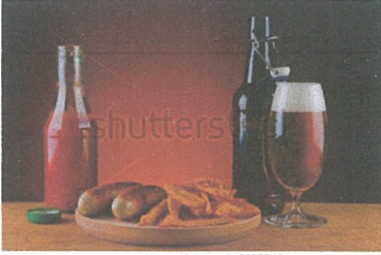


Monthly Sales Report

December 2013



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- Campaigns result in 30% increase in total sales
- Significant growth in online purchases by new customers
- Strong growth in Condiments & Dairy Products sales
- Beverages & Confections are top sales contributors

Sales by Categories

Category	Quantity ('000)	Sales (\$M)
Beverages	925	\$27
Condiments	378	\$10
Confections	880	\$22
Dairy Products	581	\$13
Grains/Cereals	189	\$3
Meat/Poultry	92	\$4
Produce	351	\$13
Seafood	669	\$9
Total	-	\$101