dry Table	1.53	3.21	2.67	3.57
Yogurt-Refrigerated	1.69	2.73	3.40	2.84

Notes: Each column reports the ratio of total consumer surplus in the module in a given year to the total consumer surplus in 2006 in that module. This table omits five modules—Cat Food - Wet Type, Dog Food - Wet Type, Candy-Non Chocolate, Fruit Drinks - Other Container, and Cigarettes.

TABLE 19: Ratios of Within-Cluster to Total Point Scatter for All 75 Modules

Product Module	Unit Size	Multi	Brand	UPC Description
Bacon-Refrigerated	0.66	0.74	0.61	0.63
Bakery - Bread - Fresh	0.46	.	0.40	0.41
Bakery-Breakfast Cakes/Sweet Rolls-Fresh	0.30	0.37	0.28	0.28
Bakery-Buns-Fresh	0.27	.	0.21	0.23
Bakery-Cakes-Fresh	0.58	0.54	0.46	0.46
Bakery-Doughnuts-Fresh	0.41	0.56	0.36	0.36
Bakery-Muffins-Fresh	0.46	.	0.33	0.34

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Product Module	Unit Size	Multi	Brand	UPC Description
Bakery-Rolls-Fresh	0.62	0.67	0.49	0.50
Beer	0.18	0.18	0.20	0.19
Candy-Chocolate	0.84	0.88	0.80	0.8
Candy-Non-Chocolate	0.63	0.70	0.54	0.53
Cat Food - Wet Type	0.38	0.48	0.32	0.34
Cereal - Ready To Eat	0.11	0.18	0.11	0.11
Cheese - Cottage	0.31	0.48	0.32	0.34
Cheese - Natural - American Cheddar	0.31	.	0.47	0.49
Cheese - Shredded	0.33	.	0.28	0.31
Cigarettes	0.50	0.38	0.30	0.30
Cookies	0.35	0.34	0.29	0.29
Crackers - Flavored Snack	0.18	0.21	0.12	0.13
Crackers - Sandwich & Snack Packs	0.43	0.28	0.34	0.34
Dairy-Flavored Milk-Refrigerated	0.51	0.79	0.63	0.64
Dairy-Milk-Refrigerated	0.87	.	0.87	0.87
Desserts - Rts Single Servings - Canned	0.52	0.42	0.32	0.33
Detergents - Heavy Duty - Liquid	0.55	0.65	0.45	0.46
Disposable Dishes	0.45	0.58	0.46	0.45
Dog Food - Wet Type	0.24	0.27	0.24	0.25
Dry Dinners - Pasta	0.60	0.63	0.43	0.47
Entrees - Italian - 1 Food - Frozen	0.45	.	0.33	0.35
Entrees - Mexican - 1 Food - Frozen	0.81	.	0.73	0.76
Entrees - Poultry - 1 Food - Frozen	0.41	.	0.33	0.33
Frankfurters-Refrigerated	0.30	0.47	0.25	0.26
Fresh Meat	0.35	0.41	0.24	0.25
Frozen Novelties	0.37	.	0.24	0.24
Frozen/Refrigerated Breakfasts	0.48	0.47	0.38	0.40
Fruit Drinks & Juices-Cranberry	0.39	0.45	0.42	0.41
Fruit Drinks-Other Container	0.81	0.77	0.74	0.73
Fruit Juice-Remaining	0.23	0.42	0.29	0.30
Fruit-Dried And Snacks	0.51	0.58	0.38	0.38
Granola & Yogurt Bars	0.39	0.19	0.26	0.27
Ground And Whole Bean Coffee	0.25	0.35	0.17	0.18
Gum-Chewing-Sugarfree	0.16	0.09	0.17	0.18

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Product Module	Unit Size	Multi	Brand	UPC Description
Ice Cream - Bulk	0.08	0.27	0.11	0.14
Light Beer (Low Calorie/Alcohol)	0.20	0.09	0.16	0.18
Lunchmeat-Deli Pouches-Refrigerated	0.44	0.48	0.37	0.39
Lunchmeat-Sliced-Refrigerated	0.33	0.51	0.31	0.32
Mexican Sauce	0.24	0.52	0.31	0.32
Mexican Tortillas	0.13	.	0.15	0.16
Nuts - Bags	0.69	0.77	0.61	0.60
Paper Towels	0.11	0.19	0.13	0.15
Pasta - Macaroni	0.53	0.53	0.48	0.50
Pasta-Spaghetti	0.34	0.51	0.34	0.35
Pizza-Frozen	0.36	0.46	0.25	0.28
Rice - Mixes	0.68	.	0.57	0.60
Salad Dressing - Liquid	0.29	0.37	0.18	0.19
Sausage-Breakfast	0.54	0.65	0.46	0.48
Sausage-Dinner	0.42	0.61	0.40	0.41
Snacks - Health Bars & Sticks	0.47	.	0.36	0.37
Snacks - Potato Chips	0.35	.	0.28	0.29
Snacks - Pretzel	0.36	.	0.30	0.30
Snacks - Remaining	0.31	0.17	0.19	0.18
Snacks - Tortilla Chips	0.12	.	0.16	0.20
Soft Drinks - Carbonated	0.25	0.24	0.30	0.29
Soft Drinks - Low Calorie	0.19	0.20	0.24	0.24
Soft Drinks - Powdered	0.24	.	0.17	0.19
Soup Mixes - Dry & Bases	0.43	0.46	0.26	0.28
Soup-Canned	0.43	0.43	0.33	0.34
Spaghetti/Marinara Sauce	0.28	0.39	0.26	0.28
Spreads-Remaining	0.49	0.53	0.35	0.35
Tea - Liquid	0.44	0.53	0.38	0.41
Toilet Tissue	0.26	0.29	0.21	0.25
Tomatoes - Remaining - Canned	0.28	.	0.32	0.39
Vegetables - Potatoes - Frozen/Refrigerated	0.51	0.17	0.31	0.33
Water-Bottled	0.57	0.53	0.41	0.39
Wine-Domestic Dry Table	0.07	0.23	0.16	0.16

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Product Module	Unit Size	Multi	Brand	UPC Description
Yogurt-Refrigerated	0.38	0.21	0.24	0.24

Notes: This table presents, for each module, the ratio of the within-cluster point scatter to the total point scatter for four observable attributes: the size of each unit in the UPC, the number of units in the UPC (multi), the brand of the UPC, and the UPC description. In product modules where all UPCs in our sample have the same multipack status, we include a "." in the "Multi" column.

TABLE 20: Alternative Clustering Methods for All 75 Product Markets

	Number of Clusters				Fraction Overlap		
Product Module	All	1st Half	2nd Half	Single HH	1st Half	2nd Half	Single HH
Bacon-Refrigerated	2	6	4	4	0.49	0.60	0.52
Bakery - Bread - Fresh	5	6	4	3	0.80	0.75	0.80
Bakery-Bkfst Cakes/Sweet Rolls-Frsh	8	6	4	8	0.66	0.52	0.70
Bakery-Buns-Fresh	9	4	7	8	0.73	0.76	0.77
Bakery-Cakes-Fresh	8	8	4	10	0.88	0.85	0.83
Bakery-Doughnuts-Fresh	5	7	4	4	0.65	0.76	0.84
Bakery-Muffins-Fresh	5	3	5	4	0.68	0.86	0.89
Bakery-Rolls-Fresh	4	4	5	5	0.90	0.65	0.85
Beer	7	8	2	10	0.78	0.58	0.77
Candy-Chocolate	2	5	12	10	0.56	0.39	0.40
Candy-Non-Chocolate	7	7	6	7	0.69	0.62	0.57
Cat Food - Wet Type	4	5	4	5	0.87	0.80	0.95
Cereal - Ready To Eat	11	9	8	8	0.83	0.73	0.86
Cheese - Cottage	4	8	9	5	0.76	0.70	0.90
Cheese - Natural - American Cheddar	3	4	3	4	0.83	0.97	0.84
Cheese - Shredded	4	4	2	7	0.64	0.64	0.74
Cigarettes	6	6	4	3	0.75	0.59	0.70
Cookies	6	13	2	11	0.72	0.67	0.78
Crackers - Flavored Snack	9	6	5	11	0.78	0.80	0.90
Crackers - Sandwich & Snack Packs	5	3	7	6	0.67	0.92	0.86
Dairy-Flavored Milk-Refrigerated	4	16	6	4	0.51	0.70	0.95
Dairy-Milk-Refrigerated	2	9	5	2	0.35	0.64	1.00
Desserts - Rts Sngle Servings - Can	5	4	5	5	0.89	0.92	0.95
Detergents - Heavy Duty - Liquid	5	9	8	2	0.75	0.72	0.57
Disposable Dishes	5	6	2	5	0.57	0.53	0.59
Dog Food - Wet Type	5	4	5	4	0.79	0.68	0.73
Dry Dinners - Pasta	4	5	3	6	0.87	0.83	0.80
Entrees - Italian - 1 Food - Frozen	5	3	8	3	0.76	0.79	0.78

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	Number of Clusters				Fraction Overlap		
Product Module	All	1st Half	2nd Half	Single HH	1st Half	2nd Half	Single HH
Entrees - Mexican - 1 Food - Frozen	2	9	6	2	0.44	0.54	0.69
Entrees - Poultry - 1 Food - Frozen	4	6	5	8	0.67	0.66	0.70
Frankfurters-Refrigerated	7	7	4	5	0.87	0.74	0.85
Fresh Meat	9	5	8	4	0.52	0.79	0.66
Frozen Novelties	9	4	8	7	0.74	0.75	0.81
Frozen/Refrigerated Breakfasts	6	5	5	6	0.83	0.73	0.81
Fruit Drinks & Juices-Cranberry	3	3	3	4	0.93	0.73	0.84
Fruit Drinks-Other Container	3	4	9	4	0.74	0.54	0.69
Fruit Juice-Remaining	8	3	4	3	0.50	0.66	0.59
Fruit-Dried And Snacks	6	6	7	3	0.86	0.79	0.81
Granola & Yogurt Bars	7	4	13	14	0.70	0.77	0.80
Ground And Whole Bean Coffee	13	6	8	11	0.59	0.80	0.85
Gum-Chewing-Sugarfree	7	4	8	2	0.63	0.77	0.56
Ice Cream - Bulk	12	4	5	7	0.65	0.75	0.80
Light Beer (Low Calorie/Alcohol)	8	6	8	3	0.81	0.89	0.61
Lunchmeat-Deli Pouches-Refrig.	3	5	6	7	0.71	0.72	0.76
Lunchmeat-Sliced-Refrigerated	9	4	4	8	0.78	0.48	0.82
Mexican Sauce	6	6	5	5	0.81	0.84	0.80
Mexican Tortillas	10	5	9	7	0.64	0.72	0.82
Nuts - Bags	5	6	3	5	0.82	0.79	0.83
Paper Towels	11	3	3	7	0.61	0.64	0.73
Pasta - Macaroni	2	2	3	2	0.77	0.56	0.85
Pasta-Spaghetti	4	8	4	3	0.70	0.67	0.66
Pizza-Frozen	9	2	12	6	0.47	0.85	0.72
Rice - Mixes	2	7	7	10	0.54	0.49	0.51
Salad Dressing - Liquid	11	9	6	6	0.84	0.78	0.79
Sausage-Breakfast	3	6	6	3	0.69	0.80	0.96
Sausage-Dinner	7	4	4	8	0.60	0.56	0.71
Snacks - Health Bars & Sticks	4	4	4	4	0.67	0.66	0.71
Snacks - Potato Chips	8	6	5	3	0.67	0.85	0.70
Snacks - Pretzel	6	5	5	5	0.82	0.77	0.84
Snacks - Remaining	18	8	3	10	0.73	0.71	0.78
Snacks - Tortilla Chips	6	5	5	9	0.83	0.73	0.86
Soft Drinks - Carbonated	7	2	7	4	0.58	0.75	0.74
Soft Drinks - Low Calorie	7	9	10	7	0.75	0.84	0.76
Soft Drinks - Powdered	9	3	4	3	0.65	0.86	0.54
Soup Mixes - Dry & Bases	6	2	6	2	0.68	0.65	0.58
Soup-Canned	4	6	5	2	0.89	0.84	0.80
Spaghetti/Marinara Sauce	5	6	6	5	0.84	0.79	0.83
Spreads-Remaining	4	8	6	4	0.88	0.84	0.75
Tea - Liquid	8	7	5	6	0.64	0.87	0.81

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	Number of Clusters				Fraction Overlap		
Product Module	All	1st Half	2nd Half	Single HH	1st Half	2nd Half	Single HH
Toilet Tissue	5	4	5	4	0.78	0.63	0.69
Tomatoes - Remaining - Canned	5	3	6	4	0.77	0.70	0.89
Vegetables - Potatoes - Frozen/Refrig.	6	2	3	6	0.56	0.61	0.82
Water-Bottled	5	6	10	5	0.75	0.71	0.94
Wine-Domestic Dry Table	9	8	7	7	0.83	0.82	0.74
Yogurt-Refrigerated	7	4	4	3	0.68	0.74	0.64

Notes: This table provides cluster assignments for the five highest-revenue UPCs in each market across the thirteen years of the sample.

TABLE 21: Shrinkflation Measures: 70 Product Markets

Product Market	CT	SR	TS
Bacon-Refrigerated	0.01	0.01	0.01
Bakery - Bread - Fresh	0.01	0.01	0.01
Bakery-Breakfast Cakes/Sweet Rolls-Fresh	0.03	0.03	0.03
Bakery-Buns-Fresh	0.00	0.00	0.00
Bakery-Cakes-Fresh	0.04	0.02	0.04
Bakery-Doughnuts-Fresh	0.02	0.02	0.02
Bakery-Muffins-Fresh	0.01	0.01	0.01
Bakery-Rolls-Fresh	0.00	0.00	0.00
Beer	0.01	0.01	0.01
Candy-Chocolate	0.09	0.06	0.06
Cereal - Ready To Eat	0.22	0.22	0.14
Cheese - Cottage	0.06	0.06	0.06
Cheese - Natural - American Cheddar	0.02	0.02	0.02
Cheese - Shredded	0.00	0.03	0.00
Cookies	0.07	0.07	0.06
Crackers - Flavored Snack	0.03	0.02	0.03
Crackers - Sandwich & Snack Packs	0.03	0.01	0.01
Dairy-Flavored Milk-Refrigerated	0.00	0.00	0.00
Dairy-Milk-Refrigerated	0.00	0.00	0.00
Desserts - Rts Single Servings - Canned	0.04	0.04	0.04
Detergents - Heavy Duty - Liquid	0.00	0.00	0.00
Disposable Dishes	0.00	0.00	0.00
Dry Dinners - Pasta	0.02	0.02	0.02

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Product Market	CT	SR	TS
Entrees - Italian - 1 Food - Frozen	0.02	0.02	0.02
Entrees - Mexican - 1 Food - Frozen	0.00	0.00	0.00
Entrees - Poultry - 1 Food - Frozen	0.01	0.01	0.01
Frankfurters-Refrigerated	0.04	0.04	0.04
Fresh Meat	0.01	0.01	0.01
Frozen Novelties	0.01	0.01	0.01
Frozen/Refrigerated Breakfasts	0.01	0.01	0.01
Fruit Drinks & Juices-Cranberry	0.10	0.07	0.03
Fruit Juice-Remaining	0.04	0.04	0.04
Fruit-Dried And Snacks	0.02	0.02	0.02
Granola & Yogurt Bars	0.00	0.00	0.00
Ground And Whole Bean Coffee	0.01	0.01	0.01
Gum-Chewing-Sugarfree	0.00	0.00	0.00
Ice Cream - Bulk	0.06	0.06	0.06
Light Beer (Low Calorie/Alcohol)	0.00	0.00	0.00
Lunchmeat-Deli Pouches-Refrigerated	0.04	0.04	0.04
Lunchmeat-Sliced-Refrigerated	0.01	0.01	0.01
Mexican Sauce	0.00	0.00	0.00
Mexican Tortillas	0.00	0.00	0.00
Nuts - Bags	0.01	0.01	0.00
Paper Towels	0.00	0.00	0.00
Pasta - Macaroni	0.01	0.01	0.01
Pasta-Spaghetti	0.01	0.01	0.01
Pizza-Frozen	0.01	0.01	0.01
Rice - Mixes	0.00	0.00	0.00
Salad Dressing - Liquid	0.01	0.01	0.01
Sausage-Breakfast	0.04	0.04	0.05
Sausage-Dinner	0.05	0.05	0.04
Snacks - Health Bars & Sticks	0.01	0.01	0.01
Snacks - Potato Chips	0.11	0.06	0.07
Snacks - Pretzel	0.00	0.00	0.00
Snacks - Remaining	0.01	0.00	0.00
Snacks - Tortilla Chips	0.10	0.10	0.04
Soft Drinks - Carbonated	0.04	0.03	0.03
Soft Drinks - Low Calorie	0.04	0.01	0.03
Soft Drinks - Powdered	0.00	0.00	0.00
Soup Mixes - Dry & Bases	0.00	0.00	0.00
Soup-Canned	0.04	0.04	0.04

Continued on next page

Product Market	CT	SR	TS
Spaghetti/Marinara Sauce	0.01	0.01	0.01
Spreads-Remaining	0.00	0.00	0.00
Tea - Liquid	0.00	0.00	0.00
Toilet Tissue	0.00	0.00	0.00
Tomatoes - Remaining - Canned	0.00	0.00	0.00
Vegetables - Potatoes - Frozen/Refrigerated	0.00	0.00	0.00
Water-Bottled	0.01	0.01	0.01
Wine-Domestic Dry Table	0.00	0.00	0.00
Yogurt-Refrigerated	0.01	0.01	0.01

Notes: This table provides measures of shrinkflation for the 70 product markets in our sample. Each column reports the fraction of all UPCs available in 2018 for which we measure a 0%-20% size reduction compared to 2006. We consider three different ways to match products for which sizes (and, therefore, UPC-UPC versions) changed). These three versions are described in Appendix C: "CT" refers to matching based on closest unit size, "SR" to matching based on size rank, and "TS" to matching the top selling product.

TABLE 22: Clusters: 75 Product Markets

Nest	Brand	UPC Description	Size	Units	Multi
Bacon-Refrigerated					
1	Farmland	F-L BCN HS SL	16	oz	1
1	Farmer John	FRMR-J BCN SMK SL	16	oz	1
1	Farmland	F-L BCN HS TK SL	16	oz	1
1	Farmer John	FRMR-J BCN SMK TK SL	16	oz	1
1	John Morrell	J M BCN SL	12	oz	1
2	Oscar Mayer	O M BCN SL	16	oz	1
2	Hormel	HRML BLK LBL BCN SL	16	oz	1
2	Oscar Mayer	O M C-C BCN LE C-C SL	12	oz	1
2	Oscar Mayer	O M BCN TK SL	16	oz	1
2	Smithfield	SMFD BCN HS SL	16	oz	1
Bakery - Bread - Fresh					
1	Nature's Own	N-OW BRD WHE & HNY F	20	oz	1
1	Nature's Own	N-OW BRD WW100% F	20	oz	1
1	Sara Lee	SL BRD W-HNY F	20	oz	1
1	Sara Lee Soft & Smooth	SL SFT&SMTH BRD WHI G-WH F	20	oz	1
1	Nature's Own	N-OW BRD BTR F	20	oz	1
2	Sunbeam	SBM BRD WHI KNG F	24	oz	1
2	Butternut	BTRNT BRD WHI LG NLF F	20	oz	1
2	Butternut	BTRNT BRD WW100% NLF F	20	oz	1
2	Mother's	MTHRS BRD WHE A-BT NC F	24	oz	1
2	Country Hearth	C HR BRD 12G H/B F	24	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
3	Oroweat	OWT BRD WW100% S-GR F	24	oz	1
3	Oroweat	OWT BRD OAT NT F	24	oz	1
3	Oroweat	OWT BRD BMK F	24	oz	1
3	Oroweat	OWT BRD POT F	24	oz	1
3	Oroweat	OWT BRD WHI C F	24	oz	1
4	Franz	FRZ BRD WHI LFT F	23	oz	1
4	Franz	FRZ BRD WW100% F	24	oz	1
4	Franz	FRZ BRD 9G WL NLF F	26	oz	1
4	Franz	FRZ BRD WHI PREM GT F	24	oz	1
4	Franz	FRZ MCK-F BRD BMK NLF O/F F	24	oz	1
5	Pepperidge Farm	PF BRD RS CN-S F	16	oz	1
5	Brownberry Whole Grains	BBWGS BRD WW100% F	24	oz	1
5	Brownberry Whole Grains	BBWGS BRD OATNUT F	24	oz	1
5	Pepperidge Farm	PF BRD CN-S NC F	16	oz	1
5	Martin's	MRTNS BRD POT SND F	18	oz	1
Bakery-Breakfast Cakes/Sweet Rolls-Fresh					
1	Drake's Coffee Cake	DRK CF CK CN STRSL F	12	oz	1
1	Upper Crust	U-C RL CN MN F	11	oz	1
1	Bimbo	BIMBO RL CN F	13	oz	1
1	Little Brothers Bakery	LBB CRO BTR F PP	20	oz	1
1	Pillsbury	PB RL CN NC F	20	oz	1
2	Barry's Bakery	BRY-BK FRN TWS NC F	4.5	oz	1
2	Barry's Bakery	BRY-BK FRN TWS WD RSP NC F	4.5	oz	1
2	Barry's Bakery	BRY-BK FRN TWS MP-F-TST NC F	4.5	oz	1
2	Barry's Bakery	BRY-BK FRN TWS CA ALM NC F	4.5	oz	1
3	Little Debbie	LD HNY BUN F	11	oz	1
3	Little Debbie	LD HNY BUN F	11	oz	1
3	Little Debbie	LD HNY BUN F	21	oz	1
3	Krispy Kreme	KR-K CRULLER F	12	oz	1
3	Mrs. Freshley's	MRS FRS HNY BUN F	11	oz	1
4	Bon Appetit	BON APPETIT DN CHS BRY F	5	oz	1
4	Bon Appetit	BON APPETIT CRO CHS F	5	oz	1
4	Bon Appetit	BON APPETIT DN BB CRM F	4.5	oz	1
4	Bon Appetit	BON APPETIT DN AP F	5	oz	1
4	Bon Appetit	BON APPETIT BR CLW F	4	oz	1
5	Hostess	HST CF CK CN STRSL F	12	oz	1
5	Entenmann's	EN CRBCK LF CF F	11	oz	1
5	Drake's Coffee Cake	DRK CF CK CN STRSL F	12	oz	1
5	Drake's Coffee Cake	DRK CF CK CN STRSL F	27	oz	1
5	Tastykake	TK KK CF CK CRM-FL F PP	12	oz	1
6	Cloverhill Bakery	CLV-B HNY BUN F	4.8	oz	1
6	Cloverhill Bakery	CLV-B RL CN BIG TX F	4	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
6	Cloverhill Bakery	CLV-B DN RL CHS F	4	oz	1
6	Cloverhill Bakery	CLV-B BR CLW SB CHS F	4	oz	1
6	Cloverhill Bakery	CLV-B HNY BUN F	4.8	oz	1
7	Entenmann's	EN DN TWS RSP F	15	oz	1
7	Entenmann's	EN DN TWS CHS F	16	oz	1
7	Entenmann's	EN CF CK CHS CRB F	17	oz	1
7	Entenmann's	EN BUN SWL CN I F PP	18	oz	1
7	Entenmann's	EN CF CK CRB F	20	oz	1
8	Svenhard's Swedish Bakery	SSB BF CLW CN GLZ F	16	oz	1
8	Svenhard's	SVNHRD SWT RL AST F	29	oz	1
8	Svenhard's Swedish Bakery	SSB RL CN FST F	8	oz	1
8	Svenhard's Swedish Bakery	SSB SWT RL RS ETTE F	16	oz	1
8	Svenhard's Swedish Bakery	SSB SNAIL RS F	6	oz	1
Bakery-Buns-Fresh					
1	Nature's Own	N-OW BUN HAM WHI WHE F	14	oz	1
1	Merita	MRT BUN HT-D F	12	oz	1
1	Merita	MRT BUN HAM F	12	oz	1
1	Nature's Own Whitewheat	N-OW WHIWHT BUN HT-D WHI WHE F	13	oz	1
1	Bunny	BNY BUN HAM F	18	oz	1
2	Ball Park	BALL PARK BUN HT-D F	12	oz	1
2	Ball Park	BALL PARK BUN HAM F	14	oz	1
2	Pepperidge Farm	PF BUN HT-D LFNC F	14	oz	1
2	Mrs Baird's	MRS BD BUN HT-D F	12	oz	1
2	Ball Park	BALL PARK BUN HAM F	12	oz	1
3	Pepperidge Farm	PF BUN SND F	13	oz	1
3	Pepperidge Farm	PF BUN HAM LFNC F	15	oz	1
3	Country Kitchen	C-K BUN HT-D F	12	oz	1
3	Pepperidge Farm	PF BUN HT-D LFNC F &	14	oz	1
3	Arnold Select	AN-SLT BUN HT-D F	14	oz	1
4	Heiner's	HR BUN SND SPR DLX F	21	oz	1
4	Heiner's	HR BUN SND NC SNY F	23	oz	1
4	Heiner's	HR BUN HT-D F	11	oz	1
4	Heiner's	HR BUN HAM CLSTR F	11	oz	1
4	Heiner's	HR BUN HT-D S-SD F	18	oz	1
5	Sara Lee	SL BUN HT-D WH-G F	12	oz	1
5	Sara Lee	SL BUN HAM WHI WH-G F	12	oz	1
5	Wonder	WONDER BUN HT-D F	12	oz	1
5	Wonder	WONDER BUN HAM F	12	oz	1
5	Schwebel's	SHWBLS BUN HAM F	12	oz	1
6	Oroweat	OWT BUN HAM WW100% F	21	oz	1
6	Oroweat	OWT BUN SND C POT F	21	oz	1
6	Oroweat	OWT BUN SND GLDN EGG F	21	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
6	Rainbo	RB BUN HT-D F	12	oz	1
6	Oroweat	OWT BUN HT-D WW100% F	14	oz	1
7	Pan-O-Gold	PG BUN HAM SS O/F N/E F	13	oz	1
7	Village Hearth	VLG HRTH BUN HAM LT WHE F	13	oz	1
7	Village Hearth	VLG HRTH BUN HT-D F	14	oz	1
7	Village Hearth	VLG HRTH BUN HAM S-SD F	15	oz	1
7	Holsum	HLSM BUN HAM JMB F	16	oz	1
8	Franz	FRZ BUN HT-D F	12	oz	1
8	Franz	FRZ BUN HAM S-SD F	19	oz	1
8	Franz	FRZ BUN HAM F	12	oz	1
8	Franz	FRZ BUN HT-D F	14	oz	1
8	Franz	FRZ BUN HAM S-SD F	15	oz	1
9	Aunt Millie's	A-M HRTH BUN HAM WH-G F	17	oz	1
9	Aunt Millie's	A-M BUN HT-D F	13	oz	1
9	Aunt Millie's	A-M BUN HAM WHI F	17	oz	1
9	Aunt Millie's	A-M BUN HAM HNY F	13	oz	1
9	Aunt Millie's	A-M BUN HT-D HNY F	13	oz	1
Bakery-Cakes-Fresh					
1	General Mills Fiber One	G-M-F-O BRW CH FDG F	5.3	oz	1
1	Sugar Bowl Bakery	SBB BRW CH F	32	oz	1
1	Entenmann's Little Bites	EN LB BRW FDG F	11	oz	1
1	Specialty	SPECIALTY SHL DSRT F	4	oz	1
1	Hostess	HST 1CP CK L CH F	7.8	oz	1
2	Marinela	MR-GN CK SNK CRM-FL CH CV F	18	oz	1
2	Bimbo	BIMBO CK LF PCN F	8.8	oz	1
2	Marinela	MR-GN CK SNK YL F	14	oz	1
2	Bimbo	BIMBO CK BIMBOLETE RL SWT F	8.8	oz	1
2	Bimbo	BIMBO CK CNCHS F	3.5	oz	1
3	Weight Watchers	WW CK L CH F	5.7	oz	1
3	Weight Watchers	WW CK L LMN F	5.7	oz	1
3	Weight Watchers	WW CK L CRT F	5.7	oz	1
3	Weight Watchers	WW CK L CH CRM F	5.7	oz	1
3	Weight Watchers	WW BRW CH F	5.1	oz	1
4	Hostess Cupcake	HST CUPCK D-F F	14	oz	1
4	Hostess Twinkies	HST TWK SPNG GLDN F	15	oz	1
4	Hostess Twinkies	HST TWK SPNG GLDN F	14	oz	1
4	Hostess Cupcakes	HST CUPCK CH F	13	oz	1
4	Hostess Ding Dong	HST DING DONG MLT-PK F	17	oz	1
5	Entenmann's	EN CK PND LF BTR F	12	oz	1
5	Drake's Devil Dogs	DRK DEVIL DOGS D-F F	14	oz	1
5	Thomas' Toast-R-Cakes	TMS T-R-C CK CRN F	7	oz	1
5	Drake's Devil Dogs	DRK DEVIL DOGS D-F F	13	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
5	Entenmann's	EN CK LF A-BT F	11	oz	1
6	Tastykake	TK KKS CK P-B F-P F	8	oz	1
6	Tastykake	TK KRMP BTRSCH I F-P F	11	oz	1
6	Tastykake	TK CC BTCR FLL F-P F	14	oz	1
6	Tastykake	TK CC CH F-P F	12	oz	1
6	Tastykake	TK CK 2L YL F-P F	13	oz	1
7	Little Debbie	LD CC CH F	14	oz	1
7	Little Debbie	LD CK SNK YL F	11	oz	1
7	Little Debbie	LD CK SNK CH F	11	oz	1
7	Little Debbie	LD CTB BRW CH F	8	oz	1
7	Little Debbie Zebra Cake Roll	LDZCR CK L YL F	13	oz	1
8	Little Debbie	LD CK SWS-R F	13	oz	1
8	Little Debbie	LD BRW COSMIC F	13	oz	1
8	Little Debbie	LD ZEBRA CK YL CH&V I F	13	oz	1
8	Little Debbie	LD CTC CK D SNK WHI F	7.5	oz	1
8	Little Debbie	LD BRW FDG ENG WL F	13	oz	1
Bakery-Doughnuts-Fresh					
1	Hostess	HST DNTT PS B-S F	12	oz	1
1	Hostess	HST DNTT PS F	11	oz	1
1	Entenmann's	EN DNT-S POPEM GLZ F	15	oz	1
1	Hostess	HST DNTT CH FST B-S F	12	oz	1
1	Little Debbie	LD DUNK'EM STK GLZ F	10	oz	1
2	Hostess	HST DNTT PS MN F	11	oz	1
2	Hostess	HST DNTT FST MN F	11	oz	1
2	Little Debbie	LD DNT PS MN F	10	oz	1
2	Little Debbie	LD DNT FST MN F	11	oz	1
2	Hostess	HST DNTT FST MN F	3	oz	1
3	Franz	FRZ DNT PS RSP JL FLL F	14	oz	1
3	Franz	FRZ DNT GLZ O/F F	12	oz	1
3	Svenhard's	SVNHRD DNT AST O/F PREM F	12	oz	1
3	Franz	FRZ DNT FST CH F	12	oz	1
3	Hostess	HST BBS DNT RSP JL F	14	oz	1
4	Krispy Kreme	KR-K DNT GLZ F	18	oz	1
4	Krispy Kreme	KR-K DNT GLZ F PP	11	oz	1
4	Krispy Kreme	KR-K DNT FDG I F PP	18	oz	1
4	Krispy Kreme	KR-K DNT FDG I F PP	14	oz	1
4	Merita	MRT DNT SGR SWT 16 F	10	oz	1
5	Entenmann's	EN DNT FST CH F	16	oz	1
5	Entenmann's	EN DNT AST F	16	oz	1
5	Entenmann's	EN DNT-S DNT AST F	22	oz	1
5	Entenmann's	EN DNT-S DNT AST F	20	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
5	Entenmann's	EN DNT CRB F	17	oz	1
Bakery-Muffins-Fresh					
1	Bays	BAYS E-M F	12	oz	1
1	Entenmann's Little Bites	EN LB MFN CH-CP F 15PK	25	oz	1
1	Thomas'	TMS E-M ORIG F	36	oz	1
1	Entenmann's Little Bites	EN LB MFN BB LTL BITE F 15PK	25	oz	1
1	Bimbo	BIMBO MFN V F	4.2	oz	1
2	Weight Watchers	WW MFN BB F	7.5	oz	1
2	Hostess	HST MFN CN STRSL MN NSG F	6.8	oz	1
2	Weight Watchers	WW E-M F	12	oz	1
2	Weight Watchers	WW MFN DB-C F	7.5	oz	1
2	Hostess	HST MFN BB STRSL MN NSG F	6.3	oz	1
3	Oroweat	OWT E-M X CRS F	12	oz	1
3	Oroweat	OWT E-M WW100% F	13	oz	1
3	Thomas'	TMS E-M S-D F	12	oz	1
3	Oroweat	OWT E-M WH-G F	13	oz	1
3	Oroweat	OWT E-M RS F	15	oz	1
4	Entenmann's Little Bites	EN LB MFN CH-CP F	8.3	oz	1
4	Entenmann's Little Bites	EN LB MFN CH-CP LTL BITE MN F	9	oz	1
4	Entenmann's Little Bites	EN LB MFN BB LTL BITE MN F	8.3	oz	1
4	Hostess	HST MFN CH-CP MN F	8	oz	1
4	Entenmann's Little Bites	EN LB MFN BB LTL BITE MN F	8.8	oz	1
5	Thomas'	TMS E-M ORIG LFNC F	12	oz	1
5	Thomas' Light	TMS LT E-M M-G LT F	12	oz	1
5	Thomas'	TMS E-M CN RS F	12	oz	1
5	Thomas' Hearty Grains	TMS HRTY-G E-M WW100% NC F	13	oz	1
5	Thomas' Hearty Grains	TMS HRTY-G E-M WW100% F	12	oz	1
Bakery-Rolls-Fresh					
1	King's Hawaiian	KNG HWN RL HWI SWT F	12	oz	1
1	King's Hawaiian	KNG HWN RL HWI SWT F	4.4	oz	1
1	Arnold Select Sandwich Thins	AN-SLT SND-T RL SND WWH F	12	oz	1
1	King's Hawaiian	KNG HWN RL SAVORY BTR F	12	oz	1
1	Arnold Select Sandwich Thins	AN-SLT SND-T RL SND M-G F	12	oz	1
2	Martin's	MRTNS RL SND POT F	15	oz	1
2	Martin's	MRTNS RL POT F	15	oz	1
2	Schmidt	SCHM RL SND POT F	15	oz	1
2	Martin's	MRTNS RL DNR POT F	15	oz	1
2	Schmidt	SCHM RL LNG POT F	15	oz	1
3	Francisco International	FSC-I RL FRN F	14	oz	1
3	Sara Lee	SL RL DEL F	16	oz	1
3	Sara Lee	SL RL DNR F	17	oz	1
3	Francisco International	FSC-I RL FRN F	19	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
3	Francisco International	FSC-I RL FRN S/F WHI F	16	oz	1
4	Fantini	FANTINI RL BLKE F	14	oz	1
4	Anzio & Sons Bakery	A&SB RL KSR F	16	oz	1
4	Calise Bakery	CSE BKY RL BLKY F	13	oz	1
4	Anzio & Sons Bakery	A&SB RL SUB F	15	oz	1
4	Calise & Sons	C&S RL BLKE F	12	oz	1
Beer					
1	Multiple Value	MULTIPLE VALUE BR NRB LN 6P	12	oz	6
1	Foster's	FST L BR IM AS CN	25	oz	1
1	Pabst Blue Ribbon	PABST BR CN 12P	12	oz	12
1	Budweiser	BUDWEISER BR CN	24	oz	1
1	Miller High Life	MLR H-L BR NRB	32	oz	1
2	Steel Reserve 211 High Gvty Lg	SR211 HI GVTY L BR CN	24	oz	1
2	Icehouse	ICEHOUSE BR CN	24	oz	1
2	Miller High Life	MLR H-L BR NRB	40	oz	1
2	Milwaukee's Best Ice	MLWK BST ICE BR CN	24	oz	1
2	Bud Ice	BUD ICE L BR CN	25	oz	1
3	Busch	BUSCH BR CN 30P	12	oz	30
3	Miller High Life	MLR H-L BR NRB LN 12P	12	oz	12
3	Miller High Life	MLR H-L BR CN 30P	12	oz	30
3	Busch	BUSCH BR CN 24P	12	oz	24
3	Natural Ice	NATURAL ICE BR CN 12P	12	oz	12
4	Budweiser	BUDWEISER BR CN 30P	12	oz	30
4	Budweiser	BUDWEISER BR CN 24P	12	oz	24
4	Budweiser	BUDWEISER BR CN F-V 18P	12	oz	18
4	Budweiser	BUDWEISER BR CN 12P	12	oz	12
4	Budweiser	BUDWEISER BR CN 36P	12	oz	36
5	Heineken	HKN L BR IM HLD NRB 12P	12	oz	12
5	Yuengling Amber Lager	YNGLNG AM L BR NRB LN 12P	12	oz	12
5	Samuel Adams Seasonal	SML ADM SSL BR NRB LN 12P	12	oz	12
5	Samuel Adams Seasonal	SML ADM SSL BR NRB LN 6P	12	oz	6
5	Heineken	HKN L BR IM HLD NRB 6P	12	oz	6
6	Corona Extra	CRN X BR IM MX NRB LN 12P	12	oz	12
6	Corona Extra	CRN X BR IM MX NRB LN 24P	12	oz	24
6	Modelo Especial	MDL ESPCL BR IM MX NRB LN 12P	12	oz	12
6	Stella Artois	S-ART BR IM BLGM NRB LN 12P	11	oz	12
6	Corona Extra	CRN X BR IM MX NRB LN 6P	12	oz	6
7	White Claw Hard Seltzer Assrtd	WCHS ASRTD BR CN 12P	12	oz	12
7	Widmer Brothers Gldn Hfwzn Wht	WD-B GHWW G W BR NRB 12P	12	oz	12
7	Sierra Nevada Seasonal	S-N SSNL BR NRB 6P	12	oz	6
7	Sierra Nevada Seasonal	S-N SSNL BR NRB 12P	12	oz	12

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
7	Widmer Brothers Gldn Hfwzn Wht	WD-B GHWW G W BR NRB 6P	12	oz	6
Candy-Chocolate					
1	Hershey's Milk Chocolate	HRSH MLK CH BAR 6P	1.6	oz	6
1	Hershey's Reese's Pnt Bt Cp	HRSH RPBC CH BAR 8P	.55	oz	8
1	Ferrero Rocher	FRRO RCHR CH HZLNT	5.3	oz	1
1	Hershey's Milk Chocolate	HRSH MLK CH BAR	4.4	oz	1
1	Hershey's Cookies N Creme	HRSH C-N-C WH CH BAR	1.6	oz	1
2	Hershey's Reese's Pnt Bt Cp	HRSH RPBC CH BAR	1.5	oz	1
2	M&M Mars M&M Peanut	M&M PNT CH	1.7	oz	1
2	Hershey's Kitkat	HRSH KKT CH BAR	1.5	oz	1
2	Hershey's Milk Chocolate	HRSH MLK CH BAR	1.6	oz	1
2	M&M Mars Snickers	SNCKR CH BAR	2.1	oz	1
Candy-Non-Chocolate					
1	M&M Mars Skittles	SKTLS AST BTE NC	2.2	oz	1
1	Hershey's Payday	HRSH PAYDAY NC	1.9	oz	1
1	Tootsie Roll	TOOT RL CPLY ASTM NC	56	oz	1
1	M&M Mars Starburst	STBS AST FR CW NC	2.1	oz	1
1	Hershey's Good & Plenty	HRSH GOOD&PLENTY LIC NC	6	oz	1
2	Haribo Gold-Bears	HARBO GB GMI BEAR NC	5	oz	1
2	M&M Mars Starburst	STBS AST FR JL-B NC	14	oz	1
2	Hershey's Reese's Pieces	HRSH RES PCS PB NC	4	oz	1
2	Trebor Allan Sour Patch Kids	TA SPK AST SR-PK NC	3.5	oz	1
2	Just Born	J-BN FIERCE CINN HOT TMLS NC	5	oz	1
3	Y&S Twizzlers	Y&S TWZ STR LIC NC	16	oz	1
3	Red Vines	RD-V RED LIC TWS NC	5	oz	1
3	Y&S Twizzlers	Y&S TWZ STR TWS NC	24	oz	1
3	Brach's	BRCH CNDY CORN HL NC	22	oz	1
3	Brach's	BRCH CNDY-C NC	11	oz	1
4	Just Born	J-BN MM PEEP ES NC	4.1	oz	1
4	Just Born	J-BN MM PEEP ES NC	3	oz	1
4	Just Born	J-BN MM PEEP ES NC	3.4	oz	1
4	Just Born	J-BN MM PEEP ES NC	1.5	oz	1
4	Just Born	J-BN MM PEEP ES NC	4.1	oz	1
5	Trebor Allan Sour Patch Kids	TA SPK SR-PK NC	8	oz	1
5	Trebor Allan Swedish Fish	TA SWEDISH FISH AST NC	8	oz	1
5	Air Heads	ARHD AST FR CW BAR NC 6'S	3.3	oz	1
5	Trebor Allan Sour Patch	TA S-PTC WMLN SR PTCH NC	8	oz	1
5	Trolli	TRLL B-C SR GMI CRWLR NC	5	oz	1
6	M&M Mars Skittles	SKTLS AST NC	2	oz	1
6	Brach's	BRCH AUT MX NC PP	8	oz	1
6	Brach's	BRCH M-M C-APL CNDY-C NC PP	6.8	oz	1
6	M&M Mars Skittles	SKTLS W-B BTE NC	4	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
6	M&M Mars Skittles	SKTLS AST SW&SR FR BTE NC	4	oz	1
7	Four Star Intnl Trading Co-Nbl	FC-NBL PRMT C-CN XMS NC	4.2	oz	1
7	Sunrise	SUNRS CNDY-C AUT HL NC	10	oz	1
7	Sunrise	SUNRS CNDY-C HV NC	9	oz	1
7	Four Star Intnl Trading Co-Nbl	FC-NBL PRMT C-CN XMS NC	4	oz	1
7	Now And Later	NW&LT HULABERRY NC	1.3	oz	1
Cat Food - Wet Type					
1	Meow Mix Tender Favorites	MMTF WT TN&SH/S TUB	2.8	oz	1
1	9 Lives	9-L WT S-S 4P	5.5	oz	4
1	Meow Mix Market Select	M-S WT TN&SH/S CUP	2.8	oz	1
1	Meow Mix Tender Favorites	MMTF WT SM&CRAB/S TUB	2.8	oz	1
1	Purina Friskies	PR FR WT ORG LOAF VAR 12P	5.5	oz	12
2	Purina Friskies	PR FR WT SHD S-TK&CH DN/GY	5.5	oz	1
2	Purina Friskies	PR FR WT PT CLS SM DN	5.5	oz	1
2	Purina Friskies	PR FR WT PT CLS T&G DN	5.5	oz	1
2	Purina Friskies	PR FR WT PT CLS MXG	5.5	oz	1
2	Purina Friskies	PR FR WT LV&CKN DN	5.5	oz	1
3	Purina Friskies Tasty Treasures	PR FR TT WT CKN&CH/GY	5.5	oz	1
3	Purina Friskies Tasty Treasures	PR FR TT WT TRK&CH/GY	5.5	oz	1
3	Purina Friskies Tasty Treasures	PR FR TT WT OF TN&CH/S	5.5	oz	1
3	Purina Friskies Tasty Treasures	PR FR TT WT CKN TN&CH/GY	5.5	oz	1
3	Purina Friskies	PR FR WT A1U CKC&TCR/GY	5.5	oz	1
4	Purina Fancy Feast	PR FF WT G-C-FST	3	oz	1
4	Purina Fancy Feast	PR FF WT G TD BF FST	3	oz	1
4	Purina Fancy Feast	PR FF WT G SV SM FST	3	oz	1
4	Purina Fancy Feast	PR FF WT G GL TNFST	3	oz	1
4	Purina Fancy Feast	PR FF WT G TD LV&CKN FST	3	oz	1
Cereal - Ready To Eat					
1	Kashi Go Lean Crunch!	KSH G-LNC RTE	15	oz	1
1	Kashi Go Lean	KSH G-LN RTE	14	oz	1
1	Kashi Heart To Heart	KSH H-T-H RTE	12	oz	1
1	Kashi Go Lean Crunch!	KSH G-LNC RTE	15	oz	1
1	Kashi Go Lean	KSH G-LN RTE	13	oz	1
2	Kel Frosted Flakes	KEL F-FLK RTE	27	oz	1
2	Kel Frosted Flakes	KEL F-FLK RTE	62	oz	1
2	G M Honey Nut Cheerios	G M HN-CHR RTE 2'S	49	oz	1
2	G M Honey Nut Cheerios	G M HN-CHR RTE 2P	28	oz	2
2	Post Honey Bunches Of Oats	POST HBO/A RTE 2'S	48	oz	1
3	Kel Frosted Flakes	KEL F-FLK RTE PTP ID TB	2.1	oz	1
3	Kel Froot Loops	KEL F-L RTE PTP ID TB	1.5	oz	1
3	G M Honey Nut Cheerios	G M HN-CHR RTE ID TB	1.8	oz	1
3	G M Lucky Charms	G M L-C RTE ID TB	1.7	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
3	G M Cinnamon Toast Crunch	G M C-T-C RTE PTP ID TB	2	oz	1
4	M-O-M Frosted Mini Spooners	M-O-M FRST M-SP RTE B	36	oz	1
4	M-O-M Cinnamon Toasters	M-O-M CNT RTE B	24	oz	1
4	M-O-M Golden Puffs	M-O-M GLD PUFFS RTE TOT B	24	oz	1
4	M-O-M Golden Puffs	M-O-M GLD PUFFS RTE TOT B	21	oz	1
4	M-O-M Cinnamon Toasters	M-O-M CNT RTE TOT B	20	oz	1
5	Kel Special K	KEL S-K RTE	12	oz	1
5	Kel Special K Red Berry	KEL S-K RB STB RTE	12	oz	1
5	Kel Special K Red Berry	KEL S-K RB STB RTE	17	oz	1
5	Qkr Life	QKR LIFE RTE	21	oz	1
5	Kel Special K Fruit & Yogurt	KEL S-K FRT&YOGURT RTE	13	oz	1
6	Post Honey Bunches Of Oats	POST HBO RTE	18	oz	1
6	Post Honey Bunches Of Oats	POST HBO/A RTE	18	oz	1
6	Post Honey Bunches Of Oats	POST HBO RTE	15	oz	1
6	Post Honey Bunches Of Oats	POST HBO/A RTE	15	oz	1
6	Qkr Cinnamon Life	QKR CN LIFE RTE	13	oz	1
7	Kel Special K Red Berry	KEL S-K RB STB RTE	11	oz	1
7	Kel Special K Vanilla Almond	KEL S-K V-A RTE	12	oz	1
7	Kel Special K Fruit & Yogurt	KEL S-K FRT&YOGURT RTE	13	oz	1
7	Post Great Grains	POST GRT-G D-R/PNT RTE	16	oz	1
7	Kel Special K Red Berry	KEL S-K RB STB RTE	15	oz	1
8	G M Cheerios	G M CHR RTE	18	oz	1
8	G M Cheerios	G M CHR RTE	14	oz	1
8	Kel Rice Krispies	KEL RC KSP RTE	12	oz	1
8	G M Cheerios	G M CHR RTE	8.9	oz	1
8	Kel Raisin Bran Crunch	KEL RS BRAN CRN RTE	18	oz	1
9	G M Honey Nut Cheerios	G M HN-CHR RTE	12	oz	1
9	G M Honey Nut Cheerios	G M HN-CHR RTE	17	oz	1
9	Kel Frosted Mini-Wheats	KEL FMW B-S RTE	18	oz	1
9	G M Honey Nut Cheerios	G M HN-CHR RTE	22	oz	1
9	G M Lucky Charms	G M L-C RTE	12	oz	1
10	G M Honey Nut Cheerios	G M HN-CHR RTE	14	oz	1
10	G M Cheerios	G M CHR RTE	15	oz	1
10	G M Cheerios	G M CHR RTE	10	oz	1
10	G M Cheerios	G M CHR RTE	20	oz	1
10	G M Honey Nut Cheerios	G M HN-CHR RTE	20	oz	1
11	Qkr Cap'N Crn Crn Bry	QKR CP-CN CRN BY RTE	15	oz	1
11	Qkr Cap'N Crn	QKR CP-CN RTE	16	oz	1
11	Post Fruity Pebbles	POST F-PBL RTE	13	oz	1
11	Qkr Cap'N Crn Pnt Btr	QKR CP-CN PB RTE	15	oz	1
11	Kel Froot Loops	KEL F-L RTE	15	oz	1
Cheese - Cottage					

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
1	Breakstone's	BKS LFT SM CD CC	24	oz	1
1	Breakstone's	BKS 2% LFT SM CD CC 4P	4	oz	4
1	Breakstone's	BKS LFT SM CD CC	16	oz	1
1	Daisy	DAISY 2% LFT SM CD CC	16	oz	1
1	Daisy	DAISY 2% LFT SM CD CC	24	oz	1
2	Dean's	DEAN 1% LFT SM CD CC	24	oz	1
2	Old Home	OH SM CD CC	24	oz	1
2	Dean's	DEAN SM CD CC	24	oz	1
2	Kemps Lite	KEMPS LITE 1% LFT SM CD CC	24	oz	1
2	Dean's	DEAN 1% LFT CC	16	oz	1
3	Breakstone's Cottage Doubles	BKS CD 2% LFT CC FOT PNP	5.5	oz	1
3	Breakstone's Cottage Doubles	BKS CD 2% LFT CC FOT PNP	3.9	oz	1
3	Breakstone's Cottage Doubles	BKS CD 2% LFT CC FOT ST	5.5	oz	1
3	Breakstone's Cottage Doubles	BKS CD 2% LFT CC FOT PCH	5.5	oz	1
3	Breakstone's Cottage Doubles	BKS CD 2% LFT CC FOT BLB	5.5	oz	1
4	Knudsen	KN LFT CC	16	oz	1
4	Knudsen	KN LFT CC	32	oz	1
4	Knudsen	KN 4% MFT SM CD CC	16	oz	1
4	Knudsen	KN 2% LFT SM CD CC PNP	16	oz	1
4	Knudsen	KN LT N'LVLY NFT SM CD CC	16	oz	1
Cheese - Natural - American Cheddar					
1	Sargento	SRG NAC SH THIN SL	8	oz	1
1	Kraft	KR NAC NYXSH CHK	8	oz	1
1	Kraft	KR NAC SH CHK	8	oz	1
1	Sargento	SRG NAC ME THIN SL	8	oz	1
1	Kraft	KR NAC ME CHK	8	oz	1
2	Tillamook	TLMK NAC ME CHK	32	oz	1
2	Tillamook	TLMK NAC ME CHK	16	oz	1
2	Tillamook	TLMK NAC ME SS	12	oz	1
2	Tillamook	TLMK NAC SH CHK	16	oz	1
2	Tillamook	TLMK NAC SH CHK	32	oz	1
3	Cracker Barrel	CB NAC XSHP CHK	8	oz	1
3	Cracker Barrel	CB NAC XSHP CHK	10	oz	1
3	Cabot	CBT NAC SH VW HNTR SR CHK	8	oz	1
3	Cabot Vermont	C-V NAC SH VW HNTR SR CHK	8	oz	1
3	Cracker Barrel	CB NAC SH VW CHK	8	oz	1
Cheese - Shredded					
1	Kraft - Shr	KR NT SHR PARM	7	oz	1
1	Kraft - Shr	KR NT SHR PARM F	6	oz	1
1	Digiorno - Shr	DIGIORNO NT SHR PARM	6	oz	1
1	Kraft - Shr	KR NT SHR PARM F	6	oz	1
1	Saputo Stella - Shr	S-STLA NT SHR PARM	5	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
2	Crystal Farms - Shr	C-F NT SHR MZ P/S	8	oz	1
2	Crystal Farms - Shr	C-F NT SHR MZ P/S	8	oz	1
2	Crystal Farms - Shr	C-F NT SHR CHD F	8	oz	1
2	Crystal Farms - Shr	C-F NT SHR CHD SH F	8	oz	1
2	Crystal Farms - Shr	C-F NT SHR MZ P/S F	8	oz	1
3	Kraft - Shr	KR NT SHR MZ P/S	8	oz	1
3	Kraft - Shr	KR NT SHR 4CB MX F	8	oz	1
3	Kraft - Shr	KR NT SHR CHD SH F	8	oz	1
3	Sargento Off The Block - Shr	SRG OTB NT SHR 4CB MX F	8	oz	1
3	Kraft - Shr	KR NT SHR TRPL CHD F	8	oz	1
4	Kraft - Shr	KR NT SHR MZ P/S	8	oz	1
4	Kraft - Shr	KR NT SHR 4CB MX F	8	oz	1
4	Kraft - Shr	KR NT SHR CHD SH F	8	oz	1
4	Kraft - Shr	KR NT SHR CHD ML F	8	oz	1
4	Kraft - Shr	KR NT SHR CHD SH	8	oz	1
Cigarettes					
1	Pall Mall	P-M 1 L F LT 100 BX P	20	ct	1
1	Camel Crush	CML CR 1 R-F F 85 BX P	20	ct	1
1	Pall Mall	P-M 1 L M F LT 100 BX P	20	ct	1
1	Pall Mall	P-M 1 L F LT 85 BX P	20	ct	1
1	Pall Mall	P-M 1 UL L F UT 100 BX P	20	ct	1
2	Newport	NWT 1 M F 100 BX P	20	ct	1
2	Newport	NWT 1 M F 85 BX P	20	ct	1
2	Newport	NWT 1 M F 85 BX P	20	ct	1
2	Kool	KL 1 T F 85 BX P	20	ct	1
2	Kool	KL 1 SG M F 100 BX P	20	ct	1
3	Marlboro	MB 1 L M F LT 85 BX P	20	ct	1
3	Marlboro	MB 1 M F 85 BX P	20	ct	1
3	Marlboro	MB 1 L M F LT 85 BX P	20	ct	1
3	Marlboro	MB 1 L M F LT 100 BX P	20	ct	1
3	Marlboro	MB 1 M F 85 BX P -1.00	20	ct	1
4	Marlboro	MB 1 L F LT 85 BX P	20	ct	1
4	Marlboro	MB 1 L F LT 100 BX P	20	ct	1
4	Marlboro	MB 1 L F LT 85 BX P	20	ct	1
4	Marlboro	MB 1 F 100 BX P	20	ct	1
4	Marlboro	MB 1 UL L F UT 85 BX P	20	ct	1
5	Marlboro	MB 1 F 85 BX P	20	ct	1
5	Marlboro	MB 1 F 80 BX P	20	ct	1
5	Marlboro	MB 1 F 85 BX C	20	ct	10
5	Marlboro	MB 1 F 72 BX P	20	ct	1
5	Marlboro	MB 1 F 85 BX P	20	ct	1
6	Misty	MS 3 SLL M F LT 120 BX P	20	ct	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
6	Misty	MS 3 SLL F LT 120 BX P	20	ct	1
6	Virginia Slims	VS 1 UL L M F UT 85 BX P	20	ct	1
6	Misty	MS 3 SUL M F UT 100 BX P	20	ct	1
6	Virginia Slims Superslims	VSS 1 L M F LT 85 BX P	20	ct	1
Cookies					
1	Little Debbie	L-D CF OM CRM PI	16	oz	1
1	Little Debbie	L-D NB E P-B CH CV	12	oz	1
1	Nabisco Oreo	NBC OREO SND CH	53	oz	1
1	Little Debbie	L-D CF OM CRM PI BG	32	oz	1
1	Little Debbie	L-D NB E P-B WFR CH CV FL	25	oz	1
2	Murray	MRY DRP CH-CP SF	5.5	oz	1
2	Voortman	VRTMN SG WFR VAN	9	oz	1
2	Murray	MRY SG WFR VAN SF	9	oz	1
2	Murray	MRY DRP SH-B SF	6	oz	1
2	Voortman	VRTMN DRP OM SF	8	oz	1
3	Pepperidge Farm Distinctive	PF D SND DBL-C MILANO	7.5	oz	1
3	Pepperidge Farm Distinctive	PF D SND MT MILANO	7	oz	1
3	Pepperidge Farm Distinctive	PF D DRP BTR CHESSMAN	7.3	oz	1
3	Pepperidge Farm	PF REM MILANO	6	oz	1
3	Pepperidge Farm Distinctive	PF D SND MILANO	6	oz	1
4	Nabisco Nilla	NBC NILLA WFR VAN	11	oz	1
4	Nabisco Nilla	NBC NILLA WFR VAN	12	oz	1
4	Nabisco Mini Oreo	NBC M-O SND CH MN BS SSK	8	oz	1
4	Nabisco Barnum's Animals	NBCBA ANM DRP	2.1	oz	1
4	Nabisco Nutter Butter	NBC NTR BTR SND P-B	16	oz	1
5	Nabisco Oreo Double Stuf	NBC OREO DBL STF SND CH SNK-S	18	oz	1
5	Nabisco Oreo	NBC OREO SND GLDN	14	oz	1
5	Nabisco Oreo Double Stuf	NBC OREO DBL STF SND CH	17	oz	1
5	Nabisco Oreo	NBC OREO SND GLDN SNK-S	18	oz	1
5	Nabisco Belvita	NBC BLVT REM BB BF BSCT 5P	1.8	oz	5
6	Nabisco Oreo	NBC OREO SND CH	14	oz	1
6	Nabisco Oreo Double Stuf	NBC OREO DBL STF SND CH	15	oz	1
6	Nabisco Oreo	NBC OREO SND CH SNK-S	18	oz	1
6	Nabisco Chips Ahoy!	NBC CH-AY DRP CH-CP	13	oz	1
6	Nabisco Chips Ahoy!	NBC CH-AY DRP CH-CP	15	oz	1
Crackers - Flavored Snack					
1	Pepperidge Farm Goldfish	PF GFSH PARM SN ZTF	6.6	oz	1
1	Pepperidge Farm Goldfish	PF GFSH ORG SN ZTF	6.6	oz	1
1	Pepperidge Farm Goldfish	PF GFSH PIZ SN ZTF	6.6	oz	1
1	Pepperidge Farm Goldfish	PF GFSH XPLOSIVE PIZ SN ZTF	6.6	oz	1
1	Pepprdg Frm Gldfsh S'Mrs Advnt	PF GFSH SA SMORES SN	6.6	oz	1
2	Nabisco Ritz	NBC RITZ WW SN	13	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
2	Nabisco Wheat Thins	NBC WT SDT&BSL W SN	9	oz	1
2	Keebler Townhouse	KBLR TWH SEA SLT PTA SN	9.5	oz	1
2	Nabisco Ritz	NBC RITZ WW SN	14	oz	1
2	Nabisco Ritz	NBC RITZ RSTD VEG SN	13	oz	1
3	Sunshine Cheez-It	SNSHN CZ-I ORG SN	12	oz	1
3	Red Oval Farms	ROF STND W-T SN NSF	11	oz	1
3	Sunshine Cheez-It	SNSHN CZ-I ORG SN 40%LSF R	12	oz	1
3	Pepperidge Farm Distinctive	PF D QUARTET ASSTM SN	13	oz	1
3	Sunshine Cheez-It	SNSHN CZ-I ORG SN	7	oz	1
4	Nabisco Wheat Thins	NBC WT ORG W SN	9.1	oz	1
4	Nabisco Wheat Thins	NBC WT SN	10	oz	1
4	Nabisco Wheat Thins	NBC WT SN 30%LSF LSTF R	9	oz	1
4	Nabisco Triscuit	NBC TRSCT WW SN LSTF	9.5	oz	1
4	Nabisco Triscuit	NBC TRSCT WGW SN	9	oz	1
5	Blue Diamond Nut Thins	BDNT AHOS NUT RC SN NSF ZTF	4.3	oz	1
5	Blue Diamond Nut Thins	BDNT ALM SN	4.3	oz	1
5	Blue Diamond Nut Thins	BDNT PCN SN	4.3	oz	1
5	Blue Diamond Nut Thins	BDNT ALM C-C SN	4.3	oz	1
5	Blue Diamond Nut Thins	BDNT ALM BN RC & FLXSD SN	4.3	oz	1
6	Nabisco Triscuit	NBC TRSCT WGW RSM&O-O SN	9	oz	1
6	Nabisco Triscuit	NBC TRSCT WGW C-P O-O SN	9	oz	1
6	Nabisco Triscuit	NBC TRSCT RSTD GAR SN	9	oz	1
6	Nabisco Triscuit	NBC TRSCT WGW FRT O-O SN	9	oz	1
6	Nabisco Triscuit	NBC TRSCT WGWDS-SOO SN	9	oz	1
7	Nabisco Ritz Toasted Chips	NBC RTC S&ON SN 40%LSF ZTF	8.1	oz	1
7	Nabisco Triscuit Thin Crisps	NBC TT-C W SN	8.5	oz	1
7	Nabisco Wheat Thins Tstd Chips	NBC WTTC VGGI SN 60%LSF ZTF	8.1	oz	1
7	Nabisco Ritz Toasted Chips	NBC RTC ORG SN 55%LSF ZTF	8.1	oz	1
7	Nabisco Wheat Thins Tstd Chips	NBC WTTC MG SN 60%LSF ZTF	8.1	oz	1
8	Nabisco Flvr Orig Chk In A Bsk	NBC FLVR ORG CHK-B CHK SN	7.5	oz	1
8	Nabisco Ritz	NBC RITZ WW SN	15	oz	1
8	Nabisco Flvr Orig Chk In A Bsk	NBC FLVR ORG CHK-B CHK SN	8	oz	1
8	Keebler Club	KBLR CLB MG SN LIS	15	oz	1
8	Keebler Townhouse Flip Sides	KBLR TWFS ORG PTZL SN	12	oz	1
9	Nabisco Triscuit	NBC TRSCT WGW C-P O-O SN LSZTF	9.5	oz	1
9	Nabisco Triscuit	NBC TRSCT WGW RSM&O-O SN LSTF	9.5	oz	1
9	Nabisco Wheat Thins	NBC WT SN-D TOM&BSL W SN LSTF	9.5	oz	1
9	Nabisco Triscuit	NBC TRSCT WW RSTD GAR SN LSTF	9.5	oz	1
9	Nabisco Triscuit	NBC TRSCT WGW FRT&O-O SN LSZTF	9.5	oz	1
Crackers - Sandwich & Snack Packs					
1	Lunchables	LBS TC KRFT N-CHS DP&SLS	4.4	oz	1
1	Nutella & Go!	NTLA & GO! BS&HZNT SPREAD	1.8	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
1	Oscar Mayer Lunchables	OML TC N-CHS DP&SLS	4.4	oz	1
1	Armour	ARMOUR CNTC&N-CHS DP&SLS	2.5	oz	1
1	Sabra Go Mediterranean	SGM PTZ-C&CLASSIC HUMMUS ZTF	4.3	oz	1
2	Keebler	KBLR TST C PB 8'S	11	oz	1
2	Keebler	KBLR CHS C PB 8'S	11	oz	1
2	Nabisco Ritz	NBC RITZ BTR C PB 8'S	11	oz	1
2	Keebler Club	KBLR CLB CLUB C C-C 8'S	10	oz	1
2	Nabisco Ritz	NBC RITZ BTR C PB 8P	1.4	oz	8
3	Lance	LN TE C PB ZTF 8'S	12	oz	1
3	Lance	LN TE C PB 8'S	12	oz	1
3	Lance	LN TST C PB 8'S	10	oz	1
3	Lance	LN TC TE C PB 6'S 8P	1.5	oz	8
3	Lance	LN TSTY C PB 8'S	10	oz	1
4	Oscar Mayer	OM SRTB&W-CHD C-S&WW C	3.3	oz	1
4	Hillshire Snacking	HS-S PROSCIUTTO&NWCCSL&C	2.4	oz	1
4	Oscar Mayer	OM HSTB&ASGO C-S&WW C	3.3	oz	1
4	Hershey's Snacksters	HY-SS G-DPR&CH SPREAD	1.8	oz	1
4	Oscar Mayer	OM HSUH&M-J C-S&WW C	3.3	oz	1
5	Sargento Balanced Breaks	SBB D-CRNBR&NWCCS&SSRA 3'S	4.5	oz	1
5	Sargento Balanced Breaks	SBB CJIDC&NSCCS&SSC 3'S	4.5	oz	1
5	Sargento Balanced Breaks	SRG-BB D-CRNBR&NWCCS&SSRA 3P	1.5	oz	3
5	Sargento Balanced Breaks	SBB GLRM&NSWCS&SSC 3'S	4.5	oz	1
5	Sargento Balanced Breaks	SRG-BB CJIDC&NSCCS&SSC 3P	1.5	oz	3
Dairy-Flavored Milk-Refrigerated					
1	Nestle Nesquik	NNQ M RF VAD CH PL F	16	oz	1
1	Fair Life	F-LF M 2%RF VAD L-F RS CH PL F	52	oz	1
1	Horizon Organic	H-O M LF VAD CH C F	64	oz	1
1	Tru Moo	TRU MOO M 1% LF VAD CH PL F	128	oz	1
1	Garelick Farms Tru Moo	G-FTM M 1% LF VAD CH PL F	64	oz	1
2	Garelick Farms Tru Moo	G-FTM M 1% LF VAD CH PL F	128	oz	1
2	Garelick Farms Tru Moo	G-FTM M 1% LF VAD CH PL F	64	oz	1
2	Hood	HOOD M-S M 1% LF V-ACD CH PL F	128	oz	1
2	Hood	HOOD M-S M 1% LF V-ACD CH PL F	64	oz	1
2	Oakhurst	OKHRST M .5% LF VAD CH PL F	64	oz	1
3	Anderson Erickson	A E M 2% LF VAD CH PL F	128	oz	1
3	Anderson Erickson	A E M 2% LF VAD CH C F	64	oz	1
3	Roberts	RBT M 2%RF CH C F	64	oz	1
3	Anderson Erickson	A E M 2% LF VAD CH C F	32	oz	1
3	Roberts	RBT M 2%RF VAD CH PL F	128	oz	1
4	Kemps	KP-SL M 1% LF VAD SW CH PL F	64	oz	1
4	Kemps	KP-SL M FF SKM VAD CH PL F	128	oz	1
4	Kemps	KP M SKM CH C F	32	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
4	Land O Lakes	LOL M FF VAD CH PL F	128	oz	1
4	Kemps	KP-SL M 1% LF VAD SW CH PL F	128	oz	1
Dairy-Milk-Refrigerated					
1	Lactaid	LCD M 2%RF VAD L-F PL F	96	oz	1
1	T. G. Lee Dairy Pure	TGLEE-PR M WH V-D PL F	128	oz	1
1	Horizon Organic	H-O M 2%RF VAD C F	64	oz	1
1	Horizon Organic	H-O M WH V-D C F	64	oz	1
1	Horizon Organic	H-O M WH V-D C F	64	oz	1
2	Hood	HOOD M WH V-D PL F	128	oz	1
2	Hood	HOOD M 1% LF VAD PL F	128	oz	1
2	Hood	HOOD B-T M 2% LF VAD PL F	128	oz	1
2	Garelick Farms	G-F M WH V-D PL F	128	oz	1
2	Hood Silouet	HOOD SILOUET M SKM VAD PL F	128	oz	1
Desserts - Rts Single Servings - Canned					
1	Mott's - Rts	MT F-C C-F FF A-S PL 6P	4	oz	6
1	Mott's - Rts	MT F-C CFN NT A-S PL 6P	3.9	oz	6
1	Mott's - Rts	MT F-C FF A-S&CN PL 6P	4	oz	6
1	Del Monte - Rts	D M F-C NSA MO SS PL 4P	4	oz	4
1	Dole - Rts	DOLE F-C NT MO PL 16P	4	oz	16
2	Buddy Fruits - Rts	BF F-P N-F NT A&STR PL	3.2	oz	1
2	Buddy Fruits - Rts	BF F-P N-F NT BAN MG PSN PL	3.2	oz	1
2	Buddy Fruits - Rts	BF F-P N-F NT A&BN PL	3.2	oz	1
2	Buddy Fruits - Rts	BF F-P N-F NT APL&MF PL	3.2	oz	1
2	Buddy Fruits - Rts	BF F-P N-F NT APL&CN PL	3.2	oz	1
3	Dole - Rts	DOLE F-C DCD PCH PL 4P	4	oz	4
3	Dole - Rts	DOLE F-C MO PL 4P	4	oz	4
3	Del Monte - Rts	D M F-C DCD PCH PL 4P	4	oz	4
3	Del Monte - Rts	D M F-C MO PL 4P	4	oz	4
3	Dole - Rts	DOLE F-C CY M-F PL 4P	4	oz	4
4	Materne Gogo Squeez - Rts	MGS FSE NASR A-S PL 12P	3.2	oz	12
4	Materne Gogo Squeez - Rts	MGS FSE NT A-S PL 4P	3.2	oz	4
4	Materne Gogo Squeez - Rts	MGS FSE NASR NT A-S&CN PL 12P	3.2	oz	12
4	Materne Gogo Squeez - Rts	MGS FSE NT A-S&CN PL 4P	3.2	oz	4
4	Materne Gogo Squeez - Rts	MGS F-S NT ASST PL 12P	3.2	oz	12
5	Snack Pack - Rts	SP PUD CHOC PL 4P	3.5	oz	4
5	Snack Pack - Rts	SP PUD CHOC PL 4P	3.3	oz	4
5	Snack Pack - Rts	SP PUD VAN PL 4P	3.5	oz	4
5	Snack Pack - Rts	SP PUD VAN PL 4P	3.3	oz	4
5	Snack Pack - Rts	SP PUD TPC PL 4P	3.5	oz	4
Detergents - Heavy Duty - Liquid					
1	Tide Free & Gentle - H-D Liq	TD F&G HDL SS U HEW	100	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
1	Tide - H-D Liq	TD HDL ORG HEW	170	oz	1
1	Gain - H-D Liq	GAIN HDL 2XUC O-F	100	oz	1
1	Tide Free & Gentle - H-D Liq	TD F&G HDL SS U	100	oz	1
1	Tide - H-D Liq	TD HDL 2XUC CL BRZ HEW	150	oz	1
2	Arm & Hammer - H-D Liq	AH HDL 2XC CLB	150	oz	1
2	Arm & Hammer - H-D Liq	AH HDL 2XUC CLB	75	oz	1
2	Arm & Hammer - H-D Liq	AH HDL CN OCSF FRSH HFTW 7.5Z=	63	oz	1
2	Purex - H-D Liq	PRX HDL 2XC MTB	150	oz	1
2	Arm & Hammer - H-D Liq	AH HDL 2XUC HEW	75	oz	1
3	Tide - H-D Liq	TD HDL 2XUC CL BRZ HFLW	100	oz	1
3	Tide - H-D Liq	TD HDL UL2C ORG FLW HEW	100	oz	1
3	Tide - H-D Liq	TD HDL 2XUC ORG	100	oz	1
3	Tide - H-D Liq	TD HDL 2XUC ORG HFLW	50	oz	1
3	Tide - H-D Liq	TD HDL UL2C CL BRZ	100	oz	1
4	Purex - H-D Liq	PRX HDL 2XUC MTB	50	oz	1
4	All F-C - H-D Liq	ALL FC HDL 2XUC U	50	oz	1
4	Arm & Hammer - H-D Liq	AH HDL 2XC CLB	50	oz	1
4	Arm & Hammer - H-D Liq	AH HDL 2XC U	50	oz	1
4	All - H-D Liq	ALL HDL 2XUC/SLF	50	oz	1
5	Xtra - H-D Liq	XT HDL 2XC MT RAIN 6.25Z=	75	oz	1
5	Xtra - H-D Liq	XT HDL 2XC TP-PS 6.25Z=	75	oz	1
5	Xtra Scent Sations - H-D Liq	XTRA-SS HDL 2XC SM-FST 6.25Z=	75	oz	1
5	Xtra - H-D Liq	XT HDL MT RAIN	128	oz	1
5	Xtra - H-D Liq	XT HDL OCSF CRSTL CL	75	oz	1
Disposable Dishes					
1	Hefty	HF PLT FT FM WH 8.875I	50	ct	1
1	Kordite	KD PLT DN FM WH 8.875I	125	ct	1
1	Chinet	CH PLT DN P-S PPR CW 10.375I	165	ct	1
1	Chinet	CH PLT DN PPR CW 10.375I	115	ct	1
1	Solo	SL PLT FM WH 8.875I	330	ct	1
2	Dixie Ultra	DX-U PLT PPR FO 10.063I	154	ct	1
2	Solo	SL PLT FM WH 10.25I	160	ct	1
2	Chinet	CH PLT PPR CW 8.75I	140	ct	1
2	Solo	SL PLT P-S PPR SWL 10I	140	ct	1
2	Solo	SL BWL FM WH 12OZ	384	ct	1
3	Dixie Ultra	DX-U PLT PPR ST-B 10.063I	44	ct	1
3	Dixie Everyday	DX ED PLT PPR DSN 8.5I	48	ct	1
3	Dixie	DX PLT PPR FO 8.625I	100	ct	1
3	Dixie	DX PLT PPR GV 8.625I	54	ct	1
3	Chinet	CH PLT DN P-S PPR CW 10.375I	32	ct	1
4	Dixie Everyday	DX ED PLT PPR ABS 8.5I	55	ct	1
4	Dixie	DX PLT PPR FO 8.5I	54	ct	1

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Nest	Brand	UPC Description	Size	Units	Multi
4	Dixie Everyday	DX ED BWL PPR ABS 10OZ	42	ct	1
4	Dixie Everyday	DX ED PLT PPR ABS 6.875I	58	ct	1
4	Dixie Everyday	DX ED PLT PPR DSN 8.5I	52	ct	1
5	Dixie Ultra	DX-U PLT M-S PPR PGN&SM 8.5I	38	ct	1
5	Dixie	DX PLT PPR SM&PG 10.062I	22	ct	1
5	Hefty	HF PLT FM P-D 8.875I	51	ct	1
5	Dixie Ultra	DX-U PLT M-S PPR PG&RDR 6.875I	44	ct	1
5	Dixie	DX PLT DN PPR DTE 8.625I	38	ct	1
Dog Food - Wet Type					
1	Purina Alpo	PR AL W HMSTYL BF/GY PC	13	oz	1
1	Purina Alpo	PR AL W CKN/GY PS	13	oz	1
1	Purina Alpo	PR AL W BF/GY PS	13	oz	1
1	Purina Alpo	PR AL W HSL&R/GY PC	13	oz	1
1	Purina Alpo	PR AL W HS/B&V/GY PC	13	oz	1
2	Pedigree	PDGR W BF D CHP	22	oz	1
2	Pedigree Choice Cuts	PDGR C-C W BF	22	oz	1
2	Pedigree	PDGR W CKN D CHP	22	oz	1
2	Pedigree	PDGR W BF/BC/CHS CK	22	oz	1
2	Pedigree Choice Cuts	PDGR C-C W CKN RC/SC	22	oz	1
3	Gravy Train	GRY-TR W BF/GY CK	13	oz	1
3	Pedigree	PDGR W CKN/RC D	13	oz	1
3	Pedigree	PDGR W BF D CHP	13	oz	1
3	Pedigree Choice Cuts	PDGR C-C W BF	13	oz	1
3	Pedigree	PDGR W CKN D CHP	13	oz	1
4	Cesar	CESAR W PUP CKN&BF/MJ TY	3.5	oz	1
4	Purina Beneful Prepared Meals	PR BPM W BF STW TUB	10	oz	1
4	Cesar Canine Cuisine	CCC W CL GL CKN/MJ TUB	3.5	oz	1
4	Cesar Canine Cuisine	CCC W FLM/MJ TUB	3.5	oz	1
4	Cesar Canine Cuisine Svy Dlght	CCCSD W RTSR CKN/MJ TUB	3.5	oz	1
5	Cesar Select Dinners	CESAR SD W FLM/SC TY	3.5	oz	1
5	Cesar Select Dinners	CESAR SD W SM GL CKN/SC TY	3.5	oz	1
5	Cesar Select Dinners	CESAR SD W SM TRK/MJ TY	3.5	oz	1
5	Cesar Select Dinners	CESAR SD W SM PTHS STK/MJ TY	3.5	oz	1
5	Cesar Select Dinners	CESAR SD W SM BF/MJ TY	3.5	oz	1
Dry Dinners - Pasta					
1	Kraft	KFT OG M&CHS D PST	7.3	oz	1
1	Velveeta	VLV SH M&CHS L D PST	12	oz	1
1	Kraft	KFT M&CHS D PST 5P	7.3	oz	5
1	Kraft	KFT DX M&CHS L D PST	14	oz	1
1	Kraft Easy Mac	KEM M&CHS MW D PST	2	oz	1
2	Pasta Roni	P-R A-H/H-S D PST	4.8	oz	1
2	Pasta Roni	P-R PST SH/WC SC D PST	6.2	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
2	Pasta Roni	P-R VRM/GR&OOS D PST	4.6	oz	1
2	Pasta Roni	P-R A-H PST/CR BTR GR SC D PST	4.7	oz	1
2	Pasta Roni	P-R LNGN/CK&BC SC D PST	4.7	oz	1
3	Knorr Pasta Sides	KPS AL FTTCN D PST	4.4	oz	1
3	Knorr Pasta Sides	KPS CK FTTCN D PST	4.3	oz	1
3	Knorr Pasta Sides	KPS C&B S-PS D PST	4.8	oz	1
3	Knorr Pasta Sides	KPS PM NDL D PST	4.3	oz	1
3	Knorr Pasta Sides	KPS B&H FTTCN D PST	4.4	oz	1
4	Betty Crocker Hamb Helper	BC HH CBM D PST	5.8	oz	1
4	Betty Crocker Hamb Helper	BC HH SPST/CSC D PST	5.6	oz	1
4	Betty Crocker Hamb Helper	BC HH BF PST D PST	5.6	oz	1
4	Betty Crocker Hamb Helper	BC HH LSG/ISS D PST	6.4	oz	1
4	Betty Crocker Hamb Helper	BC HH SPST/CSC D PST	6.5	oz	1
Entrees - Italian - 1 Food - Frozen					
1	Stouffer's	STFR FS LG MT&SC	38	oz	1
1	Stouffer's	STFR LG/MT SC	90	oz	1
1	Marie Callender's	M CLD CHK BRS FT/BC&AS	13	oz	1
1	Stouffer's	STFR PS LG MT&SC	96	oz	1
1	Stouffer's Classic Recipes	STFR CR LG MT&SC	11	oz	1
2	Bertolli	BERTOLLI CF&FL	24	oz	1
2	Bertolli	BERTOLLI C-FE WFSPCS	24	oz	1
2	Bertolli	BERTOLLI CHK PARM PEN	24	oz	1
2	Bertolli	BERTOLLI SH SCMP LNG	24	oz	1
2	Bertolli	BERTOLLI I-SG RG	24	oz	1
3	Michelina's	MH FT ALF/WCK&BC	8	oz	1
3	Michelina's	MH ATH FT ALF	8.5	oz	1
3	Michelina's	MH ATH FT ALF/CHK&BC	8.5	oz	1
3	Michelina's Authentico	MH AO FT ALF WMC BC CYS	8	oz	1
3	Michelina's	MH ATH FT ALF	9	oz	1
4	Weight Watchers	WW SO ZITI 3CH/M-SC	9	oz	1
4	Weight Watchers	WW SO LC RG/BC&CHK WMT CRM/PRS	9	oz	1
4	Weight Watchers	WW SO LC LF FT ALF	9.3	oz	1
4	Lean Cuisine One Dish Favorits	LCS ODF L RV CH/CHN T-SC	8.5	oz	1
4	Lean Cuisine One Dish Favorits	LCS ODF L SPG/MT SC&MR&BSL	12	oz	1
5	Lean Cuisine Marketplace	LC MP L V-W CD MAC&CH CVTP SC	8	oz	1
5	Lean Cuisine Favorites	LCF L SPG/MT SC&MR&BSL	12	oz	1
5	Lean Cuisine Comfort	LCC L C-PRMS BW-P SPG TBS	11	oz	1
5	Lean Cuisine Favorites	LCF L RG TD WMC BC/C-AS	10	oz	1
5	Lean Cuisine Favorites	LCF L RG 5CH SWT T-SC	10	oz	1
Entrees - Mexican - 1 Food - Frozen					
1	Jose Ole	J-O CHIM BF-CH SD	5	oz	1
1	El Monterey	EY CHIM BF-BN	32	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
1	El Monterey	EY BUR BF-BN	32	oz	1
1	Weight Watchers	WW SO LC SFE RC&BN	10	oz	1
1	Jose Ole	J-O CHIM CHK	5	oz	1
2	Amy's	AMY'S BUR BN-RC-CH	6	oz	1
2	Amy's	AMY'S EN CH ORGNC	9	oz	1
2	Amy's	AMY'S BUR BN-RC ORGNC	6	oz	1
2	Amy's	AMY'S BUR CH	5.5	oz	1
2	Amy's Bowls	AMY'S BOWLS MX CSL BOWL	9.5	oz	1
Entrees - Poultry - 1 Food - Frozen					
1	Tyson	TY CBS FRTR CPY W-RM RSLB	25	oz	1
1	Tyson	TY CHK NG-S-P BD RFZ	32	oz	1
1	Tyson	TY CHK BP BD W-RM RSLB	26	oz	1
1	Tyson	TY CHK NG-S-P BD RSLB	29	oz	1
1	Tyson	TY CHK SFN PT BD RSLB	29	oz	1
2	Tyson	TY CBS FRTR CPY R-M RSLB	28	oz	1
2	Tyson	TY CQ CHK NG PT BD RSLB	32	oz	1
2	Tyson	TY CQ CHK BT BWRM RSLB	28	oz	1
2	Banquet	BQ CHK NG-S-P BD RSLB	27	oz	1
2	Banquet	BQ CHK NSB PT BWRM RSLB	24	oz	1
3	Tyson	TY CHK BRS BSR RSLB	160	oz	1
3	Tyson	TY CHK WG BUF HT/TSA RSLB	80	oz	1
3	Tyson	TY CHK WG H-BBQ	80	oz	1
3	Tyson	TY CHK BRS TE BD WMT RSLB	80	oz	1
3	Birds Eye Voila!	BY VO CHK GRL/PA&VG SC	22	oz	1
4	Lean Cuisine Cafe Classics	LCS CC L CHK TE GZ-R/MRPF&BN	8.5	oz	1
4	Lean Cuisine Spa Cuisine	LCS SC L CHK TE PSCE VG/WWP	9	oz	1
4	Healthy Choice Cafe Steamers	H-C CS CHK MRGT AHP WMT GL	9.5	oz	1
4	Healthy Choice Cafe Steamers	H-C CS CHK GT SPD RV WMT GL	10	oz	1
4	Lean Cuisine Spa Cuisine	LCS SC L CHK TE RPCSNP/BRN RC	9	oz	1
Frankfurters-Refrigerated					
1	Oscar Mayer	O-M WNR PRK&TRK	16	oz	1
1	Oscar Mayer	O-M B-L WNR PRK&TRK BL	16	oz	1
1	Oscar Mayer	O-M WNR PRK&TRK/CHS	16	oz	1
1	Oscar Mayer Selects	O-M ST FR TRK HW-S UNCR	16	oz	1
1	Nathan's	NATHAN'S FMS FR BF SKL	48	oz	1
2	Gwaltney Great Dogs	GWN GRT DOGS FR CKN LSF	16	oz	1
2	Gwaltney	GWN HT DG CKN&PRK	12	oz	1
2	Jesse Jones	JESSE JONES HT DG B&C&P	12	oz	1
2	Gwaltney Great Dogs	GWN GRT DOGS FR CKN LF	48	oz	1
2	Gwaltney Great Dogs	GWN GRT DOGS FR CKN BIG BS	16	oz	1
3	Bar S	BAR S FR B&C&P JM	16	oz	1
3	Bar S	BAR S FR B&C&P	12	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
3	Bar S	BAR S FR B&C&P BL	16	oz	1
3	Bar S	BAR S FR CKN JM	16	oz	1
3	Bar S	BAR S FR TRK JM LF	16	oz	1
4	Kahn's	KAHN'S WNR PRK&TRK	16	oz	1
4	Eckrich	EK FR MT SKL	16	oz	1
4	John Morrell	J MRL FR CKN&PRK	16	oz	1
4	Sugardale	SGRDL HT DG MT	16	oz	1
4	Eckrich Bun Size	EK BN SZ FR MT BS	16	oz	1
5	Foster Farms	FSTR FMS FR TRK	48	oz	1
5	Foster Farms	FSTR FMS FR TRK	16	oz	1
5	Farmer John	FRMR JOHN WNR BF&PRK	16	oz	1
5	Foster Farms	FSTR FMS FR CKN	16	oz	1
5	Foster Farms	FSTR FMS FR CKN	48	oz	1
6	Ball Park	BL PK FR BF	16	oz	1
6	Ball Park	BL PK FR BF BS	16	oz	1
6	Ball Park	BL PK FR B&P&T	16	oz	1
6	Oscar Mayer	O-M FR BF	16	oz	1
6	Ball Park	BL PK FR B&P&T BS	16	oz	1
7	Hebrew National	HBRW NTNL FR BF KSH	12	oz	1
7	Nathan's	NATHAN'S FMS FR BF SKL	14	oz	1
7	Nathan's	NATHAN'S FMS FR BF SKL	16	oz	1
7	Hebrew National	HBRW NTNL FR BF KSH JM	12	oz	1
7	Nathan's	NATHAN'S FMS FR BF BTB SKL	16	oz	1
Fresh Meat					
1	Cargill Meat Solutions Crp-Nbl	C-NBL BF GRD 93/7 F	16	oz	1
1	Gold'N Plump	G&P CHK BST FLT B/S F	20	oz	1
1	Excel	EXCEL BF GRD C F	16	oz	1
1	Excel	EXCEL BF GRD RD F	16	oz	1
1	Cargill Meat Solutions Crp-Nbl	C-NBL BF GRD 93/7 F	32	oz	1
2	Laura's Lean Beef	LAURA-LB BF GRD 8%FAT F	16	oz	1
2	Gold Leaf	GOLD LEAF CHK LEG QUARTER F	160	oz	1
2	Perdue Perfect Portions	PRD-PP CHK BST FLT B/S F	24	oz	1
2	Laura's Lean Beef	LAURA-LB BF GRD 4%FAT F	16	oz	1
2	Ledbetter	LDBTR BF FLT WRP/BCN F	6	oz	1
3	Honey Suckle White	HSW TRKY GRD 7%FAT LN F	19	oz	1
3	Honey Suckle White	HSW TRKY GRB 99%FF X LN F	19	oz	1
3	Honey Suckle White	HSW TRKY GRD 15%FAT F	19	oz	1
3	Honey Suckle White	HSW TRKY GRD 93/7 F	16	oz	1
3	Honey Suckle White	HSW TRKY GRD 15%FAT F	48	oz	1
4	Laura's Lean Beef	LAURA-LB BF GRD SRL 96%LN F	16	oz	1
4	Nolan Ryan's	N-R BF GRD C 85/15 F	16	oz	1
4	Nbl-No Company Listed	NBL-NCL BF GRD 90/10 F	16	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
4	Nolan Ryan's	N-R BF GRD SRL 90/10 F	16	oz	1
4	Nbl-No Company Listed	NBL-NCL BF GRD CH 90/10 F	80	oz	1
5	Just Bare	JUST BARE CHK BST FLT B/S F	14	oz	1
5	Just Bare	JUST BARE CHK STP BST TNDR F	14	oz	1
5	Just Bare	JUST BARE CHK BST FLT B/S F	32	oz	1
5	Gold'N Plump	G&P CHK BST SPT B/S F	38	oz	1
5	Just Bare	JUST BARE CHK THG B/S F	20	oz	1
6	Jennie-O Turkey Store	JOTS TRKY GRD 7%FAT F	20	oz	1
6	Jennie-O	JENNIE-O TRKY GRD LN 93/7 F	16	oz	1
6	Jennie-O Turkey Store	JOTS TRKY GRB X LN F	20	oz	1
6	Great Range	GRT-RNG BFFLO GRD F	16	oz	1
6	Foster Farms	FST-F TRKY GRD LN F	20	oz	1
7	Shady Brook Farms	SBF TRKY GRD LN 93/7 F	21	oz	1
7	Perdue	PERDUE CHK GRD LSF F	16	oz	1
7	Perdue Perfect Portions	PRD-PP CHK BST FLT B/S 99%FF F	29	oz	1
7	Perdue	PERDUE TRKY GRD 7%FAT F	16	oz	1
7	Shady Brook Farms	SBF TRKY BST 93.7%FF LN F	21	oz	1
8	Tyson Fresh Meats-Nbl	TFM-NBL BF GRD F	16	oz	1
8	Tyson Fresh Meats-Nbl	TFM-NBL BF GRD F	16	oz	1
8	Tyson Fresh Meats-Nbl	TFM-NBL BF GRD LN F	16	oz	1
8	Tsd Sales And Distribution-Nbl	TSD-NBL BF GRD 80/20 F	16	oz	1
8	Nbl-No Company Listed	NBL-NCL BF GRD F	48	oz	1
9	Gold'N Plump	G&P CHK BST SPT B/S F	20	oz	1
9	Gold'N Plump	G&P CHK BST SPT B/S 98%FF F	48	oz	1
9	Gold'N Plump	G&P CHK BST SPT B/S F	16	oz	1
9	Gold'N Plump	G&P CHK WH F	56	oz	1
9	Excel	EXCEL BF GRD 93/7 F	16	oz	1
Frozen Novelties					
1	Haagen-Dazs	HD BR I/C VA/RMC&ALM	15	ct	1
1	Nestle Drumstick	ND S-CN I/C VA/C&PNT/AST	16	ct	1
1	Blue Bell	BB CUP I/C AST	12	ct	1
1	Healthy Choice	H-C BR MLK FDG LSC NSA	18	ct	1
1	Blue Bell	BB CUP I/C H VA	12	ct	1
2	Mayfield	MF B-CW BR I/C VA/C	6	ct	1
2	Pet	PET SD I/C VA	12	ct	1
2	Mayfield	MF SD I/C VA	6	ct	1
2	Mayfield	MF BR FDG FF	6	ct	1
2	Mayfield	MF P ST I SG BAN	12	ct	1
3	Nestle Drumstick	ND S-CN I/C VA/C&NT	4	ct	1
3	Nestle Drumstick	ND S-CN I/C VA/C&NT	8	ct	1
3	Nestle Drumstick	ND V-P S-CN I/C AST/C&NT	8	ct	1
3	M&M Mars Snickers	MMMS BR I/C SK	6	ct	1

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Nest	Brand	UPC Description	Size	Units	Multi
3	Haagen-Dazs	HD BR I/C VA/RMC&ALM	3	ct	1
4	Friendly's	FRN-STG SUN CUP I/C FDG VA	1	ct	1
4	Friendly's	FRN-STG SUN CUP I/C R-PB-CP	1	ct	1
4	Friendly's	FRN-STG SUN CUP I/C R-PC	1	ct	1
4	Friendly's	FRN SUN CUP I/C VCICC/CCWTC	1	ct	1
4	Friendly's	FRN-STG SUN CUP I/C NTYCC/PNT	1	ct	1
5	Klondike	KLN BR I/C VA/C	6	ct	1
5	Klondike Heath	KLN-H BR I/C TFE/M-C&H-TF	6	ct	1
5	Hood	H SD I/C VA	12	ct	1
5	Klondike Reese's	KLN-RS BR I/C PB&H-R-PB-CP/M-C	6	ct	1
5	Klondike	KLN BR I/C VA/D-C	6	ct	1
6	Dreyer's/Edy's	D/E BR FRT I STR FF	6	ct	1
6	Nestle Outshine	NSL OS BR FRT I STR FF 60C	6	ct	1
6	Dreyer's/Edy's	D/E BR FRT I AST FF	12	ct	1
6	Dreyer's/Edy's	D/E BR FRT I AST FF NSA	12	ct	1
6	Dreyer's/Edy's Outshine	D/E OS BR FRT I STR 70C	6	ct	1
7	Haagen-Dazs	HD CUP I/C VA	1	ct	1
7	Haagen-Dazs	HD CUP I/C C	1	ct	1
7	Ben & Jerry's	BJ CUP I/C CCCD	1	ct	1
7	Ben & Jerry's	BJ CUP I/C C-F BRWN	1	ct	1
7	Haagen-Dazs	HD CUP I/C STR	1	ct	1
8	Nestle Skinny Cow	NSC SD I/C VA/C LF	6	ct	1
8	Weight Watchers	WW BR I/C D-C R/D-C LF	12	ct	1
8	Nestle Skinny Cow	NSC CN I/C C/FDG 150C LF	4	ct	1
8	Nestle Skinny Cow	NSC MNI P ST FDG 50C LF	12	ct	1
8	Nestle Skinny Cow	NSC BR I/C SCPT 160C	5	ct	1
9	Weight Watchers	WW GT BR I/C C-F LF	6	ct	1
9	Popsicle	PSCL BR I AST SF	24	ct	1
9	Fudgsicle	FS BR D/D FDG R-C LF NSA	20	ct	1
9	Weight Watchers	WW BR I/C E-TC/M-C/T-P LF	12	ct	1
9	The Skinny Cow	TSC SD I/C AST/C LF	6	ct	1
Frozen/Refrigerated Breakfasts					
1	Kellogg's Special K	KSK E PTY&SSG&WT CD&PPC 4'S	16	oz	1
1	Jimmy Dean Delights	JDDL TS&EW&CHS&WG MF RF MW 4'S	20	oz	1
1	Jimmy Dean Delights	JDDL TS&CRS RF MW 4'S	19	oz	1
1	Jimmy Dean Delights	JDDL E&MZ&CS-BF MW 6'S	12	oz	1
1	Jimmy Dean Delights	JDDL CBEWC&HWMF RF MW 4'S	18	oz	1
2	Jimmy Dean	JD SSG&E&CHS&CRS MEAL MW 4'S	18	oz	1
2	Jimmy Dean Breakfast Bowls	JDBB E&SSG&PT&C-C&BCN MW	7	oz	1
2	Egg Beaters	E-BT E SUBST R 4PK	16	oz	4
2	Jimmy Dean	JD SSG&GVY MW	8	oz	1
2	Jimmy Dean	JD SSG&E&CHS&BSCTS MEAL MW 4'S	18	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
3	Good Food Made Simple	GFMS E&CHS&TK SSG BUR	5	oz	1
3	Good Food Made Simple	GFMS E&CHS&CB BUR	5	oz	1
3	Good Food Made Simple	GFMS E&WCK&APL&SSG&C&P&V	5	oz	1
3	Evol.	EVOL. LN CA&SSG&EW&CD&FB	4	oz	1
3	Evol.	EVOL. SUB&E&R-PT&JLPN&CD&BUR	5	oz	1
4	Crystal Farms All Whites	CFAW EW SUBST R	32	oz	1
4	Egg Beaters	E-BT E SUBST R	16	oz	1
4	Egg Beaters	E-BT E SUBST R	32	oz	1
4	Crystal Farms All Whites	CFAW EW SUBST R	16	oz	1
4	Egg Beaters	E-BT SWTN S E MIX L-C C-F FF R	15	oz	1
5	Weight Watchers	WW S-OME CSB&EW&CHS&E-M MW 2'S	8	oz	1
5	Weight Watchers	WW S-OME S EW&R-PT&HAM&CHS	6.5	oz	1
5	Weight Watchers	WW S-OME B-Q&EW&CHS&TBV MW 2'S	8	oz	1
5	Weight Watchers	WWSOSB TSC&EW&E-M MW 2'S	8.7	oz	1
5	Weight Watchers	WW S-OME EW&CHS&E-M MW 2'S	8	oz	1
6	Jimmy Dean Breakfast Bowls	JDBB E&PT&BCN&C-C	8	oz	1
6	Jimmy Dean Breakfast Bowls	JDBB E&SSG&PT&C-C	8	oz	1
6	Aunt Jemima Great Starts	AJGS S E&SSG&HSH BR	6.3	oz	1
6	Aunt Jemima Great Starts	AJGS S E&BCN&H-F PT	5.3	oz	1
6	Aunt Jemima Great Starts	AJGS P&SSG	6	oz	1
Fruit Drinks & Juices-Cranberry					
1	Ocean Spray	OC SP CBY JC CKL DR PL	64	oz	1
1	Ocean Spray	OC SP CBY JC U PL	60	oz	1
1	Ocean Spray	OC SP CBY JC CKL DR PL 2P	96	oz	2
1	Ocean Spray	OC SP CBY JC CKL DR PL	101	oz	1
1	Ocean Spray	OC SP CBY BL JC U PL 2P	96	oz	2
2	Ocean Spray	OC SP LT CBY JC CKL DR PL	64	oz	1
2	Diet Ocean Spray	DT OC SP DT CBY DR PL	64	oz	1
2	Ocean Spray	OC SP LT CRNRP DR PL	64	oz	1
2	Ocean Spray	OC SP LT CRNGRP DR PL	64	oz	1
2	Diet Ocean Spray	DT OC SP DT CB/PM DR PL	64	oz	1
3	Ocean Spray	OC SP CRNGRP DR PL	64	oz	1
3	Ocean Spray	OC SP CRNAPL DR PL	64	oz	1
3	Ocean Spray	OC SP CBY JC U PL	64	oz	1
3	Ocean Spray	OC SP CRNRP DR PL	64	oz	1
3	Ocean Spray	OC SP CRANPOMEGRANATE DR PL	64	oz	1
Fruit Drinks-Other Container					
1	Simply Lemonade	S-L LMD WH PL R	59	oz	1
1	Gatorade	GTRD ISO LL PL 8P	20	oz	8
1	Gatorade	GTRD ISO FT PH PL 8P	20	oz	8
1	Simply Lemonade	S-L RP LMD L-S PL R	59	oz	1
1	Gatorade	GTRD ISO OR PL 8P	20	oz	8

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Nest	Brand	UPC Description	Size	Units	Multi
2	Powerade Ion 4	P4 SPD M-B-B MGNS POT PL	32	oz	1
2	Powerade Ion 4	P4 SPD FT PH MGNS POT PL	32	oz	1
2	Gatorade	GTRD TH-QR COOL BLUE PL	32	oz	1
2	Gatorade Series 02 Perform	GS02P TH-QR FT-GF PL	32	oz	1
2	Powerade Ion 4	P4 SPD OR MGNS POT PL	32	oz	1
3	Gatorade	GTRD ISO LL PL	32	oz	1
3	Gatorade	GTRD ISO FT PH PL	32	oz	1
3	Gatorade	GTRD ISO OR PL	32	oz	1
3	Gatorade Frost	GFR ISO GLC-FRZ PL	32	oz	1
3	Capri Sun	CAPRI SN FT PH ASP 10P	6.8	oz	10
Fruit Juice-Remaining					
1	Minute Maid	M M EH PMGRT/BB JC U PL R	59	oz	1
1	Apple & Eve	A&E ASST JC U AS 36P 32/4=	6.8	oz	36
1	Odwalla	ODWALLA SPF ORIG JC U PL R	15	oz	1
1	Pom Wonderful	POM WNDFL PMGRT JC U PL R	48	oz	1
1	Minute Maid	M M APL/GRP/FP/MXB JC U AS 40P	6.8	oz	40
2	Simply Orange	S-O OR/MGO JC U PL R	59	oz	1
2	Dole	DLE PA/OR/BN JC U C R	64	oz	1
2	Dole	DLE OR/PCH/MGO JC U C R	64	oz	1
2	Simply Orange	S-O OR/PA JC U PL R	59	oz	1
2	Dole	DLE O-S-B JC U C R	64	oz	1
3	Nestle Juicy Juice	J J FT PH JC U PL	64	oz	1
3	Nestle Juicy Juice	J J KW/STB JC U PL	64	oz	1
3	Nestle Juicy Juice	J J BRY JC U PL	64	oz	1
3	Nestle Juicy Juice	J J STB/WTRMLN JC U PL	64	oz	1
3	Nestle Juicy Juice	J J MGO JC U PL	64	oz	1
4	Naked	NKD G-M JC U PL R	15	oz	1
4	Naked	NKD MGO JC U PL R	15	oz	1
4	Naked	NKD B-MCH JC U PL R	15	oz	1
4	Naked	NKD STB/BN C S JC U PL R	15	oz	1
4	Naked	NKD PRT ZONE JC U PL R	15	oz	1
5	Bolthouse Farms	B FRM GRN-GDNS JC U PL R	15	oz	1
5	Bolthouse Farms	B FRM STB/BN S JC U PL R	15	oz	1
5	Bolthouse Farms	B FRM BRY-BST S JC U PL R	15	oz	1
5	Bolthouse Farms	B FRM GRN-GDNS JC U PL R	34	oz	1
5	Bolthouse Farms	B FRM AMZ MGO S JC U SL PL R	15	oz	1
6	Nestle Juicy Juice	NJJ PH JC U PL	64	oz	1
6	Nestle Juicy Juice	NJJ BRY JC U PL	64	oz	1
6	Nestle Juicy Juice	NJJ CHRY JC U PL	64	oz	1
6	Nestle Juicy Juice	NJJ PH JC U AS 8P	6.8	oz	8
6	Nestle Juicy Juice	NJJ STB/BN JC U PL	64	oz	1
7	Nestle Juicy Juice	NJJ S/K JC U CN	46	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
7	Nestle Juicy Juice	NJJ PH JC U CN	46	oz	1
7	Nestle Juicy Juice	NJJ BRY JC U CN	46	oz	1
7	Nestle Juicy Juice	NJJ CHRY JC U CN	46	oz	1
7	Nestle Juicy Juice	NJJ TR JC U CN	46	oz	1
8	Nestle Juicy Juice	NJJ PH JC U PL	46	oz	1
8	Nestle Juicy Juice	NJJ OR/TNG JC U PL	46	oz	1
8	Nestle Juicy Juice	NJJ KW/STB JC U PL	46	oz	1
8	Nestle Juicy Juice	NJJ CHRY JC U PL	46	oz	1
8	Nestle Juicy Juice	NJJ BRY JC U PL	46	oz	1
Fruit-Dried And Snacks					
1	Ocean Spray	OC-SC CRNBRY DR	6	oz	1
1	Ocean Spray	OC-SC CRNBRY DR PC	5	oz	1
1	Ocean Spray	OC-SC CRNBRY DR	48	oz	1
1	Welch's	WELCH'S M-F SK 66'S	59	oz	1
1	Ocean Spray	OC-SC CRNBRY DR WH	12	oz	1
2	Stretch Island Fruit Co.	S-I-F-C SWT STB FRT BR	.5	oz	1
2	Stretch Island Fruit Co.	S-I-F-C RARE RSP FRT BR	.5	oz	1
2	Stretch Island Fruit Co.	S-I-F-C GR GRP FRT BR	.5	oz	1
2	Stretch Island Fruit Co.	S-I-F-C CHUNKY CH FRT BR	.5	oz	1
2	Stretch Island Fruit Co.	S-I-F-C TANGY APC FRT BR	.5	oz	1
3	Jovy	JOVY STB F-R	.75	oz	1
3	Jovy	JOVY GRP F-R	.75	oz	1
3	Jovy	JOVY CH F-R	.75	oz	1
3	Jovy	JOVY RSP F-R	.75	oz	1
3	Jovy	JOVY GREEN APL F-R	.75	oz	1
4	Welch's	WELCH'S M-F SK 10'S	9	oz	1
4	Welch's	WELCH'S M-F SK 22'S	20	oz	1
4	Welch's	WELCH'S BY&CH FRT SK 10'S	9	oz	1
4	Black Forest	BLACK FOREST A FRT SK 42'S	.9	oz	1
4	Welch's	WELCH'S M-F SK 40'S	36	oz	1
5	Betty Crocker Scooby Doo	BC SD M-F SK 10'S	8	oz	1
5	Betty Crocker Spngbob Squrpnts	BC SBSP M-F SK 10'S	8	oz	1
5	Kellogg's	KLLG M-F SK PRINCESS 10'S	8	oz	1
5	Betty Crocker Dora The Explrer	BC D-T-E M-F SK 10'S	8	oz	1
5	Kellogg's	KLLG LE M-F SK DPC 10'S	9	oz	1
6	Betty Crocker Fruit Gushers	BC F-G V-P FRT SK 6'S	5.4	oz	1
6	Betty Crocker Fruit By The Ft	BC FBTF V-P A F-R 6'S	4.5	oz	1
6	Betty Crocker Fruit Roll-Ups	BC FR V-P F-R 10'S	5	oz	1
6	Betty Crocker Fruit Gushers	BC F-G TRP FRT SK 6'S	5.4	oz	1
6	Betty Crocker Scooby Doo	BC SD M-F SK 10'S	9	oz	1
Granola & Yogurt Bars					
1	Kellogg's Rice Krispies Treats	KRT BR SQ CS MM 8CT	6.2	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
1	Nat Val Gr Bar	NV GB C ONH 30CT 2'S	44	oz	1
1	Kellogg's Rice Krispies Treats	KRT BR SQ CS MM 54CT	42	oz	1
1	Kashi Tlc	K-T GB CW TRL-M 6CT	7.4	oz	1
1	Kellogg's Rice Krispies Treats	KRT BR SQ CS MM 16CT	12	oz	1
2	Atkins Advantage	ATK AD S-B CH PB 5CT	11	oz	1
2	Atkins Day Break	ATK DB S-B PB FDG CS 5CT	6.5	oz	1
2	Atkins Advantage	ATK AD S-B SNK CCNR 5CT	8	oz	1
2	Atkins Advantage	ATK AD S-B CM CH P NGT 5CT	8	oz	1
2	Atkins Advantage	ATK AD GB CHCP 5CT	8.5	oz	1
3	Sunbelt Bakery	SBT BY GB CW CHCP 10CT	11	oz	1
3	Sunbelt	SNBLT GB CW CHCP 8CT	10	oz	1
3	Sunbelt Bakery	SBT BY GB F-C CW CHCP 10CT	11	oz	1
3	Sunbelt	SNBLT GB F-C CW CHCP 8CT	13	oz	1
3	Sunbelt	SNBLT GB CW O-H 8CT	8	oz	1
4	Clif Mojo	CMJO S&S TM-B PB-PTZL 1CT	1.6	oz	1
4	Clif Mojo	CMJO S-B MT MX 1CT	1.6	oz	1
4	Perfect Foods Bar	PFT-BR S-B PB 1CT	2.5	oz	1
4	Clif Mojo	CMJO TM-B CH A CO 1CT	1.6	oz	1
4	Perfect Foods Bar	PFT-BR S-B DRK CHCP PB 1CT	2.3	oz	1
5	Kind	KIND NT&SPC BR D-CHN&SS 1CT	1.4	oz	1
5	Kind	KIND S-B PB DRK CH 1CT	1.4	oz	1
5	Kind	KIND F&N BR A&CO 1CT	1.4	oz	1
5	Kind	KIND S-B DRK CH CY CSW 1CT	1.4	oz	1
5	Kind	KIND S-B CB&A 1CT	1.4	oz	1
6	Nat Val Gr Bar	NV GB C ONH 6CT 2'S	8.9	oz	1
6	Nat Val Gr Bar	NV GB PBC S&S NT P 6CT	7.4	oz	1
6	Quaker Chewy	QK-C GB CHCP 8CT	6.7	oz	1
6	Nat Val Gr Bar	NV GB ABC S&S NT A 6CT	7.4	oz	1
6	Nat Val Gr Bar	NV GB C ONH 6CT 2'S	8.9	oz	1
7	Quaker Chewy	QK-C GB CHCP 10CT	8.4	oz	1
7	Quaker Chewy	QK-C GB CHCP 10CT	8.4	oz	1
7	Quaker Chewy	QK-C GB LF CH CHK 10CT	8.4	oz	1
7	Quaker Chewy Dipps	QK-C DP GB CC CHCP 8CT	8.7	oz	1
7	Quaker Chewy	QK-C GB PB 10CT	8.4	oz	1
Ground And Whole Bean Coffee					
1	Dunkin' Donuts	DN-DN AM OGB MDR BG	12	oz	1
1	Folgers	FGR AP C-MDR M-GR PCNS	48	oz	1
1	Newman's Own Organics Keurig	NO-OK AM AST IC 2'S	80	ct	1
1	Dunkin' Donuts	DN-DN AM OGB MDR BG	40	oz	1
1	Coffee People Keurig	CPK AP DSB X BOLD MDR IC	18	ct	1
2	Yuban	YBN AP CL MOR C	33	oz	1
2	Yuban	YBN AP MOR CNS	31	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
2	Don Francisco's	D-F AP GRMT VN NT C	12	oz	1
2	Yuban	YBN AP C	36	oz	1
2	Yuban	YBN AP DR CNS	29	oz	1
3	Millstone	MS AP BFT BLN B T	1.8	oz	1
3	Millstone	MS AP CL SPR B T	1.8	oz	1
3	Millstone	MS AP CN HZ B	1.8	oz	1
3	Millstone	MS AP HZ CRM B T	1.8	oz	1
3	Millstone	MS D AP HZ CRM B T	1.8	oz	1
4	Folgers	FGR LC AP C-MDR M-GR PCNS	29	oz	1
4	Folgers	FGR D AP C-MDR M-GR PCNS	34	oz	1
4	Maxwell House	M HSE LC AP MDR PCNS	33	oz	1
4	Maxwell House	M HSE LC AP CMR CNS	29	oz	1
4	Maxwell House	M HSE LITE LC AP C	35	oz	1
5	Douwe Egberts Senseo	DW-EG-SN DRP DR IP	18	ct	1
5	Douwe Egberts Senseo	DW-EG-SN DRP MDR IP	18	ct	1
5	Douwe Egberts Senseo	DW-EG-SN DRP SMTR BLN MNTNR IP	16	ct	1
5	Douwe Egberts Senseo	DW-EG-SN D DRP IP	18	ct	1
5	Douwe Egberts Senseo	DW-EG-SN DRP PARIS FR VN IP	16	ct	1
6	New England	NEW ENG AP BFT BLN MDR BG	12	oz	1
6	Eight O'Clock	8 AM BG	12	oz	1
6	Dunkin' Donuts	DN-DN AM OGB PMPKN SPC BG	11	oz	1
6	Dunkin' Donuts	DN-DN AM FR VN BG	12	oz	1
6	Eight O'Clock	8 WB BG	36	oz	1
7	Folgers	FGR AP C-MDR B	13	oz	1
7	Maxwell House	M HSE A.D.C. AD B	13	oz	1
7	Maxwell House	M HSE M-B AD B	12	oz	1
7	Folgers	FGR AP C-MDR M-GR B	11	oz	1
7	J F G	JFG AD BNS BLN B	12	oz	1
8	Peet's Coffee	PEETS-CFE AM BG	12	oz	1
8	Peet's Coffee	PEETS-CFE AM MJRDK BLN BG	12	oz	1
8	Starbucks Coffee	SBCKS CF AD FR-R BG	12	oz	1
8	Starbucks Coffee	SBCKS CF AD HS BLN BG	12	oz	1
8	Starbucks Coffee	SBCKS CF AM BFT BLN BG	12	oz	1
9	Folgers	FGR AP C-MDR M-GR PCNS	34	oz	1
9	Folgers	FGR AP MED C-R M-GR CNS	31	oz	1
9	Folgers	FGR AP C-MDR PCNS	39	oz	1
9	Maxwell House	M HSE AP CSTM RST OMR CNS	31	oz	1
9	Maxwell House	M HSE AP CSTM MOR PCNS	35	oz	1
10	Folgers	FGR AP C-MDR M-GR PCNS	11	oz	1
10	Folgers	FGR AP C-MDR C	13	oz	1
10	Maxwell House	M HSE AP MOR C	12	oz	1
10	Maxwell House	M HSE AP SGN BLN C	13	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
10	Chock Full O Nuts	CFN AP OGB C	11	oz	1
11	Dunkin' Donuts Keurig	DKN-DK RG OGB MDR IC	10	ct	1
11	Starbucks Keurig	ST-K AP FR DR IC	10	ct	1
11	Dunkin' Donuts Keurig	DKN-DK RG OGB MDR IC	16	ct	1
11	Green Mountain Coffee Keurig	GMCK AP DKM RG DR IC	12	ct	1
11	Starbucks Keurig	ST-K AP SMTR DR IC	10	ct	1
12	Green Mountain Coffee Keurig	GMCK AP BFT BLN L-R IC	12	ct	1
12	Donut House Collection Keurig	DTHCK AM X BOLD RLR IC	12	ct	1
12	Starbucks Keurig	ST-K AP PPB MDR IC	10	ct	1
12	Green Mountain Coffee Keurig	GMCK AP NTCKT-B RG MDR IC	12	ct	1
12	Starbucks Keurig	ST-K AP BFT BLN MDR IC	10	ct	1
13	Green Mountain Coffee Keurig	GMCK DRP L-R HZ IC	12	ct	1
13	Green Mountain Coffee Keurig	GMCK AM L-R FR VN IC	12	ct	1
13	Green Mountain Coffee Keurig	GMCK AM L-R CRML VN CRM IC	12	ct	1
13	Green Mountain Coffee Keurig	GMCK AP L-R PMPKN SPC IC	12	ct	1
13	Dunkin' Donuts Keurig	DKN-DK RG FR VN IC	10	ct	1
Gum-Chewing-Sugarfree					
1	Adams Trident Bs	AD TRI SF C/G CIN ST	18	ct	1
1	Adams Trident Bs	AD TRI SF C/G SPR ST	14	ct	1
1	Adams Trident Bs	AD TRI SF C/G MNT BLISS ST	18	ct	1
1	Adams Trident Bs	AD TRI SF C/G ORG ST	14	ct	1
1	Adams Trident Bs	AD TRI SF C/G PRCT-P ST	18	ct	1
2	Ice Breakers Ice Cubes Cs	I-B IC SF C/G PPR CUBE	40	ct	1
2	Wrigley's Eclipse Cs	WRIG ECLPS SF C/G SPR PC	60	ct	1
2	Mentos Pure Fresh Cs	MNT-P-FRS SF C/G FM PC	50	ct	1
2	Adams Trident White Cs	AD TRI-WT SF C/G PPR PC	16	ct	1
2	Wrigley's Extra Cs	WRIG X SF C/G SPR ST	35	ct	1
3	Wrigley's Extra Cs	WRIG X SF C/G SPR ST	15	ct	1
3	Adams Trident Bs	AD TRI SF C/G ORG ST	18	ct	1
3	Adams Trident Bs	AD TRI SF C/G TRP-T ST	18	ct	1
3	Adams Trident Bs	AD TRI SF C/G SPR ST	18	ct	1
3	Wrigley's 5 Cs	WRIG 5 SF C/G COBALT PC	15	ct	1
4	Mentos Pure Fresh Cs	MNT-P-FRS SF C/G FM PC	15	ct	1
4	Mentos Pure Fresh Cs	MNT-P-FRS SF C/G SPR PC	15	ct	1
4	Mentos Cs	MENTOS SF C/G RED FRT-L PC	15	ct	1
4	Mentos Up 2 U Cs	MNTS U-2-U SF C/G SM&BF PC	14	ct	1
4	Mentos Up 2 U Cs	MNTS U-2-U SF C/G D&MM PC	14	ct	1
5	Wrigley's Orbit Cs	WRIG OBT SF C/G SPR PC	14	ct	1
5	Wrigley's Orbit Cs	WRIG OBT SF C/G PPR PC	14	ct	1
5	Wrigley's Orbit Cs	WRIG OBT SF C/G WMNT PC	14	ct	1
5	Wrigley's Orbit Cs	WRIG OBT SF C/G S-MNT PC	14	ct	1
5	Wrigley's Extra Cs	WRIG X SF C/G SPR ST 3P	15	ct	3

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Nest	Brand	UPC Description	Size	Units	Multi
6	Adams Trident White Cs	AD TRI-WT SF C/G PPR PC	12	ct	1
6	Wrigley's Eclipse Cs	WRIG ECLPS SF C/G SPR PC	12	ct	1
6	Wrigley's Eclipse Cs	WRIG ECLPS SF C/G WFRST PC	12	ct	1
6	Wrigley's Eclipse Cs	WRIG ECLPS SF C/G PLR-I PC	12	ct	1
6	Wrigley's Orbit White Cs	WRIG OW SF C/G PPR PC	12	ct	1
7	Adams Stride Cs	AD SD SF C/G SPR PC	14	ct	1
7	Wrigley's Extra Cs	WRIG X SF C/G PLR-I ST	15	ct	1
7	Wrigley's Extra Cs	WRIG X SF C/G SPR ST	15	ct	1
7	Adams Dentyne Cs	AD DNTN SF C/G PPR PC	12	ct	1
7	Wrigley's Extra Cs	WRIG X SF C/G C-WTRM ST	15	ct	1
Ice Cream - Bulk					
1	Blue Bell - Ic	BL BEL GD RM I-C ASST	64	oz	1
1	Blue Bell - Ic	BL BEL GD RM I-C ASST	16	oz	1
1	Blue Bell - Ic	BL BEL BRN RM I-C ASST	64	oz	1
1	Dean's - Ic	DNS I-C VAN	48	oz	1
1	Brigham's - Ic	BRIGHAMS I-C VAN	32	oz	1
2	Breyers - Ic	BRYR I-C LT HF NSA VAN	48	oz	1
2	Dreyer's/Edy's Slw Chrn L - Ic	D/E-S I-C LT HF NSAS VAN	48	oz	1
2	Breyers Smooth & Dreamy - Ic	BRYR S&D I-C R-F NSAS VCS	48	oz	1
2	Breyers - Ic	BRYR I-C LSC R-F NSA BTR PCN	48	oz	1
2	Dreyer's/Edy's Slw Chrn L - Ic	D/E-S I-C LT HF NSAS BTR PCN	48	oz	1
3	Blue Bunny - Ic	BB I-C VAN	144	oz	1
3	Blue Bunny - Ic	BB I-C ALL NAT VAN	56	oz	1
3	Blue Bunny Blu Rbbn Clscs - Ic	BB BRC I-C R-F VAN	128	oz	1
3	Blue Bunny - Ic	BB I-C HM VAN	56	oz	1
3	Blue Bunny - Ic	BB I-C VAN	56	oz	1
4	Breyers - Ic	BRYR I-C NAT NAT VAN	48	oz	1
4	Breyers - Ic	BRYR I-C NAT FR VAN	48	oz	1
4	Dreyer's/Edy's Slw Chrn L - Ic	D/E-S I-C LT HF VAN	48	oz	1
4	Dreyer's Grand/Edy's Grand-Ic	D/E G I-C VAN	48	oz	1
4	Breyers - Ic	BRYR I-C NAT MTCC	48	oz	1
5	Tillamook - Ic	TILLAMOOK I-C O/F VAN	56	oz	1
5	Tillamook - Ic	TILLAMOOK I-C VAN BN	56	oz	1
5	Tillamook - Ic	TILLAMOOK I-C FR VAN	56	oz	1
5	Tillamook - Ic	TILLAMOOK I-C MUD SLIDE	56	oz	1
5	Tillamook - Ic	TILLAMOOK I-C CHC PB	56	oz	1
6	Mayfield - Ic	MYFLD I-C VAN	64	oz	1
6	Mayfield - Ic	MYFLD I-C HM VAN	48	oz	1
6	Mayfield - Ic	MYFLD DENALI I-C MSTK	48	oz	1
6	Mayfield - Ic	MYFLD I-C NAT BTR PCN	48	oz	1
6	Mayfield - Ic	MYFLD I-C VAN	56	oz	1
7	Halo Top - Ic	HLT I-C LT NAT PB CP	16	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
7	Halo Top - Ic	HALO TOP I-C LT NAT MT CH	16	oz	1
7	Halo Top - Ic	HALO TOP I-C LT NAT BDAY CK	16	oz	1
7	Halo Top - Ic	HLT I-C LT NAT CCCD	16	oz	1
7	Halo Top - Ic	HLT I-C LT NAT SEA SALT CML	16	oz	1
8	Haagen-Dazs - Ic	HD I-C NAT VAN	14	oz	1
8	Haagen-Dazs - Ic	HD I-C NAT VAN	28	oz	1
8	Haagen-Dazs - Ic	HD I-C NAT CF	14	oz	1
8	Haagen-Dazs - Ic	HD I-C NAT VAN BN	14	oz	1
8	Haagen-Dazs - Ic	HD I-C NAT STR	14	oz	1
9	Talenti - Ic	TALENTI ITLN I-C CML COOK CRN	16	oz	1
9	Talenti - Ic	TALENTI A-G SEA SALT CML	16	oz	1
9	Talenti - Ic	TALENTI ITLN I-C MDTRN MT	16	oz	1
9	Talenti - Ic	TALENTI ITLN I-C SICILIAN PS	16	oz	1
9	Talenti - Ic	TALENTI ITLN I-C TAHIT VAN BN	16	oz	1
10	Ben & Jerry's - Ic	B&J I-C NAT C-G	16	oz	1
10	Ben & Jerry's - Ic	B&J 2T I-C NAT H-BKD	16	oz	1
10	Ben & Jerry's - Ic	B&J I-C THE TONIGHT DH	16	oz	1
10	Ben & Jerry's - Ic	B&J I-C NAT CCCD	16	oz	1
10	Ben & Jerry's - Ic	B&J I-C NAT CFB	16	oz	1
11	Breyers - Ic	BRYR I-C NAT CHC	48	oz	1
11	Breyers - Ic	BRYR I-C NAT VCS	48	oz	1
11	Dreyer's Grand/Edy's Grand-Ic	D/E G I-C CHC	48	oz	1
11	Turkey Hill - Ic	TKY HL I-C VAN BN	48	oz	1
11	Friendly's - Ic	FRD I-C VAN	48	oz	1
12	Hood - Ic	HOOD I-C GOLDEN VAN	48	oz	1
12	Breyers - Ic	BRYR I-C NAT CF	48	oz	1
12	Hood - Ic	HOOD I-C CHC	48	oz	1
12	Friendly's - Ic	FRD I-C CHC CH	48	oz	1
12	Hood - Ic	HOOD I-C CLS TRIO	48	oz	1
Light Beer (Low Calorie/Alcohol)					
1	Natural Light	NATURAL LT BR CN 24P	12	oz	24
1	Natural Light	NATURAL LT BR CN 30P	12	oz	30
1	Natural Light	NATURAL LT BR CN 12P	12	oz	12
1	Natural Light	NATURAL LT BR CN 18P	12	oz	18
1	Natural Light	NATURAL LT BR CN 6P	16	oz	6
2	Busch Light	BUSCH LIGHT BR CN 30P	12	oz	30
2	Keystone Light	KEYSTONE LIGHT BR CN 30P	12	oz	30
2	Busch Light	BUSCH LIGHT BR CN 24P	12	oz	24
2	Busch Light	BUSCH LIGHT BR CN 12P	12	oz	12
2	Busch Light	BUSCH LIGHT BR CN 18P	12	oz	18
3	Coors Light	CRS LT BR CN 24P	12	oz	24
3	Bud Light	BUD LT BR CN 24P	12	oz	24

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
3	Bud Light	BUD LT BR CN 6P	16	oz	6
3	Bud Light	BUD LT BR CN	24	oz	1
3	Coors Light	CRS LT BR CN	24	oz	1
4	Corona Light	CRN LIGHT BR IM MX NRB LN 12P	12	oz	12
4	Bud Light Lime	BUD LT LIME BR NRB LN 12P	12	oz	12
4	Corona Light	CRN LIGHT BR IM MX NRB LN 6P	12	oz	6
4	Heineken Light	HKN LT L BR IM HLD NRB LN 12P	12	oz	12
4	Bud Light Lime	BUD LT LIME BR NRB LN 6P	12	oz	6
5	Michelob Ultra Light	MCHLB UL L BR NRB LN 12P	12	oz	12
5	Michelob Ultra Light	MCHLB UL L BR CN 24P	12	oz	24
5	Michelob Ultra Light	MCHLB UL L BR CN 18P	12	oz	18
5	Michelob Ultra Light	MCHLB UL L BR NRB LN 6P	12	oz	6
5	Michelob Ultra Light	MCHLB UL L BR CN 12P	12	oz	12
6	Coors Light	CRS LT BR CN 30P	12	oz	30
6	Coors Light	CRS LT BR CN 24P	12	oz	24
6	Coors Light	CRS LT BR CN 18P	12	oz	18
6	Coors Light	CRS LT BR CN 12P	12	oz	12
6	Coors Light	CRS LT BR NRB LN 18P	12	oz	18
7	Bud Light	BUD LT BR CN 24P	12	oz	24
7	Bud Light	BUD LT BR CN 30P	12	oz	30
7	Bud Light	BUD LT BR CN F-V 18P	12	oz	18
7	Bud Light	BUD LT BR CN 12P	12	oz	12
7	Bud Light	BUD LT BR NRB LN 12P	12	oz	12
8	Miller Lite	MLR LITE BR CN 24P	12	oz	24
8	Miller Lite	MLR LITE BR CN 30P	12	oz	30
8	Miller Lite	MLR LITE BR CN 18P	12	oz	18
8	Miller Lite	MLR LITE BR NRB LN F-P 12P	12	oz	12
8	Miller Lite	MLR LITE BR CN 12P	12	oz	12
Lunchmeat-Deli Pouches-Refrigerated					
1	Gallo	GLO-S PK SA DR IT DP R	15	oz	1
1	Land O' Frost	LOF PREM TRK BST OR LN DP R	16	oz	1
1	Land O' Frost	LOF PREM HAM HY LN DP R	16	oz	1
1	Hormel	HML B&P PPRNI DP R	6	oz	1
1	Land O' Frost	LOF PREM TRK BST H LN DP R	16	oz	1
2	Oscar Mayer	O M TRK BST OR OB LO DT R	9	oz	1
2	Oscar Mayer	O M TRK BST SK LO DT R	9	oz	1
2	Oscar Mayer	O M HAM HY LO DT R	9	oz	1
2	Hillshire Farm Deli Select	HFD HAM HL DTB R	9	oz	1
2	Oscar Mayer	O M TRK BST ORL DT R	16	oz	1
3	Hillshire Farm Deli Select	HFD HAM HY LO DP R	5	oz	1
3	Hillshire Farm Deli Select	HFD TRK BST OR LO DP R	5	oz	1
3	Hillshire Farm Deli Select	HFD TRK BST H-R LO DP R	5	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
3	Healthy Choice	HC TRK BST OR DTB R	10	oz	1
3	Healthy Ones	HLTH-O TRK BST ORL DTB R	8	oz	1
Lunchmeat-Sliced-Refrigerated					
1	Hormel	HML PPRNI B&P SL W R	7	oz	1
1	Hormel	HML PPRNI SL R	8	oz	1
1	Hormel	HML PPRNI TRK CO SL W R	6	oz	1
1	Hormel	HML PPRNI B&P SL W R	6	oz	1
1	Jones Dairy Farm	JDF CNDN BC HS NS SL W R	6	oz	1
2	Hillshire Farm	HF BST TRK ORL B/CC SL TN W R	9	oz	1
2	Oscar Mayer	O M BST TRK MSL SL W R	8	oz	1
2	Oscar Mayer Deli Fresh	O MD BST TRK MSL SL W R	8	oz	1
2	Hillshire Farm	HF HAM HL LD SL W R	8	oz	1
2	Hillshire Farm	HF HAM B-SGR LO SL TN W R	9	oz	1
3	Buddig	BD BF CPS SL P R	2	oz	1
3	Buddig	BD C-BF CC PR SL P R	2	oz	1
3	Buddig	BD TRK CPS SL P R	2	oz	1
3	Buddig	BD CK CPS SL P R	2	oz	1
3	Buddig	BD TRK CPS H-R SL P R	2	oz	1
4	Applegate Naturals	APGT NTS BST TRK RS SL P R	7	oz	1
4	Applegate Naturals	APGT NTS HAM B-F UNC SL P R	7	oz	1
4	Applegate Naturals	APGT NTS SA PK GEN UNC SL P R	4	oz	1
4	Applegate Naturals	APGT NTS BST TRK SK SL P R	7	oz	1
4	Applegate	APGT BST TRK RS SL P R	7	oz	1
5	Eckrich	ECK BLG B&P&T SL P R	16	oz	1
5	Eckrich	ECK BLG SL TK P R	16	oz	1
5	Eckrich	ECK BLG CK&PK SL P R	12	oz	1
5	Eckrich	ECK BLG CK&PK SL TK P R	12	oz	1
5	Kahn's	KNS BLG MT SL R	16	oz	1
6	Oscar Mayer	O M BLG MT SL W R	16	oz	1
6	Oscar Mayer	O M BLG BF SL W R	16	oz	1
6	Oscar Mayer	O M BLG MT SL P R	16	oz	1
6	Oscar Mayer	O M SA COT SL W R	16	oz	1
6	Oscar Mayer	O M HAM CHP SL W R	16	oz	1
7	Bar S	BAR S HAM CO XL SL R	32	oz	1
7	Bar S	BAR S HAM CO XL SL W R	16	oz	1
7	Farmer John	FM-J HAM CO XL SL W R	16	oz	1
7	Farmland	F-L HAM SK-FLG LO SL DL W R	14	oz	1
7	Foster Farms	FF BST TRK OR LO SL W R	10	oz	1
8	Gwaltney	GWNY G-BLY BLG CK LE SL W R	16	oz	1
8	Gwaltney	GWNY G-BLY BLG CK LO SL TK W R	16	oz	1
8	Carolina Pride	C-PRD HAM CO SL R	10	oz	1
8	Bryan	BRY BLG B&C&P SL TK W R	12	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
8	Carolina Pride	C-PRD HAM HY LO SL W R	10	oz	1
9	Fischer's	FSHR BLG SL TK R	16	oz	1
9	Fischer's	FSHR BLG B&P RC SL W R	16	oz	1
9	Fischer's	FSHR BLG MT SL P R	12	oz	1
9	Fischer's	FSHR BLG PK&TRK SL X TK W R	16	oz	1
9	Field	FD BLG SL TK W R	16	oz	1
Mexican Sauce					
1	Herdez	HERDEZ VERDE SLS MLD G	16	oz	1
1	Herdez	HERDEZ CASERA SLS MED G	16	oz	1
1	Herdez	HERDEZ CASERA SLS HOT C	7	oz	1
1	El Pato	EL PATO JLPNO SLS C	7.8	oz	1
1	Herdez	HERDEZ MEX SLS MED GCML G	16	oz	1
2	Las Palmas	LSP ENCHLDA SC C	28	oz	1
2	Las Palmas	LSP ENCHLDA SC GR CHL C	28	oz	1
2	Las Palmas	LSP ENCHLDA SC MGC C	28	oz	1
2	La Victoria	LA-V ENCHLDA SC C	28	oz	1
2	Las Palmas	LSP ENCHLDA SC MLD C	10	oz	1
3	Newman's Own	N-O MEX SLS BNDO MED NT G	16	oz	1
3	Newman's Own	N-O MEX SLS BNDO MLD NT G	16	oz	1
3	Newman's Own	N-O PNAPL SLS G	16	oz	1
3	Newman's Own	N-O PCH SLS G	16	oz	1
3	Newman's Own	N-O BBC SLS MED NT CK G	16	oz	1
4	Ortega	ORT TACO SC MLD TK&SMTH G	16	oz	1
4	Ortega	ORT TACO SC MED TK&SMTH G	16	oz	1
4	Ortega	ORT TACO SC MLD TK&SMTH G	8	oz	1
4	Ortega	ORT TACO SC MED TK&SMTH G	8	oz	1
4	Chi Chi's	CH FTA SLS MLD TK&CK G	16	oz	1
5	Tostitos	TSTO MEX SLS MED CK NT G	16	oz	1
5	Tostitos	TSTO MEX SLS MLD CK NT G	16	oz	1
5	Tostitos	TSTO CN-Q SLS MED G	15	oz	1
5	Tostitos	TSTO CN-Q SLS MED G	23	oz	1
5	Tostitos	TSTO RST SLS MED CN-Q G	16	oz	1
6	Pace	PC PCNT SC MED G	16	oz	1
6	Pace	PC PCNT SC MLD G	16	oz	1
6	Pace	PC PCNT SC MED G	24	oz	1
6	Pace	PC MEX SLS MED T&C G	24	oz	1
6	Pace	PC MEX SLS MED T&C G	16	oz	1
Mexican Tortillas					
1	Mission	MSN FLR TRT NL	12	ct	1
1	Tortillas Mexico	TRTLS MXC FLR TRT HMS	12	ct	1
1	Tortillas Mexico	TRTLS MXC FLR TRT HMS	12	ct	1
1	La Favorita	LA FVRT R FLR TRT	12	ct	1

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Nest	Brand	UPC Description	Size	Units	Multi
1	Tortillas Mexico	TRTLS MXC R FLR TRT SNK	12	ct	1
2	Mission	MSN CRN TRT NLFNLZ WHT SF	80	ct	1
2	Guerrero	GRRO FLR TRT NLZ FJTA SF	20	ct	1
2	Guerrero	GRRO FLR TRT NLZ ST SF	10	ct	1
2	Tortilla Land	T-L R FLR TRT LSTF NLZ SFT	12	ct	1
2	Mission	MSN CRN TRT NL WHT	90	ct	1
3	Mission	MSN FLR TRT NL FJTA	20	ct	1
3	Mission	MSN FLR TRT NLZ FT-GD TXS SF	10	ct	1
3	Mission	MSN FLR TRT NL	10	ct	1
3	Guerrero	GRRO FLR TRT NLZ SFT	10	ct	1
3	Mi Casa	MI CASA R FLR TRT	20	ct	1
4	Mission	MSN FLR TRT NLZ ST	10	ct	1
4	Mission	MSN FLR TRT NL BUR	8	ct	1
4	Mission	MSN FLR TRT NLZ BUR LG SF	16	ct	1
4	Mission Carb Balance	MCB FLR TRT ZTF MSSF	8	ct	1
4	Mission	MSN FLR TRT MSSF	20	ct	1
5	Arizona	ARZNA LLAS FLR TRT SFT	10	ct	1
5	La Suprema	LA SPM CRN TRT F-P SFT	24	ct	1
5	Mission	MSN CRN TRT NL WHT	12	ct	1
5	Arizona	ARZNA CRN TRT	12	ct	1
5	La Estrella	LA ESTRL FLR TRT MED 12I	12	ct	1
6	La Banderita	LA BRT R FLR TRT GRAND	10	ct	1
6	La Banderita	LA BRT R FLR TRT LG	10	ct	1
6	Mission	MSN FLR TRT NL FJTA	20	ct	1
6	Ole	OLE FLR TW NL	8	ct	1
6	Ole	OLE FLR TRT GRD	10	ct	1
7	Azteca	AZTECA R FLR TRT S	10	ct	1
7	Azteca	AZTECA R FLR TRT	10	ct	1
7	Azteca	AZTECA R FLR TRT BUR	8	ct	1
7	Cruz	CRZ R FLR TRT ZTF ST SFT	10	ct	1
7	Azteca	AZTECA R FLR TRT HMS	10	ct	1
8	El Milagro	L MLGR CRN TRT	12	ct	1
8	El Milagro	L MLGR FLR TRT	12	ct	1
8	El Milagro	L MLGR CRN TRT	36	ct	1
8	El Milagro	L MLGR FLR TRT SF	10	ct	1
8	El Milagro	L MLGR FLR TRT	10	ct	1
9	Guerrero	GRRO CRN TRT NLZ SF	80	ct	1
9	Mission	MSN R CRN TRT NLFNLZ WHT SF	30	ct	1
9	Guerrero	GRRO CRN TRT NLZ SF	30	ct	1
9	Guerrero	GRRO FLR TRT NLZ ST SF	24	ct	1
9	Mission	MSN R CRN TRT NLFNLZ YLW SF	30	ct	1
10	Guerrero	GRRO CRN TRT NLZ WHT SFT	90	ct	1

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Nest	Brand	UPC Description	Size	Units	Multi
10	Guerrero	GRRO FLR TRT NLZ F-P	30	ct	1
10	Mission	MSN FLR TRT NLZ ST	20	ct	1
10	Mission	MSN CRN TRT NLZ WHT	36	ct	1
10	Guerrero	GRRO FLR TRT NLZ	12	ct	1
Nuts - Bags					
1	Wonderful	WONDERFUL PST DR WHT WH CW	24	oz	1
1	Wonderful	WONDERFUL PST DR NT WH CW	10	oz	1
1	Blue Diamond	B D ALM US RW NT WH CW 32P	.63	oz	32
1	Wonderful	WONDERFUL PST DR NT WH CW	20	oz	1
1	David	DV SFL SD DR O WH CW	5.8	oz	1
2	Wonderful	WONDERFUL PST DR NT WH CW	8	oz	1
2	Wonderful	WONDERFUL PST DR NT WH CW	16	oz	1
2	Wonderful	WON PST DR RD&GRN WH CW	6	oz	1
2	Wonderful	WONDERFUL PST NS DR WHT WH CW	16	oz	1
2	Wonderful	WONDERFUL PST DR S&P NT WH CW	7	oz	1
3	Sunkist Almond Accents	SAA ALM DR O SLC CW	3.8	oz	1
3	Fresh Gourmet	F-GMT PCN OR HR PC CW	3.5	oz	1
3	Sunkist Almond Accents	SAA ALM DR HR SLC CW	3.8	oz	1
3	Fresh Gourmet	F-GMT WLNT OR GL PC CW	3.5	oz	1
3	Fresh Gourmet	F-GMT ALM US DR TS SLC CW	3.5	oz	1
4	Diamond	DMD WLNT US RW HV&PC CW	16	oz	1
4	Diamond	DMD WLNT US RW CHO CW	8	oz	1
4	Diamond	DMD PCN US RW NT CHO CW	8	oz	1
4	Mariani Nut Co Inc-Nbl	MNCI-NBL ALM US RW WH CW	12	oz	1
4	Mariani Nut Co Inc-Nbl	MNCI-NBL WLNT US RW WH CW	12	oz	1
5	Poindexter	POINDEXTER WLNT US RW WH CW	16	oz	1
5	Poindexter Nut Company-Nbl	PNC-NBL ALM US RW CAL WH CW	16	oz	1
5	Sun Tree Llc-Nbl	STL-NBL ALM US RW WH CW	16	oz	1
5	Sun Tree Llc-Nbl	STL-NBL WLNT US RW CAL WH CW	16	oz	1
5	B & R Pecan Company Inc-Nbl	B&RPC-NBL PCN US RW HV CW	12	oz	1
Paper Towels					
1	Kleenex Viva	KXV W R N B C 1PY 115S	1	ct	1
1	Kleenex Viva	KXV M R A&B B 1PY 70S	1	ct	1
1	Kleenex Viva	KXV M R VPR B 1PY 70S	1	ct	1
1	Bounty	BTY M R H-D B 2PY 90S	1	ct	1
1	Scott	SCOT AS R AS C MGR 1PY 136S	1	ct	1
2	Bounty Basic	BTYBS W R N 1PY 52S	1	ct	1
2	Brawny	BWY W R N RR 2PY 46S	1	ct	1
2	Scott	SCOT M R PR MGR 1PY 90S	1	ct	1
2	Bounty Basic	BTYBS M R PR 1PY 52S	1	ct	1
2	Bounty Basic	BTYBS M R PR 1PY 68S	1	ct	1
3	Bounty	BTY M R H-D 2PY 75S	1	ct	1

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Nest	Brand	UPC Description	Size	Units	Multi
3	Bounty	BTY M R H-D 2PY 84S	1	ct	1
3	Bounty	BTY M R GRD PR 2PY 70S	1	ct	1
3	Bounty	BTY M R GRD PR 2PY 70S	1	ct	1
3	Bounty	BTY M R SPR 2PY 84S	1	ct	1
4	Bounty	BTY W R ERL SS 2PY 168S 12P	1	ct	12
4	Bounty	BTY W R N SS SR 2PY 142S	12	ct	1
4	Bounty	BTY W R HG R SS 2PY 175S	12	ct	1
4	Bounty	BTY W R SS SR 2PY 129S	12	ct	1
4	Bounty	BTY W R SS SPPR 2PY 121S 12P	1	ct	12
5	Bounty	BTY W R HRS 2PY 158S	2	ct	1
5	Bounty	BTY W R HG R SS 2PY 175S	2	ct	1
5	Bounty	BTY W R N SS 2PY 121S	2	ct	1
5	Bounty	BTY W R N SS 2PY 128S	2	ct	1
5	Bounty	BTY W R N SS 2PY 330S	2	ct	1
6	Brawny	BWY W R N 2PY 60S 8P	1	ct	8
6	Sparkle	SPRK M R LTI 2PY 480S	8	ct	1
6	Brawny	BWY PW R N 2PY 50S	8	ct	1
6	Scott	SCOT W R N 1PY 480S	8	ct	1
6	Sparkle	SPRK M R PR 2PY 48S	6	ct	1
7	Scott	SCOT W R N C MGR 1PY 102S	6	ct	1
7	Scott	SCOT W R N C MGR 1PY 102S	8	ct	1
7	Bounty Basic	BTYBS M R PR 1PY 52S	8	ct	1
7	Bounty Basic	BTYBS M R MI 1PY 64S	6	ct	1
7	Bounty Basic	BTYBS M R FW RR 1PY 48S	8	ct	1
8	Bounty	BTY W R B SS 2PY 84S	6	ct	1
8	Bounty	BTY W R B SS 2PY 94S	6	ct	1
8	Brawny	BWY W R N BZ 2PY 102S	6	ct	1
8	Bounty	BTY W R N B SS 2PY 103S	6	ct	1
8	Bounty	BTY W R B 2PY 59S	6	ct	1
9	Bounty	BTY W R N 2PY 56S	8	ct	1
9	Bounty	BTY W R N B SS 2PY 128S	12	ct	1
9	Bounty	BTY W R N 2PY 60S 8P	1	ct	8
9	Bounty	BTY W R N GR SS 2PY 116S	12	ct	1
9	Bounty	BTY W R N B SS 2PY 118S	12	ct	1
10	Bounty	BTY W R GR SS 2PY 105S	8	ct	1
10	Bounty	BTY W R N GR SS 2PY 116S	8	ct	1
10	Bounty	BTY W R GR SS 2PY 95S	8	ct	1
10	Bounty	BTY W R N GR SS 2PY 126S	8	ct	1
10	Bounty	BTY W R N GR 2PY 84S	8	ct	1
11	Bounty	BTY W R N B SS 2PY 103S	12	ct	1
11	Bounty	BTY W R B SS 2PY 84S	12	ct	1
11	Bounty	BTY W R N B SS 2PY 112S	12	ct	1

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Nest	Brand	UPC Description	Size	Units	Multi
11	Bounty	BTY W R LR SS 2PY 88S	8	ct	1
11	Bounty	BTY W R B SS 2PY 94S	12	ct	1
Pasta - Macaroni					
1	Barilla	BRL PEN MCR 8PK	16	oz	8
1	Creamette	CRMET ELBW MCR	16	oz	1
1	American Beauty	AMER BTY ELBO RONI MCR	16	oz	1
1	Prince	PRINCE ELBW MCR	16	oz	1
1	Barilla	BRL ELBW MCR 6PK	16	oz	6
2	Barilla	BARILLA PEN RIG MCR	16	oz	1
2	Barilla	BARILLA ELBW MCR	16	oz	1
2	Barilla	BARILLA FRFLE MCR	16	oz	1
2	Barilla	BARILLA RTNI MCR	16	oz	1
2	Barilla	BARILLA FTTCN MCR	16	oz	1
Pasta-Spaghetti					
1	American Beauty	A-B SPG LNG	16	oz	1
1	Barilla	BRL SPG 8P	16	oz	8
1	American Beauty	A-B SPGHTNI SPG THN	16	oz	1
1	Anthony's	ANT SPG	16	oz	1
1	Skinner	SKNR SPG LNG	12	oz	1
2	Creamette	CRMET SPG LNG	16	oz	1
2	Creamette	CRMET SPG THN	16	oz	1
2	Creamette	CRMET CPLINI SPG	16	oz	1
2	Creamette	CRMET SPG LNG	32	oz	1
2	Creamette	CRMET VRMCLLI SPG	16	oz	1
3	Barilla	BRL SPG WW W-G	13	oz	1
3	Barilla	BRL SPG WW W-G THN	13	oz	1
3	Ronzoni Healthy Harvest	RONZONI HH SPG WW THN	13	oz	1
3	Barilla	BRL LNGN SPG WW W-G	13	oz	1
3	Ronzoni Healthy Harvest	RONZONI HH SPG WW	13	oz	1
4	Barilla	BRL SPG	16	oz	1
4	Barilla	BRL SPG THN	16	oz	1
4	Barilla	BRL CPLINI SPG	16	oz	1
4	Barilla	BRL LNGN SPG	16	oz	1
4	Barilla	BRL SPAGHETTONI SPG THICK	16	oz	1
Pizza-Frozen					
1	Lean Cuisine Casul Etng Clsscs	LCS C-E-C LN PEP MW	6	oz	1
1	Lean Cuisine Casul Etng Clsscs	LCS C-E-C LN 4CH MW	6	oz	1
1	Lean Cuisine Casul Etng Clsscs	LCS C-E-C LN DD SPN/MSH MW	6.1	oz	1
1	Lean Cuisine Casul Etng Clsscs	LCS C-E-C LN DD MG/C-TM/GL MW	6	oz	1
1	Lean Cuisine Casul Etng Clsscs	LCS C-E-C LN BOS B-R CHKN MW	6	oz	1
2	Stouffer's	STFR FB PEP 2'S	11	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
2	Red Baron	RB DS DD PEP 2'S	11	oz	1
2	California Pizza Kitchen	CPK CTNC IT SAU/SLM/SHM	13	oz	1
2	Stouffer's	STFR CFB DX SAU/PEP/MSH/ON 2'S	12	oz	1
2	California Pizza Kitchen	CPK CTNC B-R CHKN/BBQ WCKN	14	oz	1
3	Digiorno	DG RT PEP	28	oz	1
3	Digiorno	DG RT SPM IT SAU/PEP/PR/ON	33	oz	1
3	Digiorno	DG RT RS-C PCBP	28	oz	1
3	Digiorno	DG RT 4CH	28	oz	1
3	Digiorno	DG RS-C SPM PCS/PCBP/BGOR	32	oz	1
4	Celeste	CLSTE PFO PEP	5	oz	1
4	Celeste	CLSTE PFO CH	5.6	oz	1
4	Celeste	CLSTE PFO PEP/SAU	6.4	oz	1
4	Celeste	CLSTE PFO 4CH	5.7	oz	1
4	Celeste	CLSTE PFO DX SAU/GPR/MSH/RP	6.5	oz	1
5	Totino's	TTN PPZ CC PEP	10	oz	1
5	Totino's	TTN PPZ CC CMB SAU/PEP	11	oz	1
5	Totino's	TTN PPZ CC SPM PEP/SAU/PR/ON	11	oz	1
5	Totino's	TTN PPZ CC CB/PEP/SAU	11	oz	1
5	Totino's	TTN PPZ CC CH	9.8	oz	1
6	Red Baron	RB CCAFL PCBP	21	oz	1
6	Red Baron	RB PSCC PEP	20	oz	1
6	Red Baron	RB CLS CRUST 4CH	22	oz	1
6	Red Baron	RB PSCC 4CH	21	oz	1
6	Red Baron	RB CCAFL SP PCBP/SAU	23	oz	1
7	Tony's	TONY OC PEP	13	oz	1
7	Tony's	TONY OC CH	13	oz	1
7	Tony's	TONY OC SPM SAU/PEP/GRP/ON/RP	14	oz	1
7	Tony's	TONY OC SAU/PEP	14	oz	1
7	Tony's	TONY PSC PCBP	19	oz	1
8	Tombstone	TMB ORIG PCBP	21	oz	1
8	Jack's	JCK ORIG TNC PCBP	15	oz	1
8	Jack's	JCK ORIG TNC PCBP/SAU	16	oz	1
8	Tombstone Original	TOMBSTONE ORIGINAL 5CH	20	oz	1
8	Jack's	JCK ORIG TNC CH	15	oz	1
9	Tombstone	TMB PEP	22	oz	1
9	Tombstone	TMB ORIG X CH	21	oz	1
9	Jack's	JCK OG PEP	17	oz	1
9	Tombstone	TMB ORIG 4MEAT	23	oz	1
9	Tombstone	TMB ORIG SPM IT SAU/PEP/PR	23	oz	1
Rice - Mixes					
1	Rice-A-Roni	R-R RC C-FV&VR M	6.9	oz	1
1	Near East	N-E LG RC PLF OZO M	6.1	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
1	Rice-A-Roni	R-R RC PLF PST M	7.2	oz	1
1	Uncle Ben's	U-B LG WLD RC M	6	oz	1
1	Rice-A-Roni	R-R RC B-FV&VR M	6.8	oz	1
2	Knorr Rice Sides	KRS RC CBP M	5.7	oz	1
2	Lipton Knorr Rice Sides	LP KRS RC CBP M	5.7	oz	1
2	Knorr Fiesta Sides	KFS RC SPN MILD PST M	5.6	oz	1
2	Knorr Rice Sides	KRS RC CHK&PST M	5.6	oz	1
2	Lipton Knorr Rice Sides	LP KRS RC CHK&PST M	5.6	oz	1
Salad Dressing - Liquid					
1	Hidden Valley	HDN VLY PL RCH	16	oz	1
1	Hidden Valley	HDN VLY PL RCH	24	oz	1
1	Hidden Valley	HDN VLY PL RCH	36	oz	1
1	Wish-Bone	WSB PL IT SQ 2P	36	oz	2
1	Hidden Valley	HDN VLY PL HMSTY RCH 2P	36	oz	2
2	Newman's Own Lighten Up!	NW-OLU BLSM VG LT RC RF	16	oz	1
2	Newman's Own	NWMN BLSM VG	16	oz	1
2	Newman's Own	NWMN O-O&VNG	16	oz	1
2	Newman's Own	NWMN CRMY CSR	16	oz	1
2	Newman's Own	NWMN IT FAM RCP	16	oz	1
3	Cardini's	CRDNI PL CSR	32	oz	1
3	Girard's Light	GRD-L CHPN LT RC RF	12	oz	1
3	Briannas Homestyle	BRNA-HMS PY SD	12	oz	1
3	Girard's	GRD CHPN FRN	12	oz	1
3	Briannas Homestyle	BRNA-HMS BLSH WNE VG C-F	12	oz	1
4	Western	WESTERN PL WSTN	16	oz	1
4	Western	WESTERN PL T-O SW&SMTH	16	oz	1
4	Western	WESTERN PL	15	oz	1
4	Western Light!	WESTERN LIGHT PL WSTN LT RC LF	16	oz	1
4	Western	WESTERN PL WSTN FF	16	oz	1
5	Wish-Bone	WSB PL IT SQ	8	oz	1
5	Kraft	KR PL RCH	8	oz	1
5	Wish-Bone	WSB PL RCH	8	oz	1
5	Kraft	KR PL ZESTY IT	8	oz	1
5	Wish-Bone	WSB ROBUSTO IT	8	oz	1
6	Wish-Bone	WSB DELUXE FRN	16	oz	1
6	Kraft	KR PL CRMY FRN	16	oz	1
6	Wish-Bone	WSB PL FRN	16	oz	1
6	Wish-Bone	WSB PL DELUXE FRN SQ	8	oz	1
6	Wish-Bone	WSB PL FRN	15	oz	1
7	Wish-Bone	WSB PL IT	16	oz	1
7	Wish-Bone	WSB PL RCH	16	oz	1
7	Wish-Bone	WSB PL IT	15	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
7	Kraft	KR PL CLSC CSR	16	oz	1
7	Wish-Bone	WSB PL RBST IT	16	oz	1
8	Ken's Steak House Light Optins	KSHLO BLSM VG LT RC RF	8	oz	1
8	Ken's Steak House Light Optins	KSHLO PARM&PCN LT RC RF	8	oz	1
8	Ken's Steak House Chef's Rsrve	KSHCR BLEU CHS	8	oz	1
8	Ken's Steak House Light Optins	KSHLO CSR LT RF	8	oz	1
8	Ken's Steak House Chef's Rsrve	KSHCR CRMY CSR	8	oz	1
9	Ken's Steak House	KEN'S PL RCH	16	oz	1
9	Ken's Steak House	KEN'S PL NIBR LT RC	16	oz	1
9	Ken's Steak House	KEN'S PL BLSM VG LT RC	16	oz	1
9	Kraft Light	KR L PL R-V LT RC RF	16	oz	1
9	Ken's Steak House	KEN'S PL CRMY CSR	16	oz	1
10	Hidden Valley	HDN VLY PL RCH	16	oz	1
10	Kraft Light	KR L PL RCH LT RC RF	16	oz	1
10	Hidden Valley Light	HVL PL O-R LT RC RF	24	oz	1
10	Hidden Valley Light	HVL PL O-R LT RC RF	16	oz	1
10	Hidden Valley	HDN VLY PL RCH C-F FF	16	oz	1
11	Kraft	KR PL RCH	16	oz	1
11	Kraft	KR PL ZESTY IT SHT	16	oz	1
11	Wish-Bone	WSB PL IT	16	oz	1
11	Wish-Bone	WSB PL RCH SQ	16	oz	1
11	Kraft	KR PL THOU IS	16	oz	1
Sausage-Breakfast					
1	Jimmy Dean	J DN FZ PK UC RG BS RL	16	oz	1
1	Jimmy Dean	J DN FZ PK UC HT BS RL	16	oz	1
1	Odom's Tennessee Pride	OTP PK UC ML BS RL	16	oz	1
1	Farmer John	FMR JN PK UC RG BS LK	8	oz	1
1	Jimmy Dean	J DN FZ PK UC SA BS RL	16	oz	1
2	Johnsonville	JV FZ PK UC OG BS LK	12	oz	1
2	Johnsonville	JV VT FZ PK UC MP SYR BS LK	12	oz	1
2	Bob Evans	B-EVN PK UC RG BS RL	16	oz	1
2	Johnsonville	JV PK UC BR-SG HNY BS LK	12	oz	1
2	Bob Evans	B-EVN PK UC RG BS LK	12	oz	1
3	Banquet Brown'N Serve	BBN-S FZ PK&TK OG BS LK	6.4	oz	1
3	Banquet Brown'N Serve	BBN-S FZ PK&TK NS MP BS LK	6.4	oz	1
3	Banquet Brown'N Serve	BBN-S FZ PK&TK OG BS LK	7	oz	1
3	Banquet Brown'N Serve	BBN-S FZ TK RG BS LK	6.4	oz	1
3	Banquet Brown'N Serve	BBN-S FZ TK RG BS LK	7	oz	1
Sausage-Dinner					
1	Premio	PRM PK SW DN SG LK PP	16	oz	1
1	Perri	PERRI IT SW DN SG LK	16	oz	1
1	Shady Brook Farms	S-B-F TK LE SW DN SG LK	20	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
1	Premio	PRM IT PK H DN SG LK PP	16	oz	1
1	Shady Brook Farms	S-B-F IT TK LE H DN SG LK	20	oz	1
2	Hillshire Farm	HF TK P-KB DN SG RR	13	oz	1
2	Hillshire Farm	HF TK SM DN SG RR	13	oz	1
2	Aidells	ADLS CK SM APL DN SG LK	12	oz	1
2	Jennie-O Turkey Store	JOTS IT TK LN SW DN SG LK	20	oz	1
2	Butterball	BTB TK LE SM DN SG SR	14	oz	1
3	Hillshire Farm	HF BPT P-KB DN SG RR	14	oz	1
3	Johnsonville	JV IT PK ML DN SG LK	19	oz	1
3	Johnsonville	JV IT PK SW DN SG LK	19	oz	1
3	Hillshire Farm	HF BP P-KB DN SG RR	16	oz	1
3	Johnsonville	JVB/C PK S/CC DN SG LK	14	oz	1
4	Parker House	PRKR-HS RG H SM DN SG LK	10	oz	1
4	Scott Petersen	S-PTSN PL BF DN SG LK	24	oz	1
4	Scott Petersen	SP PL BF H DN SG LK	24	oz	1
4	Scott Pete	SCOTT PETE PL BF DN SG LK	20	oz	1
4	Vienna	VIENNA PL BF DN SG LK	12	oz	1
5	Roger Wood Lumber Jack	R-WD LJ MEAT SM DN SG LK	24	oz	1
5	Williams	WLLM FZ PK CTRY ML DN SG TSP	36	oz	1
5	Circle B	CB BCP SM DN SG LK	44	oz	1
5	Roger Wood Lumber Jack	R-WD LJ MEAT SP H SM DN SG LK	24	oz	1
5	Circle B	CB CK&PK ML SM DN SG LK	48	oz	1
6	New York Style Sausage Company	NY-S IT PK ML DN SG LK	16	oz	1
6	Cacique	CACIQUE BF CZO H DN SG CHB	10	oz	1
6	Cacique	CACIQUE PK CZO H DN SG RR	10	oz	1
6	New York Style Sausage Company	NY-S IT PK H DN SG LK	16	oz	1
6	Reynaldo's	RYNDO PK CZO DN SG SR	16	oz	1
7	Zummo's	ZUMMO CJ PK BOUDAIN DN SG LK	12	oz	1
7	Chappell Hill	CHPL-HL BP SM GLC DN SG RR	14	oz	1
7	Chappell Hill	CHPL-HL BP SM DN SG LK	14	oz	1
7	Holmes Smokehouse	HLMS BP P-S DN SG LK	14	oz	1
7	Holmes Smokehouse	HLMS PK AD P-S DN SG LK	14	oz	1
Snacks - Health Bars & Sticks					
1	Balance Bar	B-B EB CK DGH 1CT	1.8	oz	1
1	Power Bar	P-B EB CH 1CT	2.3	oz	1
1	Power Bar	P-B EB PB 1CT	2.3	oz	1
1	Balance Bar	B-B NTR EB YG HNY-P 1CT	1.8	oz	1
1	Power Bar Triple Threat	PBTT EB CML PNT FSN 1CT	1.9	oz	1
2	Clif	CLIF EB CH CP 1CT	2.4	oz	1
2	Clif	CLIF EB PB 1CT	2.4	oz	1
2	Clif	CLIF EB WHT CH MCD NT 1CT	2.4	oz	1
2	Clif	CLIF NTL EB CH BRW 1CT	2.4	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
2	Luna	LNA NTL BR LMNZST 1CT	1.7	oz	1
3	Nature Valley	NV PRT-B PB D-C 5CT	7.1	oz	1
3	Clif	CLIF EB CH CP 6CT	14	oz	1
3	Nature Valley	NV PRT-B PNT AL&D-C 5CT	7.1	oz	1
3	Clif Builder's	CLF-B PRT-B CC PB 1CT	2.4	oz	1
3	Clif Builder's	CLF-B PRT-B CC CH-M 1CT	2.4	oz	1
4	Larabar	LRBR F&N-FB PB CH CP 1CT	1.6	oz	1
4	Larabar	LRBR F&N-FB CSW CK 1CT	1.7	oz	1
4	Larabar	LRBR F&N-FB PB CK 1CT	1.7	oz	1
4	Larabar	LRBR F&N-FB CY PIE 1CT	1.7	oz	1
4	Larabar	LRBR F&N-FB AP PIE 1CT	1.6	oz	1
Snacks - Potato Chips					
1	Lay's	LAY'S PC KC ORG BG	8.5	oz	1
1	Lay's	LAY'S PC KC JAL BG	8.5	oz	1
1	Lay's	LAY'S PC KC MSQ BQ BG	8.5	oz	1
1	Lay's	LAY'S PC KC JAL BG	8	oz	1
1	Lay's	LAY'S PC KC ORG BG	8	oz	1
2	Cape Cod	C-CD PC R-F NKC ORG BG	8	oz	1
2	Lay's	LAY'S PC LTS BG	10	oz	1
2	Lay's	LAY'S PC LTS BG	9.5	oz	1
2	Lay's	LAY'S PC LTS BG	7.8	oz	1
2	Lay's	LAY'S PC LTS BG	11	oz	1
3	Ruffles	RF PC R ORG BG	10	oz	1
3	Ruffles	RF PC R ORG BG	12	oz	1
3	Baked! Lay's	B-L PCSP NB ORG BG	9	oz	1
3	Lay's	LAY'S PC BG	2.8	oz	1
3	Ruffles	RF PC R ORG BG	14	oz	1
4	Jays	JYS PC ORG BG	10	oz	1
4	Jays	JYS PC BQ BG	10	oz	1
4	Jays	JYS BG J PC BG	12	oz	1
4	Jays	JYS PC CU WAVE BG	10	oz	1
4	Jays	JYS PC CDP BG	12	oz	1
5	Utz	UTZ PC NT CR BG	10	oz	1
5	Utz	UTZ PC RP NT CR BG	10	oz	1
5	Utz	UTZ PC RP SCO BG	11	oz	1
5	Utz	UTZ PC RP ORG BG	9.5	oz	1
5	Utz	UTZ PC ORG BG	9.5	oz	1
6	Lay's	LAY'S PC BG	11	oz	1
6	Lay's Wavy	LAY'S WAVY PC W ORG BG	11	oz	1
6	Lay's	LAY'S PC BQ BG	11	oz	1
6	Lay's	LAY'S PC BG	14	oz	1
6	Lay's	LAY'S PC BG	12	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
7	Lay's	LAY'S PC BG	10	oz	1
7	Lay's	LAY'S PC BG	11	oz	1
7	Ruffles	RF PC R ORG BG	14	oz	1
7	Lay's Wavy	LAY'S WAVY PC W ORG BG	11	oz	1
7	Lay's Wavy	LAY'S WAVY PC W ORG BG	10	oz	1
8	Pringles	PGL PCSP CAN	5.7	oz	1
8	Pringles	PGL PCSP ORG CAN	6.4	oz	1
8	Pringles	PGL PCSP SCO CAN	6	oz	1
8	Pringles	PGL PCSP SCO CAN	6.4	oz	1
8	Pringles	PGL PCSP CAN	5.2	oz	1
Snacks - Pretzel					
1	Pepperidge Farm Goldfish	PF GF PTZL B BG	8	oz	1
1	Snyder's Of Hanover	SOH PTZL TWT FF MN JR	40	oz	1
1	Mister Salty	MS 1CP PTZL RING CH CT BG 6'S	4.7	oz	1
1	Snack Factory Pretzel Crisps	SFPC PTZL CS TN NC OG BG	11	oz	1
1	Flipz	FZ PTZL TWT NE MC CT BG	5	oz	1
2	Snack Factory Pretzel Crisps	SFPC PTZL CS TN OG BG	7.2	oz	1
2	Snack Factory Pretzel Crisps	SFPC PTZL CS B NC TN OG BG	14	oz	1
2	The Snack Factory	SK FCY PTZL CS B NC TN ORG BG	14	oz	1
2	The Snack Factory	SK-FCT PTZL CS TN ORG BG	7.2	oz	1
2	Snack Factory Pretzel Crisps	SFPC PTZL CS B TN EVTG BG	7.2	oz	1
3	Snyder's Of Hanover	SOH PTZL PC H SRD HO BG	12	oz	1
3	Snyder's Of Hanover	SOH PTZL PC H SRD HBW BG	12	oz	1
3	Combos	CB PTZL NG CCC FD OB BG	7	oz	1
3	Combos	CB PTZL PC B C-CH FD BG	6.3	oz	1
3	Snyder's Of Hanover	SOH PTZL PC H SRD C-CHS BG	12	oz	1
4	Snyder's Of Hanover	SOH PTZL ST LF BG	8	oz	1
4	Snyder's Of Hanover	SOH PTZL TWT MN BG	8	oz	1
4	Snyder's Of Hanover	SOH PTZL ST HO BG	8	oz	1
4	Snack Factory Pretzel Crisps	SFPC PTZL CS B TN OG BG	5	oz	1
4	Snyder's Of Hanover	SOH PTZL ST HO BG	7	oz	1
5	Rold Gold	RG PTZL TWT TY BG	16	oz	1
5	Snyder's Of Hanover	SOH PTZL TWT FF MN BG	16	oz	1
5	Rold Gold	RG PTZL ST BG	16	oz	1
5	Rold Gold	RG PTZL BRD-T HNW BG	10	oz	1
5	Snyder's Of Hanover	SOH OT PTZL ST LF BG	16	oz	1
6	Utz Specials	UTZ-SPL PTZL TWT NC SRD BG	16	oz	1
6	Utz	UTZ PTZL ROD OF NC CN	28	oz	1
6	Utz Specials	UTZ-SPL PTZL ST NC BG	16	oz	1
6	Bachman	BC PTZL ST NC BG 6'S	6	oz	1
6	Snyder's Of Hanover	SOH PTZL TWT FF TN BG	16	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
Snacks - Remaining					
1	Stacy's	SY PT CP SNKD SSLT B NC BG	24	oz	1
1	Sunshine Cheez-It	SNSH CHZ-IT PTY MX B BX	13	oz	1
1	Pirate's Booty	PT-BTY R-C-P AWC B BG	14	oz	1
1	Sensible Portions	SPN VPS GR-VSS BG	20	oz	1
1	Wild Riceworks	W-RW WILD RC CSP SS&BS NC BG	14	oz	1
2	Chester's	CHSTR PF CRN CHZ O-B BG PP	4.5	oz	1
2	Chester's	CHSTR PF CRN CHZ O-B BG	5.5	oz	1
2	Chester's	CHSTR PF CRN CHZ O-B BG	4.3	oz	1
2	Chester's	CHSTR PF CRN CHZ O-B BG PP	3.5	oz	1
2	Chester's	CHSTR PF CRN CHZ O-B BG	6	oz	1
3	Funyuns	FUNYUNS ON RNG BG	6	oz	1
3	Funyuns	FUNYUNS ON SK BG	6.5	oz	1
3	Fritos Flavor Twists	FR FT CRN SK HY BBQ BG	9.3	oz	1
3	Fritos Flavor Twists	FR FT CRN TWT H-BQ BG	11	oz	1
3	Fritos Flavor Twists	FR FT CRN TWT H-BQ BG	9.3	oz	1
4	Sunchips	SNCP MLGR SK H-C BG	12	oz	1
4	Sunchips	SNCP MLGR CP ORG BG	12	oz	1
4	Sunchips	SNCP MLGR SK FRN ON BG	12	oz	1
4	Sunchips	SNCP MLGR SK GDN SLS BG	12	oz	1
4	Frito-Lay Munchies	F-L MNCH SK MX CHZ FIX BG	8	oz	1
5	Barcel Takis	BR-T CRN SK HCP&L BG	9.9	oz	1
5	Chester's	CHSTR C&P FRIES FLMN HT BG	5.5	oz	1
5	Chester's	CHSTR C&P FRIES FLMN HT BG PP	5.8	oz	1
5	Chester's	CHSTR C&P FRIES FLMN HT BG	4	oz	1
5	Funyuns	FUNYUNS ON SK BG	.88	oz	1
6	Pirate's Booty	PT-BTY R-C-P WHI CD BG 6'S	6	oz	1
6	Pirate's Booty	PT-BTY R-C-P AWC B BG	4	oz	1
6	Pirate's Booty	PT-BTY R&CS WHI CD B BG 12'S	6	oz	1
6	Pirate's Booty	PT-BTY R-C-P AWC B BG	10	oz	1
6	Terra	TERRA VEG CP ORG BG .98OZ=	7.5	oz	1
7	Pop Corners	PPCR POPD CRN CP K-C BG	5	oz	1
7	Pop Corners	PPCR POPD CRN CP WHI CD BG	5	oz	1
7	Pop Corners	PPCR POPD CRN CP BG	5	oz	1
7	Pop Corners	PPCR POPD CRN CP CHSY JAL BG	5	oz	1
7	Pop Corners	PPCR PCC CML BG	1	ct	1
8	Stacy's	SY PT CP SNKD B NAT BG	8	oz	1
8	Stacy's	SY PT CP SNKD B BG	18	oz	1
8	Stacy's	SY PT CP SNKD B BG	7.3	oz	1
8	Stacy's	SY PT CP PG&H B NAT BG	8	oz	1
8	Stacy's	SY PT CP MLGR B NAT BG	8	oz	1
9	Calbee	CALBEE SNAPEA CSP ORG B BG	3.3	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
9	Calbee	CALBEE SNAPEA CSP CSR B BG	3.3	oz	1
9	Harvest Snaps	HT-SP SN-CSP LTS ORG LE B BG	3.3	oz	1
9	Calbee	CALBEE SN-CSP WSBI RN LE B BG	3.3	oz	1
9	Calbee	CALBEE LNT CSP LSD TMB LE B BG	3	oz	1
10	Stacy's	SY PT CP SNKD B LE NC BG	6	oz	1
10	New York Style	NY ST B-C G BG	6	oz	1
10	Stacy's	SY PT CP P-H G B LE NC BG	5.5	oz	1
10	New York Style	NY ST PT CP SSLT B BG 3OZ=	9	oz	1
10	Athenos	ATHNS PT CP ORG B NC BG	6	oz	1
11	Glenny's	GLNY SYCSP LTS LF BG	1.3	oz	1
11	Genisoy	GNSY SYCSP LF BG	3.5	oz	1
11	Genisoy	GNSY SYCSP BBQ LT BG	3.5	oz	1
11	Glenny's	GLNY SYCSP BBQ LF BG	1.3	oz	1
11	Genisoy	GNSY SYCSP CR-RN O-B BG	3.5	oz	1
12	Sensible Portions	SPN VG SK LTS GDN VG BG	7	oz	1
12	Nabisco Ritz	NB RITZ 100CP SK MX B BX 6'S	4.6	oz	1
12	World Gourmet	W-GT VG SK LTS GDN VG BG	20	oz	1
12	Sensible Portions	SPN VG SK GDN VG OSS NAT NC BG	20	oz	1
12	Sunchips	SNCP MLGR SK H-C BSZ MN BG 5'S	3.4	oz	1
13	Quaker Quakes	QKR QK RC SK SCO POPD BG	3	oz	1
13	Quaker Quakes	QKR QK RC SK SWT CHL BG	3	oz	1
13	Quaker	QUK RC CSP SWT CHL POPD BG	3	oz	1
13	Rice Works	RC-WK BW RC CSP SSLT BG	5.5	oz	1
13	Quaker True Delights	QTD MLGR CSP WILD BB B BG	3.5	oz	1
14	Kellogg's Special K	KS-K CRKR SK SSLT B BX	4	oz	1
14	Kellogg's Special K	KS-K CRKR SK SC&ON B BX	4	oz	1
14	Kellogg's Special K	KS-K CRKR SK CD B BX	4	oz	1
14	Kellogg's Special K	KS-K CRKR SK SW RN B BX	4	oz	1
14	Kellogg's Special K	KS-K CRK-S H-BQ B BX	4	oz	1
15	General Mills Chex Mix	G M CHX SK MX TRD BG	8.8	oz	1
15	General Mills Chex Mix	G M CHX SK MX TRD BG	15	oz	1
15	General Mills Chex Mix	G M CHX SK MX CD BG	8.8	oz	1
15	General Mills Chex Mix	G M CHX SK MX B-P-B BG	8.8	oz	1
15	General Mills Chex Mix	G M CHX SK MX C-TR BG	8	oz	1
16	Sunshine Cheez-It	SNSH CHZ-IT SK MX B BX	11	oz	1
16	General Mills Bugles	G M B CRN SK ORG BG	7.5	oz	1
16	Sunshine Cheez-It Grooves	SC-IG CRK-S SHARP WHI CD B BX	9	oz	1
16	Chex Mix	C-MX SK MX TRD BG	8.8	oz	1
16	Gardetto's	GT-S SK MX ORG BG	8.6	oz	1
17	Sunchips	SNCP MLGR SK H-C BG	11	oz	1
17	Sunchips	SNCP MLGR SK ORG BG	11	oz	1
17	Sunchips	SNCP MLGR SK H-C BG	7	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
17	Sunchips	SNCP MLGR SK GDN SLS BG	11	oz	1
17	Sunchips	SNCP MLGR SK GDN SLS BG	7	oz	1
18	Nabisco Ritz	NB RITZ CSK SCO TS BG	8.1	oz	1
18	Nabisco Ritz	NB RITZ CSK ORG TS BG	8.1	oz	1
18	Nabisco Wheat Thins	NB-GT RC SK S-SLT NC B BX	3.5	oz	1
18	Nabisco Wheat Thins	NB-GT PSP&WTSK S-P NC B BX	3.8	oz	1
18	Nabisco Ritz Crisp And Thins	NRC&T P&W SK SSLT O-B BG	7.1	oz	1
Snacks - Tortilla Chips					
1	Barcel Takis	BR-TK TC FHC&L RLD BG	9.9	oz	1
1	Doritos	DRTS TC N-CH T BG	3.1	oz	1
1	Doritos	DRTS TC N-CH T BG	3.4	oz	1
1	Doritos	DRTS TC N-CH T BG	1.1	oz	1
1	Barcel Takis	BR-TK TC FHCP&L RLD BG	4	oz	1
2	Tostitos Scoops!	TS-SCP TC WC RG SCP BG	10	oz	1
2	Tostitos	TS TC RST WC RG T BG	13	oz	1
2	Tostitos	TS TC BS WC RG R BG	13	oz	1
2	Tostitos	TS TC WC HOL T BG	13	oz	1
2	Tostitos Scoops!	TS-SCP TC WC RG SCP BG	15	oz	1
3	Santitas	SNTS TC WC RG T BG PP	11	oz	1
3	Santitas	SNTS TC YC RG T BG PP	11	oz	1
3	Calidad	CALIDAD TC GROUND CRN RG T BG	12	oz	1
3	Santitas	SNTS TC WC RG T BG	16	oz	1
3	Juanita's	JUANITA'S TC RG R BG	16	oz	1
4	Mission	MSN TC BK AMN TH RG S BG	13	oz	1
4	Mission	MSN TC AMXRSN RG R BG	13	oz	1
4	Mission	MSN TC AMXRSN RG S BG	20	oz	1
4	Mission	MSN TC AMXRSN RG S BG	28	oz	1
4	Mission	MSN TC AMXRSN RG R BG	20	oz	1
5	Doritos	DRTS TC N-CH T BG	12	oz	1
5	Doritos	DRTS TC N-CS T BG	13	oz	1
5	Doritos	DRTS TC N-CH T BG	13	oz	1
5	Doritos	DRTS TC CL RN T BG	12	oz	1
5	Doritos	DRTS TC CL RN T BG	13	oz	1
6	Doritos	DRTS TC N-CH T BG	11	oz	1
6	Doritos	DRTS TC N-CH T BG	9.8	oz	1
6	Doritos	DRTS TC N-CH T BG	12	oz	1
6	Doritos	DRTS TC N-CH T BG	10	oz	1
6	Doritos	DRTS TC N-CH T BG	11	oz	1
Soft Drinks - Carbonated					
1	Coca-Cola R	COCA-COLA R CL NBP CT	20	oz	1
1	Pepsi R	PSI R CL NB GP	20	oz	1
1	Dr Pepper R	DR PR R CPCL NBP	20	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
1	Sprite R	SP R LN/LM CF NBP CT	20	oz	1
1	Coca-Cola R	COCA-COLA R CL CN 32P	12	oz	32
2	S. Pellegrino R	S. PLLGRN R SMW NB	25	oz	1
2	S. Pellegrino R	S. PLLGRN R SMW NBP	34	oz	1
2	Perrier R	PER R SMW NBP	34	oz	1
2	La Croix R	LA CROIX R SK W LM CN 12P	12	oz	12
2	La Croix R	LA CROIX R SK W GFT CN 12P	12	oz	12
3	Monster R	MONSTER R E-D ENR CN	16	oz	1
3	Red Bull R	RED BULL R E-D CN	12	oz	1
3	Red Bull R	RED BULL R E-D CN	8.4	oz	1
3	Rockstar R	ROCKSTAR R E-D CN	16	oz	1
3	Red Bull R	RED BULL R E-D CN	16	oz	1
4	Mtn Dew Kick Start R	MDKS R SKJB OR CITR CN	16	oz	1
4	Mtn Dew Kick Start R	MDKS R SKJB FRT PCH CN	16	oz	1
4	Mtn Dew Kick Start R	MDKS R SKJB BLK/CH CN	16	oz	1
4	Mtn Dew Kick Start R	MDKS R SKJB PA/OR/MNG CN	12	oz	1
4	Mtn Dew Kick Start R	MDKS R SKJB LIMEADE CN	16	oz	1
5	Coca-Cola R	COCA-COLA R CL CN FP 12P	12	oz	12
5	Pepsi R	PSI R CL CN FM 12P	12	oz	12
5	Dr Pepper R	DR PR R CPCL CN CLP 12P	12	oz	12
5	Mtn Dew R	MT DW R CITR CN FM 12P	12	oz	12
5	Sprite R	SP R LN/LM CF CN FP 12P	12	oz	12
6	Coca-Cola R	COCA-COLA R CL NBP CT 6P	17	oz	6
6	Coca-Cola R	COCA-COLA R CL NBP 8P	12	oz	8
6	Pepsi R	PSI R CL NBP 6P	17	oz	6
6	Dr Pepper R	DR PR R CPCL NBP 6P	17	oz	6
6	Mtn Dew R	MT DW R CITR NBP 6P	17	oz	6
7	Coca-Cola R	COCA-COLA R CL NBP CT	68	oz	1
7	Pepsi R	PSI R CL NBP	68	oz	1
7	Sprite R	SP R LN/LM CF NBP CT	68	oz	1
7	Canada Dry R	C D R GGL CF CN CLP 12P	12	oz	12
7	Canada Dry R	C D R GGL CF NBP	68	oz	1
Soft Drinks - Low Calorie					
1	Red Bull Dt	RED BULL DT E-D CN	12	oz	1
1	Red Bull Dt	RED BULL DT E-D CN	8.4	oz	1
1	Red Bull Dt	RED BULL DT E-D CN 4P	8.3	oz	4
1	Pepsi Dt	PSI DT CL NBP	68	oz	1
1	Schweppes Dt	SWPS DT TNC MX NBP	34	oz	1
2	Coca-Cola Dt	COKE DT CL CN FP 12P	12	oz	12
2	Pepsi Dt	PSI DT CL CN FM 12P	12	oz	12
2	Coca-Cola Dt	COKE DT CL NBP CT	20	oz	1
2	Coca-Cola Caffeine Free Dt	COKE DT CL CF CN FP 12P	12	oz	12

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
2	Mtn Dew Dt	MT DW DT CITR CN FM 12P	12	oz	12
3	Rockstar Dt	ROCKSTAR DT E-D CN	16	oz	1
3	Monster Zero Ultra Dt	MNS-ZU DT E-D CN	16	oz	1
3	Monster Dt	MONSTER DT E-D CN	16	oz	1
3	Monster Absolutely Zero Dt	MAZ DT E-D CN	16	oz	1
3	Rockstar Dt	ROCKSTAR ZC DT E-D CN	16	oz	1
4	La Croix Dt	L-CX DT SKW LM CN 8P	12	oz	8
4	La Croix Dt	L-CX DT SKW NAT GFT CN 8P	12	oz	8
4	La Croix Dt	L-CX DT SKW PSFRT CN 8P	12	oz	8
4	La Croix Dt	L-CX DT SKW C/RS CN 8P	12	oz	8
4	La Croix Dt	L-CX DT SKW NAT LN CN 8P	12	oz	8
5	Poland Spring Dt	PL DT SK S-W LN ES NBP	34	oz	1
5	Poland Spring Dt	PL DT SK S-W LM ES NBP	34	oz	1
5	Poland Spring Dt	PL DT SK S-W NBP	34	oz	1
5	Polar Dt	POLAR DT S-M RR GFT NBP	34	oz	1
5	Polar Dt	POLAR DT S-M BLK/CH NBP	34	oz	1
6	Sparkling Ice Dt	SP IC DT SK AW BLK/RS NBP	17	oz	1
6	Sparkling Ice Dt	SP IC DT SK AW OR/MG NBP	17	oz	1
6	Sparkling Ice Dt	SP IC DT SK AW PK GFT NBP	17	oz	1
6	Sparkling Ice Dt	SP IC DT SK-MSW LMND NBP	17	oz	1
6	Sparkling Ice Dt	SP IC DT SK AW SB/KW NBP	17	oz	1
7	Coca-Cola Zero Dt	COKE ZERO DT CL CN 12P	12	oz	12
7	Dr Pepper Dt	DR PR DT CPCL CN CLP 12P	12	oz	12
7	Coca-Cola Dt	COKE DT CL NBP CT	68	oz	1
7	Pepsi Dt	PSI DT CL NBP	68	oz	1
7	Sprite Zero Dt	SP ZR DT LN/LM CF CN FP 12P	12	oz	12
Soft Drinks - Powdered					
1	Crystal Light Sf	CLOTG SF LEM ENV 10'S	5.3	qt	1
1	Crystal Light Sf	CLOTG SF W STBY ENV 10'S	5.3	qt	1
1	Crystal Light Sf	CLOTG SF RSLM ENV 10'S	5	qt	1
1	Crystal Light Sf	CLOTG SF F-P ENV 10'S	5	qt	1
1	Crystal Light Sf	CL SF GRP ENV 10'S	5.3	qt	1
2	Crystal Light Sf	CL SF LEM TUB 6'S	12	qt	1
2	Crystal Light Sf	CL SF LEM TUB 4'S	8	qt	1
2	Crystal Light Sf	CL SF PLMD TUB 6'S	12	qt	1
2	Crystal Light Sf	CL SF RSLM TUB 6'S	12	qt	1
2	Crystal Light Sf	CL SF F-P TUB 6'S	12	qt	1
3	Country Time Ss	C T SS LEM CAN	34	qt	1
3	Kool-Aid Ss	K-A SS TRP CAN	34	qt	1
3	Country Time Ss	C T SS LEM CAN	8	qt	1
3	Tang Ss	TANG SS ORG CAN	22	qt	1
3	Country Time Ss	C T SS PLMD CAN	8	qt	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
4	Flavor Aid Sf	FLAVOR AID SS TRP ENV	2	qt	1
4	Flavor Aid Sf	FLAVOR AID SS LEM ENV	2	qt	1
4	Flavor Aid Sf	FLAVOR AID SS CHRY ENV	2	qt	1
4	Flavor Aid Sf	FLAVOR AID SS GRAPE ENV	2	qt	1
4	Flavor Aid Sf	FLAVOR AID SS ORG ENV	2	qt	1
5	Kool-Aid On The Go Sf	K-A OTG SF TRP ENV 6'S	3.2	qt	1
5	Kool-Aid On The Go Sf	K-A OTG SF CRV 6'S	3.2	qt	1
5	Crush Sf	CRUSH SF ORG ENV 6'S	3.2	qt	1
5	Kool-Aid On The Go Sf	K-A OTG SF GRV 6'S	3.2	qt	1
5	Crush Sf	CRUSH SF GRV 6'S	3.2	qt	1
6	Hawaiian Punch Sngls To Go! Sf	HWN PCH STG SF F-J-R ENV 8'S	4.2	qt	1
6	Hawaiian Punch Sngls To Go! Sf	HWN PCH STG SF W-PS ENV 8'S PP	4	qt	1
6	Hawaiian Punch Sngls To Go! Sf	HWN PCH STG SF LBSQ ENV 8'S	4.2	qt	1
6	Hawaiian Punch Sngls To Go! Sf	HWN PCH STG SF BBT ENV 8'S	4.2	qt	1
6	Crush Sf	CRUSH SF ORG ENV 6'S	3.2	qt	1
7	Kool-Aid Un	K-A UN BLUE RSLM ENV	2	qt	1
7	Kool-Aid Un	K-A UN STB/KW ENV	2	qt	1
7	Kool-Aid Un	K-A UN WTRMLN ENV	2	qt	1
7	Kool-Aid Un	K-A UN SB-L ENV	2	qt	1
7	Kool-Aid Un	K-A UN MIXED BY ENV	2	qt	1
8	Kool-Aid Un	K-A UN TRP ENV	2	qt	1
8	Kool-Aid Un	K-A UN GRAPE ENV	2	qt	1
8	Kool-Aid Un	K-A UN CHRY ENV	2	qt	1
8	Kool-Aid Un	K-A UN LEM ENV	2	qt	1
8	Kool-Aid Un	K-A UN ORG ENV	2	qt	1
9	Wyler's Un	WYLR UN LEM ENV	2	qt	1
9	Wyler's Un	WYLR UN TRP ENV	2	qt	1
9	Wyler's Un	WYLR UN ELC GRAPE ENV	2	qt	1
9	Wyler's Un	WYLR UN CHRY CHARGER ENV	2	qt	1
9	Wyler's Un	WYLR UN SLAMMIN STBY ENV	2	qt	1
Soup Mixes - Dry & Bases					
1	Maruchan	MCN R SP R-MX O C-FV RN 6P	3	oz	6
1	Maruchan	MCN R SP R-MX O O CH RN 12P	3	oz	12
1	Nissin T-Rmn Oodles Of Noodles	NN SP R-MX O CH RN 6'S	18	oz	1
1	Maruchan	MCN R SP R-MX O B-F RN 6P	3	oz	6
1	Nissin Cup Noodles	NCN SP I-MX O CH NDL 6'S	14	oz	1
2	Nissin Cup Noodles	NCN SP I-MX O C-FV RN	2.8	oz	1
2	Nissin Souper Meal	NSM SP I-MX O C&V MDY RN	4.3	oz	1
2	Nissin Cup Noodles	NCN SP I-MX O B-F RN	2.8	oz	1
2	Nissin Cup Noodles	NCN SP M-MX O S-FL RN	2.8	oz	1
2	Nissin Cup Noodles	NCN SP I-MX O S C-FV R-NDL	2.8	oz	1
3	Lipton	LP RS SP R-MX ON 2'S	2	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
3	Lipton	LP SCRT SP R-MX XN/CH BRH 2'S	4.9	oz	1
3	Knorr	K SP R-MX VG	1.4	oz	1
3	Lipton	LP SCRT SP R-MX NDL/CH BRH 2'S	4.5	oz	1
3	Lipton	LP RS SP R-MX BFY ON 2'S	2.2	oz	1
4	Maruchan	MCN SP R-MX O CH RN	3	oz	1
4	Maruchan	MCN SP R-MX O BF RN	3	oz	1
4	Maruchan	MCN SP R-MX O R	3	oz	1
4	Maruchan	MCN SP R-MX O SHP RN	3	oz	1
4	Maruchan	MCN R SP R-MX O R-C-F RN	3	oz	1
5	Nissin T-Rmn Oodles Of Noodles	NN SP R-MX O C-FV RN	3	oz	1
5	Top Ramen	TP SP R-MX O BF R	3	oz	1
5	Top Ramen	TP SP R-MX O R	3	oz	1
5	Top Ramen	TP SP R-MX O SHP R	3	oz	1
5	Nissin T-Rmn Oodles Of Noodles	NN SP R-MX O PC BF RN	3	oz	1
6	Nissin Cup Noodles	NCN SP I-MX O C-FV RN	2.3	oz	1
6	Nissin Cup Noodles	NCN SP I-MX O SHP	2.3	oz	1
6	Nissin Cup Noodles	NCN SP I-MX O BF RN	2.3	oz	1
6	Nissin Cup Noodles	NCN SP I-MX O C&V RN	2.3	oz	1
6	Nissin Cup Noodles	NCN SP I-MX O S CH RN	2.3	oz	1
Soup-Canned					
1	Campbell's	CMP CD CH NDL	11	oz	1
1	Campbell's	CMP CD TOM	11	oz	1
1	Campbell's	CMP CD CRM OF MR	11	oz	1
1	Campbell's	CMP CD CRM OF CH	11	oz	1
1	Swanson	SWNSN RTS LF CH BR	32	oz	1
2	Campbell's	CMP MW RTS CH NDL	15	oz	1
2	Campbell's	CMP CK MW RTS CCN	15	oz	1
2	Campbell's	CMP SAH MW RTS CH MINI NDL	11	oz	1
2	Campbell's	CMP SAH MW RTS CRMY TOM	11	oz	1
2	Campbell's	CMP SAH MW RTS CL TOM	11	oz	1
3	Progresso	PRG TRD RTS RWMC NDL	19	oz	1
3	Progresso	PRG R&H RTS CK STY WM CH/HSN	19	oz	1
3	Campbell's	CMP CK RTS NCC	19	oz	1
3	Progresso	PRG RTS NCC	19	oz	1
3	Progresso	PRG RTS LT CH NDL	19	oz	1
4	Campbell's	CMP CK RTS CCN	19	oz	1
4	Campbell's	CMP CHR RTS LF L-S CH NDL	19	oz	1
4	Campbell's	CMP CK RTS S-BG CY VG	19	oz	1
4	Campbell's	CMP CHC RTS CH&DMP	19	oz	1
4	Campbell's	CMP CK RTS O-F VG BF	19	oz	1
Spaghetti/Marinara Sauce					
1	Classico	CLS-TF S-S TM&BSL AN DI-NPL J	24	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
1	Barilla	BRLL S-S MRNA J	24	oz	1
1	Bertolli	BRT S-S TM&BSL AN J	24	oz	1
1	Classico	CLS-TF S-S FOUR CHS DI-P J	24	oz	1
1	Barilla	BRLL S-S TM&BSL J	24	oz	1
2	Bertolli	BRT S-S ALF J	15	oz	1
2	Ragu' Cheese Creations!	RAGU CHS-C S-S CLS ALF J	16	oz	1
2	Rao's Homemade	R-HMD S-S MRNA NC J	24	oz	1
2	Classico	CLS-SR S-S CRM ALF DI-RM J	15	oz	1
2	Ragu' Cheese Creations!	RAGU CHS-C S-S RG PRM J	16	oz	1
3	Ragu' Old World Style	RAGU OWS S-S PL AN TD J	24	oz	1
3	Ragu' Old World Style	RAGU OWS S-S PL AN TD P-J	45	oz	1
3	Ragu' Old World Style	RAGU OWS S-S PL TD J	26	oz	1
3	Prego	PG S-S F MSH LF IT J	24	oz	1
3	Ragu' Old World Style	RAGU OWS S-S MT AN J	24	oz	1
4	Francesco Rinaldi	F-R S-S ORI AN TD J	24	oz	1
4	Francesco Rinaldi	F-R S-S T&G&O AN CK GDN J	24	oz	1
4	Francesco Rinaldi	F-R S-S TM&BSL AN HRTY J	24	oz	1
4	Francesco Rinaldi	F-R S-S MRNA AN TD J	24	oz	1
4	Francesco Rinaldi	F-R S-S 3 CHS AN HRTY J	24	oz	1
5	Hunt's	HUNT'S OR S-S PL TD C	27	oz	1
5	Hunt's	HUNT'S S-S PL TD C	24	oz	1
5	Hunt's	HUNT'S S-S GH C	24	oz	1
5	Hunt's	HUNT'S C-I S-S GH C	26	oz	1
5	Hunt's	HUNT'S C-I S-S 4 CHS C	26	oz	1
Spreads-Remaining					
1	Nutella	NUTELLA CHOC&HZT SP	13	oz	1
1	Nutella	NUTELLA CHOC&HZT SP CRMY NC	27	oz	1
1	Tostitos	TOSTITOS ME QS BLC SP	15	oz	1
1	Sabra Go Mediterranean	SGM RRP HUMMUS SP	30	oz	1
1	Nutella	NUTELLA HZT SP	35	oz	1
2	Sabra Go Mediterranean	SGM CL HUMMUS SP	10	oz	1
2	Sabra Go Mediterranean	SGM RRP HUMMUS SP	10	oz	1
2	Sabra Go Mediterranean	SGM RTD PN HUMMUS SP	10	oz	1
2	Sabra Go Mediterranean	SGM RG HUMMUS SP	10	oz	1
2	Sabra Go Mediterranean	SGM SUPREMELY SPC HUMMUS SP CL	10	oz	1
3	Tribe	TRB HUMMUS SP	8	oz	1
3	Tribe	TRB HUMMUS SP	16	oz	1
3	Tribe	TRB HUMMUS/RRP SP	8	oz	1
3	Tribe	TRB HUMMUS/RTD GR SP	8	oz	1
3	Tribe	TRB HUMMUS SP	8	oz	1
4	Cedar's	CDR HOMMUS THNI SP	16	oz	1
4	Cedar's	CDR HOMMUS THNI SP	8	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
4	Joseph's	JO HOMMUS THNI SP NC	16	oz	1
4	Cedar's	CDR HOMMUS THNI/RRP SP	8	oz	1
4	Joseph's	JO HOMMUS THNI RRP SP NC	8	oz	1
Tea - Liquid					
1	Arizona Lq	AZ LT GR GN FRC&HN PL	128	oz	1
1	Lipton Lq	LP LT SF GR CT HN&NS PL 12P	17	oz	12
1	Arizona Lq	ARZ LT GR GN FRC&HN C PP	24	oz	1
1	Arizona Lq	AZ LT SF B LMD SU PL	128	oz	1
1	Brisk Lq	BRISK LT LM C FMT 12P	12	oz	12
2	Snapple Lq	SNP LT GR ORN S GL	18	oz	1
2	Snapple Lq	SNP LT D WT NECTARINE GL	18	oz	1
2	Snapple Lq	SNP LT D WT RS GL	18	oz	1
2	Snapple Lq	SNP LT GR MGO GL	18	oz	1
2	Snapple Lq	SNP LT D WT GR APL GL	18	oz	1
3	Xing Tea Lq	X-T LT GR MGO HN&S C	24	oz	1
3	Xing Tea Lq	X-T LT GR GN HN C	24	oz	1
3	Xing Tea Lq	X-T LT GR PMGNT HN&S C	24	oz	1
3	Xing Tea Lq	X-T LT GR BB SH C	24	oz	1
3	Xing Tea Lq	X-T LT GR PH SH C	24	oz	1
4	Snapple Lq	SNP LT SF PH NS GL 12P	16	oz	12
4	Snapple Lq	SNP LT SF B GR PH NS GL 6P	16	oz	6
4	Snapple Lq	SNP LT SF LM NS GL 12P	16	oz	12
4	Snapple Lq	SNP LT SF PH NS PL	64	oz	1
4	Snapple Lq	SNP LT SF PH NS GL	16	oz	1
5	Honest Tea Lq	H-T LT GR HN SH PL	17	oz	1
5	Honest Tea Lq	H-T LT B H&HTL PL	17	oz	1
5	Honest Tea Lq	H-T LT B PH PL	17	oz	1
5	Guayaki Lq	GYK LT HYM RVL BY ECJ C	16	oz	1
5	Guayaki Lq	GYK LT YR-MT EGN-M SH C	16	oz	1
6	Gold Peak Lq	GOLD PEAK LT SWT PL	59	oz	1
6	Pure Leaf Lq	PURE LEAF LT SWT PL	19	oz	1
6	Gold Peak Lq	GOLD PEAK LT SF UN PL	59	oz	1
6	Gold Peak Lq	GOLD PEAK LT PL	19	oz	1
6	Gold Peak Lq	GOLD PEAK LT SWT PL	89	oz	1
7	Turkey Hill Lq	TK HL LT SF GR GN HN&NS PL	128	oz	1
7	Turkey Hill Lq	TK HL LT PL	128	oz	1
7	Swiss Premium Lq	SW PRM LT STHRN PL	128	oz	1
7	Turkey Hill Lq	TK HL LT GR GN PL	128	oz	1
7	Turkey Hill Lq	TK HL LT RS PL	64	oz	1
8	Kevita Lq	KEVITA LT KB PA PH SLE GL	15	oz	1
8	Kevita Lq	KEVITA LT KB GGR SLE GL	15	oz	1
8	Synergy	SYNERGY LT KB GUAVA GODDESS GL	16	oz	1

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Nest	Brand	UPC Description	Size	Units	Multi
8	Kevita Lq	KEVITA LT KB RS LM SLE GL	15	oz	1
8	Synergy	SYNERGY LT KB STB SERENTIY GL	16	oz	1
Toilet Tissue					
1	Angel Soft	A-S DR W 2P 352S TT U	12	ct	1
1	Quilted Northern	QN DR W 2P 352S TT U	12	ct	1
1	Kleenex Cottonelle	KC DR W 1P 352S TT	12	ct	1
1	Angel Soft	A-S DR W 2P 352S TT U	4	ct	1
1	Quilted Northern	QN U DR W 2P 200S TT U	12	ct	1
2	Scott 1000	S1 W 1P 1000S TT U 36PK	1	ct	36
2	Scott 1000	S1 W 1P 1000S TT U 30PK	1	ct	30
2	Angel Soft	A-S FR W 2P 220S TT U	12	ct	1
2	Scott 1000	S1 W 1P 1100S TT U 36PK	1	ct	36
2	Scott 1000	S1 W 1P 1000S TT U	24	ct	1
3	Scott 1000	S1 W 1P 1000S TT U	12	ct	1
3	Scott 1000	S1 W 1P 1000S TT U	12	ct	1
3	Scott 1000	S1 W 1P 1000S TT U	4	ct	1
3	Scott 1000	S1 W 1P 1000S TT U	4	ct	1
3	Scott 1000	S1 W 1P 1000S TT U	20	ct	1
4	Angel Soft	A-S DR W 2P 264S TT U	12	ct	1
4	Quilted Northern	QN DR W 2P 242S TT U	12	ct	1
4	Angel Soft	A-S DR W 2P 300S TT U	12	ct	1
4	Quilted Northern	QN UP DR W 3P 176S TT U	12	ct	1
4	Kleenex Cottonelle	KC DR W 1P 308S TT	12	ct	1
5	Charmin	CHUSF BGR W 2P 200S TT U	12	ct	1
5	Charmin	CHUSF DR W 2P 176S TT U	12	ct	1
5	Charmin	CHUST BGR W 2P 176S TT U	12	ct	1
5	Charmin	CHUSF BGR W 2P 200S TT U	24	ct	1
5	Charmin	CHUST BGR W 2P 200S TT U	12	ct	1
Tomatoes - Remaining - Canned					
1	S & W	S&W DC TOM I-R	15	oz	1
1	S & W	S&W PT CUT DC TOM	15	oz	1
1	S & W	S&W DC TOM PLD	28	oz	1
1	S & W	S&W DC TOM	15	oz	1
1	S & W	S&W DC TOM NS	15	oz	1
2	Ro Tel	ROTEL DC TOM/G-C	10	oz	1
2	Ro Tel	ROTEL DC TOM MILD/G-C	10	oz	1
2	Hunt's	HUNT'S DC TOM	15	oz	1
2	Hunt's	HUNT'S PT DC TOM	15	oz	1
2	Hunt's	HUNT'S DC TOM/BGO	15	oz	1
3	Muir Glen	M-GN DC TOM F-RST OGC	15	oz	1
3	Muir Glen	M-GN CRUSHED TOM/BSL OGC	28	oz	1
3	Muir Glen	M-GN DC TOM NS OGC	15	oz	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
3	Muir Glen	M-GN CRUSHED TOM F-RST OGC	28	oz	1
3	Muir Glen	M-GN DC TOM OGC	15	oz	1
4	Tuttorosso	TUTTOROSSO CRUSHED TOM/NWS BSL	28	oz	1
4	Pastene	PASTENE K-R GRD TOM PLD	28	oz	1
4	Redpack	RDPK CRUSHED TOM/PUREE	28	oz	1
4	Cento	CENTO CRUSHED TOM	28	oz	1
4	Furmano's	FURMANO CRUSHED TOM	28	oz	1
5	Red Gold	RD-GLD DC TOM	15	oz	1
5	Red Gold	RD-GLD PT DC TOM	15	oz	1
5	Red Gold	RD-GLD DC TOM ITLN	15	oz	1
5	Red Gold	RD-GLD PT DC TOM HOT/G-C	15	oz	1
5	Red Gold	RD-GLD DC TOM C-R	15	oz	1
Vegetables - Potatoes - Frozen/Refrigerated					
1	Ore-Ida	O-I E-F MW FF GCC XC BX FZ	4.8	oz	1
1	Hormel Country Crock	HCC MS PT HMST TUB R	24	oz	1
1	Ore-Ida	O-I G-CK FF GCC PL FZ	128	oz	1
1	T.G.I. Friday's	TGIF PT SKN CD&BN BX FZ	7.6	oz	1
1	T.G.I. Friday's	TGIF PSN XC CD&BN BX FZ	14	oz	1
2	Alexia	AX SPF J-C LS PL FZ	20	oz	1
2	Ore-Ida	O-I SPF S-CT CF PL FZ	19	oz	1
2	Mccain	MC SP-FF CC PL FZ	16	oz	1
2	Alexia	AX SWT PT FRY J-C LS PL FZ	15	oz	1
2	Alexia	AX FF J-C HOUSE PL FZ	28	oz	1
3	Mccain Smiles	MC SMILES MS PT C SMLY-F PL FZ	26	oz	1
3	Nathan's	NATHAN'S FF CC PL FZ	28	oz	1
3	Mccain	MC O-F-P SR/SKN SND CF PL FZ	26	oz	1
3	Mccain	MC FF C-CUT CF PL FZ	32	oz	1
3	Mccain	MC FF CC CF PL FZ	32	oz	1
4	Ore-Ida	O-I T-TS TT SND PL FZ	32	oz	1
4	Ore-Ida	O-I G-CK FF GCC PL FZ	32	oz	1
4	Ore-Ida	O-I HB C-ST SH PL FZ	30	oz	1
4	Ore-Ida	O-I SK FR TK-C PL FZ	28	oz	1
4	Ore-Ida	O-I HB DCD S-S PL FZ	32	oz	1
5	Crystal Farms Simply Potatoes	CFSP HB SH PL R	20	oz	1
5	Crystal Farms Simply Potatoes	CFSP MS PT TUB R	24	oz	1
5	Hormel Country Crock	HCC MS PT HMST TUB R	24	oz	1
5	Crystal Farms Simply Potatoes	CFSP HB SWST STY PL R	20	oz	1
5	Simply Potatoes Diner's Choice	SPDC MS PT TRAD TY R	32	oz	1
6	Bob Evans	BOB EVANS MS PT OG TUB R	24	oz	1
6	Bob Evans	BOB EVANS MS PT OG TUB R	32	oz	1
6	Bob Evans	BOB EVANS MS PT SC&C TUB R	24	oz	1
6	Bob Evans	BOB EVANS MS PT OG TUB R 2PK	6	oz	2

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Nest	Brand	UPC Description	Size	Units	Multi
6	Bob Evans	BOB EVANS MS PT GL TUB R	24	oz	1
Water-Bottled					
1	Dasani	DS PFD NBP E/M 24P	17	oz	24
1	Aquafina	AQFN PFD NBP 24P	17	oz	24
1	Arrowhead	AWHD M-S NBP 24P	17	oz	24
1	Deer Park	DPK SPG NBP 24P	17	oz	24
1	Dasani	DS PFD NBP E/M	20	oz	1
2	Poland Spring	PS NT SPG NBP 24P	17	oz	24
2	Poland Spring	PS NT SPG NBP ECS 24P	17	oz	24
2	Poland Spring	PS SPG NBP	128	oz	1
2	Poland Spring	PS NT SPG NBP	101	oz	1
2	Poland Spring	PS SPG NBP 12P	8	oz	12
3	Capri Sun Roarin' Waters	CPRS RW WBV T-F PO /ONF 10P	6	oz	10
3	Propel	PRPL WBV BY NBP LS A/ONF	24	oz	1
3	Propel	PRPL FT BY NBP PU	24	oz	1
3	Propel	PRPL FT GP NBP 6P	17	oz	6
3	Propel	PRPL WBV KW/SB NBP LS A/ONF	24	oz	1
4	Glaceau Vitamin Water	GLC VW VT A/B/P NBP NE TA	20	oz	1
4	Glaceau Vitamin Water	GLC VW VT DRGFT NBP NE TRN	20	oz	1
4	Glaceau Vitamin Water	GLC VW VT T-C NBP GNSNE	20	oz	1
4	Glaceau Vitamin Water	GLC VW VT F-P NBP NEP	20	oz	1
4	Glaceau Vitamin Water	GLC VW VT OR/OR NBP NE	20	oz	1
5	Glaceau Vitamin Water Zero	GVWZ WBV LMD NBP MLT	20	oz	1
5	Glaceau Vitamin Water Zero	GVWZ WBV A/B/P NBP MLT	20	oz	1
5	Glaceau Vitamin Water Zero	GVWZ WBV OR NBP +C EL NE +ONF	20	oz	1
5	Sobe Life Water	SLW WBV YB/PMG NBP LS/ONF	20	oz	1
5	Glaceau Vitamin Water Zero	GVWZ WBV GGMB NBP MLT	20	oz	1
Wine-Domestic Dry Table					
1	Menage A Trois	MNG-AT RED CA G RED DDT	750	ml	1
1	Apothic	APOTHIC RED CA G RED DDT	750	ml	1
1	J. Lohr Estates	J-L-E 7 OAKS CB-S V RED DDT	750	ml	1
1	Meiomi	MEIOMI P-N MCSBC SC V RED DDT	750	ml	1
1	14 Hands	14 HNDS HTT RB WS G RED DDT	750	ml	1
2	Bogle	BOGLE CHRD V WT DDT	750	ml	1
2	Beaulieu Vineyard Bv Cstl Ests	BVCE CHRD V WT DDT	750	ml	1
2	Robert Mondavi Private Selectn	R-M PR-S CB-S CC V RED DDT	750	ml	1
2	Beaulieu Vineyard Bv Cstl Ests	BVCE CB-S V RED DDT	750	ml	1
2	Blackstone	BS MRLT CA V RED DDT	750	ml	1
3	Chateau Ste Michelle	CHT-SM CB-S V RED DDT	750	ml	1
3	Columbia Crest Grand Estates	CL-C GR-E CB-S C-V V RED DDT	750	ml	1
3	Columbia Crest Grand Estates	CL-C GR-E CHRD C-V V WT DDT	750	ml	1
3	Columbia Crest Two Vines	CL-C 2VN CHRD C-V V WT DDT	750	ml	1

Continued on next page

Nest	Brand	UPC Description	Size	Units	Multi
3	Hogue	HOGUE CHRD C-V V WT DDT	750	ml	1
4	Kendall-Jackson	K-J CHRD CA V-R V WT DDT	750	ml	1
4	Clos Du Bois	CDB CHRD V WT DDT	750	ml	1
4	La Crema	LA CREMA CHRD SCS V WT DDT	750	ml	1
4	Chateau Ste Michelle	CHT-SM CHRD V WT DDT	750	ml	1
4	Meridian	MRDN CHRD SBC V WT DDT	750	ml	1
5	Chateau Ste Michelle	CHT-SM RES C-V V WT DDT	750	ml	1
5	Barefoot	BRFT MSC CA V WT DDT	750	ml	1
5	Barefoot	BRFT MSC CA V WT DDT	1.5	li	1
5	Sutter Home	S-HM CHRD V WT DDT 4P	187	ml	4
5	Vendange	VNDNGE CHRD CA V WT BX DDT	500	ml	1
6	Beringer California Clctn	BCC WT ZN CA V BLS DDT	750	ml	1
6	Sutter Home	S-HM WT ZN V BLS DDT	1.5	li	1
6	Beringer	BGR WT ZN V BLS DDT	750	ml	1
6	Sutter Home	S-HM WT ZN CA V BLS DDT	750	ml	1
6	Beringer California Clctn	BCC WT ZN CA V BLS DDT	1.5	li	1
7	Franzia	FZ SNST BLS G BLS BB DDT	5	li	1
7	Franzia	FZ CHLBL RED G RED BB DDT	5	li	1
7	Franzia	FZ CHRD CA V WT BB DDT	5	li	1
7	Franzia	FZ WT ZN CA V BLS BB DDT	5	li	1
7	Almaden	ALM CHRD V WT BB DDT	5	li	1
8	Barefoot	BRFT P-GR CA V WT DDT	1.5	li	1
8	Barefoot	BRFT P-GR CA V WT DDT	750	ml	1
8	Barefoot	BRFT CHRD CA V WT DDT	750	ml	1
8	Barefoot	BRFT CHRD CA V WT DDT	1.5	li	1
8	Bay Bridge Vineyards	BYBRDGV CHRD CA V WT DDT	750	ml	1
9	Woodbridge Rbrt Mndv	WBRM CHRD V WT DDT	1.5	li	1
9	Vendange	VNDNGE CHRD VI V WT DDT	1.5	li	1
9	Woodbridge Rbrt Mndv	WBRM CB-S V RED DDT	1.5	li	1
9	Woodbridge Rbrt Mndv	WBRM SV-B V WT DDT	1.5	li	1
9	Liberty Creek	L-C CHRD CA PRM RS V WT DDT	1.5	li	1
Yogurt-Refrigerated					
1	Dannon	DN LF FOB Y BB	6	oz	1
1	Dannon	DN LF FOB Y ST	6	oz	1
1	Yo Crunch	YOC LF Y/A V/M&MMN	6	oz	1
1	Dannon	DN LF FOB Y PCH	6	oz	1
1	Yo Crunch	YOC LF Y/A CNC/NOC	6	oz	1
2	Dannon	DN L&F NF N&S Y V	6	oz	1
2	Dannon	DN L&F NF N&S Y BB	6	oz	1
2	Dannon	DN L&F NF N&S Y PCH	6	oz	1
2	Dannon	DN L&F NF N&S Y ST	6	oz	1
2	Dannon	DN L&F NF S&S Y V 4P	6	oz	4

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Nest	Brand	UPC Description	Size	Units	Multi
3	Dannon	DN-A LF Y N-V 4P	4	oz	4
3	Dannon	DN-A LF FT Y ST 4P	4	oz	4
3	Dannon	DN-A LF FT Y PCH 4P	4	oz	4
3	Yoplait Go-Gurt	YP GO-G Y ST-S&BYBL BLST 8P	2.3	oz	8
3	Yo Crunch	YOC LF Y/A V/CDP/M&MC 4P	4	oz	4
4	Yoplait	YP LF OR FT Y ST	6	oz	1
4	Yoplait	YP LF OR FT Y H-P	6	oz	1
4	Yoplait	YP LF OR FT Y ST&BN	6	oz	1
4	Yoplait	YP LF OR Y FR V	6	oz	1
4	Yoplait	YP LTNF FT N&S Y ST	6	oz	1
5	Chobani	CHBNI NF GRK UNS Y PLN	32	oz	1
5	Dannon	DN L&F NF NS Y V	32	oz	1
5	Fage Total 0%	FT0% FF A-N GRK UNS Y PLN	35	oz	1
5	Dannon	DN LF Y V	32	oz	1
5	Chobani Flip	CBI-FP LF GK ECJ&S Y/A ACL/T&D	5.3	oz	1
6	Tillamook	TILLAMOOK LF GK Y OF-V	5.3	oz	1
6	Tillamook	TILLAMOOK LF FT Y ST	6	oz	1
6	Tillamook	TILLAMOOK LF FT Y MRBY	6	oz	1
6	Tillamook	TILLAMOOK LF FT Y RBY	6	oz	1
6	Tillamook	TILLAMOOK LF GK FT Y OG-ST	5.3	oz	1
7	Chobani	CHBNI NF GRK FOB Y BB	6	oz	1
7	Chobani	CHBNI NF GRK FOB Y ST	6	oz	1
7	Chobani	CHBNI NF GRK FOB Y PCH	6	oz	1
7	Dannon	DN-LF NF GK S&S Y V 4P	5.3	oz	4
7	Chobani	CHBNI LF GRK FOB Y PNAPL	6	oz	1

Notes: This table provides cluster assignments for the five highest-revenue UPCs in each market across the thirteen years of the sample.