

**Retail Sales, 2010**  
**Alberta All Channels**  
**52 weeks ending December 18, 2010 vs 52 weeks ending December 19, 2009**

Products	Dollar Sales		
	2009	2010	% Chg
<b>TOTAL PERISHABLES</b>	<b>4,266,777,296</b>	<b>4,267,007,943</b>	<b>0%</b>
<b>Dry grocery /foods</b>	<b>2,330,168,290</b>	<b>2,335,134,974</b>	<b>0%</b>
<b>GRAND TOTAL - ALL CATEGORIES</b>	<b>6,596,945,586</b>	<b>6,602,142,917</b>	<b>0%</b>
<b>TOTAL PERISHABLES</b>	<b>4,266,777,296</b>	<b>4,267,007,943</b>	<b>0%</b>
<b>Baked goods</b>	464,489,263	461,379,933	-1%
Prepackaged bread products (commercial bread)	214,370,428	213,779,918	0%
White bread	33,688,494	33,940,956	1%
Wheat bread	45,457,290	40,537,704	-11%
Rye bread	7,851,779	9,485,542	21%
Garlic bread	2,649,160	2,893,659	9%
Other bread (commercial)	53,800,845	57,547,071	7%
Rolls (commercial bread)	70,922,860	69,374,986	-2%
Bagels (commercial bread)	13,356,703	12,411,744	-7%
English Muffins (commercial bread)	6,952,472	7,178,779	3%
Other rolls (commercial bread)	50,613,685	49,784,463	-2%
Bread - dry	5,858,010	6,155,826	5%
Cookies	71,699,868	69,424,443	-3%
Graham wafers	1,853,449	1,902,503	3%
Soda crackers	8,813,119	8,699,668	-1%
Snack crackers	46,674,733	47,127,437	1%
Bread crumbs & corn flakes	1,687,902	2,165,266	28%
Croutons	4,285,939	4,631,705	8%
Puffed Cakes Including Rice/corn/potato cakes	10,689,194	10,467,402	-2%
Baked breakfast	34,565,793	33,296,975	-4%
Bagels	6,927,564	6,506,745	-6%
Croissants	4,064,275	4,189,077	3%
Danishes	1,909,196	1,938,481	2%
Donuts	5,826,264	5,386,428	-8%
Muffins	10,126,070	9,724,190	-4%
Other baked breakfast	5,712,424	5,552,054	-3%
Baked desserts (commercial)	63,990,828	63,728,790	0%
<b>Total Dairy/Refrigerated</b>	<b>1,285,221,630</b>	<b>1,302,006,488</b>	<b>1%</b>
Cheese	410,828,664	420,709,418	2%
Processed cheese & dips	130,426,894	132,405,261	2%
<i>Processed cheese slices</i>	32,230,679	30,785,193	-4%
<i>Processed cream cheese</i>	23,473,589	23,573,595	0%
<i>All other processed cheese</i>	46,130,967	45,527,194	-1%
<i>Processed cheese loaf</i>	1,282,552	1,310,994	2%
<i>Grated cheese</i>	10,675,449	10,187,879	-5%
<i>Cheese spread</i>	1,697	316	-81%
<i>Cottage cheese</i>	22,530,066	22,793,597	1%
<i>Processed cheese spreads</i>	11,641,203	11,234,408	-3%
<i>Vegetable chip dips (including refrigerated)</i>	28,591,659	32,519,279	14%
Natural cheese	280,401,770	288,304,157	3%
<i>Total cheddar (prepackaged &amp; bulk)</i>	137,628,692	138,111,417	0%
<i>Prepackaged cheddar</i>	106,751,375	111,176,681	4%
<i>Deli cheddar cheese</i>	30,877,317	26,934,736	-13%
<i>Total mozzarella (prepackaged &amp; bulk)</i>	35,581,447	34,218,220	-4%
<i>Prepackaged mozzarella</i>	31,880,632	30,968,195	-3%
<i>Deli mozzarella</i>	3,700,815	3,250,025	-12%
<i>Total all other specialty cheese (excluding mozzarella)</i>	107,191,631	115,974,520	8%
<i>Prepackaged, all other specialty (kilograms)</i>	79,388,193	89,749,662	13%
<i>Bulk all other specialty cheese (kilograms)</i>	27,803,438	26,224,858	-6%
Eggs	77,709,554	79,548,931	2%
Specialty eggs	58,825,150	60,320,879	3%
Regular eggs	18,884,404	19,228,052	2%

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Products	Dollar Sales		
	2009	2010	% Chg
Total liquid & replacement egg products	3,786,380	3,821,442	1%
Milk and milk products	536,870,513	545,930,960	2%
Milk including specialty	297,261,506	296,588,538	0%
<i>Specialty milk (flavoured, buttermilk, eggnog, shakes)</i>	29,837,394	29,467,879	-1%
<i>All other milk</i>	267,424,112	267,120,659	0%
Butter & dairy blends	47,478,434	47,083,127	-1%
Total cream	31,426,378	33,066,265	5%
<i>Cream</i>	20,182,389	21,622,726	7%
<i>Whipping cream</i>	11,243,989	11,443,539	2%
Sour cream	21,352,454	21,640,289	1%
Refrigerated yogurt & related products	139,351,741	147,552,741	6%
Total margarine	45,121,719	43,367,890	-4%
Hard	4,688,362	4,336,374	-8%
Soft	40,433,357	39,031,516	-3%
<i>Canola</i>	2,076,742	1,259,188	-39%
<i>Soya oil</i>	4,601,352	3,549,956	-23%
<i>Vegetable oil</i>	562,589	1,117,249	99%
<i>Sunflower oil</i>	4,682,183	4,543,596	-3%
<i>Other types</i>	33,198,853	32,897,901	-1%
Soya/Rice drinks	18,061,324	19,749,201	9%
Soya drinks	14,524,427	14,193,777	-2%
Rice drinks	3,536,897	5,555,424	57%
Total chilled juices/drinks/nectars	66,852,928	64,190,635	-4%
Chilled apple juices & drinks	2,042,380	2,031,605	-1%
Chilled berry blend juices & drinks	4,990,538	4,900,140	-2%
Chilled grapefruit juices & drinks	1,223,283	1,099,979	-10%
Chilled orange juices & drinks	45,702,150	42,620,288	-7%
Other chilled fruit juices/drinks	12,894,577	13,538,623	5%
Refrigerated dough products	8,928,250	8,538,113	-4%
Refrigerated puddings/gelatins	5,587,324	6,648,659	19%
Refrigerated pasta	13,529,709	13,021,056	-4%
Refrigerated pasta sauce	4,318,541	4,328,429	0%
Refrigerated salads (bagged)	51,430,184	48,007,252	-7%
Value-added broad leaf produce	21,706,342	23,505,841	8%
Lunch kits	10,337,780	10,443,079	1%
Tofu & meat analog products	10,152,418	10,195,582	0%
<b>Frozen foods</b>	<b>581,558,429</b>	<b>571,096,608</b>	<b>-2%</b>
Frozen baked goods	32,299,974	32,748,116	1%
Frozen baked desserts	7,963,525	8,887,619	12%
<i>Frozen baked cakes</i>	4,267,128	5,059,054	19%
<i>Frozen pies</i>	1,841,919	2,072,010	12%
<i>Frozen remaining dessert types</i>	1,854,478	1,756,555	-5%
Frozen dough and pastry	7,925,995	8,213,172	4%
<i>Bread dough</i>	2,232,155	2,379,577	7%
<i>Muffins and Crumpets</i>	19,433	38,762	99%
<i>Pie Shells</i>	4,079,219	4,129,324	1%
<i>Puff Pastry &amp; Dough</i>	974,886	955,171	-2%
<i>Remaining</i>	620,302	710,338	15%
Frozen breakfast	16,410,454	15,647,325	-5%
<i>Frozen waffles</i>	11,253,122	10,456,149	-7%
<i>Frozen pancakes</i>	943,412	879,807	-7%
<i>Other frozen breakfasts</i>	4,213,920	4,311,369	2%
Ice cream and yogurt	59,118,669	59,123,773	0%
Ice cream/related products	54,992,015	54,743,942	0%
Frozen yogurt	4,126,654	4,379,831	6%
Total coffee creamers (including flavoured/frozen)	19,117,973	20,290,301	6%
Coffee creamers (excluding flavoured)	860,880	970,376	13%
Coffee creamers (flavoured)	18,257,093	19,319,925	6%

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Frozen toppings	5,578,013	5,500,262	-1%
Frozen prepackaged meat, fish, poultry	107,013,766	107,109,232	0%
Frozen prepackaged fish/seafood	79,831,427	81,210,141	2%
Frozen meat patties	23,239,241	22,580,465	-3%
Frozen prepackaged meat remaining	3,943,098	3,318,626	-16%
Frozen prepared foods	280,326,628	274,126,516	-2%
Total frozen dinners & entrees (including meat pies/egg rolls)	199,062,633	193,789,629	-3%
Appetizers (including egg rolls)	2,505,623	2,465,038	-2%
Meat pies	3,825,632	3,544,577	-7%
Remaining dinners & entrees	192,731,378	187,780,014	-3%
Frozen & refrigerated pizza, French bread & subs	65,390,360	65,299,895	0%
Frozen pizza snacks	14,758,225	13,879,184	-6%
Frozen remaining foods	1,115,410	1,157,808	4%
Frozen fruit	25,412,922	23,511,413	-7%
Frozen juice concentrate	8,678,168	7,183,641	-17%
Frozen vegetables	44,012,316	41,503,354	-6%
Broccoli	1,418,148	1,351,531	-5%
Cauliflower	153,564	97,180	-37%
Corn	5,932,090	5,527,535	-7%
Green Beans	1,329,198	1,277,451	-4%
Peas	5,607,628	5,251,378	-6%
Spinach	1,892,290	1,907,952	1%
Mixed Frozen Vegetables	13,649,041	13,028,325	-5%
Other frozen vegetables	14,030,357	13,062,002	-7%
<b>Fresh &amp; Cured Meat &amp; Poultry</b>	<b>991,681,608</b>	<b>991,539,805</b>	<b>0%</b>
Fresh meats	655,929,305	652,819,736	0%
Fresh beef	284,491,813	278,588,088	-2%
Fresh pork (excluding sausages)	119,119,712	117,113,482	-2%
Fresh veal	1,325,654	1,255,198	-5%
Fresh turkey	31,507,223	31,979,718	1%
Fresh chicken	207,643,643	212,112,701	2%
Fresh lamb	5,174,663	4,947,030	-4%
Other fresh meat	6,666,597	6,823,519	2%
Deli meat	106,847,749	104,016,620	-3%
Packaged meats	202,879,894	208,208,591	3%
Wieners (including smokies)	39,825,345	38,488,645	-3%
Packaged bacon & bacon substitutes	53,528,530	54,540,929	2%
Packaged sliced meats (cold cuts)	73,714,149	77,647,135	5%
Packaged sausages (fresh & refrigerated)	35,811,870	37,531,882	5%
Refrigerated imitation seafood	2,989,916	2,794,846	-7%
Beef jerky & meat sticks	23,034,744	23,700,012	3%
<b>Fresh produce</b>	<b>943,826,366</b>	<b>940,985,109</b>	<b>0%</b>
Fresh vegetables	452,703,891	454,967,327	0%
Fresh carrots	29,706,659	28,096,768	-5%
Fresh lettuce	25,436,951	22,377,312	-12%
Fresh mushrooms	28,465,259	30,219,176	6%
Fresh onions	32,474,871	37,625,424	16%
Fresh potatoes	59,997,518	54,599,324	-9%
Fresh tomatoes	62,136,100	61,369,265	-1%
Other fresh vegetables	214,486,533	220,680,058	3%
Fresh fruit	491,122,475	486,017,782	-1%
Fresh apples	64,470,697	62,905,142	-2%
Fresh bananas	67,795,184	67,405,103	-1%
Fresh oranges	33,264,730	31,006,298	-7%
Fresh lemons/limes	10,332,523	10,624,726	3%
Fresh pineapples	11,154,183	12,143,361	9%
Fresh mangos	4,499,373	6,234,751	39%

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Products	Dollar Sales		
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Fresh berries	86,032,568	89,792,737	4%
Fresh grapefruit	6,271,466	5,694,302	-9%
Other fresh fruit	207,301,751	200,211,362	-3%
<b>Total perishables</b>	<b>4,266,777,296</b>	<b>4,267,007,943</b>	<b>0%</b>
<b>Dry grocery</b>	<b>2,330,168,290</b>	<b>2,335,134,974</b>	<b>0%</b>
<b>Baking needs</b>	<b>110,331,101</b>	<b>115,171,022</b>	<b>4%</b>
Total baking chocolate solid & chips	12,442,736	14,008,259	13%
Baking powder	1,697,838	1,738,886	2%
Baking soda	1,676,084	1,878,284	12%
Yeast 500 gm and under	2,489,794	2,753,889	11%
Baking nuts	11,817,039	12,300,316	4%
Flour excluding 20kg and over	19,383,401	19,054,144	-2%
All purpose flour	14,937,473	14,572,678	-2%
<i>All purpose unbleached</i>	2,626,004	2,548,300	-3%
<i>All purpose whole wheat</i>	1,494,317	1,494,244	0%
<i>All purpose - bleached</i>	10,800,707	10,509,462	-3%
<i>Remaining all purpose flour</i>	16,445	20,672	26%
Varietals	4,445,928	4,481,466	1%
<i>Instant blending flour varietals</i>	304,504	289,677	-5%
<i>Cake &amp; pastry flour varietals</i>	410,106	405,716	-1%
<i>Bread flour varietals</i>	1,229,025	1,108,599	-10%
<i>Ethnic segment varietals</i>	1,553,972	1,563,958	1%
<i>Bread &amp; roll mix varietals</i>	296,290	342,172	15%
<i>Remaining varietals</i>	652,031	771,344	18%
Cornmeal	578,880	603,290	4%
Dry pancake & waffle mixes	4,861,550	4,806,681	-1%
Prepared mixes	13,003,711	12,956,548	0%
Cake mixes	5,353,662	5,576,571	4%
Icing products	2,865,222	2,965,960	4%
Packaged pie crust mixes	187,629	109,574	-42%
Dry pizza mixes	1,311,767	1,170,239	-11%
Muffin mixes	2,215,895	2,090,100	-6%
Dry cookie mixes	1,069,536	1,044,104	-2%
Baking mixes - puddings	247,978	223,541	-10%
No bake products	332,807	283,515	-15%
Yorkshire pudding mixes	410,112	403,156	-2%
Remaining baking mixes	1,485,697	1,565,608	5%
Pie fillings	5,102,700	5,212,170	2%
Graham crusts	686,643	709,753	3%
Graham crumbs	1,341,051	1,517,777	13%
Molasses	982,437	1,095,667	12%
Total sugar	25,346,045	26,820,461	6%
Brown sugar	7,836,758	8,389,551	7%
Icing sugar	2,331,019	2,479,351	6%
White sugar	15,156,050	15,922,144	5%
Sugar substitutes	6,444,598	7,239,077	12%
<b>Breakfast foods</b>	<b>163,900,136</b>	<b>165,022,992</b>	<b>1%</b>
Ready to eat cereals	141,378,625	141,389,072	0%
Hot cereals	19,715,929	20,589,454	4%
Toaster pastries	2,647,813	2,872,909	9%
Wheat germ	157,769	171,557	9%
<b>Candy &amp; chewing gum</b>	<b>262,716,387</b>	<b>277,316,116</b>	<b>6%</b>
Total gum	36,298,785	36,511,161	1%
Sugared gum	767,136	796,197	4%
Bubble gum	1,490,775	1,236,154	-17%

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Products	Dollar Sales		
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Sugarless gum	34,040,874	34,478,810	1%
Candied snack foods	3,803,365	4,213,099	11%
Marshmallow	4,795,786	5,028,388	5%
Total chocolate	160,694,327	172,738,477	7%
Seasonal chocolate	45,859,912	52,580,898	15%
Everyday seasonal	34,304,111	33,789,312	-2%
Everyday chocolate	80,530,304	86,368,267	7%
Non chocolate candy confections	57,124,124	58,824,991	3%
Breath fresheners candy confections	5,454,059	5,354,674	-2%
Novelty candy confections	1,542,339	1,846,140	20%
Licorice candy confections	8,796,139	9,736,940	11%
Candy confections	41,331,587	41,887,237	1%
<b>Canned fish &amp; canned seafood</b>	<b>48,566,056</b>	<b>47,075,168</b>	<b>-3%</b>
Seafood (including salmon & tuna)	48,566,056	47,075,168	-3%
Salmon	10,282,837	10,204,565	-1%
Tuna	25,622,457	24,205,551	-6%
Sardines	2,596,874	2,647,518	2%
Other Canned fish & seafood	10,063,888	10,017,534	0%
<b>Canned &amp; Bottled Fruits</b>	<b>39,282,084</b>	<b>36,028,135</b>	<b>-8%</b>
Apple sauce	1,606,659	1,565,323	-3%
Single serve fruit & apple sauce	19,156,626	17,979,097	-6%
Mixed fruit (fruit cocktail)	4,322,851	3,641,533	-16%
Canned peaches	4,862,667	4,344,783	-11%
Canned pears	1,413,292	1,293,180	-8%
Canned pineapple	4,005,393	3,527,676	-12%
Canned & bottled cherries	247,702	232,339	-6%
Other canned & bottled fruit	3,666,894	3,444,204	-6%
<b>Shelf stable juices/drinks/nectars and ready to serve tea</b>	<b>136,936,224</b>	<b>128,539,224</b>	<b>-6%</b>
Shelf stable juices	80,244,694	74,259,280	-7%
Apple	24,192,223	22,658,564	-6%
Orange	8,838,755	8,588,727	-3%
Pineapple	1,737,276	1,529,380	-12%
Grape	3,402,287	3,132,465	-8%
Other flavours shelf stable juice	42,074,153	38,350,144	-9%
Shelf stable drinks/nectars	56,691,530	54,279,944	-4%
Apple	822,002	637,132	-22%
Orange	2,760,521	2,729,244	-1%
Grape	1,736,695	2,426,251	40%
Other flavours shelf stable drinks/nectars	51,372,312	48,487,317	-6%
Vegetable juices	16,877,095	16,154,074	-4%
Tomato juice	2,076,626	2,159,622	4%
Ready to serve iced tea (cans)	9,343,687	8,153,227	-13%
Ready to serve iced tea (excluding cans)	507,627	411,739	-19%
<b>Canned meats &amp; specialty foods</b>	<b>11,323,750</b>	<b>11,072,970</b>	<b>-2%</b>
Corned beef	1,576,124	1,893,082	20%
Canned luncheon meats	2,497,228	2,422,483	-3%
Flaked meat & poultry	4,120,585	3,897,635	-5%
Canned ham & picnics	1,794,131	1,636,951	-9%
Cocktail sausage & wieners	974,163	955,191	-2%
Canned meat spreads	361,519	267,628	-26%
<b>Canned milk</b>	<b>10,709,453</b>	<b>11,170,609</b>	<b>4%</b>
Evaporated milk	5,855,520	5,933,047	1%
Sweetened condensed milk	2,900,058	3,091,958	7%
Remaining canned and bottled milk (including coconut milk)	1,953,875	2,145,604	10%

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Products	Dollar Sales		
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<b>Canned prepared foods</b>	17,637,501	17,159,734	-3%
Chilli con carne	3,246,093	3,023,077	-7%
Meatball stews	1,783,442	1,655,332	-7%
Canned pasta	12,607,966	12,481,325	-1%
<b>Canned &amp; dry soup</b>	198,763,092	193,089,921	-3%
Canned soup	82,443,846	80,170,136	-3%
Condensed soup	32,625,854	32,213,560	-1%
Ready to serve	49,817,992	47,956,576	-4%
Dry soup mixes	9,205,599	8,537,210	-7%
Bouillon products	4,629,895	4,616,065	0%
Ramen (oriental noodles)	20,039,906	19,596,374	-2%
<b>Canned &amp; bottled vegetables</b>	67,406,990	69,470,439	3%
Canned & bottled asparagus	276,799	364,791	32%
Canned & bottled beans	3,348,021	2,824,650	-16%
Canned & bottled carrots	72,341	75,046	4%
Canned & bottled corn	10,560,002	9,843,544	-7%
Canned & bottled corn on the cob	684,260	691,300	1%
Canned & bottled mixed vegetables	229,979	212,992	-7%
Canned & bottled peas	1,693,605	1,529,731	-10%
Canned & bottled peas & carrots	330,606	329,804	0%
Canned vegetables - remaining	4,129,583	4,393,737	6%
Canned & bottled spinach	144,272	125,387	-13%
Canned & bottled tomatoes	13,920,393	15,898,753	14%
Canned peas - remaining	45,669	35,041	-23%
Canned & bottled beets	444,524	586,153	32%
Canned & bottled mushrooms	7,525,515	6,949,635	-8%
Canned & bottled potatoes	1,736,705	1,721,993	-1%
Canned & bottled peas & beans	1,814,608	2,153,871	19%
Canned beans - remaining	3,097,465	3,421,243	10%
Baked beans	10,161,491	10,581,186	4%
Tomato sauce	4,336,878	4,591,750	6%
Tomato paste	2,854,274	3,139,832	10%
<b>Condiments, dressings, spreads, relishes &amp; spaghetti/lasagna sauces</b>	249,033,964	252,509,143	1%
Condiments	119,729,973	121,024,051	1%
Sauces - barbeque	11,150,420	11,213,679	1%
Meat & seafood sauces	11,852,603	12,670,217	7%
Ketchup	16,777,414	16,715,197	0%
Mexican salsa, dips & garnishes	24,944,544	24,285,384	-3%
Pepper	4,651,362	4,523,258	-3%
Dry mustard	421,145	426,633	1%
Prepared mustard	7,284,210	7,788,500	7%
Salt & salt substitutes	3,266,597	3,203,026	-2%
Spices	16,666,083	17,418,611	5%
Liquid seasonings	574,029	653,551	14%
Mexican seasonings	3,784,699	4,005,198	6%
Seasonings including salad toppings	18,356,867	18,120,797	-1%
Dressings, spreads	63,109,221	63,816,393	1%
Pourable salad dressings	34,433,529	34,400,200	0%
Spoonable salad dressings	10,152,976	10,111,978	0%
Mayonnaise	11,011,213	11,256,185	2%
Sandwich spreads	621,347	601,636	-3%
Vinegar	6,890,156	7,446,394	8%
Relishes & appetizers	32,186,614	32,901,609	2%
Olives	6,745,433	7,151,016	6%

**Retail Sales, 2010**  
**Alberta All Channels**

**52 weeks ending December 18, 2010 vs 52 weeks ending December 19, 2009**

Products	Dollar Sales		
	2009	2010	% Chg
Pickles	19,169,308	19,376,180	1%
Relish including remaining	2,629,959	2,488,778	-5%
Pickled mixed vegetables	3,259,397	3,478,483	7%
Chutney	382,517	407,152	6%
Spaghetti sauces & pizza & lasagna sauces	34,008,156	34,767,090	2%
Spaghetti sauces	31,575,470	32,150,045	2%
<i>Spaghetti sauces w/meat</i>	1,542,613	1,621,483	5%
<i>Spaghetti sauce other types</i>	30,032,857	30,528,562	2%
Pizza & lasagna Sauce	2,432,686	2,617,045	8%
<b>Desserts</b>	<b>21,498,858</b>	<b>21,560,483</b>	<b>0%</b>
Total gelatin	5,333,932	5,528,026	4%
Jelly powders	2,800,861	2,853,020	2%
Ready-to-eat gelatin	2,533,071	2,675,006	6%
Total pudding	13,731,124	13,658,679	-1%
Puddings (instant & regular)	3,147,926	3,172,018	1%
Family-size canned puddings	175,752	163,552	-7%
Ready-to-eat snack puddings	10,407,446	10,323,109	-1%
Toppings powdered	532,887	516,970	-3%
Sundae toppings	1,900,915	1,856,808	-2%
<b>Dried foods</b>	<b>101,175,791</b>	<b>101,764,970</b>	<b>1%</b>
Dried vegetables & fruits	71,478,037	71,376,062	0%
Dry vegetables (including potatoes/rice)	60,588,171	60,330,974	0%
<i>Dry vegetables (not including potatoes/rice)</i>	3,525,080	3,835,800	9%
<i>Instant potatoes</i>	5,193,883	4,786,315	-8%
<i>Regular packaged rice</i>	35,776,358	35,771,148	0%
<i>Special rice dishes</i>	7,776,278	7,246,369	-7%
<i>Retortable rice</i>	8,316,572	8,691,342	5%
Dried fruit	10,889,866	11,045,088	1%
<i>Dried apricots</i>	1,058,965	1,040,342	-2%
<i>Dried dates</i>	2,016,141	2,231,586	11%
<i>Dried prunes</i>	1,837,197	1,794,271	-2%
<i>Dried raisins</i>	5,786,691	5,781,211	0%
<i>Other dried fruit</i>	190,872	197,678	4%
Other dried foods	29,697,754	30,388,908	2%
Dry sauce & gravy mix	14,229,974	14,725,454	3%
Stuffing mixes	3,765,110	3,650,174	-3%
Coating mixes	4,508,152	4,729,354	5%
Mexican dinner kits & shells	7,194,518	7,283,926	1%
<b>Fats &amp; shortenings</b>	<b>59,113,255</b>	<b>56,041,324</b>	<b>-5%</b>
Cooking/salad oils	18,607,354	17,332,739	-7%
Canola oil	13,054,907	11,574,351	-11%
Corn oil	1,896,601	1,431,755	-25%
Peanut oil	284,224	265,342	-7%
Vegetable oil	1,743,972	2,251,315	29%
Sunflower oil	776,681	759,262	-2%
Other types	850,969	1,050,714	23%
Cooking sprays	4,163,455	3,647,692	-12%
Lard/shortening	2,752,492	2,843,876	3%
Olive oil	14,982,600	14,884,278	-1%
<b>Jams, jellies, preserves, syrups &amp; spreads</b>	<b>71,596,431</b>	<b>72,721,093</b>	<b>2%</b>
Jam/jelly/marmalade	19,523,299	19,414,530	-1%
Peanut butter	19,989,496	20,466,196	2%
Sweet spreads	6,642,346	6,885,815	4%
Honey	10,746,128	10,849,162	1%
Cranberry jellies/sauces	2,046,446	2,114,493	3%

**Retail Sales, 2010**  
**Alberta All Channels**  
**52 weeks ending December 18, 2010 vs 52 weeks ending December 19, 2009**

Products	Dollar Sales		
	2009	2010	% Chg
Corn syrups	1,186,435	1,140,234	-4%
Pure maple syrups	4,993,915	5,700,024	14%
Table syrups	6,468,366	6,150,639	-5%
<b>Dry pasta</b>	<b>36,258,937</b>	<b>35,141,994</b>	<b>-3%</b>
Macaroni	14,073,659	13,533,744	-4%
Noodles	2,521,352	2,510,431	0%
Spaghetti	10,576,662	10,046,978	-5%
Other dry pasta	9,087,264	9,050,841	0%
<b>Prepared drinks</b>	<b>165,720,014</b>	<b>173,170,065</b>	<b>4%</b>
Cocoa powder	1,562,206	1,457,441	-7%
Hot chocolate	6,985,665	6,999,404	0%
Cold milk modifiers	5,820,515	5,802,815	0%
R&G coffee	74,336,607	82,224,978	11%
Whole bean coffee	11,398,105	12,397,719	9%
Soluble coffee	14,934,810	15,055,080	1%
Powdered drink mixes	13,379,855	12,167,262	-9%
Powdered milk	2,008,301	1,994,170	-1%
Regular tea bags	7,018,463	7,152,825	2%
Specialty tea bags	15,286,694	16,633,624	9%
Ice tea mixes	12,988,793	11,284,747	-13%
<b>Snacks</b>	<b>328,951,793</b>	<b>327,993,643</b>	<b>0%</b>
Snack foods & potato chips	169,788,727	169,116,720	0%
Potato chips	82,591,501	82,936,890	0%
Corn chips	1,814,513	1,755,278	-3%
Tortillas	42,106,344	41,354,968	-2%
Extruded	14,547,766	14,798,359	2%
Popcorn	1,809,832	2,587,275	43%
Pretzels	4,414,055	4,552,119	3%
Party mix	9,589,203	8,328,558	-13%
Lunch paks	9,723,352	9,107,316	-6%
Remaining snacks	3,192,161	3,695,957	16%
Shelled nuts	35,794,024	38,196,134	7%
Popping corn	17,720,299	16,376,720	-8%
Granola bars	47,916,785	49,903,470	4%
Cereal Bars	23,646,818	21,930,763	-7%
Crispy snacks (marshmallow)	4,961,570	4,869,197	-2%
Compartment snacks	7,004,547	6,129,816	-12%
Fruit snacks/bars	22,119,023	21,470,823	-3%
<b>Soft drinks and bottled water</b>	<b>229,246,473</b>	<b>223,115,929</b>	<b>-3%</b>
Total flavoured soft drinks	179,598,520	172,765,472	-4%
Total bottles	69,266,927	66,532,908	-4%
Total cans	110,331,593	106,232,564	-4%
Total diet (excluding mid calorie) flavoured soft drinks	54,781,661	53,489,906	-2%
Total regular (including mid calorie) flavoured soft drinks	124,816,859	119,275,566	-4%
Bottled water (less than 18 litres)	49,647,953	50,350,457	1%
<b>Dry grocery</b>	<b>2,330,168,290</b>	<b>2,335,134,974</b>	<b>0%</b>
<b>GRAND TOTAL - ALL CATEGORIES</b>	<b>6,596,945,586</b>	<b>6,602,142,917</b>	<b>0%</b>

Source: Nielsen MarketTrack, Alberta All Channels, 52 Weeks Ending December 18, 2010