

**Deli Sales – Edmonton and Calgary  
2012-2013**

DELI CATEGORY	EDMONTON			CALGARY		
	2012	2013	% Change	2012	2013	% Change
DELI BEEF JERKY	\$ 383,510	\$ 442,414	15%	\$ 78,387	\$ 118,117	51%
DELI WIENERS	\$ 407,732	\$ 339,432	-17%	\$ 73,780	\$ 52,931	-28%
LUNCHEON MEAT	\$ 29,968,680	\$ 28,359,370	-5%	\$ 30,544,685	\$ 30,363,928	-1%
HOME MEAL REPLACEMENT	\$ 5,106,160	\$ 5,927,579	16%	\$ 4,840,749	\$ 5,395,962	11%
PIZZA & SUBS - REFRIGERATED	\$ 1,802,287	\$ 1,479,810	-18%	\$ 1,044,459	\$ 873,954	-16%
PREPARED SALADS	\$ 4,691,758	\$ 5,099,383	9%	\$ 4,758,216	\$ 5,052,651	6%
CREAM CHEESE	\$ 23,265	\$ 19,032	-18%	\$ 15,467	\$ 11,373	-26%
NATURAL CHEESE	\$ 16,171,111	\$ 14,953,810	-8%	\$ 17,670,526	\$ 16,617,555	-6%

*Source: Nielsen Market Track, Edmonton and Calgary 2012-2013*