



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock
and Poultry
Program

Agricultural
Analytics
Division

Feature Advertising by U.S. Supermarkets Meat and Poultry

The NFL-AFL World Championship Game 2021

Advertised Prices effective through February 07, 2021



Feature Advertising by U.S. Supermarkets During the Annual Pro-Football Championship

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

8 Piece Mixed	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.
8 Piece Dark	dark (drumstick, thigh) young chicken pieces that have been breaded/battered and then fried in oil.
Fried/Baked Mixed Packs	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.
Deli Wings	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.
Tenders	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.
Rotisserie	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.
Fresh Wings	whole (drumette, flat, and tip) or cut fresh young chicken wings available in a range of sizes.
IQF Wings	individually quick frozen raw whole or cut young chicken wings normally sold by the bag.
IQF Party Wings	individually quick frozen raw whole or cut flavored young chicken wings normally sold by the bag.
IQF Tenders	individually quick frozen raw young chicken tenders normally sold by the bag.
Cooked/Frozen Chicken	pre-cooked young chicken whole muscle, bone-in or boneless wings or tenders/strips flavored or unflavored normally sold by the bag.
Chicken Party Platters	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

Spareribs	the lower portion (belly) of the rib cage between the back rib and the sternum including at least 11 ribs.
Backribs	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.
St. Louis	the spare rib minus the sternum and lower cartilages, ending in a rectangular shape.
Country Ribs	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.
Riblets	the sternum and lower cartilages resulting in the preparation of a St. Louis-style rib. Also marketed as rib tips.
Deli Ribs	store-prepared cooked pork ribs sold by the pound or by the whole or half slab.
Pre-Cooked, Flavored Ribs	pre-cooked and flavored pork backribs in sealed pouch.
Pork Rib Platters	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 7, 2021, the 55th annual NFL-AFL World Championship game (aka. "Super Bowl LV") will be played at Raymond James Stadium in Tampa, Florida between the National Football Conference (NFC) champion Tampa Bay Buccaneers and the American Football Conference (AFC) champion Kansas City Chiefs. 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 in 1967, 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 or half-time show, and all the delicious food. While the winners of the game are not known at the time of this printing, the ultimate winners are the millions of snack-consuming fans.

Traditionally, Championship Sunday takes place in front of the television. In fact, some of the best annual deals on new TV's can be found in January targeting the Big Game. However, television viewership has declined steadily with 2020 TV viewership down 12% from the high set in 2015 as other venues increase in popularity, particularly digital viewership through computers and set-top boxes, estimated at 3.4 million in 2020, a 31% increase from 2019 and 3.5 times more than in 2015. This year, the lingering effects, if any, of the global COVID-19 pandemic, which had not yet been identified in 2020 when Super Bowl LIV was played, are yet to be seen. Regardless, the majority of fans will view the Big Game in front of their television sets where finger food rules the menu. Chicken wings have been the perennial fan favorite - perfectly sized, versatile to prepare, relatively low cost, and widely available. This year is no different with chicken, with an estimated 3% decrease in first quarter production from last year, being offered in a variety of forms and leading all competitive meat proteins. This year, USDA estimates that a record 2.1 billion chicken wings will be eaten by fans during the big game. But chicken's dominance is increasingly being eroded by a host of rivals, primarily the pork rib, also a perfect finger food that is inexpensive and widely available, although first quarter production is estimated to be down 2% from 2020.

This year, the Chiefs travel from the Midwest heartland to Tampa Bay, home of the Buccaneers and the first time a Super Bowl team is playing in its home stadium. For the Chiefs, after a 50-year drought, they mark their second consecutive appearance in the big game. In the northeastern city of Buffalo, NY, while the hometown Bills lost in the NFC championship, Buffalo fans are still winners as this is the home of the invention of the buffalo wing at the Anchor Bar in Buffalo, NY, in 1964. Likewise, while the Green Bay Packers lost in the AFC championship, fans in the upper Midwest still have their pork ribs and sausage to keep them warm while they root for (or against) the big game teams. The West Coast is shut out this year after the San Francisco 49ers lost out last year and the Los Angeles Rams the year before that. Left coast fans favor chicken options over pork and the Southwest and Northwest lead the nation in their taste for store deli-prepared fried and baked chicken. While the South Central states (aka, Arklatex) have known their share of pro football champions in the past, this year they must be satisfied with dreams of next year. Fans across this region rival the Southeast in their love of chicken and pork finger foods but beef is the big favorite for ribs and meatballs and for big pots of chili and there will be more than a few briskets smoked over the weekend. Speaking of the Southeast, fans across the south will look to their Florida cousins to carry their banner in the big game. While southern fans love their chicken, they really love their pork options and led the nation in their taste for pork ribs of all types.

Chicken remains the perennial fan favorite as a game-viewing staple but its dominance is being diluted by a dizzying array of competitors. Pork ribs have been increasing in popularity in recent years but, with the introduction of pre-cooked, flavored, and easy-to-heat offerings, their popularity has exploded. The fastest-growing trend in pork is offerings of boneless, barbeque-flavored pulled and shredded pork, perfect on a bun and easily held in one hand leaving the other hand free for a "beverage". When not competing with each other, chicken and pork face a host of rivals for consumer demand for the Super Bowl. Across the nation, ground beef for making pots of chili are a popular offering and pre-cooked packaged meatballs are enjoying their own growing fan following. 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 and, in the South Central, its game on as beef ribs play a key role in satisfying fan demand. The Southwest likes their fresh pork butts and picnics to make pozole. And, alas, competition is not limited to meat proteins as the popularity of pizza and related snack foods continues to erode more traditional meat options.

This year, ad prices for chicken products in retail outlets are up across the board. the Southeast leads all regions in overall preference for chicken and pork, not unexpected given the big game will be played in that region. The South Central U.S. leads this year in preference for fresh wings, led by Texas fans. Overall, offerings of fresh wings at retail outlets are down from last year and prices are higher as supplies are down from a year ago. The Northeast, which used to lead the nation in its fondness for fresh wings, has gradually developed a preference for store deli-prepared wings in a variety of flavored sauces. The Southeast favors quick frozen and pre-cooked frozen wings over the rest of the nation and just edges out South Central fans for its liking of rotisserie chickens. The Southwest prefers deli fried and baked chicken, especially for big packs of 100 or more pieces. The Midwest is a close second for deli wings and is a strong contender for fresh/frozen uncooked wings and for pre-cooked wings.

When it comes to pork offerings at retail, the Southeast leads in overall pork preference for gameday with a 27% per capita marketing share, driven by a strong preference for fresh rib offerings of all types. Fans in other parts of the country support their own favorites with the Northeast a close second for St. Louis ribs, the Central U.S. for baby back ribs and for country or western-style ribs (cut from the butt and technically not part of the rib but delicious nonetheless), and Northwest for boneless country ribs. Pork riblets have seen increasing popularity and fans in the Southeast and South Central favor them over all other areas. Fresh bratwurst offerings are down this year in volume but remain popular as ever in the upper Midwest. Pulled pork is becoming a fan favorite across much of the nation, especially in the southern part of the nation from the Atlantic coast to West Texas, and, in handy one-pound pre-flavored tubs. Pre-cooked and flavored ribs continue to be favored in much of the country, especially from the Rockies eastward.

Report Notes and Key to Abbreviations:

All information is collected from a survey of 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:

NortheastCT,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 surveyed stores advertising any reported item during the covered period, expressed as a percentage of the total state and regional survey.

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 survey size (32,700 stores in 2020).
(*activity rate/overall sample*).

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


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

The NFL-AFL World Championship Game 2021 (Super Bowl LV) was played on February 7, 2021 in the Raymond James Stadium in Tampa, Florida between the National Football Conference (NFC) champion Tampa Bay Buccaneers and the American Football Conference (AFC) champion Kansas City Chiefs.

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Year-to-Year Comparison	2021		2020		
	Activity	Avg. \$	Activity	Avg. \$	
CHICKEN					
8-Piece Mixed:	fried	9,070	7.22	13,830	6.87
	baked	7,780	6.11	6,810	6.40
	grilled	800	6.45	1,400	6.15
	fried dark parts	7,460	6.20	2,790	5.93
Fried/Baked Mixed Packs:					
	12 piece	2,990	11.57	3,040	11.12
	16 piece	3,660	17.73	3,150	15.11
	24 piece	7,110	24.04	6,580	24.07
	50 piece	12,920	45.04	12,450	45.29
	100 piece	12,930	89.25	12,010	85.91
> 100, bulk pack (\$/piece)		15,920	0.84	10,960	0.86
Deli Wings:					
	bone-in	32,030	6.30	43,660	5.74
	boneless	5,720	6.83	13,270	5.95
Tenders					
		14,480	6.32	11,680	6.26
Rotisserie < 2 lbs.					
		17,390	6.03	14,910	5.87
Rotisserie < 2 lbs. ABF					
		15,710	6.44	5,380	8.41
Fresh Wings					
		11,260	3.29	17,680	2.80
IQF Chicken:					
	wings	13,050	2.80	23,460	2.53
	party wings	13,290	2.78	10,430	2.45
	tenders	6,040	2.28	3,130	3.02
Cooked/Frozen Chicken:					
	bone-in wings	35,460	5.10	25,380	3.97
	boneless wings	22,650	3.85	14,520	3.55
	tenders/rips	45,620	4.44	32,250	3.55
Bone-in Wing Platter/Pan					
\$ per unit	serves 8-10	23,840	28.66	21,000	25.45
	serves 10-15	25,160	38.60	22,470	38.25
	serves 20-25	8,940	56.80	10,260	56.73
Boneless Wing Platter/Pan					
\$ per unit	serves 8-10	6,060	25.00	6,070	20.94
	serves 10-15	8,600	38.91	4,240	35.57
	serves 20-25	3,310	52.39	4,460	51.11
Tender Platter/Pan					
\$ per unit	serves 8-10	16,020	29.79	11,110	27.78
	serves 10-15	8,750	37.07	9,370	35.99
	serves 20-25	6,080	57.86	7,760	55.79
PORK					
Fresh Ribs:					
	spareribs	15,620	2.18	8,270	2.01
	baby backribs	16,710	3.90	19,760	3.27
	St. Louis rib	13,710	3.28	15,010	2.69
	country rib, bone-in	14,920	2.31	13,500	2.12
	country rib, boneless	6,890	2.77	5,460	2.84
	riplets	5,520	2.68	3,540	1.32
Pre-Cooked Flavored Ribs					
	baby backribs	23,860	6.12	21,810	6.26
Deli Ribs:					
	per lb.	3,980	5.45	9,010	7.12
	per half slab	1,840	9.31	8,210	8.99
	per whole slab	3,680	11.22	11,080	10.85
Pork Rib Platter/Pan					
\$ per unit	serves 8-10	730	39.37	510	35.00
	serves 10-15	2,950	29.70	3,310	29.56
	serves 20-25	140	90.58	260	77.45
Fresh Sausage (Brats)					
		17,800	2.87	27,470	3.02

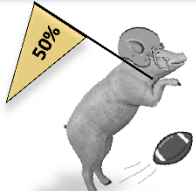


NATIONAL SUMMARY


	2021		2020
Activity Rate			
All Chicken	420,100	↑	385,510
All Pork	162,670	↑	159,950

	2021		2020
Activity Ratio			
All Chicken	13:1	↑	12:1
All Pork	5:1	↑	5:1
Overall	18:1	↑	17:1
Survey Size	33,100 (stores)		32,700

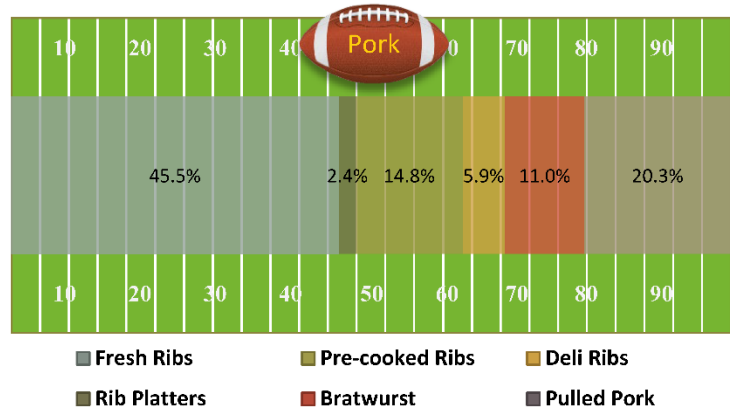
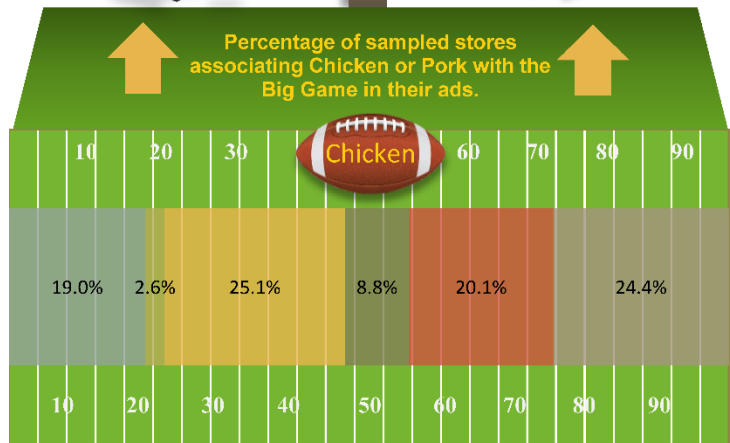
(see explanatory notes for definitions.)



50%



73%



Northeast		Region		Connecticut		Dist. of Columbia		Delaware		Massachusetts		Maryland		Maine	
Feature Rate		97.5%		96.9%		85.4%		99.0%		95.0%		96.6%		99.6%	
Activity		93,380		5,630		500		1,820		11,140		8,780		3,010	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	1,520	7.47	60	7.91	20	5.70	50	6.98	200	6.66	100	6.29	30	5.36
	baked	460	5.58	10	5.99	20	5.70	20	5.77	80	4.97	80	5.79	20	4.97
	grilled	20	4.99												
	fried dark parts	1,620	6.27	80	5.88			70	6.27	40	6.99	190	6.28		
Fried/Baked Mixed Packs:															
	12 piece	820	12.16	20	12.99			10	10.24	160	12.08	20	9.08	20	12.85
	16 piece	890	19.89	20	17.77			10	13.48	40	16.99	20	18.98		
	24 piece	330	24.47	10	34.99			10	20.39			10	22.19		
	50 piece	2,710	46.22	70	49.55			50	46.73	260	40.93	170	45.63	60	39.99
	100 piece	1,980	88.01	10	97.99			20	91.24	230	84.99	90	83.11	60	84.99
	> 100, bulk pack (\$/piece)	1,320	0.82							910	0.82			250	0.82
Deli Wings:	bone-in	7,240	6.63	680	5.79	10	5.00	50	4.39	1,200	6.40	230	5.86	240	6.38
	boneless	2,630	7.58	90	7.93	10	5.00	10	5.90	220	7.98	220	6.46		
Tenders		2,790	6.96	190	7.63			30	6.67	280	7.46	110	7.22	10	4.99
Rotisserie < 2 lbs.		2,150	5.32	40	5.18	10	6.00	50	5.43	170	5.07	180	5.47	240	5.21
Rotisserie < 2 lbs. ABF		2,440	6.41	150	6.45	30	5.96	30	6.08	320	6.14	290	5.88	150	6.04
Fresh Wings		1,470	3.32	40	3.04	10	2.97	20	3.02	70	3.26	80	3.30	40	3.32
IQF Chicken:	wings	2,390	2.58	130	2.54	20	2.44	30	2.64	180	2.45	280	2.47	20	2.83
	party wings	1,590	2.36	130	2.49	10	2.42	20	2.44	130	2.54	90	2.43	20	2.42
	tenders	440	2.38	10	2.23		2.23	10	2.23	30	2.36	40	2.38	20	2.23
Cooked/Frozen Chicken:															
	bone-in wings	2,870	4.82	90	4.91	20	5.12	40	5.12	160	5.11	180	5.12	110	5.12
	boneless wings	3,030	3.90	250	3.89	10	4.08	80	3.00	410	3.91	330	3.29	60	4.17
	tenders/rips	7,460	4.57	750	4.60	20	4.54	50	4.54	1,240	4.59	380	4.72	270	4.18
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	5,360	34.68	230	37.39	50	31.55	180	31.66	730	44.84	740	30.32	450	32.77
	serves 10-15	3,990	52.33	60	48.12	30	43.81	110	50.07	570	68.88	470	46.52	130	69.99
	serves 20-25	1,800	78.48	60	78.94	20	69.95	70	89.44	10	73.32	410	72.44		
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	2,680	30.63	290	29.47	20	29.99	50	36.59	420	29.27	360	31.09		
	serves 10-15	2,550	48.26	280	49.99	30	47.59	40	44.85	400	49.99	350	48.77		
	serves 20-25	660	70.44					50	69.99			60	68.81		
Tender Platter/Pan															
\$ per unit	serves 8-10	4,180	34.41	450	42.03	20	30.07	160	29.40	570	37.68	650	28.51	320	26.06
	serves 10-15	540	41.38	30	56.99	20	37.04	10	34.66	90	50.74	170	35.94		
	serves 20-25	2,010	66.31	280	65.12					390	64.99	30	64.61		
PORK															
Fresh Ribs:	spareribs	1,680	2.49	50	2.52	10	2.11	60	2.09	70	2.35	220	2.12	50	2.25
	baby backribs	3,020	4.35	100	4.32	30	3.96	50	4.04	100	4.05	260	4.04	60	3.79
	St. Louis rib	2,740	3.15	160	2.54	30	2.39	90	3.31	250	2.64	570	2.90	40	3.13
	country rib, bone-in	2,080	2.18	60	1.98	20	2.33	80	2.37	100	2.11	420	2.44	120	2.05
	country rib, boneless	1,480	2.75	110	1.80		2.86	10	2.46	180	1.84	30	2.86	30	2.70
	riblets	710	3.22	20	2.99		2.74	10	2.74	30	2.76	30	2.74	20	2.74
Pre-Cooked Flavored Ribs															
	baby backribs	3,450	6.47	120	6.47	10	5.82	120	6.39	160	5.96	470	6.38	60	5.78
Deli Ribs:	per lb.	450	6.66	20	6.19					10	6.20	10	10.99		
	per half slab														
	per whole slab	190	10.66	10	9.99			10	9.99	20	9.99	20	11.57		
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	690	40.21	120	47.22			10	37.99	10	52.72	20	37.99		
	serves 10-15	190	53.92	20	99.99					10	84.99	10	35.99		
	serves 20-25	30	108.76							10	99.99				
Fresh Sausage (Brats)		4,730	3.24	330	3.12	20	3.22	50	2.83	680	3.25	390	2.89	110	3.24

Northeast		New Hampshire		New Jersey		New York		Pennsylvania		Rhode Island		Vermont	
Feature Rate		98.3%		95.8%		98.1%		98.8%		96.4%		98.7%	
Activity		2,800		8,950		27,240		20,310		1,650		1,550	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN													
8-Piece Mixed:	fried	60	6.42	160	6.97	360	8.75	420	7.64	10	4.97	50	7.58
	baked	30	4.97	80	5.99	20	5.99	70	5.99	10	4.97	20	4.97
	grilled			10	4.99			10	4.99				
	fried dark parts	10	6.99	310	5.64	560	6.90	320	5.63			40	7.13
Fried/Baked Mixed Packs:													
	12 piece	60	11.58	10	12.99	170	12.99	290	11.82	10	12.99	50	12.99
	16 piece	10	16.99	20	15.49	390	17.22	340	24.34			40	16.99
	24 piece			10	34.99	10	34.99	280	23.57				
	50 piece	90	40.63	240	50.55	590	47.09	1,070	47.15	20	39.99	90	42.47
	100 piece	80	84.99	90	96.55	310	80.98	1,010	91.06	20	84.99	60	84.51
	> 100, bulk pack (\$/piece)	80	0.87							20	0.87	60	0.87
Deli Wings:	bone-in	300	7.07	520	6.49	3,200	7.11	580	5.82	50	5.00	180	7.58
	boneless	40	7.99	110	7.51	1,410	7.67	360	7.64	20	4.99	140	7.99
Tenders													
		30	4.99	370	6.84	1,210	7.30	560	5.93				
Rotisserie < 2 lbs.													
		170	5.10	280	5.26	720	5.23	220	6.05	10	5.34	60	5.15
Rotisserie < 2 lbs. ABF													
		120	5.75	140	7.37	610	7.11	530	6.07	40	6.78	30	6.05
Fresh Wings													
		40	3.30	150	3.31	720	3.38	280	3.27	10	3.32	10	3.32
IQF Chicken:	wings	60	2.70	230	2.69	880	2.55	480	2.72	40	2.55	40	2.46
	party wings	30	2.42	280	2.34	580	2.28	270	2.35	20	2.51	10	2.42
	tenders	20	2.23	40	2.38	130	2.50	130	2.33	10	2.23		2.23
Cooked/Frozen Chicken:													
	bone-in wings	110	5.12	250	4.97	1,130	4.46	730	5.05	30	5.12	20	4.77
	boneless wings	100	3.96	340	4.04	810	4.06	530	3.99	100	4.15	10	4.05
	tenders/strips	250	4.28	830	4.69	2,000	4.61	1,410	4.49	230	4.55	30	4.58
Bone-in Wing Platter/Pan													
\$ per unit	serves 8-10	330	37.60	550	34.94	650	30.95	1,170	31.93	110	34.71	170	41.99
	serves 10-15	160	69.99	340	49.67	810	45.03	1,110	46.18	70	61.17	130	67.61
	serves 20-25			90	90.58	150	73.30	970	80.08	20	80.00		
Boneless Wing Platter/Pan													
\$ per unit	serves 8-10		14.99	200	30.07	490	29.11	750	32.88	80	29.99	20	14.99
	serves 10-15			200	50.11	390	50.44	730	45.34	130	46.09		
	serves 20-25			10	94.99	40	94.99	450	66.92	50	80.00		
Tender Platter/Pan													
\$ per unit	serves 8-10	170	26.28	440	37.67	600	34.72	660	37.27	80	40.36	60	25.99
	serves 10-15			10	55.00	50	53.67	120	33.65	40	40.00		
	serves 20-25			260	74.04	330	65.79	600	63.98	120	70.08		
PORK													
Fresh Ribs:	spareribs	40	2.21	130	2.48	750	2.80	270	2.14	10	2.19	20	2.74
	baby backribs	50	3.85	420	4.63	1,210	4.72	690	3.86	20	3.93	30	4.02
	St. Louis rib	50	3.01	340	3.38	600	3.58	530	3.29	50	2.38	30	2.99
	country rib, bone-in	40	2.37	110	2.27	720	2.07	360	2.14	20	1.88	30	2.13
	country rib, boneless	20	2.86	140	2.50	700	3.23	210	2.74	40	1.88	10	3.06
	riblets	20	2.71	70	3.20	370	3.54	120	2.76	10	2.74	10	2.74
Pre-Cooked Flavored Ribs													
	baby backribs	100	5.62	300	6.50	1,530	6.82	530	6.01	30	6.41	20	5.82
Deli Ribs:	per lb.	10	4.44	40	6.66	350	6.65	10	6.44				
	per half slab												
	per whole slab		9.99	10	13.99	90	10.61	10	9.99			20	9.99
Pork Rib Platter/Pan													
\$ per unit	serves 8-10			290	37.99	160	39.71	80	37.99				
	serves 10-15					30	82.53	110	35.99	10	60.00		
	serves 20-25					10	106.28			10	120.00		
Fresh Sausage (Brats)													
		120	3.01	530	3.23	1,400	3.51	940	3.11	100	2.96	60	3.21

Southeast		Region		Alabama		Florida		Georgia		Kentucky		Mississippi		North Carolina	
Feature Rate		98.4%		97.2%		98.1%		98.6%		97.7%		98.5%		99.3%	
Activity		173,950		9,970		50,880		24,100		8,220		4,770		25,590	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	2,750	7.04	200	7.01	1,220	7.31	290	7.30	60	6.76	50	6.56	270	6.18
	baked	1,530	5.87	30	5.99	10	5.63	380	6.01	230	5.99	70	5.99	160	5.04
	grilled	20	6.49					10	7.99						
	fried dark parts	2,860	6.24	110	5.24	380	5.96	140	6.15	60	5.92	100	4.84	1,010	6.46
Fried/Baked Mixed Packs:															
	12 piece	70	12.85	10	12.99	10	10.99	10	12.99					30	12.99
	16 piece	1,700	14.88	90	15.01	820	15.19	270	14.59	10	13.99	10	12.99	130	14.16
	24 piece	2,530	23.33	140	22.18	820	22.74	540	24.32	240	23.70	90	21.88	60	22.83
	50 piece	3,570	44.05	170	43.46	1,170	43.84	440	45.83	120	45.18	60	42.30	570	45.22
	100 piece	3,120	86.93	170	83.72	1,170	83.83	570	90.61	230	92.97	90	87.23	70	85.66
	> 100, bulk pack (\$/piece)	3,660	0.87	170	0.84	1,630	0.83	760	0.90	130	0.96	60	0.96	170	0.83
Deli Wings:	bone-in	7,240	6.04	230	6.08	1,300	6.01	2,100	5.80	650	6.46	220	6.46	530	5.84
	boneless	550	6.15	30	4.76	40	6.28	70	6.20	70	5.24	30	4.28	20	7.78
Tenders		2,000	6.47	50	5.79	80	6.31	440	6.39	270	6.47	90	6.23	100	6.97
Rotisserie < 2 lbs.		5,790	6.21	300	6.48	2,070	6.78	860	6.23	270	5.58	120	5.70	700	5.54
Rotisserie < 2 lbs. ABF		3,840	6.42	270	6.29	740	6.33	490	6.54	210	6.72	150	6.24	720	6.72
Fresh Wings		3,290	3.26	270	3.32	800	3.21	400	3.34	210	3.33	190	3.16	510	3.24
IQF Chicken:	wings	4,000	2.90	320	2.88	1,470	2.89	400	2.84	150	2.90	130	2.80	420	2.83
	party wings	2,970	2.79	200	2.52	480	2.41	460	3.30	340	2.97	210	2.87	250	2.39
	tenders	2,490	2.33	230	2.34	1,020	2.41	270	2.34	90	2.22	120	2.26	210	2.19
Cooked/Frozen Chicken:															
	bone-in wings	10,760	5.10	850	5.08	1,990	5.12	1,840	5.22	900	5.01	530	5.08	1,240	4.98
	boneless wings	7,660	3.69	480	4.23	1,580	4.28	790	3.95	360	4.13	220	4.23	1,770	3.09
	tenders/strips	12,950	4.29	1,130	4.26	3,770	4.09	1,640	4.37	700	4.43	590	4.32	1,590	4.42
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	9,830	28.16	340	27.14	2,860	27.73	1,060	26.35	150	19.23	50	20.68	2,310	29.89
	serves 10-15	7,240	35.44	420	35.72	3,450	35.95	1,090	33.50	230	26.68	110	29.06	440	40.09
	serves 20-25	5,460	48.91	360	48.89	3,100	47.18	730	47.79	10	59.99	30	53.54	380	49.98
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	1,780	24.94	80	24.92	850	24.78	270	23.84					120	21.63
	serves 10-15	3,060	34.62	180	32.09	1,510	33.17	360	34.18			30	27.49	340	33.20
	serves 20-25	2,090	45.31	140	44.49	1,160	45.61	350	45.76			10	39.99	180	43.27
Tender Platter/Pan															
\$ per unit	serves 8-10	8,630	29.53	170	30.81	1,700	31.10	860	28.24	140	20.48	30	20.93	2,580	30.16
	serves 10-15	4,170	39.35	220	40.08	2,000	42.34	700	37.94	110	24.99	40	24.99	320	37.60
	serves 20-25	3,560	53.64	210	53.56	2,000	54.86	550	53.39	10	39.99	10	39.99	250	49.00
PORK															
Fresh Ribs:	spareribs	5,390	2.11	290	2.12	850	2.12	550	2.10	230	2.08	170	2.08	1,440	2.11
	baby backribs	4,900	3.82	380	3.83	1,260	3.77	700	3.77	380	3.70	220	3.79	470	3.97
	St. Louis rib	5,290	3.45	270	3.37	1,270	3.43	430	3.30	150	3.62	110	3.36	1,260	3.60
	country rib, bone-in	5,760	2.37	260	2.55	960	2.50	450	2.47	340	1.89	140	2.43	1,470	2.37
	country rib, boneless	2,250	2.77	190	2.78	810	2.78	220	2.82	100	2.89	100	2.66	260	2.72
	riblets	1,710	2.58	170	2.46	370	2.62	220	2.59	100	2.59	100	2.34	270	2.63
Pre-Cooked Flavored Ribs															
	baby backribs	9,080	6.14	420	5.79	1,360	5.85	830	5.97	310	6.30	230	5.78	2,630	6.32
Deli Ribs:	per lb.	1,080	5.19	70	5.09	430	5.45	220	5.13	40	4.80	50	5.22		
	per half slab	1,270	9.99	80	9.99	820	9.99	190	9.99					50	9.99
	per whole slab	710	10.71	30	10.00	70	13.11	180	10.11	40	11.29	40	9.99	20	12.70
Pork Rib Platter/Pan															
\$ per unit	serves 8-10														
	serves 10-15	1,020	29.75	50	34.42	350	35.63	190	25.74	110	24.99	40	27.94		
	serves 20-25	10	139.95			10	139.95								
Fresh Sausage (Brats)		4,310	2.77	190	2.91	1,120	3.04	780	2.84	470	2.29	130	2.93	270	2.65

Southeast		South Carolina		Tennessee		Virginia		West Virginia				
Feature Rate		99.5%		97.6%		97.8%		100.0%				
Activity		13,120		13,980		19,290		4,030				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:	fried	210	6.91	220	7.14	190	6.17	40	7.97			
	baked	90	6.15	240	6.00	240	5.75	80	6.00			
	grilled			10	4.99							
	fried dark parts	360	6.24	80	6.56	560	6.43	60	6.63			
Fried/Baked Mixed Packs:												
	12 piece							10	13.99			
	16 piece	170	14.22	150	14.23	40	14.54	10	31.24			
	24 piece	90	23.47	300	23.96	160	23.19	90	23.49			
	50 piece	250	44.49	280	43.74	420	43.66	90	33.06			
	100 piece	120	85.54	370	88.54	220	86.41	110	90.82			
	> 100, bulk pack (\$/piece)	150	0.85	330	0.92	180	0.93	80	0.96			
Deli Wings:	bone-in	410	5.76	800	6.70	720	6.00	280	5.65			
	boneless	50	6.99	20	5.36	200	6.81	20	4.29			
Tenders		110	6.86	420	6.48	340	6.68	100	5.84			
Rotisserie < 2 lbs.		330	6.04	460	6.06	530	5.48	150	5.81			
Rotisserie < 2 lbs. ABF		360	6.43	310	6.42	510	6.05	80	6.18			
Fresh Wings		220	3.32	320	3.24	290	3.29	80	3.32			
IQF Chicken:	wings	280	2.80	270	2.87	450	3.02	110	3.44			
	party wings	220	2.49	570	3.09	190	2.41	50	2.66			
	tenders	190	2.29	160	2.19	150	2.29	50	2.20			
Cooked/Frozen Chicken:												
	bone-in wings	800	5.01	1,220	5.04	1,020	5.18	370	5.19			
	boneless wings	680	3.40	560	3.91	1,040	3.21	180	3.69			
	tenders/rips	980	4.27	1,090	4.45	1,150	4.50	310	4.27			
Bone-in Wing Platter/Pan												
\$ per unit	serves 8-10	860	29.09	460	25.99	1,590	29.23	150	26.35			
	serves 10-15	390	37.30	460	31.58	550	40.31	100	28.55			
	serves 20-25	280	48.81	210	49.37	340	63.74	20	69.99			
Boneless Wing Platter/Pan												
\$ per unit	serves 8-10	130	23.41	70	23.20	240	29.28	20	29.99			
	serves 10-15	230	33.96	90	33.85	300	46.18	20	47.64			
	serves 20-25	130	44.54	90	45.00	20	47.37	10	56.99			
Tender Platter/Pan												
\$ per unit	serves 8-10	870	29.88	470	26.50	1,630	29.21	180	28.40			
	serves 10-15	260	39.95	260	33.95	220	36.59	40	25.22			
	serves 20-25	190	52.58	220	48.38	100	56.55	20	64.40			
PORK												
Fresh Ribs:	spareribs	580	2.18	360	2.10	800	2.10	120	2.10			
	baby backribs	350	3.97	470	3.77	510	3.92	160	3.68			
	St. Louis rib	470	3.51	260	3.26	970	3.38	100	3.34			
	country rib, bone-in	580	2.42	510	2.12	890	2.42	160	2.13			
	country rib, boneless	160	2.80	170	2.74	200	2.70	40	2.76			
	riblets	160	2.43	140	2.74	140	2.64	40	2.74			
Pre-Cooked Flavored Ribs												
	baby backribs	960	6.23	590	5.96	1,540	6.31	210	6.07			
Deli Ribs:	per lb.	40	4.24	120	4.99	70	4.99	40	4.99			
	per half slab	60	9.99	50	9.99	20	9.99					
	per whole slab	90	11.73	120	9.99	80	10.11	40	9.99			
Pork Rib Platter/Pan												
\$ per unit	serves 8-10											
	serves 10-15	50	32.49	120	24.99	70	24.99	40	25.49			
	serves 20-25											
Fresh Sausage (Brats)		210	2.77	560	2.56	410	2.80	170	2.64			

Midwest		Region		Iowa		Illinois		Indiana		Michigan		Minnesota		North Dakota	
Feature Rate		97.7%		99.1%		95.7%		95.9%		98.5%		96.3%		100.0%	
Activity		89,400		7,170		17,490		12,170		12,740		6,050		1,010	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	1,650	7.06	40	8.37	610	6.59	140	7.55	150	7.70	50	7.48	30	7.17
	baked	2,090	6.12	40	6.75	150	6.19	330	5.99	390	6.02	50	6.46	20	6.99
	grilled	500	6.47	10	6.82	410	6.52	50	5.97			10	6.99	10	6.54
	fried dark parts	600	6.08	10	3.99	60	6.15	60	6.44	300	5.61	10	6.55	10	6.44
Fried/Baked Mixed Packs:															
	12 piece	1,360	10.83	30	13.46	800	9.51	60	12.36	30	15.09	10	13.49	10	11.99
	16 piece	430	27.72	20	18.99	10	20.00	40	19.83	30	19.99				
	24 piece	1,300	24.42	20	26.99	150	23.98	210	24.48	280	24.56	10	21.99	10	21.99
	50 piece	2,090	47.70	20	47.91	500	40.92	220	47.50	350	47.09	160	49.99	10	39.99
	100 piece	2,510	94.60	20	95.82	530	82.53	350	94.68	470	90.68	160	99.99	10	79.99
	> 100, bulk pack (\$/piece)	1,460	0.94			130	0.97	280	0.95	260	0.96	480	0.91	10	0.80
Deli Wings:	bone-in	5,900	6.26	270	6.12	890	6.01	900	6.50	1,010	6.28	110	6.76	40	6.77
	boneless	1,500	6.04	140	7.44	210	5.59	260	5.54	370	6.08	60	7.70	10	5.50
Tenders		3,380	5.99	50	5.87	860	5.82	520	6.19	390	6.42	40	4.99	20	5.44
Rotisserie < 2 lbs.		2,860	5.74	140	6.11	350	5.91	440	5.56	540	5.38	170	6.64	20	7.03
Rotisserie < 2 lbs. ABF		1,930	6.30	170	5.90	330	6.29	260	6.35	200	6.23	180	6.42	30	6.42
Fresh Wings		1,890	3.25	120	3.30	380	3.27	260	3.33	220	3.24	180	3.15	30	3.38
IQF Chicken:	wings	2,790	2.82	140	2.82	730	2.80	290	2.83	310	2.79	360	2.87	30	3.00
	party wings	2,920	2.93	80	2.41	450	2.69	680	3.03	530	3.04	150	2.46	30	2.60
	tenders	790	2.23	60	2.22	150	2.23	110	2.23	90	2.23	70	2.23	10	2.23
Cooked/Frozen Chicken:															
	bone-in wings	6,240	5.16	350	5.11	1,000	5.14	990	5.20	800	5.20	410	5.16	100	5.15
	boneless wings	4,450	3.72	220	4.02	1,650	3.20	520	4.04	500	4.00	250	4.05	50	4.01
	tenders/strips	7,640	4.45	590	4.38	1,890	4.33	920	4.49	840	4.57	720	4.76	130	4.34
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	2,350	24.27	610	25.21	270	27.30	340	24.20	340	21.69	170	25.59	10	16.99
	serves 10-15	4,070	33.97	1,160	35.65	590	34.90	500	36.12	440	31.32	250	34.98	10	39.99
	serves 20-25	580	70.89	10	69.99	40	59.99	250	76.62	90	70.55				
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	1,080	13.89	620	13.68	90	12.95					130	12.95		
	serves 10-15	1,210	26.95	620	26.35	90	24.95	10	29.99			130	24.95	10	39.99
	serves 20-25	270	60.85	10	69.99			90	59.82	20	59.99				
Tender Platter/Pan															
\$ per unit	serves 8-10	740	21.87	70	25.53	70	30.47	180	19.35	170	20.70	10	49.99		
	serves 10-15	1,000	30.42	70	45.31	220	33.23	180	29.43	160	27.40			10	39.99
	serves 20-25	190	60.57					40	64.38	30	51.37				
PORK															
Fresh Ribs:	spareribs	2,120	2.19	270	2.46	420	2.20	250	2.10	190	2.10	180	2.23	30	2.12
	baby backribs	3,010	3.75	160	3.88	470	3.74	320	3.93	540	3.55	270	3.97	40	3.77
	St. Louis rib	1,950	3.06	100	3.09	500	2.89	210	3.21	250	3.08	200	3.37	20	3.37
	country rib, bone-in	2,310	2.23	240	2.54	320	2.35	190	2.42	420	2.11	260	2.07	60	1.89
	country rib, boneless	1,020	2.82	70	2.92	210	2.74	140	2.96	100	2.92	110	2.74	40	2.43
	riblets	860	2.65	70	2.58	180	2.60	110	2.74	110	2.63	70	2.74	20	2.01
Pre-Cooked Flavored Ribs															
	baby backribs	3,850	6.17	320	6.16	890	5.94	480	6.02	360	5.81	350	6.21	70	6.20
Deli Ribs:	per lb.	820	5.41	10	4.99	50	5.51	160	5.13	220	5.02	40	7.68	20	6.32
	per half slab	50	9.47			30	9.79			20	9.00				
	per whole slab	920	10.93	10	10.99	140	11.88	150	10.34	240	10.61	10	10.99	10	10.99
Pork Rib Platter/Pan															
\$ per unit	serves 8-10	40	24.99			40	24.99								
	serves 10-15	680	29.04	20	28.99	20	49.99	160	27.75	130	24.99				
	serves 20-25	100	80.19	20	56.99	20	79.99	40	82.23	10	78.99				
Fresh Sausage (Brats)		3,900	2.50	170	2.20	590	2.27	480	2.31	840	2.42	230	3.13	40	2.91

Midwest		Nebraska		Ohio		South Dakota		Wisconsin				
Feature Rate		99.2%		98.9%		100.0%		98.7%				
Activity		3,400		19,300		1,290		8,780				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:	fried	50	8.08	220	8.24	20	8.42	340	6.21			
	baked	120	6.94	470	6.00	20	6.99	500	6.01			
	grilled							10	5.99			
	fried dark parts			120	7.17	20	5.99	10	6.30			
Fried/Baked Mixed Packs:												
	12 piece	20	12.31	370	12.59	10	14.49	20	10.62			
	16 piece			330	30.14							
	24 piece	20	25.49	580	24.40	10	21.99	10	26.66			
	50 piece	40	48.61	780	51.93		39.99	10	49.99			
	100 piece	50	96.93	910	102.63		79.99	10	99.99			
	> 100, bulk pack (\$/piece)	40	0.88	240	0.96	10	0.80	10	1.00			
Deli Wings:	bone-in	120	6.09	1,570	6.29	40	6.29	950	6.19			
	boneless	20	7.99	230	5.83	20	6.93	180	5.54			
Tenders		40	7.51	700	6.06	20	4.99	740	5.79			
Rotisserie < 2 lbs.		70	5.96	660	5.57	40	6.90	430	5.86			
Rotisserie < 2 lbs.	ABF	110	6.17	440	6.48	30	6.29	180	6.24			
Fresh Wings		90	3.30	300	3.28	30	3.28	280	3.17			
IQF Chicken:	wings	80	2.82	530	2.80	30	2.87	290	2.83			
	party wings	90	2.73	610	3.24	20	2.47	280	2.68			
	tenders	40	2.23	150	2.24	20	2.23	90	2.23			
Cooked/Frozen Chicken:												
	bone-in wings	270	5.14	1,390	5.16	90	5.15	840	5.17			
	boneless wings	140	4.08	710	4.05	50	4.15	360	3.99			
	tenders/strips	370	4.44	1,220	4.57	140	4.39	820	4.16			
Bone-in Wing Platter/Pan												
\$ per unit	serves 8-10	140	24.71	380	22.16	60	25.00	30	26.36			
	serves 10-15	280	34.72	650	29.00	120	35.73	70	35.59			
	serves 20-25			190	65.86							
Boneless Wing Platter/Pan												
\$ per unit	serves 8-10	120	12.95	40	27.00	60	12.95	20	12.95			
	serves 10-15	120	24.95	150	33.97	60	24.95	20	24.95			
	serves 20-25			150	60.97							
Tender Platter/Pan												
\$ per unit	serves 8-10	10	22.91	230	19.71				49.99			
	serves 10-15	20	31.24	340	27.15		44.99					
	serves 20-25			120	61.60							
PORK												
Fresh Ribs:	spareribs	170	2.16	330	2.09	80	2.20	200	2.13			
	baby backribs	120	3.78	610	3.73	40	3.93	440	3.68			
	St. Louis rib	70	3.26	300	2.96	20	3.24	280	3.01			
	country rib, bone-in	170	2.24	400	2.08	70	2.24	180	2.35			
	country rib, boneless	50	2.98	160	2.88	20	2.74	120	2.73			
	riblets	40	2.74	140	2.74	20	2.74	100	2.61			
Pre-Cooked Flavored Ribs												
	baby backribs	160	5.94	740	6.93	60	6.09	420	5.83			
Deli Ribs:	per lb.	30	4.99	220	5.02	10	7.85	60	7.04			
	per half slab											
	per whole slab	40	10.38	270	10.66	10	10.99	40	13.97			
Pork Rib Platter/Pan												
\$ per unit	serves 8-10											
	serves 10-15	10	24.99	340	30.09							
	serves 20-25			10	120.00							
Fresh Sausage (Brats)		70	2.40	1,000	2.71	40	2.90	440	2.43			

South Central		Region		Arkansas		Arizona		Colorado		Kansas		Louisiana		Missouri	
Feature Rate		97.7%		94.0%		97.4%		97.8%		99.1%		99.7%		96.4%	
Activity		100,460		5,690		11,330		10,560		5,900		9,000		9,960	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	1,060	7.86	90	9.58	90	5.69	30	7.53	60	8.15	160	6.99	210	9.19
	baked	1,640	6.17	80	6.31	300	5.84	300	6.02	150	6.24	100	6.59	80	7.70
	grilled	100	7.59					10	5.99	10	7.99				
	fried dark parts	370	7.28	40	6.23	10	5.00	10	6.99	10	8.08	70	6.20	100	8.92
Fried/Baked Mixed Packs:															
	12 piece	480	12.35	10	10.99	30	11.98	110	12.97	20	11.87	20	10.49	160	12.39
	16 piece	250	16.56					10	14.39	10	17.99	20	18.78	100	17.34
	24 piece	1,390	24.44	90	23.06	260	24.05	300	24.70	60	25.51	130	23.99	90	25.59
	50 piece	1,700	45.54	50	44.49	220	43.59	410	44.46	70	49.99	200	44.51	130	49.88
	100 piece	2,230	92.57	80	90.48	350	87.41	410	90.73	130	97.95	210	87.41	130	108.25
	> 100, bulk pack (\$/piece)	3,000	0.89	80	0.94	380	0.84	720	0.86	70	0.96	210	0.83	90	0.99
Deli Wings:	bone-in	6,880	6.46	200	6.59	1,120	6.67	1,250	6.88	360	6.33	420	6.06	310	7.11
	boneless	570	6.46	20	4.70	40	6.99	30	6.99	40	6.22	10	6.99	110	6.38
Tenders		3,070	5.95	80	6.29	490	5.74	360	5.99	90	6.21	270	5.91	320	6.01
Rotisserie < 2 lbs.		3,480	6.14	70	5.54	450	5.29	470	5.95	210	5.88	260	6.18	200	6.41
Rotisserie < 2 lbs. ABF		3,870	6.56	220	6.24	480	6.64	370	6.36	160	6.30	260	6.35	290	6.24
Fresh Wings		3,140	3.29	250	3.20	280	3.39	200	3.43	150	3.34	260	3.16	310	3.21
IQF Chicken:	wings	2,420	2.86	200	3.03	170	2.78	130	2.75	120	2.85	180	2.91	400	2.87
	party wings	3,670	2.88	250	2.81	410	2.84	570	3.26	280	2.99	160	2.57	270	2.56
	tenders	1,620	2.22	180	2.26	110	2.23	90	2.23	100	2.17	190	2.23	220	2.18
Cooked/Frozen Chicken:															
	bone-in wings	9,930	5.18	750	5.07	1,050	5.22	800	5.24	580	5.14	790	5.04	850	5.07
	boneless wings	4,550	4.09	340	4.16	320	4.18	260	4.18	250	3.93	420	4.20	550	3.95
	tenders/strips	11,140	4.41	810	4.40	910	4.57	730	4.58	610	4.36	1,080	4.16	1,150	4.42
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	1,980	22.66	20	27.99	220	25.31	200	22.04	130	21.52	360	22.21	160	25.13
	serves 10-15	4,240	34.92	30	41.37	720	35.46	610	35.40	270	31.71	420	39.34	570	36.71
	serves 20-25	790	53.97	20	53.17					30	66.68	280	61.12	70	62.26
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10	270	20.04							60	13.31			140	12.95
	serves 10-15	400	32.72					39.99		80	29.96	80	27.49	170	29.37
	serves 20-25	160	62.49							20	69.99	40	39.99	30	69.99
Tender Platter/Pan															
\$ per unit	serves 8-10	820	21.71		39.99	140	20.44	170	20.79	90	21.55	20	31.99	50	27.41
	serves 10-15	1,160	31.37	10	37.07	260	32.66	250	33.41	90	28.26	60	28.80	30	35.58
	serves 20-25	120	46.49	10	47.99	60	49.99				47.99	40	39.99		
PORK															
Fresh Ribs:	spareribs	3,460	2.08	230	2.12	380	1.91	180	2.10	250	2.13	410	1.87	310	2.19
	baby backribs	3,650	3.75	330	3.66	380	3.61	330	3.94	200	4.01	340	3.68	360	3.77
	St. Louis rib	2,200	3.23	120	3.22	120	3.25	100	3.31	110	3.21	240	3.60	320	3.08
	country rib, bone-in	2,750	2.27	220	2.27	330	1.92	120	2.48	210	2.05	200	2.65	330	2.24
	country rib, boneless	1,290	2.77	190	2.75	110	2.86	90	2.80	90	2.77	160	2.83	210	2.71
	riblets	1,490	2.61	110	2.73	110	2.74	90	2.68	80	2.69	180	2.19	130	2.74
Pre-Cooked Flavored Ribs															
	baby backribs	4,360	5.79	340	5.78	330	5.78	260	5.74	250	5.84	370	5.79	520	5.87
Deli Ribs:	per lb.	920	5.27	30	4.99	130	4.99	150	4.99	60	4.99	200	5.79	40	7.41
	per half slab	110	10.60					10	10.29					20	11.99
	per whole slab	1,010	11.32	40	10.40	130	9.99	150	10.32	150	10.46	10	9.99	140	13.92
Pork Rib Platter/Pan															
\$ per unit	serves 8-10														
	serves 10-15	600	25.66		24.99	120	24.99	150	24.99	60	24.99	50	33.08		24.99
	serves 20-25														
Fresh Sausage (Brats)		2,120	2.80	100	2.64	320	3.16	130	3.74	130	2.34	120	3.25	290	2.47

South Central		New Mexico		Oklahoma		Texas		Utah				
Feature Rate		97.9%		92.8%		98.2%		98.6%				
Activity		2,740		6,580		33,900		4,800				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:	fried	10	6.99	60	8.40	250	6.72	100	9.38			
	baked	50	6.00	10	6.99	450	6.06	120	6.22			
	grilled			60	7.99	10	7.99	10	5.99			
	fried dark parts			20	7.44	80	6.99	30	6.99			
Fried/Baked Mixed Packs:												
	12 piece	10	12.38	20	13.22	20	10.49	80	12.57			
	16 piece			10	17.99	20	18.78	80	14.39			
	24 piece	50	25.94			220	23.99	190	24.73			
	50 piece	50	45.24	80	50.42	350	43.81	140	49.04			
	100 piece	70	92.64	80	99.42	570	91.97	200	96.94			
	> 100, bulk pack (\$/piece)	90	0.89	270	0.98	960	0.88	130	0.94			
Deli Wings:	bone-in	230	5.70	200	6.01	2,380	6.34	410	5.83			
	boneless	10	6.99	150	6.09	150	6.96	10	5.06			
Tenders		70	5.91	180	5.67	1,070	6.01	140	6.12			
Rotisserie < 2 lbs.		60	5.57	220	6.33	1,410	6.51	130	5.87			
Rotisserie < 2 lbs. ABF		120	6.38	280	6.31	1,570	6.81	120	6.34			
Fresh Wings		100	3.38	290	3.41	1,190	3.26	110	3.35			
IQF Chicken:	wings	50	2.84	190	2.90	910	2.83	70	2.82			
	party wings	110	2.76	150	2.53	1,290	2.86	180	2.85			
	tenders	40	2.23	140	2.22	500	2.22	50	2.23			
Cooked/Frozen Chicken:												
	bone-in wings	310	5.16	760	5.33	3,620	5.21	420	5.18			
	boneless wings	130	4.18	400	4.19	1,730	4.06	150	4.18			
	tenders/strips	350	4.42	870	4.41	4,230	4.40	400	4.51			
Bone-in Wing Platter/Pan												
\$ per unit	serves 8-10	40	20.79	80	38.63	640	20.44	130	19.26			
	serves 10-15	80	31.59	70	49.31	1,350	33.01	120	26.24			
	serves 20-25			70	68.21	320	41.65					
Boneless Wing Platter/Pan												
\$ per unit	serves 8-10			60	39.99	10	39.99					
	serves 10-15			60	49.99	10	49.99		39.99			
	serves 20-25			60	69.99	10	69.99					
Tender Platter/Pan												
\$ per unit	serves 8-10	30	18.81		49.99	260	22.49	60	17.40			
	serves 10-15	40	29.85			360	30.77	60	26.01			
	serves 20-25	10	49.99									
PORK												
Fresh Ribs:	spareribs	90	2.12	270	2.17	1,180	2.09	160	2.35			
	baby backribs	90	3.93	320	3.91	1,200	3.67	100	3.93			
	St. Louis rib	40	3.28	150	3.17	900	3.18	100	3.38			
	country rib, bone-in	50	2.85	280	2.38	930	2.26	80	2.50			
	country rib, boneless	40	2.86	170	2.97	120	2.00	110	3.28			
	riblets	60	2.55	130	2.62	550	2.64	50	2.74			
Pre-Cooked Flavored Ribs												
	baby backribs	130	5.78	370	5.79	1,610	5.80	180	5.48			
Deli Ribs:	per lb.	30	4.99			220	5.00	60	4.96			
	per half slab							80	10.29			
	per whole slab	30	9.99	10	11.99	220	9.99	130	14.92			
Pork Rib Platter/Pan												
\$ per unit	serves 8-10											
	serves 10-15		24.99			220	24.99		24.99			
	serves 20-25											
Fresh Sausage (Brats)		70	2.59	40	1.83	810	2.82	110	2.15			

Southwest		Region		California		Hawaii		Nevada				
Feature Rate		91.2%		90.9%		91.1%		95.5%				
Activity		48,770		43,470		360		4,940				
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg			
CHICKEN												
8-Piece Mixed:	fried	950	6.85	870	6.80			80	7.39			
	baked	1,070	6.15	980	6.15			90	6.06			
	grilled	70	5.70	70	5.70							
	fried dark parts	470	5.89	410	5.83	20	5.00	40	6.88			
Fried/Baked Mixed Packs:												
	12 piece	90	10.90	50	9.99			40	12.03			
	16 piece	130	15.95	110	15.99			20	15.76			
	24 piece	930	24.34	800	24.21			130	25.14			
	50 piece	2,040	42.18	1,800	42.07	20	41.99	220	43.13			
	100 piece	2,240	83.86	1,980	83.35	20	76.99	240	88.60			
	> 100, bulk pack (\$/piece)	5,290	0.76	4,910	0.75	20	0.68	360	0.82			
Deli Wings:	bone-in	2,870	5.84	2,480	5.80			390	6.10			
	boneless	210	6.35	200	6.32			10	6.99			
Tenders		2,230	6.56	2,020	6.61			210	6.12			
Rotisserie < 2 lbs.		1,890	6.58	1,660	6.69	50	5.99	180	5.78			
Rotisserie < 2 lbs. ABF		1,990	6.24	1,760	6.18			230	6.66			
Fresh Wings		660	3.49	550	3.47	10	4.79	100	3.42			
IQF Chicken:	wings	730	2.66	660	2.65	10	2.33	60	2.77			
	party wings	1,100	2.73	940	2.71	10	2.39	150	2.82			
	tenders	250	2.23	210	2.23			40	2.23			
Cooked/Frozen Chicken:												
	bone-in wings	2,800	4.98	2,440	4.96			360	5.10			
	boneless wings	1,450	4.30	1,290	4.31			160	4.26			
	tenders/strips	3,080	4.84	2,690	4.87	20	6.04	370	4.59			
Bone-in Wing Platter/Pan												
\$ per unit	serves 8-10	2,540	26.39	2,390	26.43	10	34.99	140	25.06			
	serves 10-15	3,390	37.46	3,080	37.60	20	54.99	290	34.70			
	serves 20-25	10	80.00	10	80.00							
Boneless Wing Platter/Pan												
\$ per unit	serves 8-10											
	serves 10-15	600	47.40	560	47.15	20	54.99	20	46.99			
	serves 20-25											
Tender Platter/Pan												
\$ per unit	serves 8-10	360	24.25	310	25.07		49.99	50	19.19			
	serves 10-15	930	35.62	820	35.81			110	34.19			
	serves 20-25											
PORK												
Fresh Ribs:	spareribs	1,480	2.18	1,330	2.17	30	3.17	120	2.12			
	baby backribs	1,070	3.95	950	3.94	10	5.79	110	3.90			
	St. Louis rib	610	3.08	530	3.07			80	3.15			
	country rib, bone-in	840	2.29	760	2.22	10	4.99	70	2.64			
	country rib, boneless	280	2.92	230	2.86	10	4.54	40	2.86			
	riblets	250	2.74	210	2.74			40	2.74			
Pre-Cooked Flavored Ribs												
	baby backribs	1,240	6.21	1,070	6.20	20	7.33	150	6.08			
Deli Ribs:	per lb.	310	5.32	250	5.23	10	9.59	50	4.93			
	per half slab	270	5.09	240	5.00	20	5.00	10	7.40			
	per whole slab	420	11.90	330	11.99	20	9.99	70	12.04			
Pork Rib Platter/Pan												
\$ per unit	serves 8-10											
	serves 10-15	220	24.99	220	24.99							
	serves 20-25											
Fresh Sausage (Brats)												
		1,410	3.41	1,300	3.46			110	2.72			

Northwest		Region		Alaska		Idaho		Montana		Oregon		Washington		Wyoming	
Feature Rate		94.6%		100.0%		97.3%		95.4%		93.0%		93.4%		100.0%	
Activity		20,430		1,070		2,600		1,700		5,360		8,560		1,140	
		stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg	stores	\$ avg
CHICKEN															
8-Piece Mixed:	fried	810	7.36	50	6.99	150	7.46	110	7.31	200	7.48	260	7.21	40	7.93
	baked	700	6.67	50	7.39	40	6.60	20	7.05	240	6.60	320	6.63	30	6.39
	grilled	90	5.99			40	5.99	40	5.99					10	5.99
	fried dark parts	1,170	5.86	70	6.66	40	6.99	30	6.99	390	5.74	630	5.70	10	6.99
Fried/Baked Mixed Packs:															
	12 piece	80	12.62			30	12.59	20	12.59	10	12.59			20	12.69
	16 piece	80	14.39			30	14.39	20	14.39	10	14.39			20	14.39
	24 piece	470	24.55			60	24.09	30	23.82	120	24.61	230	24.74	30	24.47
	50 piece	380	45.28			80	44.27	60	43.76	70	46.53	130	45.76	40	45.87
	100 piece	530	91.22			100	89.39	70	87.91	120	93.59	190	91.65	50	92.20
	> 100, bulk pack (\$/piece)	830	0.88			200	0.82	160	0.81	110	0.96	290	0.93	70	0.84
Deli Wings:	bone-in	840	6.46	100	7.49	80	6.21	30	5.85	260	6.39	300	6.38	70	6.09
	boneless	140	5.50			10	6.99	10	6.99	80	4.38	40	6.99		
Tenders		760	5.67	50	6.07	40	6.23	40	5.45	250	5.70	360	5.56	20	5.83
Rotisserie < 2 lbs.		590	6.14	90	7.89	40	6.09	40	6.85	120	5.58	270	5.75	30	5.81
Rotisserie < 2 lbs. ABF		930	6.99	50	7.51	110	6.25	60	6.29	280	7.02	400	7.29	30	6.19
Fresh Wings		360	3.20	40	3.37	50	3.27	30	3.15	80	3.28	140	3.08	20	3.32
IQF Chicken:	wings	250	2.97	40	3.19	30	2.84	20	2.78	60	3.38	90	2.71	10	2.87
	party wings	590	2.86	30	3.09	60	2.75	30	2.60	170	2.86	270	2.88	30	2.89
	tenders	160	2.23	10	2.23	30	2.23	10	2.23	40	2.23	60	2.23	10	2.23
Cooked/Frozen Chicken:															
	bone-in wings	1,370	5.12	60	5.54	190	5.13	100	5.19	370	5.03	560	5.11	90	5.11
	boneless wings	460	4.18	20	4.18	80	4.18	40	4.18	110	4.18	170	4.18	40	4.18
	tenders/strips	1,400	4.58	60	4.66	220	4.43	140	4.46	360	4.69	530	4.62	90	4.44
Bone-in Wing Platter/Pan															
\$ per unit	serves 8-10	410	24.00			30	24.20	10	27.49	140	24.63	220	23.81	10	15.43
	serves 10-15	1,320	41.32	50	54.99	120	36.37	90	39.31	350	42.55	660	41.20	50	36.17
	serves 20-25	20	64.99				64.99		64.99		64.99	20	64.99		
Boneless Wing Platter/Pan															
\$ per unit	serves 8-10														
	serves 10-15	430	48.13	20	54.99	40	39.99	40	39.99	120	49.99	200	49.99	10	39.99
	serves 20-25														
Tender Platter/Pan															
\$ per unit	serves 8-10	210	21.33			20	21.05		14.99	50	24.14	130	20.74	10	15.43
	serves 10-15	630	40.98	20	54.99	60	36.04	40	38.56	170	42.52	320	40.88	20	35.21
	serves 20-25														
PORK															
Fresh Ribs:	spareribs	610	2.34	20	2.48	110	2.08	110	2.28	130	2.42	200	2.50	40	2.03
	baby backribs	450	3.93	30	3.78	60	3.87	30	3.93	80	3.93	220	3.97	30	3.94
	St. Louis rib	290	3.38	10	3.28	70	3.41	40	3.42	60	3.35	80	3.34	30	3.40
	country rib, bone-in	340	2.65	10	2.82	30	2.98	20	2.88	120	2.63	130	2.65	30	2.19
	country rib, boneless	300	2.56	10	2.78	70	2.14	60	2.18	60	2.94	80	2.97	20	2.36
	riblets	220	2.53	10	2.74	40	2.49	30	2.37	50	2.62	80	2.51	10	2.74
Pre-Cooked Flavored Ribs															
	baby backribs	530	5.67	30	5.97	100	5.43	50	5.52	120	5.76	180	5.84	50	5.30
Deli Ribs:	per lb.	290	5.66	40	8.52	30	5.23	10	6.16	90	5.10	110	5.21	10	4.99
	per half slab	80	10.29			30	10.29	20	10.29	10	10.29			20	10.29
	per whole slab	270	12.60	50	11.37	40	15.39	30	17.05	70	11.46	60	9.99	20	15.24
Pork Rib Platter/Pan															
\$ per unit	serves 8-10														
	serves 10-15	180	24.99			10	24.99			50	24.99	120	24.99		24.99
	serves 20-25														
Fresh Sausage (Brats)		860	2.41	50	2.68	30	2.21	10	2.33	240	2.37	510	2.40	20	2.73