



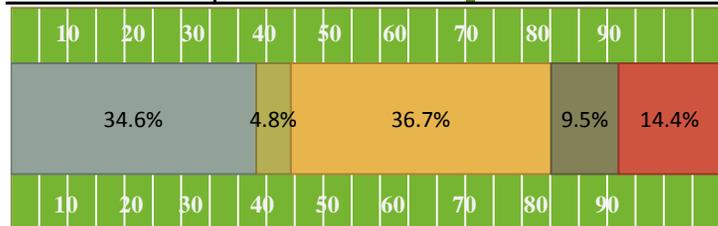
# Supermarket Advertising for Super Bowl Sunday 2015

Advertised Prices for Consumer Game Day Favorites at Major Retail Supermarket Outlets Leading up to Sunday, February 01, 2015  
(conventional product; prices in dollars per pound unless otherwise noted)

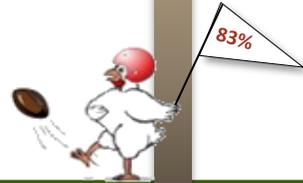
January 30, 2015

Year-to-Year Comparison	Avg. Ad Price		Feature Rate			
	2015	2014	2015	2014		
<b>Chicken Items</b>						
<b>Fried/Baked:</b>						
8-pack, Fried	7.37	↑	7.29	13,730	↑	9,070
8-pack, Baked	7.74	↑	7.53	4,040	↓	4,070
8-pack, Dark, frd/bkd	5.28	↓	5.81	1,950	↑	1,190
12-pack, fried/baked	10.64	↑	10.60	3,360	↓	3,610
24-pack, fried/baked	23.65	↑	22.03	11,490	↑	9,590
50-pack, fried/baked	46.91	↑	44.72	14,270	↑	11,890
100-pack, fried/baked	90.23	↑	86.00	12,310	↑	10,480
Bulk Pack (\$/piece)	0.88	↑	0.84	14,220	↑	11,550
<b>Deli Wings: bone-in</b>						
	5.49	↑	5.25	17,290	↑	13,070
<b>boneless</b>						
	4.98	↑	4.66	4,500	↓	7,310
<b>Tenders</b>						
	5.92	↑	5.66	5,140	↑	3,550
<b>Rotisserie &lt; 2 Lb</b>						
	6.15	↑	5.95	4,420	↓	4,440
<b>Fresh Wings</b>						
	2.45	↑	2.28	10,570	↑	9,740
<b>IQF Wings</b>						
	2.42	↑	2.32	10,700	↑	6,140
<b>IQF Party Wings</b>						
	2.79	↑	2.20	10,020	↑	5,580

Chicken Platters (price per unit)						
<b>Bone-in Wings</b>						
serves 8-10	23.92	↓	25.86	23,360	↑	14,620
serves 10-15	39.13	↑	38.77	14,890	↑	12,010
serves 20-25	50.31	↓	53.58	6,660	↑	4,590
<b>Boneless Wings</b>						
serves 8-10	22.38	↓	24.04	8,570	↑	3,300
serves 10-15	37.88	↑	36.70	2,940	↓	3,510
serves 20-25	53.62	↑	50.42	1,080	↑	1,050
<b>Tenders</b>						
serves 8-10	25.15	↓	26.78	9,240	↑	5,790
serves 10-15	39.58	↓	40.04	8,020	↑	6,610
serves 20-25	55.25	↑	51.14	5,220	↑	4,480



	2015	2014	
<b>Activity Rate <sup>2</sup></b>			
All Chicken	217,990	↑	167,240
All Pork	51,336	↑	42,686
Platters	101,130	↑	84,500
<b>Feature Rate</b>			
All Chicken	74.0%	↓	94.2%
All Pork	75.6%	↓	83.5%
Platters	62.2%		--
<b>Activity Ratio</b>			
All Chicken	7:1	↑	6:1
All Pork	2:1	↑	2:1
Platters	3:1	↑	3:1
Overall	13:1	↑	11:1
Sample	29,600		27,800



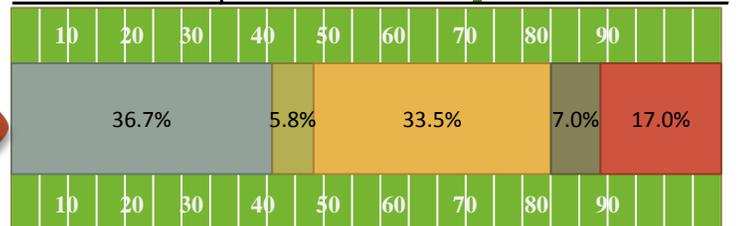
Percentage of sampled stores associating Chicken with the Big Game in their ads.

### Chicken Category Comparison

- Fried/Baked
- Fresh Wings
- Platters
- Frozen Wings
- Deli Chkn



Year-to-Year Comparison	Avg. Ad Price		Feature Rate			
	2015	2014	2015	2014		
<b>Pork Items</b>						
<b>Pork Ribs:</b>						
Spareribs	2.42	↑	2.04	8,252	↑	7,792
Backribs	3.42	↑	3.33	13,783	↑	13,123
Country, bone-in	2.38	↑	1.85	9,982	↑	5,532
St. Louis	2.89	↑	2.75	9,913	↑	5,923
Deli Ribs, per lb..	5.96	↓	6.01	1,195	↓	2,046
Deli Ribs, slab (each)	10.74	↑	9.44	5,431	↓	5,740
<b>Pork Platters (price per unit)</b>						
<b>Pork Ribs</b>						
serves 8-10	26.10	↑	24.66	2,570	↑	2,220
serves 10-15	51.69	↑	42.51	130	↑	100
serves 20-25	63.03	↑	59.65	80	↓	140
<b>Cheese</b>						
serves 10-15	29.52	↓	30.22	15,590	↑	9,500
serves 15-20	44.29	↑	43.07	16,830	↑	14,870
serves 25-30	56.67	↑	51.46	10,780	↑	9,350
<b>Vegetable</b>						
serves 10-15	23.24	↑	23.15	10,810	↑	6,630
serves 15-20	33.53	↑	31.64	8,780	↓	9,770
serves 25-30	41.79	↑	40.49	7,170	↑	6,930
<b>Fruit</b>						
serves 10-15	24.47	↓	26.46	8,140	↑	5,280
serves 15-20	36.41	↑	35.82	9,020	↑	8,410
serves 25-30	47.94	↓	48.47	5,450	↑	4,860
<b>Deviled Eggs</b>						
serves 10-15	15.95	↑	15.78	2,110	↓	6,170
serves 15-20	19.85	↓	29.81	5,070	↑	1,420
serves 25-30	33.75	↓	34.86	1,380	↑	1,310



## Special Report - Retail Feature Activity for the Super Bowl Marketing Period

Advertised Prices to Consumers at Major Retail Supermarket Outlets Leading up to Sunday, February 01, 2015

U.S. Region	NORTHEAST U.S. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small>				SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small>				MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small>				SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small>				SOUTHWEST U.S. <small>(CA,HI,NV)</small>				NORTHWEST U.S. <small>(AK,ID,MT,OR,WA,WY)</small>			
Regional Sample	5,500 stores				7,400 stores				6,200 stores				5,700 stores				3,300 stores				1,500 stores			
Feature Rate <sup>1</sup>	65.6%				81.5%				66.8%				76.6%				83.7%				79.1%			
Activity Rate <sup>2</sup>	66,820				123,370				57,360				60,050				35,150				19,430			
Activity Ratio <sup>3</sup>	12:1				17:1				9:1				11:1				11:1				13:1			
	price range	stores	avg		price range	stores	avg		price range	stores	avg		price range	stores	avg		price range	stores	avg		price range	stores	avg	
<b>FRIED/BAKED CHICKEN: <sup>4</sup> (mixed white/dark unless noted)</b>																								
8-pack, Fried	4.99 - 8.99	1,530	7.04		5.99 - 9.99	4,580	6.87		5.99 - 10.99	2,470	7.82		5.99 - 8.99	2,270	7.89		5.99 - 9.99	1,850	7.54		5.99 - 8.99	1,030	7.56	
8-pack, Baked					6.99 - 8.99	1,370	7.38		6.99 - 8.99	870	7.96		6.99 - 8.99	840	8.19		5.80 - 8.99	490	7.57		5.80 - 8.99	470	7.75	
8-pack, Dark, frd/bkd	4.99 - 6.99	110	5.05		3.95 - 6.99	220	5.35		3.95 - 7.99	110	5.82		3.95 - 7.89	480	5.25		4.99 - 7.99	570	5.18		4.99 - 6.24	460	5.32	
12-pack, fried/baked	8.25 - 16.50	1,270	10.76		8.25 - 13.99	420	9.63		9.99 - 14.99	220	11.89		8.99 - 13.39	500	10.76		9.75 - 12.99	620	11.01		9.75 - 12.99	330	9.75	
24-pack, fried/baked	16.99 - 35.99	360	21.59		19.99 - 26.99	3,100	23.54		16.99 - 26.99	2,250	23.72		19.99 - 26.99	2,940	23.90		18.23 - 26.87	1,860	25.43		19.20 - 24.95	980	20.52	
50-pack, fried/baked	39.98 - 72.90	2,680	49.27		33.99 - 54.15	3,250	46.62		31.25 - 58.30	2,490	46.65		39.99 - 51.99	3,330	47.76		32.99 - 50.99	1,180	46.75		36.99 - 47.99	1,340	41.38	
100-pack, fried/baked	75.00 - 120.00	2,240	91.51		75.00 - 97.99	3,120	88.26		67.99 - 111.50	2,290	89.85		79.99 - 98.99	2,840	95.56		52.99 - 99.99	960	88.23		69.99 - 95.99	860	79.65	
Bulk Pack (\$/piece)	0.79 - 1.09	1,150	0.86		0.80 - 1.09	2,680	0.90		0.62 - 1.07	1,390	0.91		0.80 - 1.00	5,260	0.91		0.48 - 1.07	2,460	0.84		0.60 - 1.07	1,280	0.79	
<b>DELI-PREPARED CHICKEN (per pound)</b>																								
<b>Wings:</b> bone-in	2.99 - 8.99	4,180	5.63		2.39 - 7.99	3,740	5.38		2.98 - 8.99	3,220	5.30		2.99 - 4.99	2,500	5.46		2.99 - 7.99	2,820	5.66		2.48 - 7.49	830	5.64	
boneless	3.33 - 7.99	1,070	5.52		4.00 - 6.49	1,130	4.65		3.33 - 7.99	880	5.65		3.33 - 7.99	850	4.95		3.33 - 5.99	540	3.49		3.33 - 6.99	30	5.52	
<b>Tenders</b>	3.99 - 7.99	1,160	6.20		3.99 - 6.99	1,320	6.06		2.99 - 8.99	940	5.44		3.99 - 7.99	660	5.89		3.99 - 6.99	810	6.06		2.48 - 7.49	250	5.27	
<b>Whl Rotisserie &lt;2 Lb</b>	4.99 - 7.99	1,650	5.59		3.99 - 7.49	1,000	6.44		3.99 - 8.00	630	6.25		4.99 - 7.49	480	6.56		5.99 - 9.99	490	6.75		4.99 - 6.99	170	6.63	
<b>CHICKEN PLATTERS/TRAYS (price per unit)</b>																								
<b>Bone-in Wing</b>																								
serves 8-10	14.99 - 49.99	2,450	30.08		14.99 - 49.99	8,500	25.24		13.99 - 49.99	3,940	21.59		14.99 - 39.99	4,430	22.72		13.99 - 39.99	2,530	20.75		14.99 - 31.99	1,510	21.34	
serves 10-15	26.99 - 60.00	2,280	45.64		32.99 - 65.00	7,690	36.88		22.99 - 49.99	1,710	38.94		20.00 - 49.99	1,790	40.71		36.99 - 54.99	970	41.77		29.99 - 39.99	450	33.27	
serves 20-25	49.99 - 85.00	1,360	68.88		40.00 - 85.00	4,120	43.99		39.99 - 69.99	320	54.91		39.99 - 74.99	650	50.00		49.99 - 87.99	20	77.05		36.99 - 59.99	190	44.83	
<b>Boneless Wings</b>																								
serves 8-10	19.99 - 34.99	630	32.27		14.99 - 34.99	1,370	20.96		12.95 - 24.99	2,460	21.04		14.99 - 39.99	2,300	23.00		13.99 - 24.99	1,230	20.50		14.99 - 39.99	580	22.16	
serves 10-15	37.99 - 49.99	90	40.03		22.99 - 49.99	800	36.53		34.99 - 47.95	670	40.42		29.99 - 44.99	560	39.91		36.99 - 39.99	410	39.04		29.99 - 39.99	410	31.96	
serves 20-25	54.99 - 69.99	520	55.45		37.99 - 69.99	450	50.96		47.99 - 64.95	100	55.47		59.99	10	59.99									
<b>Tenders</b>																								
serves 8-10	13.99 - 39.99	1,520	34.85		14.99 - 39.99	3,670	26.53		13.99 - 34.99	1,550	20.74		14.99 - 24.99	1,380	20.44		13.99 - 24.99	820	19.04		14.99 - 29.99	300	20.25	
serves 10-15	26.99 - 59.99	770	46.26		29.99 - 46.99	5,310	38.75		29.99 - 54.99	690	40.37		27.99 - 49.99	810	39.77		29.99 - 39.99	370	36.49		34.99	70	34.99	
serves 20-25	54.99 - 64.99	810	62.30		39.99 - 70.00	4,250	54.11		39.99 - 69.99	90	57.59		36.99 - 49.99	70	39.52									
<b>CHICKEN WINGS - Fresh and Frozen</b>																								
Fresh Wings	1.79 - 3.99	3,080	2.61		1.29 - 3.99	3,830	2.44		1.89 - 3.99	1,750	2.27		1.27 - 2.19	980	2.11		1.29 - 3.99	560	2.88		1.48 - 2.99	370	2.49	
IQF Wings	1.60 - 3.20	2,050	2.18		1.66 - 2.99	1,630	2.21		1.55 - 3.20	2,530	2.25		1.66 - 2.99	2,180	2.57		1.99 - 2.99	1,500	2.82		1.99 - 4.40	810	2.90	
IQF Party Wings	1.75 - 3.19	1,730	2.56		1.50 - 3.33	2,690	2.76		1.99 - 3.99	2,290	2.89		1.40 - 3.99	1,980	2.92		1.99 - 3.19	1,040	2.69		2.48 - 3.99	290	3.03	

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U.S. Region	NORTHEAST U.S. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small>				SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small>				MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small>				SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small>				SOUTHWEST U.S. <small>(CA,HI,NV)</small>				NORTHWEST U.S. <small>(AK,ID,MT,OR,WA,WY)</small>			
	price range	stores	avg		price range	stores	avg		price range	stores	avg		price range	stores	avg		price range	stores	avg					
<b>PORK SPARERIBS - Fresh and Prepared</b>																								
Spareribs	1.98 - 2.99	1,680	2.70		1.28 - 2.99	2,410	2.20		1.59 - 2.99	660	2.59		0.99 - 2.79	1,150	2.28		1.77 - 3.79	1,620	2.39		1.88 - 3.99	730	2.65	
Backribs	2.99 - 4.99	1,920	3.66		2.29 - 4.99	3,030	3.57		2.29 - 4.99	2,980	3.49		1.99 - 3.49	2,590	3.09		2.75 - 5.99	1,920	3.40		2.88 - 4.59	1,340	3.28	
Country, bone-in	1.47 - 2.99	1,140	2.47		1.29 - 2.99	4,220	2.27		0.99 - 2.99	890	2.35		0.99 - 1.79	1,390	2.08		0.97 - 3.19	1,410	2.71		1.48 - 2.99	930	2.73	
St. Louis	2.49 - 5.99	2,720	3.12		2.47 - 5.49	2,350	2.84		2.49 - 5.49	2,310	2.77		1.99 - 3.69	1,720	2.70		2.59 - 3.95	680	3.08		2.79 - 3.95	130	3.21	
Deli Ribs, per lb..	4.99 - 9.99	720	6.48		4.99 - 5.99	130	5.40		3.99 - 5.99	110	5.21		2.98 - 4.99	40	4.62		4.99 - 5.98	140	5.03		3.99 - 5.99	50	5.38	
Deli Ribs, slab (each)	8.24 - 15.99	940	9.23		9.99 - 15.99	910	10.19		8.99 - 16.00	390	13.08		9.99 - 16.00	1,240	11.47		9.99 - 12.99	1,210	10.80		9.99 - 15.00	730	10.78	
<b>PORK PLATTERS/TRAYS (price per unit)</b>																								
<b>Pork Ribs</b>																								
serves 8-10					24.99	460	24.99		19.98 - 39.99	670	25.65		24.99 - 39.99	660	26.25		19.98 - 39.99	560	27.82		24.99	220	24.99	
serves 10-15	50.00	10	50.00						59.99 - 63.99	50	63.24		29.99 - 63.99	70	43.68									
serves 20-25	90.00	10	90.00						79.99	10	79.99		54.99 - 59.99	60	55.70									
<b>OTHER POPULAR PLATTERS/TRAYS<sup>7</sup> (price per unit)</b>																								
<b>Cheese (sliced or cubed)</b>																								
serves 10-15	19.99 - 49.99	3,690	32.82		19.99 - 49.99	6,760	29.91		13.00 - 60.00	1,720	24.57		13.00 - 34.99	1,730	28.50		13.99 - 59.99	1,060	26.18		14.99 - 69.99	630	27.92	
serves 15-20	29.99 - 89.99	5,070	48.92		29.99 - 60.00	7,340	38.14		21.99 - 69.99	1,440	45.10		21.99 - 44.99	1,610	50.96		29.99 - 79.99	800	51.15		33.99 - 79.99	570	51.76	
serves 20-30	39.99 - 89.99	2,500	76.37		39.99 - 89.99	5,170	47.82		32.99 - 85.00	1,660	58.11		33.00 - 89.99	980	50.43		45.99 - #####	240	54.60		49.99 - #####	230	59.81	
<b>Vegetable</b>																								
serves 10-15	9.99 - 39.99	2,730	18.88		12.99 - 39.99	2,870	24.23		15.99 - 40.00	2,210	23.34		15.99 - 26.99	1,730	25.63		19.99 - 39.99	890	27.44		21.99 - 34.99	380	25.87	
serves 15-20	24.99 - 59.99	2,240	32.41		21.99 - 59.99	3,740	31.52		22.99 - 59.99	1,310	36.69		22.99 - 49.99	1,010	35.20		29.99 - 55.00	260	44.04		29.99 - 54.99	220	40.21	
serves 20-30	29.99 - 59.99	1,470	41.23		34.99 - 59.99	3,380	38.40		33.99 - 72.99	1,070	46.86		38.99 - 59.99	740	44.83		49.99 - 69.99	270	51.85		39.99 - 74.95	240	49.80	
<b>Fruit</b>																								
serves 10-15	13.99 - 40.00	2,390	22.60		14.99 - 39.99	2,660	23.63		14.99 - 45.00	1,200	25.28		14.99 - 29.99	1,170	27.32		16.99 - 39.99	450	26.41		18.99 - 44.99	270	30.09	
serves 15-20	24.99 - 69.99	1,960	35.37		29.99 - 59.99	3,460	35.66		26.98 - 60.00	1,450	36.92		29.99 - 49.99	1,290	35.93		29.99 - 65.00	670	39.88		29.99 - 64.95	190	48.03	
serves 20-30	29.95 - 75.00	1,510	48.17		36.99 - 64.99	2,370	45.86		29.95 - 75.99	850	53.90		36.99 - 69.99	640	45.18		49.99 - 69.99	20	63.51		49.99 - 99.95	60	64.27	
<b>Deviled Eggs</b>																								
serves 10-15	9.99 - 15.99	460	12.47		9.99 - 19.99	1,110	19.85		10.99 - 25.00	100	15.31		6.99 - 10.99	380	9.85		9.99	60	9.99					
serves 15-20	19.99 - 29.99	640	21.56		12.99 - 29.99	2,080	25.65		11.98 - 35.99	920	14.72		12.99 - 24.99	800	14.06		11.99 - 14.99	410	13.85		12.99 - 39.99	220	13.72	
serves 20-30	31.99	10	31.99		33.99 - 35.00	1,090	34.00		27.99 - 46.99	160	31.62		28.97 - 35.00	110	32.16						59.99	10	59.99	

### REPORT NOTES

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1</sup> **FEATURE RATE**: the percentage of sampled stores advertising any reported item during the covered period, expressed as a percentage of the total regional sample.

<sup>2</sup> **ACTIVITY RATE**: the regional sum of each sampled supermarket's store count multiplied by the number of reported items they are advertising. (e.g., a retailer with 100 outlets featuring 3 chicken

items has an activity of 300). <sup>3</sup> **ACTIVITY RATIO**: the number of advertised items offered per store (*activity rate/regional sample*). **STORES/AVG**: the total number of advertising outlets and the

weighted average price weighted by the respective number of outlets. <sup>4</sup> for reporting purposes, some odd-count promotions converted to the closest reported category (e.g., 20 piece price converted

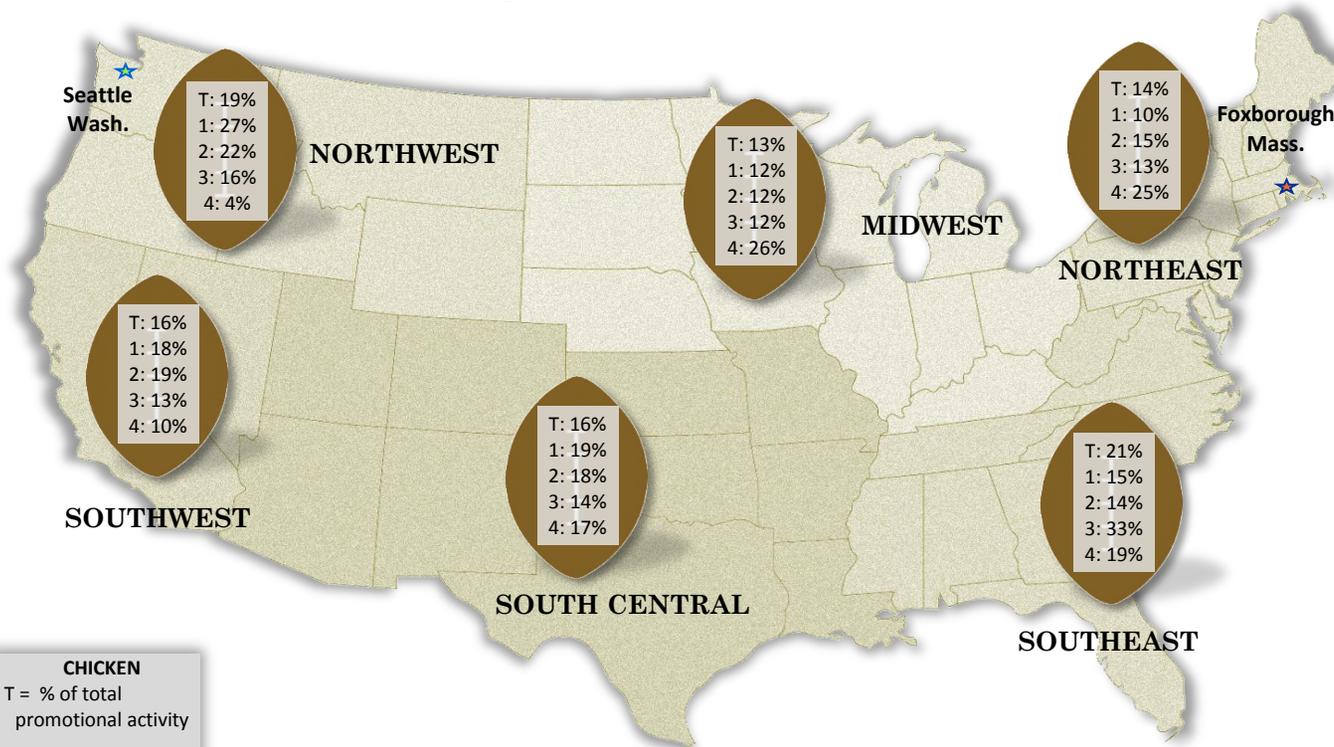
to 16 piece price). <sup>5</sup> frozen wings are IQF in bags converted to a per pound basis. <sup>6</sup> frozen party wings are pre-cooked and packed IQF in bags. DOES NOT include pre-cooked, IQF products.

<sup>7</sup> Platters only include store-prepared offerings.

# Regional Game Day Favorites

Sunday marks the 49th annual National Football League Championship game as well as the most significant non-holiday eating event on the calendar as fans of the game, or of the commercials, or just fans of food, gather to celebrate. True to form, consumers face a bewildering array of finger foods and snacks from which to select, many tailored to regional tastes and traditions. Of course, chicken remains one of the most popular fan favorites given the ease with which it may be prepared to fit regional tastes. Supermarket offerings of chicken items is up an amazing 24 percent this year, driven in a sharp increase in offerings of IQF chicken, followed closely by store-prepared platter offerings. Expect to pay as much as 15 percent more for that IQF chicken, though, or opt for the convenience of store platters at a 6 percent savings on average over 2014. Overall, fans in the Southeast have a preference for chicken in all forms. The Northwest, home of the NFC Champion Seahawks, love their deli-prepared chicken but pork ribs are becoming a strong rival. The Northeast, home of the AFC Champion Patriots, forgo the convenience of store-prepared chicken, preferring unprepared wings. Not surprising as this region gave birth to the Buffalo wing phenomena in 1964, three years before the first championship game, and very much in line with this region's preference to prepare wings using their own recipes. IQF party wings enjoy a consistent level of popularity across the nation. Pork ribs, fresh and prepared, are a growing alternative to chicken wings and preferred in some areas of the country. Seahawk fans love them by the slab while New England followers prefer them loose by the pound. The Southwest prefers fresh spareribs and is a close second the Northwest for baby back and bone-in country style ribs. Store-prepared platters are a growing favorite as well in come in a variety of sizes and contents. The Southeast leans more towards platters than fans in other parts of the country, especially wing platters and cheese platters. Midwestern fans continue their pork preferences with fresh St. Louis style and store-prepared rib platters being regional favorites. Frozen chicken wings maintain a strong following there as well. Fans in other parts of the country split their loyalties with other regional favorites. The Gulf states are most likely to offer their game day guests catfish nuggets and strips, while shrimp platters, bulk shrimp and clams are popular across all coastal regions. Iowans love anything on a stick and boneless pork ribs prepared that way can be found in many local markets. Pizza is also a fan favorite and it is worth noting that many pizzerias also offer chicken wings to their customers. Popular dipping options include avocados for guacamole while plum tomatoes are popular in many parts of the country for homemade salsa. Consumers across the nation will be big winners again this year with little chance of anyone going home with a "deflated" stomach.

## Regional Chicken Preferences



**CHICKEN**  
 T = % of total promotional activity  
 1 = Fried/Baked  
 2 = Prepared  
 3 = Platters  
 4 = Frsh/Frz wings

*Note: Regional activity reflects adjustment to a "per 100 store" basis to account for different size regional samples. Northwest includes Alaska; Southwest includes Hawaii.*

Ranking	NE	SE	MW	SC	SW	NW
<b>All Chicken</b>	14%	21%	13%	16%	16%	19%
All Fried/Baked	10%	15%	12%	19%	18%	27%
Fried 8-piece	9%	21%	14%	14%	19%	23%
Baked 8-piece		20%	15%	16%	16%	34%
Bulk Packs	11%	14%	11%	21%	17%	26%
Prepared Platters	15%	14%	12%	18%	19%	22%
Fresh Wings	29%	27%	14%	9%	9%	13%
Frozen Wings	16%	14%	18%	17%	18%	17%
<b>All Spareribs</b>	15%	16%	11%	13%	20%	24%
Spareribs	14%	15%	5%	21%	23%	22%
Backribs	11%	13%	15%	14%	18%	28%
Country, bn-in	9%	26%	6%	11%	19%	28%
St. Louis	28%	18%	21%	17%	12%	5%
Deli ribs, \$/lb	53%	7%	7%	3%	17%	13%
Deli ribs, \$/slab	12%	9%	4%	15%	26%	34%
<b>Other Platters</b>	25%	31%	13%	12%	9%	11%
Pork Rib	1%	10%	18%	22%	27%	23%
Cheese	26%	33%	10%	10%	8%	12%
Veggie	24%	28%	15%	13%	9%	12%
Fruit	27%	29%	14%	14%	9%	9%
Deviled Egg	14%	39%	13%	15%	10%	10%

*Note: data normalized to account for different regional sample sizes.*