

# Refrigerated juices

While sales of refrigerated juices have slowed, the premium segment of the category has seen a number of product introductions.

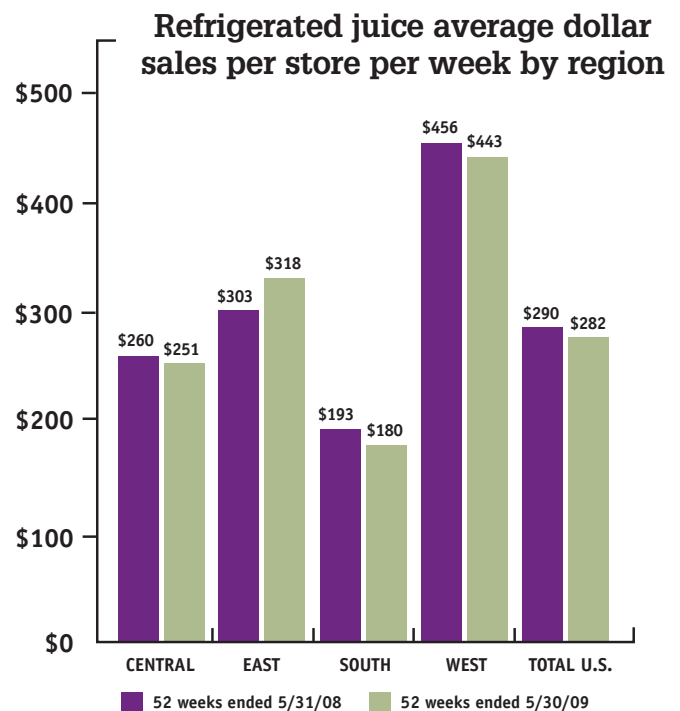
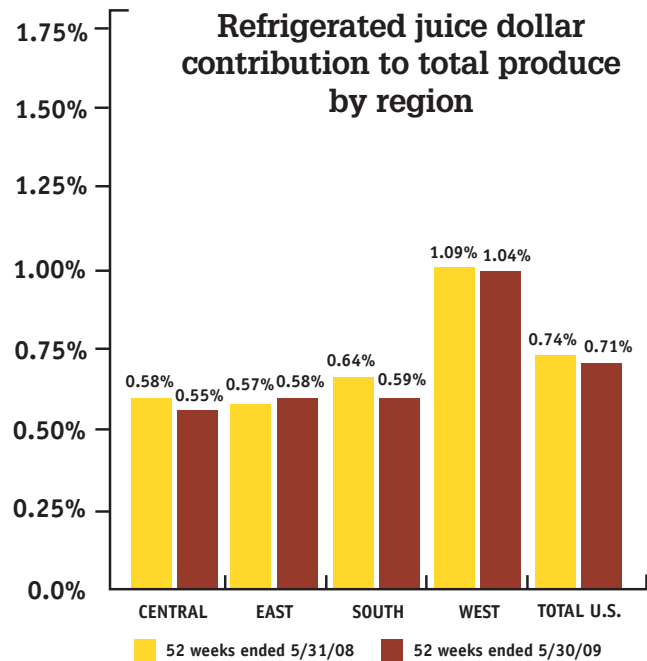
BY DAN DENSEN

**W**HILE REFRIGERATED JUICES SOLD IN THE PRODUCE DEPARTMENT HAVE MANAGED TO BUCK SOME OF THE TRENDS ASSOCIATED WITH THE GLOBAL FINANCIAL DOWNTURN, the pinch was felt much the same as in other fresh food categories.

For the 52-week period ended May 30, dollar sales of refrigerated juices declined 2.8%, with total U.S. sales averaging \$282 per store per week. Average refrigerated juice contribution to total produce department sales was 0.7% during the timeframe. In the first five months of 2009, refrigerated juices posted a decline in dollar sales per store per week for all 22 weeks. Refrigerated juice sales spiked during the week of Thanksgiving 2008 and Mother's Day 2009, with sales of \$303 per store per week in both instances. Sales were lowest during the third week of October 2008, with reported average sales per store of only \$254.

Regionally, the East was the bright spot for refrigerated juice sales. The East, which ranked second among all regions in dollars per store per week at \$318, was also the only region to post a gain, with a 5.0% increase over the previous period. All other regions declined in average sales per week per store during the latest 52-week period. The average refrigerated juice sales contribution to total produce department sales was greatest in the West at 1%, while the East, Central and South regions each contributed 0.6%.

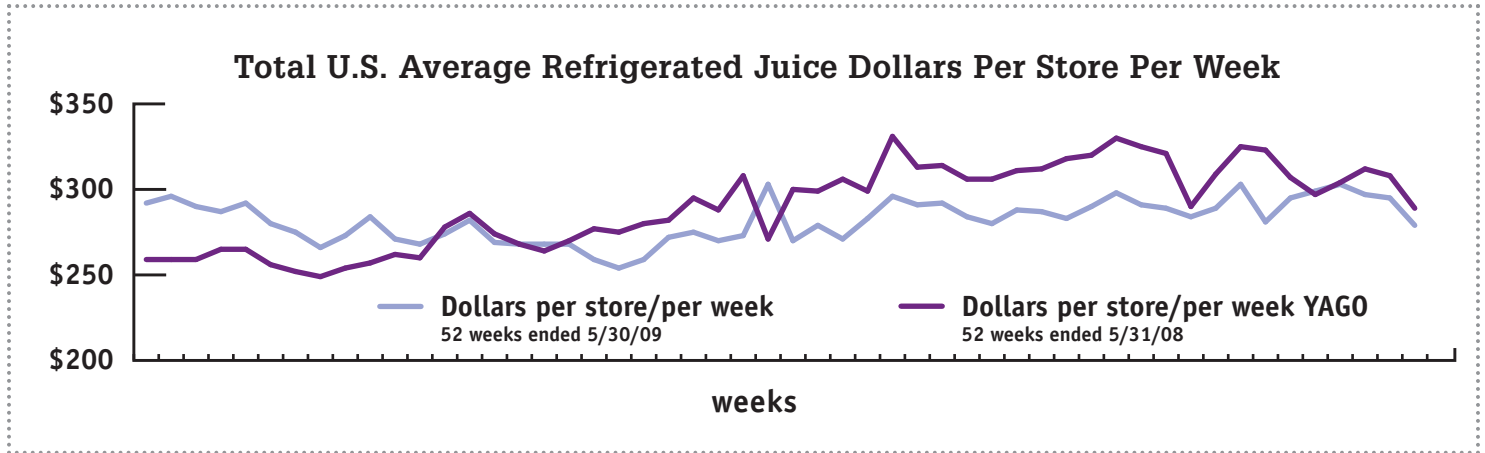
While the impact of the economic downturn on refrigerated juices was similar to that of other categories, there were some bright spots. Premium items, specifically those including superfruits, became more prevalent over the past year. Of the 220



items introduced in the tracked period, 23.6% included pomegranates, blueberries, acai, cranberries or some combination.

On top of the continued growth of premium items, the recent push toward private label has not been seen to the same extent in refrigerated

juices as in other perishable categories. Private label comprises a very small amount of the category at 3% of refrigerated juice dollar sales. Private label dollars were up 12.4% vs. the previous period, fueled by the expansion of SKUs. □



*This sales review is provided by the Perishables Group, Inc., based in West Dundee, Ill., an independent consulting firm focused on innovation and creating value for clients in the fresh food industry. Reported results represent more than 61% of national supermarket ACV share. Sales data provided by Perishables Group FreshFacts powered by Nielsen. For more information, contact Perishables Group: Kelli Beckel, 773-929-7013; e-mail: KelliB@perishablesgroup.com.*