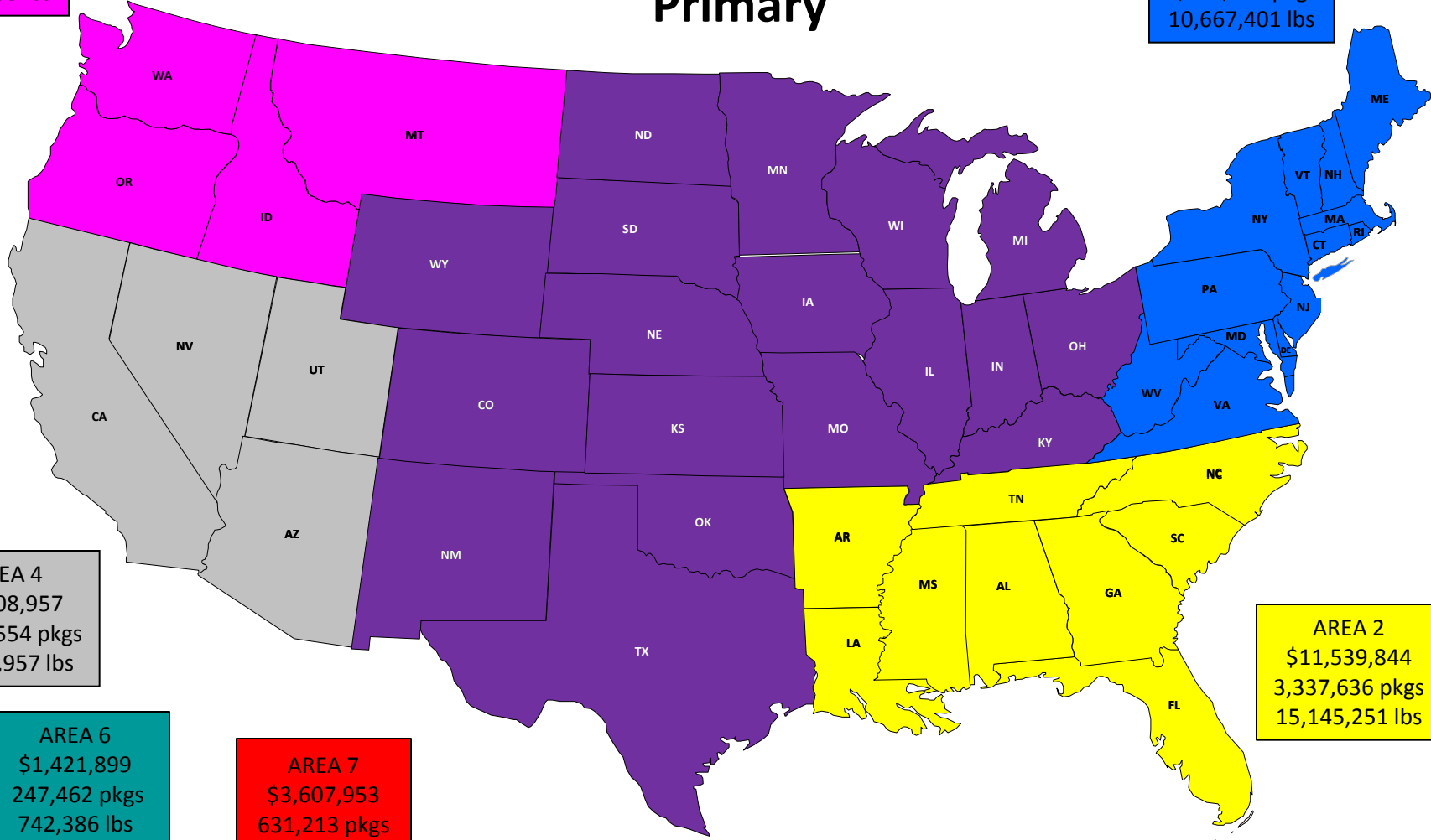


Marketing Areas

Primary

AREA 5
 \$2,833,980
 566,701 pkgs
 1,816,608 lbs

AREA 1
 \$11,883,322
 3,488,542 pkgs
 10,667,401 lbs



AREA 4
 \$6,908,957
 1,462,554 pkgs
 4,908,957 lbs

AREA 2
 \$11,539,844
 3,337,636 pkgs
 15,145,251 lbs

AREA 6
 \$1,421,899
 247,462 pkgs
 742,386 lbs

AREA 7
 \$3,607,953
 631,213 pkgs
 1,893,639 lbs

AREA 3
 \$9,222,718
 2,748,034 pkgs
 8,117,923 lbs

Combines Midwest and majority of Central marketing areas. Leaves other marketing areas unchanged. They have similar shopping patterns and tendencies.