

U.S. Marketing Services

Avocados

City	Chain	Variety	PLU#	Brand	Origin	Reg Price	On Ad	Sq Ft	Area	Ripeness*
Atlanta	Kroger	Hass, Small	4046	Mission	Mexico	\$1.19		4.00	F	F, SS & S
	Publix	Hass, Small	4046	Del Monte	Mexico	\$1.50		6.00	M	F & SS
	Target	Hass, Large	4225	Mission	Mexico	\$1.29		2.00	M	SS
	WalMart	Hass, Small	4046	Mission	Mexico	\$1.18		6.00	M	F
Boston	Demoulas	Greenskin, Medium	4771	Redland	U.S.A.	\$1.19	X	3.00	BL	F
		Hass, 4 Pack		Mission	Mexico	\$3.49		2.00	BL	F
		Hass, Large	4225	Mission	Mexico	\$0.89	X	7.50	BL	F
		Organic Hass, 4 Pack		Mission	Peru	\$4.49		2.00	ML	F
	Price Chopper	Greenskin, Medium	4771	Redland	U.S.A.	\$1.25		3.00	BL	F
		Hass, Large	4225	Black Diamond	Peru	\$1.25	X	16.00	FR	F
	Shaws	Greenskin, Medium	4771	N/A	U.S.A.	\$1.79		1.00	ML	F
		Hass, Large	4225	Mission	Mexico	\$2.00		3.00	MR	F
		Hass, Small	4046	N/A	N/A	\$0.79	X	6.00	FR	F
	Stop & Shop	Greenskin, Medium	4771	Slimcado	Florida	\$2.00		0.50	FR	F
		Hass, Large	4225	Calavo	Mexico	\$1.50	X	1.50	MR	F
		Organic Hass, Large	94225	Mission	Mexico	\$2.00		1.00	FR	F
	Chicago	Dominicks	Hass, Small	4046	N/A	Mexico	\$1.00	X	4.00	F
Organic Hass, Large			94225	Nature's Partner	California	\$1.69		1.50	M	SS
Jewel		Hass, Large	4225	Del Monte	Mexico	\$0.88	X	4.50	M	SS
		Organic Hass, Large	94225	Calavo	Mexico	\$2.00		3.00	R	F
Meijer		Hass, 4 Pack		Mission	California	\$2.99		1.50	M	S
		Hass, Large	4225	Mission	U.S.A.	\$1.00	X	8.00	M	SS
		Organic Hass, 4 Pack		Mission	Mexico	\$3.49		1.25	M	F
Target		Hass, 4 Pack		Mission	Mexico	\$2.99		1.00	M	SS
		Hass, Large	4225	Mission	U.S.A.	\$0.99		1.25	M	F

Area in Produce Dept: F=Front; M=Middle; B=Back; L=Left; R=Right.
Ripeness: S=Soft; SS=Somewhat Soft; F=Firm; OR = Over Ripe.

U.S. Marketing Services

Berries

Los Angeles

City	Chain	Berry	Pkg Wght	Brand	Origin	Price	On Ad	Area	Sq Feet
Costco	Albertsons	Raspberries	12 oz Pkg	Well Pict	U.S.A.	\$3.49		Poor	9.00
		Blueberries	18 oz Pkg	Naturipe	U.S.A.	\$6.49		Exc	9.00
		Blackberries		Out of Stock					
Whole Foods	Costco	Raspberries Organic	6 oz Pkg	Driscoll	U.S.A.	\$3.99		Avg	3.00
		Blueberries Organic	4.4 oz Pkg	Blue Mountain	Washington	\$5.99		Avg	3.00
		Blueberries	4.4 oz Pkg	Curry & Co.	U.S.A.	\$3.99		Avg	6.00
		Blackberries Organic	6 oz Pkg	Green Belle	U.S.A.	\$5.99		Avg	3.00
		Blackberries	6 oz Pkg	Bee Kist	Guatemala	\$3.99		Avg	3.00

Area: Exc = Up front, very easy to see; Avg = Somewhere in the middle; Poor = off to side, hard to find.