

Bagel Sales Up A Notch

Making time to prepare meals in the morning can be a challenge when you factor in all other priorities, such as getting yourself and the kids ready in the morning and heading off to work. The instore bakery provides an assortment of convenient and quick breakfast meal ideas that allow you to maintain an active and time-crunched lifestyle.

Retailers can capitalize on that by ensuring they offer a wide selection and merchandise meal solutions together.

Nationally, bagel dollar sales accounted for an average of 3.1% of bakery department dollar sales (per week per store) during the 52 weeks ending Dec. 26, 2009, a slight increase of 0.2 percentage points when compared to the previous year.

Across the total U.S., the bagel category averaged dollar sales of

\$291 per week per store, up 6.6% from \$273 the previous year. Since 2004, the category has grown 18.8%*. Weekly sales consistently fluctuate, with the weeks leading up to Easter - a traditional breakfast holiday - showing spikes in sales.

The East region had the greatest bagel dollar sales with an average of \$669 per week per store, doubling that of any other region.

All regions grew bagel dollar sales except for the Central region, which decreased by 1.9%. The East region also had the highest contribution to total bakery department dollar sales with 4.8% during the 52 weeks.

Bagel dollar growth surpassed that of the entire bakery department in all regions except the Central region.

Nationally, assorted/variety bulk bagels led the category in sales with

54.6% dollar share of the category, followed by regular bagels at 29.8%, gourmet/large bagels at 12.1%, mini/bite/chunk bagels at 2.3% and other bagels (consisting of bialys, bagel chips and bagel sticks) at 1.2%.

This sales review is provided by the Perishables Group, Inc. (PG), Chicago, IL, an independent consulting firm focused on innovation and creating value for clients in the fresh food industry. Reported results are for Dec. 28, 2008, through Dec. 26, 2009, compiled from supermarkets nationwide, representing approximately 64% of national supermarket ACV share.

BRENDA MATZEN

FOR MORE INFORMATION, CONTACT

PERISHABLES GROUP: KELLI BECKEL,

773.929.7013; E-MAIL: KELLIB@PERISH-

ABLESGROUP.COM.

Figure 1

Bagels Average Weekly Sales Dollars Per Store by Region

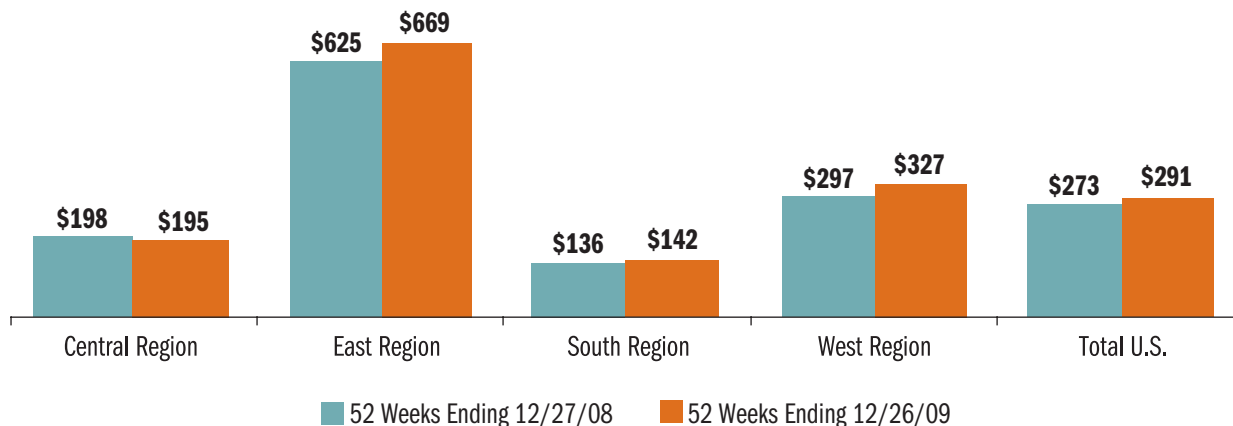
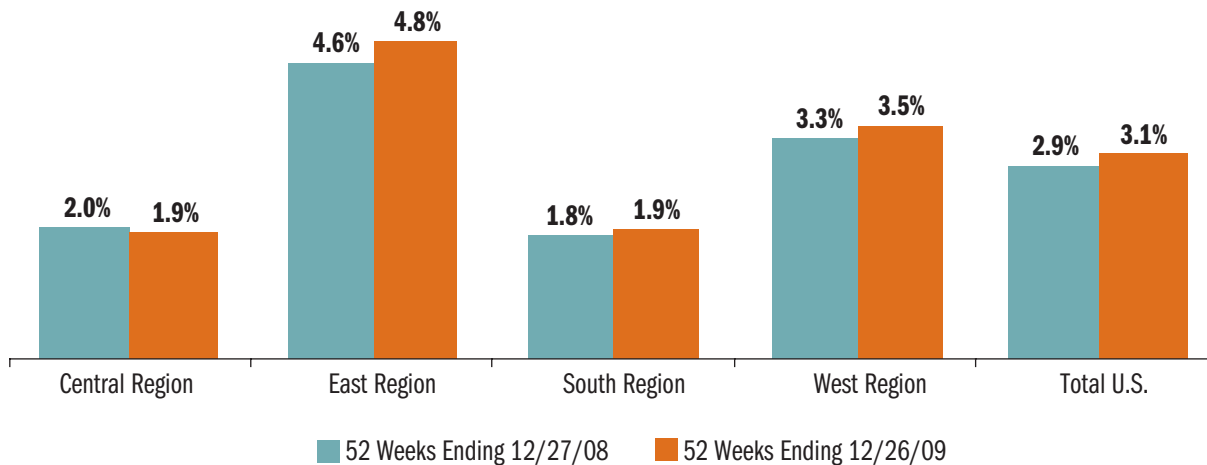


Figure 2

Bagels Average Contribution to Bakery Dollar by Region



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