



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock,  
Poultry and  
Seed Program

Agricultural  
Analytics  
Division

# Feature Advertising by U.S. Supermarkets Meat and Poultry

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## The NFL-AFL World Championship Game 2017

Advertised Prices effective through February 05, 2017



## Feature Advertising by U.S. Supermarkets During Key Seasonal Marketing Events

This report provides a detailed breakdown of supermarket featuring of the most popular meat and poultry products for the annual NFL-AFL World Championship Game (Super Bowl) marketing period. Super Bowl Sunday is the second largest food consumption day on the calendar after Thanksgiving and marks a significant demand period for a variety of meat and poultry items popular as finger foods. Advertised sale prices are shown by state and region.

### Team Chicken

<b>8 Piece Mixed</b> .....	white (breast, wing) and dark (drumstick, thigh) young chicken pieces that have either been breaded/battered or coated in sauce/spices before being fried in oil, oven-baked, or barbecued/grilled.
<b>8 Piece Dark</b> .....	dark (drumstick, thigh) young chicken pieces that have been breaded/battered and then fried in oil.
<b>Fried/Baked Mixed Packs</b> .....	white (breast, wing) and dark (drumstick, thigh) young chicken pieces that have been breaded/battered before being fried in oil or oven-baked available in packs of multiple pieces (party packs). Bulk packs in excess of 100 pieces are reported on a dollars per piece basis.
<b>Deli Wings</b> .....	young chicken wings that have been breaded/battered then fried in oil or oven-baked. Sauce is normally applied following the cooking process. Bone-in wings usually consist of the combined drumette and flat portions of a whole chicken wing with the tip removed (v-cut) or of the individual drumette and flat portions. Boneless wings are commonly produced from chunks of breast meat and are cooked in similar fashion.
<b>Tenders</b> .....	the tender muscle portion of a young chicken breast that have been breaded/battered before being fried in oil or baked. Also known as strips or fingers.
<b>Rotisserie</b> .....	a whole (without giblets) young chicken skewered on a spit and roasted in an oven. The most popular size for a rotisserie chicken is 2 pounds with birds up to 3 pounds also available.
<b>Fresh Wings</b> .....	whole (drumette, flat, and tip) or cut fresh young chicken wings available in a range of sizes.
<b>IQF Wings</b> .....	individually quick frozen raw whole or cut young chicken wings normally sold by the bag.
<b>IQF Party Wings</b> .....	individually quick frozen raw whole or cut flavored young chicken wings normally sold by the bag.
<b>IQF Tenders</b> .....	individually quick frozen raw young chicken tenders normally sold by the bag.
<b>Cooked/Frozen Chicken</b> .....	pre-cooked young chicken bone-in or boneless wings or tenders/strips flavored or unflavored normally sold by the bag.
<b>Chicken Party Platters</b> .....	store-prepared cooked young chicken wings or tenders sold in platter or pan serving units. Units vary by seller but generally are available in small, medium, and large sizes each with an estimated number of servings.

### Team Pork

<b>Spareribs</b> .....	the lower portion (belly) of the rib cage between the back rib and the sternum including at least 11 ribs.
<b>Backribs</b> .....	the upper portion of the rib cage between the back rib and the sternum including at least 8 ribs. Also known as baby back ribs.
<b>St. Louis</b> .....	the spare rib minus the sternum and lower cartilages, ending in a rectangular shape.
<b>Country Ribs</b> .....	most commonly cut from the blade end of the pork loin near the shoulder. Include 3-6 ribs cut into equal portions and may be bone-in or boneless.
<b>Riblets</b> .....	the sternum and lower cartilages resulting in the preparation of a St. Louis-style rib. Also marketed as rib tips.
<b>Deli Ribs</b> .....	store-prepared cooked pork ribs sold by the pound or by the whole or half slab.
<b>Pre-Cooked, Flavored Ribs</b> .....	pre-cooked and flavored pork backribs in sealed pouch.
<b>Pork Rib Platters</b> .....	store-prepared cooked pork ribs sold in platter or pan serving units. Units vary by seller but generally are available in small, medium, and large sizes each with an estimated number of servings.

## Game Highlights

On February 5, 2017, the 51st annual NFL-AFL World Championship game (aka. "The Super Bowl") will be played in the NRG Stadium, Houston, TX, between the American Football Conference (AFC) champion New England Patriots and the National Football Conference (NFC) champion Atlanta Falcons. The game not only marks the annual crowning of an ultimate football champion, it also marks what has come to be the most significant non-holiday eating event on the calendar. From its inception, the big game has served as the perfect opportunity for fans, and non-fans alike, to gather, some to enjoy the game, others the commercials, and all the delicious food.

Unlike Thanksgiving, the biggest holiday eating event, Championship Sunday takes place largely in front of the TV so it is not surprising that the most popular foods lend themselves well to eating with the hands, finger food as it has come to be known. For 51 years, chicken wings have dominated the finger food category – perfectly sized, versatile to prepare, relatively low cost, and widely available. This year is no different with chicken, in a variety of forms, leading all competitive meat proteins. But chicken's dominance is increasingly threatened by a host of rivals, particularly the pork rib, also a perfect finger food that is inexpensive and widely available. Demand for pork ribs for the big game is growing and slowly eating into chicken's dominance.

When it comes to preference for chicken and pork finger foods, the Southeast, home to the NFC champion Atlanta Falcons, leads the nation, followed closely by the Northeast, home to the AFC champion New England Patriots. Looking just at chicken, the Southeast leads the nation in preference for deli-prepared wings with 21 percent of market share and dominates the store-prepared wing platter sector with a whopping 37 percent of share. The Northeast likes their wings fresh (27 percent of market share), reflecting the prevalence of wing sauce aficionados in the region (remember the invention of the buffalo wing by the Anchor Bar in Buffalo, NY, in 1964). But convenience is also preferred in the Northeast as this region leads the way for their love of pre-cooked and flavored frozen wings (25 percent of the national market). Pre-cooked chicken wings in the frozen meat case continue to grow in popularity, requiring only to be dumped from the box or bag and heated in the oven. Clearly, convenience is a growing trend that is changing chicken consumption and Big Game viewing habits, something the hectic pace of the Northeast fully appreciates.

As much as they like chicken, football fans in the Northeast are quickly adopting pork as a favorite alternative. As with pre-cooked chicken, the Northeast leads the nation in preference for pre-cooked and flavored pork ribs with 38 percent of the national market. They also barely squeak (squeal?) past the Midwest when it comes to their love of fresh pork bratwurst, surpassing the Heartland by only a half percent (20.7 to 20.2 percent). It would seem that the Midwest is the home to bratwurst production but the Northeast is the home to bratwurst consumption. The Northeast preference for fresh pork ribs, of all kinds, also leads the nation (19 percent) but competition from all regions is fierce. Patriot fans (sorry Giants) particularly like baby backribs with 22 percent of the national market. The Southwest continues to dominate when it comes to spareribs with an impressive 32 percent of market share while the Northwest leads the way in the preference for country ribs with 23 percent.

When not competing with each other, chicken and pork face a host of rivals for consumer demand for the Super Bowl. In the Southeast, chicken and pork share the TV tray with catfish strips and nuggets while shrimp is a popular option in the Northeast. The Northwest likes their seafood (Seahawks) and sushi is an option in many parts of the country. In the South Central, its game on as beef ribs play a key role in satisfying fan demand and the Southwest likes their fresh pork to make pozole. But completion is not limited to meat proteins as the popularity of pizza and related snack foods continues to erode more traditional options.

Regardless of their preference, consumers across the nation will be big winners again this year with little chance of anyone going home with a "deflated" stomach.

## Report Notes and Key to Abbreviations:

All information is collected from publicly available, on-line supermarket advertising circulars during the holiday marketing period. All prices are in U.S. dollars per pound unless otherwise noted.

## U.S. Regional Definitions:

Northeast .....CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT  
Southeast.....AL,FL,GA,KY,MS,NC,SC,TN,VA,WV  
Midwest.....IA,IL,IN,MI,MN,ND,NE,OH,SD,WI  
South Central .....AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT  
Southwest .....CA, HI, NV  
Northwest.....AK,ID,MT,OR,WA,WY

## Explanatory Notes:

**Feature Rate:** the percentage of sampled stores advertising any reported item during the covered period, expressed as a percentage of the total state and regional sample.

**Activity Rate:** the sum of the number of stores in each state/region advertising each reported item. The more reported items a supermarket features, the greater its contribution to overall activity.

**Activity Ratio:** the overall number of advertised items offered relative to the report sample size (31,900 store in 2017). (*activity rate/overall sample*).

**Stores:** the number of stores featuring each reported item based on the current state-by-state store count for each sampled supermarket chain.

**Stores Associating Chicken/Pork:** reflects the percentage of sampled stores tying their chicken and/or pork item feature to the game of football.

The NFL-AFL World Championship Game 2017 (Super Bowl LI) was played on February 5, 2017 in the NRG Stadium, Houston, Texas, between the American Football Conference (AFC) champion New England Patriots and the National Football Conference (NFC) champion Atlanta Falcons.

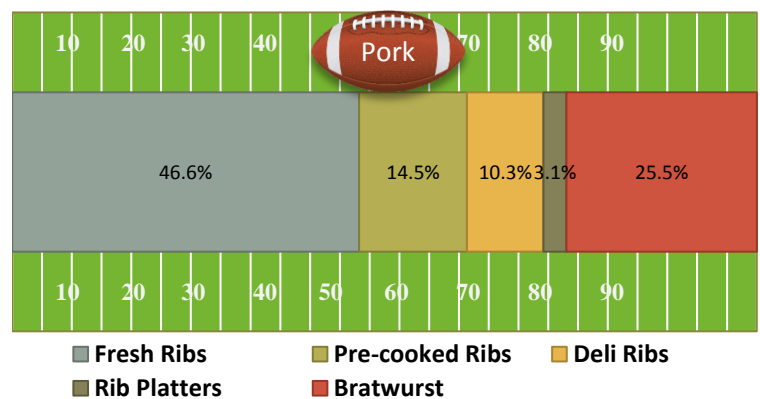
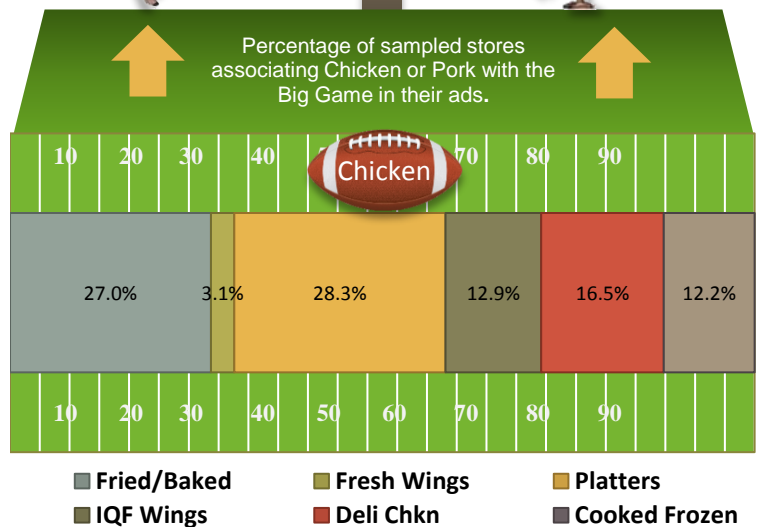
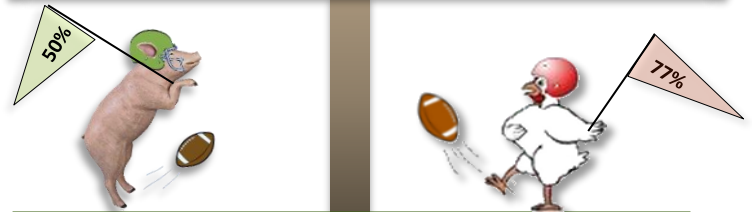
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Year-to-Year Comparison		2017		2016	
		Activity	Avg. \$	Activity	Avg. \$
<b>CHICKEN</b>					
<b>8-Piece Mixed:</b>	fried	8,280	7.07	11,290	6.97
	baked	3,660	6.49	6,620	7.04
	grilled	1,240	6.35	n/a	n/a
	fried dark parts	3,180	5.41	1,390	4.96
<b>Fried/Baked Mixed Packs:</b>					
	12 piece	2,200	12.17	3,350	11.26
	16 piece	2,050	17.62	n/a	n/a
	24 piece	4,370	23.40	8,310	24.08
	50 piece	13,240	45.64	15,250	45.21
	100 piece	11,780	87.94	13,530	86.34
	> 100, bulk pack (\$/piece)	14,270	0.90	11,580	0.89
<b>Deli Wings:</b>	bone-in	22,650	5.92	20,700	5.64
	boneless	5,130	5.39	3,290	5.42
<b>Tenders</b>					
		6,300	5.90	6,870	6.39
<b>Rotisserie &lt; 2 lbs.</b>					
		4,070	6.44	9,680	6.22
<b>Rotisserie &lt; 2 lbs. ABF</b>					
		1,030	7.75	n/a	n/a
<b>Fresh Wings</b>					
		7,470	2.59	9,330	2.36
<b>IQF Chicken:</b>	wings	14,530	2.51	9,720	2.37
	party wings	8,650	2.31	8,960	3.06
	tenders	1,490	2.56	384	2.67
<b>Cooked/Frozen Chicken:</b>					
	bone-in wings	10,930	3.78	n/a	n/a
	boneless wings	6,950	3.57	n/a	n/a
	tenders/strips	11,180	3.70	n/a	n/a
<b>Bone-in Wing Platter/Pan</b>					
\$ per unit	serves 8-10	14,950	24.36	12,580	25.32
	serves 10-15	9,270	36.81	14,520	38.19
	serves 20-25	8,950	47.85	5,720	50.47
<b>Boneless Wing Platter/Pan</b>					
\$ per unit	serves 8-10	8,680	23.32	5,190	25.73
	serves 10-15	2,650	29.57	3,090	36.16
	serves 20-25	1,200	50.08	650	56.15
<b>Tender Platter/Pan</b>					
\$ per unit	serves 8-10	10,740	25.84	7,860	28.73
	serves 10-15	4,590	39.20	6,690	40.14
	serves 20-25	6,480	51.88	5,910	54.24
<b>PORK</b>					
<b>Pork Ribs:</b>	spareribs	7,230	2.01	5,292	2.10
	baby backribs	16,420	3.09	14,013	3.35
	St. Louis rib	9,170	2.66	11,193	2.77
	country rib, bone-in	5,930	1.86	7,372	1.76
	country rib, boneless	4,750	2.37	1,230	3.02
	riblets	2,060	1.13	n/a	n/a
<b>Pre-Cooked Flavored Ribs</b>					
	baby backribs	14,170	5.53	n/a	n/a
<b>Deli Ribs:</b>	per lb.	910	6.03	1,045	5.84
	per half slab	3,530	8.73	n/a	n/a
	per whole slab	5,600	11.86	4,081	11.39
<b>Pork Rib Platter/Pan</b>					
\$ per unit	serves 8-10	2,430	25.44	2,110	24.96
	serves 10-15	270	38.04	170	30.81
	serves 20-25	330	74.43	30	79.52
<b>Fresh Sausage (Brats)</b>					
		24,970	2.89	n/a	n/a



	2017		2016
<b>Activity Rate</b>			
All Chicken	232,160	↑	202,464
All Pork	97,770	↑	46,535
<b>Activity Ratio</b>			
All Chicken	7:1	↑	7:1
All Pork	3:1	↑	2:1
Overall	10:1	↑	8:1
Sample Size	31,900		30,100



Northeast		Region		Connecticut		Dist. of Columbia		Delaware		Massachusetts		Maryland		Maine	
Feature Rate		92.6%		91.7%		100.0%		95.5%		90.8%		92.0%		97.8%	
Activity		55,700		3,360		460		1,070		6,210		5,400		1,500	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
<b>CHICKEN</b>															
<b>8-Piece Mixed:</b>	fried	2,600	7.35	190	7.84	20	6.99	70	7.19	250	7.22	310	6.83	20	5.00
	baked	430	6.22	30	5.99	10	6.99	10	6.35			90	6.85		
	grilled	340	5.64	10	5.99					80	5.01	40	6.99	20	5.00
	fried dark parts	340	6.30	30	6.49	30	5.75	10	5.45	40	6.49	130	5.75		
<b>Fried/Baked Mixed Packs:</b>															
	12 piece	630	13.09	30	12.99			10	12.62	10	12.99	20	12.37		
	16 piece	1,070	18.74	70	20.65			20	17.49	10	18.28	40	17.50		
	24 piece	260	22.34					30	21.42			110	23.46		
	50 piece	1,590	45.81	40	46.66			70	46.66	90	40.57	120	46.09	20	39.99
	100 piece	1,310	86.72	40	91.55			70	88.41	80	79.99	90	78.87	20	79.99
	> 100, bulk pack (\$/piece)	970	0.86	10	0.95			30	0.95	310	0.80	10	0.95	80	0.80
<b>Deli Wings:</b>	bone-in	2,930	6.35	150	6.26	30	6.34	40	6.34	380	6.19	190	6.37	180	6.59
	boneless	490	5.48	10	5.99	10	6.99	10	6.59	30	7.58	80	6.56		
<b>Tenders</b>		1,380	6.56	100	6.94			20	7.99	190	6.89	20	6.24	20	6.50
<b>Rotisserie &lt; 2 lbs.</b>		840	5.67	40	5.27	20	4.98	10	5.29	60	5.36	80	5.15	10	4.99
<b>Rotisserie &lt; 2 lbs. ABF</b>		390	6.22	30	5.99	10	5.99			40	5.99	10	5.99	10	5.99
<b>Fresh Wings</b>		1,750	2.49	70	2.59	40	2.79	20	2.62	190	2.73	180	2.73	140	2.40
<b>IQF Chicken:</b>	wings	2,910	2.42	90	2.28	20	2.60	50	2.43	140	2.49	200	2.46	130	2.71
	party wings	1,400	2.05	40	1.96	10	1.78	50	2.20	30	2.07	130	2.01	10	2.33
	tenders	180	3.00		3.00			20	3.00			10	3.00		
<b>Cooked/Frozen Chicken:</b>															
	bone-in wings	3,640	3.91	340	3.81	10	5.04	70	4.23	510	3.94	290	4.48	20	4.52
	boneless wings	1,010	3.50	40	3.34	10	3.45	20	3.28	90	3.40	210	3.67	10	3.23
	tenders/stripes	3,270	3.55	200	3.20	20	3.12	60	3.85	240	3.11	260	3.68	90	3.96
<b>Bone-in Wing Platter/Pan</b>															
\$ per unit	serves 8-10	2,400	29.12	130	30.77	10	37.26	20	31.47	460	27.99	290	28.97	60	25.22
	serves 10-15	1,590	44.93	130	45.04	10	45.99	20	42.14	330	48.00	200	42.73	40	49.99
	serves 20-25	1,150	67.42	100	70.74	10	69.99	30	49.38	160	70.93	250	61.34		74.99
<b>Boneless Wing Platter/Pan</b>															
\$ per unit	serves 8-10	880	32.97	90	34.99	10	34.99	10	32.99	140	34.55	150	33.14		
	serves 10-15	240	46.12			10	34.99	10	34.99	20	39.95	10	34.99		
	serves 20-25	550	55.81	90	54.99	10	54.99	10	54.99	130	54.99	100	54.99		
<b>Tender Platter/Pan</b>															
\$ per unit	serves 8-10	1,450	36.25	120	39.95	10	37.91	20	36.90	230	35.64	180	36.43	20	29.99
	serves 10-15	720	49.65	40	53.12	10	46.99	10	51.14	80	49.94	20	50.99	20	49.99
	serves 20-25	890	64.94	90	64.99	10	64.99	30	55.50	130	64.99	160	60.15		
<b>PORK</b>															
<b>Pork Ribs:</b>	spareribs	1,160	2.20	50	2.54			10	1.97	60	2.35	50	2.01	10	1.88
	baby backribs	3,510	3.53	240	3.36	10	3.28	50	3.04	330	3.44	270	3.08	70	3.13
	St. Louis rib	1,870	2.68	130	2.54	20	2.92	20	2.54	330	2.64	130	2.78	30	2.78
	country rib, bone-in	550	1.89	50	1.80	20	1.65	10	1.65	50	2.02	130	1.96	10	1.62
	country rib, boneless	1,470	2.46	40	2.28	10	2.28	20	2.43	40	2.22	140	2.46	40	2.26
	riplets	240	1.01	10	0.99	10	0.99	10	0.99	10	0.99	30	0.99	10	0.99
<b>Pre-Cooked Flavored Ribs</b>															
	baby backribs	6,070	5.33	460	4.96	50	5.30	70	5.22	880	4.83	520	5.09	230	4.88
<b>Deli Ribs:</b>	per lb.	350	6.35	10	7.49					20	5.49	10	3.99	90	5.49
	per half slab	170	5.99			10	5.99	10	5.99			80	5.99		
	per whole slab	420	11.26					20	13.99	20	10.94	60	13.47	90	10.99
<b>Pork Rib Platter/Pan</b>															
\$ per unit	serves 8-10	90	37.18												
	serves 10-15	120	39.62	10	45.00					10	49.99				
	serves 20-25	80	84.61	10	80.00					10	79.99				
<b>Fresh Sausage (Brats)</b>															
		4,930	2.79	320	2.58	30	2.94	110	2.90	300	2.61	410	2.69	130	2.81

Northeast		New Hampshire		New Jersey		New York		Pennsylvania		Rhode Island		Vermont	
Feature Rate		93.3%		91.1%		91.5%		94.9%		92.7%		98.6%	
Activity		1,370		7,880		15,580		11,010		910		950	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
<b>CHICKEN</b>													
<b>8-Piece Mixed:</b>	fried	30	5.00	610	7.42	480	8.37	570	6.89	30	7.29	20	5.83
	baked			180	5.99	60	5.99	50	6.17				
	grilled	30	5.00	20	5.99	100	5.99	10	5.99	10	5.00	20	5.00
	fried dark parts			20	7.99	50	7.99	30	5.19				
<b>Fried/Baked Mixed Packs:</b>													
	12 piece			200	13.16	260	13.34	90	12.50			10	12.99
	16 piece			390	19.79	360	18.20	170	17.29			10	16.99
	24 piece							110	21.25	10	24.75		
	50 piece	30	39.99	360	48.14	440	46.98	380	44.38	10	39.99	30	41.74
	100 piece	30	79.99	340	93.39	240	84.57	370	85.97	10	79.99	20	79.99
	> 100, bulk pack (\$/piece)	110	0.80	170	0.95	30	0.95	110	0.95	30	0.80	80	0.80
<b>Deli Wings:</b>	bone-in	160	6.26	150	6.52	1,110	6.38	450	6.30	20	6.06	70	6.54
	boneless	10	5.99	10	4.99	110	5.50	200	4.50			20	5.99
<b>Tenders</b>		30	6.44	170	7.97	540	6.08	250	6.18	10	6.50	30	6.28
<b>Rotisserie &lt; 2 lbs.</b>		10	4.99	30	5.30	470	5.95	80	5.61	10	5.28	20	5.24
<b>Rotisserie &lt; 2 lbs. ABF</b>		10	5.99	30	6.18	190	6.40	30	6.16	10	5.99	20	5.99
<b>Fresh Wings</b>		80	2.44	70	2.34	770	2.40	110	2.41	20	2.59	60	2.41
<b>IQF Chicken:</b>	wings	90	2.69	540	2.23	1,120	2.45	450	2.38	20	2.40	60	2.62
	party wings	10	1.76	220	2.20	400	1.98	480	2.07	10	1.92	10	1.81
	tenders			80	3.00	20	3.00	50	3.00				
<b>Cooked/Frozen Chicken:</b>													
	bone-in wings	60	3.90	710	3.68	580	3.94	930	3.84	100	3.97	20	4.27
	boneless wings	40	3.36	100	3.23	300	3.67	170	3.38	10	3.12	10	3.12
	tenders/strips	80	3.65	610	3.77	1,040	3.63	600	3.40	30	2.84	40	3.41
<b>Bone-in Wing Platter/Pan</b>													
\$ per unit	serves 8-10	70	23.93	370	30.57	340	29.95	540	29.65	50	28.29	60	24.99
	serves 10-15	40	49.85	110	45.56	260	43.96	360	42.21	50	45.18	40	49.99
	serves 20-25		74.99	90	70.82	180	73.03	290	66.42	40	70.38		
<b>Boneless Wing Platter/Pan</b>													
\$ per unit	serves 8-10			70	34.62	110	34.59	270	29.99	30	34.99		
	serves 10-15			10	49.99	10	49.99	170	48.35				
	serves 20-25			70	57.98	110	57.17			30	54.99		
<b>Tender Platter/Pan</b>													
\$ per unit	serves 8-10	30	29.99	270	38.94	240	36.78	280	33.30	30	37.64	20	29.99
	serves 10-15	30	49.99	180	55.05	90	55.63	210	41.52	10	49.55	20	49.99
	serves 20-25			60	65.93	120	69.17	260	66.74	30	64.99		
<b>PORK</b>													
<b>Pork Ribs:</b>	spareribs			60	2.39	780	2.18	120	2.18	10	1.79	10	1.81
	baby backribs	40	3.30	470	3.77	1,320	3.73	630	3.37	50	3.11	30	3.30
	St. Louis rib	40	2.49	150	2.66	460	2.82	480	2.63	50	2.50	30	2.47
	country rib, bone-in			10	2.48	170	1.87	80	1.78	10	2.69	10	1.61
	country rib, boneless	20	2.25	110	2.55	540	2.54	470	2.45	10	2.27	30	2.17
	riblets	10	0.99	10	0.99	50	0.99	80	1.06	10	0.99		
<b>Pre-Cooked Flavored Ribs</b>													
	baby backribs	200	4.93	750	5.33	1,790	6.06	870	5.05	140	4.70	110	4.79
<b>Deli Ribs:</b>	per lb.	40	5.49	30	10.80	100	6.85	30	5.49			20	5.49
	per half slab					10	5.99	60	5.99				
	per whole slab	40	10.99	10	9.99	90	10.59	70	10.29			20	10.99
<b>Pork Rib Platter/Pan</b>													
\$ per unit	serves 8-10			20	39.99	60	35.78	10	39.99				
	serves 10-15			10	43.57	40	47.97	40	24.99	10	45.00		
	serves 20-25			10	77.14	40	87.46			10	89.95		
<b>Fresh Sausage (Brats)</b>		90	2.70	810	2.82	1,190	2.86	1,440	2.84	60	2.44	40	2.59

Southeast		Region		Alabama		Florida		Georgia		Kentucky		Mississippi		North Carolina	
Feature Rate		95.4%		100.0%		93.7%		95.8%		94.8%		98.1%		95.2%	
Activity		91,430		4,290		27,390		13,450		4,780		2,580		12,310	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
<b>CHICKEN</b>															
8-Piece Mixed:	fried	1,930	6.42	130	6.00	760	5.99	80	6.20	30	7.67	40	6.00	230	7.39
	baked	1,530	6.16	130	6.03	760	6.00	90	6.27	10	8.99	20	6.00	60	6.10
	grilled	20	6.99												
	fried dark parts	1,510	4.92	160	4.70	760	4.80	70	4.76	20	3.97	70	4.53	60	4.80
<b>Fried/Baked Mixed Packs:</b>															
	12 piece	100	11.38	10	10.35	10	10.99			10	12.99	20	9.74	10	12.99
	16 piece	130	14.85	10	15.32			10	11.99	60	15.32	10	15.99		
	24 piece	1,060	22.17	30	22.16					10	24.82	10	22.99	500	22.00
	50 piece	2,820	45.33	50	47.30			550	46.75	360	47.17	100	47.14	540	42.39
	100 piece	2,770	83.56	40	88.85			550	89.13	340	90.10	100	89.49	540	73.40
	> 100, bulk pack (\$/piece)	2,510	0.92	50	0.92			690	0.92	450	0.93	130	0.93	60	0.92
Deli Wings:	bone-in	7,370	5.81	350	5.98	1,890	5.56	1,150	5.83	250	5.95	480	6.06	1,140	5.94
	boneless	1,220	4.59	80	4.21	410	4.04	190	5.17	60	4.53	30	4.27	110	5.11
Tenders		2,530	5.40	140	5.17	760	4.99	490	5.76	30	5.46	430	5.88	160	5.46
Rotisserie < 2 lbs.		990	6.08	60	6.00	420	5.90	90	5.40	10	5.85	10	6.00	110	7.20
Rotisserie < 2 lbs. ABF		60	5.99			30	5.99	10	5.99					10	5.99
Fresh Wings		2,550	2.60	90	2.51	900	2.66	320	2.51	10	2.61	50	2.06	550	2.57
IQF Chicken:	wings	3,820	2.45	210	2.44	720	2.44	270	2.52	290	2.59	100	2.43	870	2.44
	party wings	2,220	2.21	80	2.14	390	2.26	390	2.01	290	2.31	80	2.15	220	1.99
	tenders	720	2.18	90	2.21	380	2.18	40	2.12	10	2.25	20	2.21	30	2.17
<b>Cooked/Frozen Chicken:</b>															
	bone-in wings	1,330	3.79	50	3.48	160	3.27	160	3.49	140	3.78	40	3.86	250	3.75
	boneless wings	1,470	3.38	70	3.34	310	3.32	130	3.34	290	3.36	50	3.52	130	3.49
	tenders/stripes	2,220	3.68	60	3.73	120	3.32	300	3.66	240	3.72	70	4.27	620	3.73
<b>Bone-in Wing Platter/Pan</b>															
\$ per unit	serves 8-10	5,990	24.75	280	25.05	2,720	25.28	1,310	24.32	230	21.90	80	22.28	200	25.85
	serves 10-15	5,260	34.32	270	34.09	3,170	33.41	850	34.01	20	44.30	10	48.56	270	39.60
	serves 20-25	5,610	42.94	290	43.35	2,720	42.00	700	43.34	20	57.35	10	46.06	750	43.27
<b>Boneless Wing Platter/Pan</b>															
\$ per unit	serves 8-10	2,030	22.69	40	21.97			590	22.22	330	22.66	100	22.66	110	20.44
	serves 10-15	1,290	28.18	70	25.54	380	25.12	180	28.44	10	39.99	10	24.99	300	31.50
	serves 20-25	510	43.90	40	47.64			140	41.49	10	49.99			130	41.49
<b>Tender Platter/Pan</b>															
\$ per unit	serves 8-10	4,650	26.23	220	26.32	1,940	27.43	750	24.87	240	21.48	80	22.04	310	30.84
	serves 10-15	3,050	36.94	140	36.31	1,570	36.52	520	35.90	10	39.99			380	39.31
	serves 20-25	4,740	49.73	200	47.76	1,940	49.30	590	49.16	10	50.00	10	42.30	920	50.99
<b>PORK</b>															
Pork Ribs:	spareribs	2,580	1.94	180	1.97	1,260	1.98	510	1.89	30	1.90	40	1.96	130	1.83
	baby backribs	4,660	2.96	180	2.93	800	2.87	560	3.11	270	3.04	130	2.95	960	2.86
	St. Louis rib	1,410	2.62	50	2.44	140	2.46	280	2.15	20	2.19	10	2.49	330	2.92
	country rib, bone-in	1,480	1.78	110	1.94	400	2.08	170	1.59	50	1.73	60	1.78	230	1.53
	country rib, boneless	1,360	2.32	90	2.45	480	2.45	90	2.29	20	2.30	10	2.47	240	2.24
	riblemets	890	1.14	40	1.24	210	0.99	50	1.25	190	1.00	40	1.25	60	1.48
<b>Pre-Cooked Flavored Ribs</b>															
	baby backribs	1,930	6.23	90	6.33	480	6.21	270	8.63	120	5.65	50	6.50	170	5.54
Deli Ribs:	per lb.	80	6.49							50	5.99			20	7.99
	per half slab	570	9.27	10	9.99	10	5.99	10	9.99	120	9.82	30	10.00	50	9.99
	per whole slab	1,890	12.27	90	10.35	390	9.97	130	11.28	10	13.32	20	9.87	540	13.94
<b>Pork Rib Platter/Pan</b>															
\$ per unit	serves 8-10	570	24.96	10	24.99			170	24.99	110	24.99	30	24.99	10	24.99
	serves 10-15														
	serves 20-25														
Fresh Sausage (Brats)		6,380	2.81	320	2.85	1,090	2.71	830	2.90	530	2.80	200	2.97	1,280	2.83



<b>Southeast</b>		<b>South Carolina</b>		<b>Tennessee</b>		<b>Virginia</b>		<b>West Virginia</b>				
<b>Feature Rate</b>		<b>97.1%</b>		<b>95.7%</b>		<b>93.6%</b>		<b>99.1%</b>				
<b>Activity</b>		<b>8,800</b>		<b>6,720</b>		<b>9,020</b>		<b>2,090</b>				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
<b>CHICKEN</b>												
<b>8-Piece Mixed:</b>	fried	390	6.44	20	7.80	230	6.91	20	7.16			
	baked	330	6.15	10	6.99	110	6.99	10	6.99			
	grilled					20	6.99					
	fried dark parts	280	5.40	10	3.99	80	5.75		8.99			
<b>Fried/Baked Mixed Packs:</b>												
	12 piece					30	11.41	10	12.74			
	16 piece			10	14.99	20	13.99	10	14.85			
	24 piece	120	22.00	30	22.00	330	22.33	30	22.96			
	50 piece	150	43.11	400	46.61	520	44.31	150	46.74			
	100 piece	150	76.01	400	88.64	500	79.23	150	87.91			
	> 100, bulk pack (\$/piece)	40	0.92	490	0.93	430	0.93	170	0.93			
<b>Deli Wings:</b>	bone-in	740	5.91	550	5.68	670	5.99	150	5.78			
	boneless	180	4.38	40	5.60	70	5.98	50	4.72			
<b>Tenders</b>		290	5.01	140	5.76	40	5.97	50	4.97			
<b>Rotisserie &lt; 2 lbs.</b>		200	6.30			80	5.72	10	6.85			
<b>Rotisserie &lt; 2 lbs. ABF</b>						10	5.99					
<b>Fresh Wings</b>		300	2.68	120	2.22	200	2.81	10	2.45			
<b>IQF Chicken:</b>	wings	490	2.38	210	2.56	560	2.41	100	2.26			
	party wings	130	2.23	360	2.34	160	2.31	120	2.38			
	tenders	140	2.17	10	1.75							
<b>Cooked/Frozen Chicken:</b>												
	bone-in wings	90	3.92	170	3.72	220	4.51	50	3.67			
	boneless wings	60	3.18	220	3.34	150	3.64	60	3.28			
	tenders/strips	160	3.63	170	3.53	430	3.66	50	3.65			
<b>Bone-in Wing Platter/Pan</b>												
\$ per unit	serves 8-10	340	25.12	450	23.40	290	26.14	90	21.92			
	serves 10-15	290	34.49	220	35.62	160	41.18		41.99			
	serves 20-25	480	41.96	190	45.00	430	46.86	20	42.30			
<b>Boneless Wing Platter/Pan</b>												
\$ per unit	serves 8-10	70	20.74	390	22.46	270	25.62	130	22.77			
	serves 10-15	240	27.24	50	31.27	50	33.88					
	serves 20-25	70	41.49	50	43.25	70	53.03					
<b>Tender Platter/Pan</b>												
\$ per unit	serves 8-10	310	26.74	420	22.37	290	28.16	90	21.99			
	serves 10-15	220	36.78	120	35.85	90	42.75					
	serves 20-25	470	47.22	160	49.63	420	53.59	20	52.00			
<b>PORK</b>												
<b>Pork Ribs:</b>	spareribs	310	1.92	50	1.94	50	1.85	20	1.73			
	baby backribs	500	2.86	480	3.20	650	2.95	130	3.06			
	St. Louis rib	260	2.77	70	2.26	240	2.89	10	2.20			
	country rib, bone-in	270	1.63	60	1.60	120	1.80	10	1.98			
	country rib, boneless	190	2.07	60	2.33	120	2.29	60	2.25			
	riplets	80	1.67	150	1.05	30	1.18	40	0.99			
<b>Pre-Cooked Flavored Ribs</b>												
	baby backribs	180	6.46	100	6.38	400	5.07	70	5.31			
<b>Deli Ribs:</b>	per lb.			10	5.99							
	per half slab	10	9.99	120	9.99	120	8.40	90	8.20			
	per whole slab	260	11.95	90	12.15	300	13.88	60	11.27			
<b>Pork Rib Platter/Pan</b>												
\$ per unit	serves 8-10	10	24.99	120	24.99	60	24.99	50	24.60			
	serves 10-15											
	serves 20-25											
<b>Fresh Sausage (Brats)</b>		650	2.98	550	2.72	730	2.75	200	2.76			

Midwest		Region		Iowa		Illinois		Indiana		Michigan		Minnesota		North Dakota	
Feature Rate		92.4%		95.0%		89.8%		92.9%		94.1%		83.2%		96.0%	
Activity		51,770		3,580		11,150		6,260		8,400		3,170		650	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
<b>CHICKEN</b>															
<b>8-Piece Mixed:</b>	fried	1,150	7.74	80	9.65	500	6.87	30	9.30	120	7.78	120	8.33	40	7.16
	baked	200	7.99	10	4.99	20	5.99	20	10.99	30	9.05	30	8.45	30	7.68
	grilled	450	6.54	10	6.82	410	6.51	10	6.55			10	7.42	10	6.54
	fried dark parts	250	5.13	10	7.22	20	7.96			160	4.49	10	4.85	10	4.49
<b>Fried/Baked Mixed Packs:</b>															
	12 piece	800	11.82	90	13.62	400	10.07	40	13.55	50	12.99	40	13.87	20	13.30
	16 piece	370	17.92	80	18.38	20	16.92	30	17.52	30	19.39	40	17.87	20	17.30
	24 piece	340	25.61	40	26.81	90	25.45	30	27.68	10	28.49	20	25.19	10	25.19
	50 piece	2,950	45.66	60	49.94	660	42.91	420	47.53	550	47.29	180	46.38	20	45.23
	100 piece	2,680	88.66	60	98.52	600	84.82	390	90.12	520	89.89	180	93.65	20	90.47
	> 100, bulk pack (\$/piece)	2,860	0.92	20	1.05	210	0.88	510	0.90	590	0.94	510	0.92	60	0.87
<b>Deli Wings:</b>	bone-in	3,920	6.01	360	6.35	1,120	5.92	390	5.98	490	5.86	240	6.05	40	5.84
	boneless	1,540	5.69	240	7.30	240	5.41	80	4.59	320	5.66	100	6.35	50	4.86
<b>Tenders</b>		760	6.06	40	6.85	260	6.45	70	6.21	120	5.18	10	5.99		
<b>Rotisserie &lt; 2 lbs.</b>		720	6.82	50	9.02	300	5.72	10	5.99	30	7.60	60	7.40	20	7.93
<b>Rotisserie &lt; 2 lbs. ABF</b>		20	6.99			10	7.99								
<b>Fresh Wings</b>		1,360	2.53	120	3.25	460	2.36	230	2.39	160	2.12	40	3.03		
<b>IQF Chicken:</b>	wings	2,590	2.59	230	2.71	280	2.72	210	2.76	500	2.63	160	2.42	20	2.50
	party wings	2,360	2.29	40	1.84	470	2.22	350	2.33	520	2.40	60	1.83	10	2.00
	tenders	240	3.28	110	3.40	20	3.40	20	3.00	10	1.65	20	3.40		
<b>Cooked/Frozen Chicken:</b>															
	bone-in wings	1,960	3.63	160	3.52	480	3.42	270	3.98	100	3.39	160	3.88	60	4.33
	boneless wings	2,090	3.51	140	3.36	480	3.33	270	3.73	260	3.67	150	3.74	20	3.99
	tenders/strips	2,370	3.62	140	3.62	660	3.62	180	3.57	380	3.74	130	3.81	20	4.37
<b>Bone-in Wing Platter/Pan</b>															
\$ per unit	serves 8-10	1,870	23.02	140	24.98	140	22.89	260	22.26	370	23.69	50	28.19	10	16.99
	serves 10-15	490	38.83	120	31.79	70	36.58	70	45.59	110	46.95	50	37.60		
	serves 20-25	570	55.34	120	42.50	30	49.37	100	65.90	150	59.07	70	56.16	10	62.99
<b>Boneless Wing Platter/Pan</b>															
\$ per unit	serves 8-10	1,890	21.84	140	14.89	130	21.43	330	22.66	280	24.87	20	12.95		
	serves 10-15	410	26.46	220	26.00	50	27.10					50	26.11		
	serves 20-25	10	78.00												
<b>Tender Platter/Pan</b>															
\$ per unit	serves 8-10	1,730	22.74	20	21.49	140	22.86	280	22.02	430	21.91				
	serves 10-15	320	39.06	10	27.99	30	39.99	60	41.66	150	38.23				
	serves 20-25	210	63.13	10	36.99			20	63.77	50	48.85				
<b>PORK</b>															
<b>Pork Ribs:</b>	spareribs	710	2.18	10	2.24	110	2.14	150	2.41	140	2.05	10	2.46	10	1.79
	baby backribs	3,290	3.04	80	3.21	690	3.00	370	3.22	500	2.73	170	3.31	40	3.19
	St. Louis rib	1,650	2.51	280	2.64	310	2.33	210	2.62	260	2.68	140	2.51	20	3.14
	country rib, bone-in	630	1.87	110	1.97	120	1.76	90	2.10	100	1.94	40	1.80	10	1.49
	country rib, boneless	1,020	2.39	40	2.19	240	2.25	150	2.45	80	2.28	60	2.21	10	1.92
	riplets	480	1.09	10	0.97	90	1.44	60	0.99	90	0.99	10	1.31	10	1.40
<b>Pre-Cooked Flavored Ribs</b>															
	baby backribs	2,010	5.41	40	5.40	710	5.41	260	5.40	410	5.58	130	5.25	30	5.02
<b>Deli Ribs:</b>	per lb.	160	4.75			80	4.16	20	5.87	10	6.99	30	3.99		
	per half slab	940	9.20		7.99	260	8.09	140	9.91	130	10.95	20	6.62	10	6.49
	per whole slab	520	13.86	120	16.77	120	12.97					30	15.70	10	9.99
<b>Pork Rib Platter/Pan</b>															
\$ per unit	serves 8-10	550	25.02			40	24.99	110	24.99	150	25.81				
	serves 10-15	110	36.82	10	34.99	40	33.37	10	34.99	20	48.32	10	34.99		
	serves 20-25	220	72.45	10	63.99	40	59.44	10	63.99	20	72.52	10	63.99		
<b>Fresh Sausage (Brats)</b>		5,260	2.75	340	2.69	1,090	2.59	600	2.73	880	2.86	250	2.80	70	3.28

<b>Midwest</b>	<b>Nebraska</b>		<b>Ohio</b>		<b>South Dakota</b>		<b>Wisconsin</b>				
<b>Feature Rate</b>	<b>93.2%</b>		<b>95.0%</b>		<b>92.7%</b>		<b>94.7%</b>				
<b>Activity</b>	<b>2,050</b>		<b>12,070</b>		<b>790</b>		<b>3,650</b>				
	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
<b>CHICKEN</b>											
<b>8-Piece Mixed:</b>	fried	90	9.04	60	8.01	50	9.24	60	7.35		
	baked	30	6.20	10	8.99	10	8.99	10	8.81		
	grilled										
	fried dark parts	20	3.99	10	8.99			10	6.99		
<b>Fried/Baked Mixed Packs:</b>											
	12 piece	60	14.17	30	13.31	30	14.06	40	12.90		
	16 piece	60	18.17	20	16.99	30	18.18	40	16.90		
	24 piece	40	24.64	40	27.49	10	25.19	50	22.75		
	50 piece	80	50.81	710	47.83	10	49.99	260	37.04		
	100 piece	40	103.42	690	90.79	10	99.99	170	73.39		
	> 100, bulk pack (\$/piece)	70	1.06	870	0.93	10	1.00	10	1.00		
<b>Deli Wings:</b>	bone-in	220	6.14	610	6.21	100	6.13	350	5.75		
	boneless	100	6.23	210	4.40	40	6.56	160	5.26		
<b>Tenders</b>		10	5.99	190	5.74			60	6.51		
<b>Rotisserie &lt; 2 lbs.</b>		50	9.99	70	5.92	50	8.03	80	6.74		
<b>Rotisserie &lt; 2 lbs. ABF</b>				10	5.99						
<b>Fresh Wings</b>		40	3.16	160	2.92	20	3.20	130	2.25		
<b>IQF Chicken:</b>	wings	150	2.38	690	2.55	70	2.31	280	2.55		
	party wings	20	1.73	760	2.35	10	1.67	120	2.11		
	tenders	20	3.40	20	3.20	10	3.40	10	3.40		
<b>Cooked/Frozen Chicken:</b>											
	bone-in wings	80	3.53	470	3.48	40	4.19	140	3.70		
	boneless wings	80	3.53	530	3.44	20	3.48	140	3.54		
	tenders/strips	90	3.76	630	3.46	20	3.69	120	3.62		
<b>Bone-in Wing Platter/Pan</b>											
\$ per unit	serves 8-10	60	23.64	790	22.07	30	24.42	20	31.10		
	serves 10-15	20	29.95	30	37.32	10	29.95	10	39.97		
	serves 20-25	20	40.00	50	62.80	10	44.93	10	56.30		
<b>Boneless Wing Platter/Pan</b>											
\$ per unit	serves 8-10	60	18.57	910	22.34	10	12.95	10	12.95		
	serves 10-15	50	26.00	10	39.00	20	26.00	10	26.00		
	serves 20-25			10	78.00						
<b>Tender Platter/Pan</b>											
\$ per unit	serves 8-10	20	21.49	830	23.45			10	22.99		
	serves 10-15			60	39.74			10	39.99		
	serves 20-25			130	70.53						
<b>PORK</b>											
<b>Pork Ribs:</b>	spareribs	10	2.99	240	2.11			30	2.08		
	baby backribs	70	3.45	770	3.17	30	3.43	570	2.88		
	St. Louis rib	130	2.55	140	2.13	50	2.54	110	2.35		
	country rib, bone-in	90	1.69	30	1.95	20	1.81	20	1.73		
	country rib, boneless	30	2.38	310	2.60	20	2.31	80	2.25		
	riblets	20	0.94	170	0.99			20	1.11		
<b>Pre-Cooked Flavored Ribs</b>											
	baby backribs	40	5.85	270	5.12	20	5.61	100	5.62		
<b>Deli Ribs:</b>	per lb.			10	4.99			10	6.99		
	per half slab	20	9.43	230	9.66	10	6.30	120	8.89		
	per whole slab	30	15.32	50	10.27	20	14.80	140	12.85		
<b>Pork Rib Platter/Pan</b>											
\$ per unit	serves 8-10	10	24.99	240	24.54						
	serves 10-15	10	34.99					10	34.99		
	serves 20-25	10	63.99					120	79.60		
<b>Fresh Sausage (Brats)</b>		170	2.92	1,010	2.68	60	3.04	790	2.83		

South Central		Region		Arkansas		Arizona		Colorado		Kansas		Louisiana		Missouri	
Feature Rate		91.5%		98.2%		89.2%		84.3%		93.3%		97.2%		94.5%	
Activity		47,370		2,440		6,050		4,320		4,000		3,640		5,870	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
<b>CHICKEN</b>															
<b>8-Piece Mixed:</b>	fried	1,030	6.84	40	8.10	260	6.15	140	6.41	70	9.91	130	5.90	170	7.41
	baked	520	6.46			250	6.12	40	7.06	10	7.43	50	6.00	40	6.47
	grilled	100	6.52					10	5.99					80	6.66
	fried dark parts	310	6.26	40	6.39					10	7.90	170	5.38	60	7.62
<b>Fried/Baked Mixed Packs:</b>															
	12 piece	490	11.88	20	10.31		14.99	10	14.90	90	13.62	80	11.13	160	12.60
	16 piece	230	16.82				18.99	10	18.90	50	18.58	50	15.99	100	16.86
	24 piece	560	24.82			10	25.99			190	25.47	50	22.99	30	26.85
	50 piece	2,040	48.19	120	47.92	280	48.30	20	39.99	320	52.68	110	46.17	210	54.74
	100 piece	2,040	95.20	100	89.99	410	97.31	20	79.99	190	105.91	100	85.46	200	108.49
	> 100, bulk pack (\$/piece)	3,630	0.93	140	0.92	880	0.85	80	0.80	390	1.06	100	0.91	110	1.00
<b>Deli Wings:</b>	bone-in	4,030	5.88	220	6.00	430	5.79	390	5.79	240	6.36	310	6.42	550	5.77
	boneless	1,170	5.71	120	5.19	30	5.99	60	5.15	110	5.56	70	4.25	410	5.62
<b>Tenders</b>		700	6.05	50	5.21	100	6.16	30	5.99	20	5.40	220	6.09	110	5.56
<b>Rotisserie &lt; 2 lbs.</b>		330	7.06	10	6.66	110	6.99			30	9.10	70	6.26	50	7.00
<b>Rotisserie &lt; 2 lbs. ABF</b>		60	7.99												
<b>Fresh Wings</b>		800	2.53	50	2.23			120	3.01	20	3.05	40	2.24	110	2.53
<b>IQF Chicken:</b>	wings	2,750	2.50	140	2.52	230	2.70	250	2.50	200	2.42	250	2.45	260	2.61
	party wings	1,450	2.63	120	2.22	20	2.24	170	2.95	60	2.04	70	2.64	380	2.56
	tenders	180	2.90		2.25					10	3.40	50	2.17	60	3.51
<b>Cooked/Frozen Chicken:</b>															
	bone-in wings	2,160	3.64	70	3.66	140	3.42	170	3.43	120	3.43	140	3.60	270	3.98
	boneless wings	1,200	3.58	50	3.82	140	3.42	150	3.44	120	3.44	40	4.21	120	3.34
	tenders/strips	1,620	3.69	110	3.47	250	3.47	260	3.59	120	3.68	80	3.82	150	3.51
<b>Bone-in Wing Platter/Pan</b>															
\$ per unit	serves 8-10	2,200	22.31	80	21.10	280	20.95	300	20.86	300	24.64	100	22.17	230	26.45
	serves 10-15	910	38.29	30	41.31	120	42.99			90	45.34	30	31.65	150	42.49
	serves 20-25	870	50.47	30	56.84	60	49.99			90	61.34	60	41.13	200	53.92
<b>Boneless Wing Platter/Pan</b>															
\$ per unit	serves 8-10	2,210	22.34	120	22.87	370	22.66	440	22.32	210	22.11	40	21.51	70	18.60
	serves 10-15	240	27.87	10	29.99					30	26.81	70	25.66	80	28.61
	serves 20-25	50	47.39	20	44.99					10	59.99	10	26.97	10	59.99
<b>Tender Platter/Pan</b>															
\$ per unit	serves 8-10	1,560	21.68	90	22.66	250	21.49	290	20.99	130	21.59	90	23.27	50	25.38
	serves 10-15	240	37.11	20	33.32	60	49.99			30	29.41	20	31.51	50	34.56
	serves 20-25	170	42.60	30	50.03					30	39.14	60	40.70	40	39.88
<b>PORK</b>															
<b>Pork Ribs:</b>	spareribs	1,070	2.01	80	2.48	20	1.35	150	2.45	20	2.19	110	1.76	50	2.18
	baby backribs	2,310	2.85	200	3.00	240	2.49	140	2.88	210	3.12	280	2.92	390	3.03
	St. Louis rib	1,780	2.46	30	2.46	170	2.09	160	2.17	90	2.51	90	2.93	130	2.34
	country rib, bone-in	1,520	1.86	100	1.71	250	1.48	230	1.73	30	1.78	140	1.77	80	1.84
	country rib, boneless	530	2.33	10	2.29			10	2.59	30	2.24	80	2.35	120	2.33
	riplets	270	1.06	20	1.09	20	1.69	10	0.99	70	0.99	20	0.99	70	0.99
<b>Pre-Cooked Flavored Ribs</b>															
	baby backribs	1,030	5.68	60	6.67	290	4.97	120	5.12	30	5.91	100	6.39	140	5.39
<b>Deli Ribs:</b>	per lb.	50	5.74											50	5.74
	per half slab	1,020	9.23	60	9.27	120	9.99	250	8.90	70	10.92	10	10.99	30	10.20
	per whole slab	1,210	11.69	20	17.87	140	9.99	140	9.99	80	14.86	140	10.64	260	13.88
<b>Pork Rib Platter/Pan</b>															
\$ per unit	serves 8-10	680	24.99	30	24.99	120	24.99	150	24.99	60	24.99	10	24.99	10	24.99
	serves 10-15	30	37.20							10	37.49			20	37.05
	serves 20-25	20	60.59							10	59.99			10	61.19
<b>Fresh Sausage (Brats)</b>		4,330	3.06	270	3.01	260	2.94	380	3.25	290	2.88	670	3.17	560	2.85

<b>South Central</b>	<b>New Mexico</b>		<b>Oklahoma</b>		<b>Texas</b>		<b>Utah</b>				
<b>Feature Rate</b>	<b>90.4%</b>		<b>91.7%</b>		<b>90.1%</b>		<b>94.6%</b>				
<b>Activity</b>	<b>1,490</b>		<b>1,890</b>		<b>15,480</b>		<b>2,190</b>				
	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
<b>CHICKEN</b>											
<b>8-Piece Mixed:</b>	fried	30	6.85	30	8.65	140	6.42	20	6.95		
	baked	10	6.99	10	7.22	100	6.99	10	7.30		
	grilled							10	5.99		
	fried dark parts			20	8.64	10	5.97				
<b>Fried/Baked Mixed Packs:</b>											
	12 piece			10	13.62	120	9.99				
	16 piece			20	13.25						
	24 piece	70	25.99			60	18.75	150	25.99		
	50 piece	70	45.32	10	54.99	790	45.40	110	47.28		
	100 piece	100	91.99	70	98.99	690	89.87	160	95.01		
	> 100, bulk pack (\$/piece)	240	0.94	270	0.97	1,090	0.92	330	1.02		
<b>Deli Wings:</b>	bone-in	110	6.42	160	6.37	1,440	5.68	180	5.65		
	boneless	40	6.58	90	7.28	230	5.98	10	5.49		
<b>Tenders</b>		10	5.99	10	5.99	140	6.70	10	5.99		
<b>Rotisserie &lt; 2 lbs.</b>				10	8.49	50	6.99				
<b>Rotisserie &lt; 2 lbs. ABF</b>						60	7.99				
<b>Fresh Wings</b>		10	2.99	20	1.99	410	2.44	20	2.59		
<b>IQF Chicken:</b>	wings	90	2.45	130	2.53	1,070	2.48	130	2.39		
	party wings	30	2.80	60	2.30	480	2.76	60	2.82		
	tenders					60	2.80				
<b>Cooked/Frozen Chicken:</b>											
	bone-in wings	50	3.69	130	3.45	1,000	3.65	70	3.91		
	boneless wings	30	3.87	40	3.50	470	3.65	40	3.97		
	tenders/strips	50	4.05	60	3.43	520	3.89	20	4.34		
<b>Bone-in Wing Platter/Pan</b>											
\$ per unit	serves 8-10	80	20.11	90	30.15	580	20.53	160	20.95		
	serves 10-15	10	38.32	110	50.59	370	29.99				
	serves 20-25	10	49.99	110	68.47	310	39.99				
<b>Boneless Wing Platter/Pan</b>											
\$ per unit	serves 8-10	90	22.60	10	24.99	690	22.45	170	22.63		
	serves 10-15					50	29.99				
	serves 20-25										
<b>Tender Platter/Pan</b>											
\$ per unit	serves 8-10	60	21.40	10	27.99	480	21.32	110	21.45		
	serves 10-15	10	49.99			50	29.99				
	serves 20-25			10	52.99						
<b>PORK</b>											
<b>Pork Ribs:</b>	spareribs	30	1.97	120	1.94	480	1.85	10	2.49		
	baby backribs	40	3.06	90	2.96	660	2.65	60	2.97		
	St. Louis rib	40	2.78	60	2.42	920	2.50	90	2.87		
	country rib, bone-in	60	1.95	20	1.59	550	2.08	60	2.44		
	country rib, boneless			30	2.31	190	2.15	60	2.89		
	riplets			20	0.99	40	1.05				
<b>Pre-Cooked Flavored Ribs</b>											
	baby backribs	10	5.13	20	5.99	250	6.40	10	5.99		
<b>Deli Ribs:</b>	per lb.										
	per half slab	60	7.83	10	9.99	350	8.79	60	10.08		
	per whole slab	20	10.00	30	15.05	370	10.70	10	9.99		
<b>Pork Rib Platter/Pan</b>											
\$ per unit	serves 8-10	30	24.99			210	24.99	60	24.99		
	serves 10-15										
	serves 20-25										
<b>Fresh Sausage (Brats)</b>		110	3.19	300	3.12	1,360	3.08	130	3.06		

Southwest		Region		California		Hawaii		Nevada				
Feature Rate		85.0%		84.2%		94.3%		91.5%				
Activity		28,710		25,420		840		2,450				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
<b>CHICKEN</b>												
<b>8-Piece Mixed:</b>	fried	660	7.18	570	7.16	20	8.99	70	6.88			
	baked	550	7.22	500	7.18	20	8.99	30	6.71			
	grilled	160	7.25	150	7.34			10	5.99			
	fried dark parts											
<b>Fried/Baked Mixed Packs:</b>												
	12 piece	100	9.87	90	9.85			10	9.99			
	16 piece	150	12.69	140	12.67			10	12.99			
	24 piece	1,470	23.66	1,320	23.43			150	25.75			
	50 piece	2,370	45.86	2,210	45.91			160	45.17			
	100 piece	1,640	90.79	1,430	90.77			210	90.90			
	> 100, bulk pack (\$/piece)	2,270	0.87	1,800	0.85			470	0.93			
<b>Deli Wings:</b>	bone-in	2,090	5.59	1,910	5.59	30	4.88	150	5.65			
	boneless	220	5.31	170	5.57	40	3.99	10	5.99			
<b>Tenders</b>		570	6.55	530	6.57	20	5.00	20	7.39			
<b>Rotisserie &lt; 2 lbs.</b>		720	6.69	650	6.62	40	7.99	30	6.55			
<b>Rotisserie &lt; 2 lbs. ABF</b>		470	9.28	430	9.28	20	9.49	20	9.15			
<b>Fresh Wings</b>		470	2.98	440	3.00	10	3.39	20	2.30			
<b>IQF Chicken:</b>	wings	970	2.49	870	2.51	10	2.68	90	2.32			
	party wings	770	2.50	690	2.48	10	2.40	70	2.70			
	tenders											
<b>Cooked/Frozen Chicken:</b>												
	bone-in wings	580	3.93	500	3.84	50	4.97	30	3.61			
	boneless wings	390	4.09	320	3.93	50	5.10	20	4.20			
	tenders/strips	590	4.23	510	4.12	50	5.43	30	4.18			
<b>Bone-in Wing Platter/Pan</b>												
\$ per unit	serves 8-10	1,250	20.82	1,030	20.45	90	26.14	130	20.13			
	serves 10-15	250	34.53	180	32.32	70	40.21					
	serves 20-25	190	49.36	180	47.72	10	78.95					
<b>Boneless Wing Platter/Pan</b>												
\$ per unit	serves 8-10	800	21.82	670	21.66			130	22.66			
	serves 10-15	180	30.89	170	30.00	10	45.95					
	serves 20-25	10	95.95			10	95.95					
<b>Tender Platter/Pan</b>												
\$ per unit	serves 8-10	540	20.24	450	19.99			90	21.49			
	serves 10-15											
	serves 20-25											
<b>PORK</b>												
<b>Pork Ribs:</b>	spareribs	1,320	1.91	1,250	1.90	30	2.09	40	2.01			
	baby backribs	1,340	2.95	1,220	2.96	30	3.02	90	2.80			
	St. Louis rib	1,560	3.03	1,430	3.03	10	3.99	120	2.95			
	country rib, bone-in	650	1.84	560	1.74	20	2.99	70	2.27			
	country rib, boneless	40	2.24	40	2.24							
	riblets	70	1.32	20	0.99	40	1.09	10	2.89			
<b>Pre-Cooked Flavored Ribs</b>												
	baby backribs	1,740	5.55	1,560	5.44	130	7.07	50	5.25			
<b>Deli Ribs:</b>	per lb.	160	6.82	160	6.82							
	per half slab	280	9.86	240	9.84			40	9.99			
	per whole slab	860	10.39	810	10.39	20	10.99	30	9.99			
<b>Pork Rib Platter/Pan</b>												
\$ per unit	serves 8-10	260	24.99	220	24.99			40	24.99			
	serves 10-15											
	serves 20-25											
<b>Fresh Sausage (Brats)</b>		2,310	3.18	2,060	3.16	80	4.03	170	3.05			

<b>Northwest</b>	<b>Region</b>		<b>Alaska</b>		<b>Idaho</b>		<b>Montana</b>		<b>Oregon</b>		<b>Washington</b>		<b>Wyoming</b>		
<b>Feature Rate</b>	<b>92.9%</b>		<b>100.0%</b>		<b>97.0%</b>		<b>97.2%</b>		<b>91.4%</b>		<b>90.8%</b>		<b>97.4%</b>		
<b>Activity</b>	<b>16,270</b>		<b>800</b>		<b>1,640</b>		<b>1,290</b>		<b>4,300</b>		<b>7,430</b>		<b>810</b>		
	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	
<b>CHICKEN</b>															
<b>8-Piece Mixed:</b>	fried	370	7.10			80	6.66	60	6.53	70	7.44	120	7.28	40	7.66
	baked	60	7.42			20	7.37	10	8.10	10	6.99	10	6.99	10	7.66
	grilled	140	6.49			30	5.99	30	5.99	30	6.99	40	6.99	10	5.99
	fried dark parts	470	6.00	30	6.99	40	5.99	10	5.98	170	5.91	220	5.93		
<b>Fried/Baked Mixed Packs:</b>															
	12 piece	20	13.68					10	12.99					10	14.37
	16 piece	40	16.34					10	16.99			20	14.99	10	18.37
	24 piece	450	22.46	30	21.99	50	23.06	10	25.93	150	21.99	180	21.99	30	25.99
	50 piece	1,140	41.22	40	39.99	120	40.54	70	41.09	340	40.69	530	41.61	40	43.99
	100 piece	1,020	81.44	40	79.99	120	81.59	70	82.98	330	80.75	410	80.84	50	89.59
	> 100, bulk pack (\$/piece)	1,570	0.84			280	0.82	260	0.82	370	0.83	530	0.83	130	0.90
<b>Deli Wings:</b>	bone-in	1,080	5.91	80	7.29	100	5.22	70	5.46	240	6.00	520	5.90	70	5.57
	boneless	160	6.33	30	7.99	10	5.99	30	5.81	30	5.99	50	5.99	10	5.99
<b>Tenders</b>		20	6.99									20	6.99		
<b>Rotisserie &lt; 2 lbs.</b>		210	7.49	30	9.99			10	6.99	60	6.96	100	6.87	10	9.99
<b>Rotisserie &lt; 2 lbs. ABF</b>		20	7.99	10	7.99							10	7.99		
<b>Fresh Wings</b>		110	2.89			30	2.97	30	2.99	10	1.49	30	3.13	10	3.07
<b>IQF Chicken:</b>	wings	670	3.20	20	3.01	110	3.02	80	2.73	160	3.66	250	3.30	50	2.43
	party wings	260	2.57	20	2.26	20	2.51	10	1.99	80	2.63	120	2.65	10	2.54
	tenders	10	3.33											10	3.33
<b>Cooked/Frozen Chicken:</b>															
	bone-in wings	980	3.88	70	4.13	80	3.49	80	3.61	250	3.93	470	3.94	30	3.70
	boneless wings	580	4.05	40	4.66	20	4.02	50	3.94	140	3.99	320	4.01	10	4.02
	tenders/strips	730	4.35	50	4.87	20	4.08	30	4.21	210	4.28	410	4.35	10	4.41
<b>Bone-in Wing Platter/Pan</b>															
<b>\$ per unit</b>	serves 8-10	690	21.20	60	18.56	70	20.30	50	20.66	170	22.01	300	21.70	40	20.26
	serves 10-15	410	33.60	30	39.83	20	33.99	10	39.99	110	33.61	240	32.52		
	serves 20-25	50	70.14			10	49.99	10	51.29	10	99.99	20	74.73		
<b>Boneless Wing Platter/Pan</b>															
<b>\$ per unit</b>	serves 8-10	650	22.50	30	22.66	50	22.66	10	21.49	170	22.63	360	22.49	30	21.87
	serves 10-15														
	serves 20-25														
<b>Tender Platter/Pan</b>															
<b>\$ per unit</b>	serves 8-10	390	20.51	20	20.99	40	21.57	10	21.49	110	20.99	180	19.64	30	21.87
	serves 10-15														
	serves 20-25														
<b>PORK</b>															
<b>Pork Ribs:</b>	spareribs	40	2.27									30	2.20	10	2.49
	baby backribs	660	3.27	10	3.88	70	3.07	60	2.87	180	3.46	310	3.28	30	3.00
	St. Louis rib	430	2.84			20	2.56	30	2.55	130	2.92	220	2.91	30	2.44
	country rib, bone-in	680	2.10	40	2.37	60	2.01	60	2.01	150	2.16	340	2.09	30	2.00
	country rib, boneless	90	2.25	10	2.29	10	1.97	10	2.99			50	2.09	10	2.59
	riblets														
<b>Pre-Cooked Flavored Ribs</b>															
	baby backribs	960	5.36	60	5.15	80	5.59	50	5.81	310	4.81	450	5.67	10	5.49
<b>Deli Ribs:</b>	per lb.	70	5.61			10	5.75	10	5.58	10	5.77	40	5.55		
	per half slab	460	6.40	30	6.99	10	7.22	10	8.05	130	6.23	260	6.16	20	8.52
	per whole slab	350	11.49	10	12.99	40	10.25	30	9.99	110	11.81	150	11.89	10	9.99
<b>Pork Rib Platter/Pan</b>															
<b>\$ per unit</b>	serves 8-10	230	24.99	10	24.99	20	24.99	10	24.99	60	24.99	120	24.99	10	24.99
	serves 10-15														
	serves 20-25														
<b>Fresh Sausage (Brats)</b>		740	3.17	50	4.76	80	2.72	80	2.64	200	3.14	290	3.20	40	3.02