

# FRESH FLASH REPORT



## On the Vine Tomatoes (PLU #4664)

June 20, 2012

CITY	CHAIN	BRAND	PRICE	ON AD
Alabama	Brunos	Del Fresco	\$1.69	
	Publix	Houwelings	\$1.99	X
	WalMart	Tomature	\$2.38	
	Winn Dixie	N/A	\$1.49	X
Atlanta	Kroger	Red Sun	\$1.99	
	Publix	Village Farms	\$1.99	X
	Target	Green Giant	\$2.79	
	WalMart	Tomature	\$2.24	
Boston	Demoulas	Topline	\$1.29	X
	Price Chopper	Foster Farms	\$2.49	
	Shaws	Backyard Farms	\$3.79	
	Stop & Shop	N/A	\$1.99	X
Calgary	Co-Op	Windset Farms	\$1.49	
	Safeway	Village Farms	\$1.25	X
	Sobeys	Pik n Pak	\$1.99	
	Superstore	Village Farms	\$1.18	
Houston	HEB	Village Farms	\$0.98	X
	Kroger	Garden Classics	\$0.88	X

	Randalls	Village Farms	\$1.48	X
	WalMart	Pure Flavor	\$1.84	
Los Angeles	Albertsons	Garden Classics	\$1.99	
	Ralphs	Houwelings	\$0.99	
	Stater Bros.	Houwelings	\$1.49	X
	Vons	Sunny Valley	\$1.99	X
Phoenix	Albertsons	EuroFresh	\$1.99	X
	Bashas	Garden Classics	\$0.97	X
	Frys	EuroFresh	\$0.98	X
	Safeway	EuroFresh	\$2.29	X
Sacramento	BelAir	Garden Classics	\$3.49	
	Safeway	Houwelings	\$1.99	
	SaveMart	Sunset	\$2.99	
	WalMart	Garden Classics	\$1.78	
<b>No. of Retailers</b>	<b>32</b>			
<b>Average Price</b>	<b>\$1.88</b>			
<b>Price Range</b>	<b>\$.88 to \$3.79</b>			

Prepared by U.S. Marketing Services

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## Strawberries (#1 Clamshell)

June 20, 2012

CITY	CHAIN	BRAND	PRICE	ON AD
Atlanta	Kroger	Dole	\$2.50	
	Publix	Naturipe	\$3.29	
	Target	Driscoll	\$2.29	
	WalMart	Sun Growers	\$1.50	X
Baltimore	Giant Foods	California Giant	\$2.99	X
	Safeway	Driscoll	\$2.99	X
	Shopper's Foods	Sun Growers	\$2.99	
	Weis	Foxy	\$2.99	
Boston	Demoulas	Naturipe	\$2.50	X
	Price Chopper	Driscoll	\$2.99	
	Shaws	Beachside	\$3.49	
	Stop & Shop	Naturipe	\$2.99	X
Dallas	Albertsons	Naturipe	\$2.50	X
	Brookshires	Naturipe	\$2.50	X
	Kroger	Driscoll	\$1.50	X
	Tom Thumb	Dole	\$1.50	X
Detroit	Bueche's	Limited Edition	\$1.67	X
	Kroger	Driscoll	\$2.00	X

	Meijer	Dole	\$1.67	X
	VG's	Limited Edition	\$3.99	
Los Angeles	Albertsons	Berry Bowl	\$1.50	X
	Ralphs	Driscoll	\$2.99	
	Stater Bros.	Santa Cruz	\$2.50	
	Vons	Sea Breeze	\$2.50	X
Phoenix	Albertsons	Limited Edition	\$2.50	X
	Bashas	Foxy	\$0.87	X
	Frys	California Giant	\$2.50	X
	Safeway	Limited Edition	\$0.88	X
Sacramento	BelAir	Driscoll	\$4.99	
	Safeway	Driscoll	\$3.50	X
	SaveMart	Driscoll	\$2.50	X
	WalMart	Sun Growers	\$1.68	X
No. of Retailers	32			
Average Price	\$2.49			
Price Range	\$0.87 to \$4.99			

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