

BAKERY

Retail Sales, 2013 vs. 2012 (Dollars)

52 weeks ending December 14, 2013 vs 52 weeks ending December 15, 2012

CATEGORY	Edmonton			Calgary		
	2012	2013	% Chg	2012	2013	% Chg
BAKERY						
BAKED DESSERTS/BREAKFAST						
<i>BAKED BREAKFAST</i>						
BAKED BREAKFAST	11,575,630	11,603,725	0%	10,229,803	10,661,329	4%
MUFFINS	3,620,527	3,431,824	-5%	2,786,483	2,761,602	-1%
BAGELS	1,964,969	1,975,089	1%	2,524,980	2,520,486	0%
CROISSANTS	1,857,820	1,936,082	4%	1,896,602	2,201,626	16%
DONUTS	1,467,947	1,589,161	8%	1,026,024	1,115,975	9%
SWEET BUNS	1,364,647	1,381,469	1%	920,779	944,463	3%
DANISHES	743,525	809,851	9%	601,132	685,018	14%
OTHER	278,598	325,754	17%	275,080	318,807	16%
HOT CROSS	152,267	97,130	-36%	130,621	71,259	-45%
TEA BISCUITS	125,330	57,365	-54%	68,102	42,093	-38%
ENGLISH MUFFINS	NA	NA	NA	NA	NA	NA
CRUMPETS	NA	NA	NA	NA	NA	NA
<i>BAKED DESSERTS</i>						
BAKED DESSERTS - COMMERCIAL	24,785,086	26,688,928	8%	23,117,865	23,677,890	2%
CAKES	8,884,002	9,298,153	5%	6,729,077	6,821,772	1%
OTHER	4,641,970	4,716,221	2%	5,480,625	5,289,659	-3%
PIES	3,660,407	3,809,966	4%	3,517,420	3,564,845	1%
MUFFINS	2,427,830	3,079,443	27%	2,187,304	2,367,656	8%

CATEGORY	Edmonton			Calgary		
	2012	2013	% Chg	2012	2013	% Chg
COOKIES	1,823,110	2,253,944	24%	1,855,868	2,137,366	15%
BROWNIES	1,168,927	1,300,399	11%	1,150,707	1,355,226	18%
PREPACKAGED TARTS	906,420	943,301	4%	951,290	983,859	3%
DONUTS	643,440	635,577	-1%	692,818	586,368	-15%
BARS	606,287	625,590	3%	534,806	546,068	2%
FRESH WAFFLES	22,658	26,328	16%	17,950	25,071	40%
FRESH PANCAKES	35	6	-83%	NA	NA	NA
DESSERTS -IN STORE						
BAKED DESSERTS - IN STORE	15,627,435	15,613,697	0%	13,332,639	14,530,081	9%
FRESH DESSERTS CAKES	8,144,134	8,265,249	1%	7,291,776	7,958,932	9%
FRESH DESSERTS OTHER	3,090,269	3,356,587	9%	2,770,917	3,217,113	16%
FRESH DESSERTS COOKIES	3,473,947	3,196,972	-8%	2,722,199	2,675,839	-2%
FRESH DESSERTS PIES	919,085	794,889	-14%	547,747	678,197	24%
FRESH DESSERTS BARS	NA	NA	NA	NA	NA	NA
BREADS & ROLLS						
BREAD-COMMERCIAL						
BREAD - COMMERCIAL	43,791,592	45,113,509	3%	47,170,391	48,820,984	3%
WHOLE WHEAT	11,518,640	10,989,348	-5%	11,106,727	10,801,162	-3%
WHITE	10,253,402	10,341,851	1%	8,798,220	9,212,518	5%
OTHER BREAD TYPES	7,729,954	8,499,734	10%	10,265,211	11,403,506	11%
MULTI GRAIN	5,104,474	5,312,793	4%	5,684,384	5,912,712	4%
SPECIALTY RYE / PUMPERNICKLE BREAD	3,196,851	3,379,961	6%	3,991,781	4,003,820	0%
ITALIAN	1,344,182	1,589,193	18%	1,273,060	1,390,059	9%
GARLIC	1,082,738	1,346,865	24%	1,254,858	1,375,909	10%

CATEGORY	Edmonton			Calgary		
	2012	2013	% Chg	2012	2013	% Chg
RAISIN	991,403	1,208,588	22%	1,192,648	1,414,657	19%
FRENCH	1,217,707	1,142,769	-6%	1,687,775	1,533,973	-9%
BAGUETTE	1,122,405	1,093,018	-3%	1,646,520	1,499,195	-9%
SOURDOUGH	216,176	206,951	-4%	255,740	273,473	7%
EGG BREAD	5,841	2,438	-58%	NA	NA	NA
MILK BREAD	7,819	NA	-100%	13,467	NA	-100%
BREAD - DRY						
BREAD - DRY	1,844,518	1,876,115	2%	2,725,142	2,789,117	2%
CRISPBREADS & FLATBREAD	873,572	1,008,014	15%	1,657,999	1,817,320	10%
MELBA TOAST & RUSK	738,141	681,860	-8%	753,557	719,815	-4%
BREAD - DRY - SIZE - 121 - 150 GM	715,523	590,400	-17%	1,001,495	917,048	-8%
BREAD - DRY - SIZE - 151 - 200 GM	407,281	505,949	24%	871,111	962,771	11%
BREAD - DRY - SIZE - 201 - 250 GM	356,226	336,503	-6%	480,248	448,131	-7%
BREAD - DRY - SIZE - 300 - 500 GM	238,579	205,624	-14%	220,460	197,729	-10%
BREADSTICKS	232,805	186,241	-20%	313,586	251,982	-20%
BREAD - DRY - SIZE - 0 - 120 GM	63,042	114,698	82%	107,199	165,662	55%
BREAD - DRY - SIZE - 501 GM & OVER	45,090	89,654	99%	24,400	61,277	151%
BREAD - DRY - SIZE - 251 - 299 GM	18,777	33,287	77%	20,229	36,499	80%
BREAD - INSTORE						
BREAD - IN STORE	11,097,782	11,493,104	4%			
BREAD OTHER	2,846,560	2,782,403	-2%	1,889,371	2,015,382	7%
BREAD WHITE	1,723,086	1,846,646	7%	991,842	1,020,566	3%
BREAD WHEAT	1,370,937	1,309,536	-4%	850,153	806,594	-5%
BREAD SPECIALTY RYE/PUMPERNICKEL	1,158,814	1,074,139	-7%	727,795	705,658	-3%

CATEGORY	Edmonton			Calgary		
	2012	2013	% Chg	2012	2013	% Chg
BREAD FRENCH/PARISIAN	1,088,378	1,067,901	-2%	966,998	936,130	-3%
BREAD GRAINS	690,039	1,015,348	47%	577,557	785,675	36%
BREAD BAGUETTE	706,725	849,418	20%	670,345	821,400	23%
BREAD CHEESE	441,202	536,906	22%	222,445	309,479	39%
BREAD RAISIN/FRUITY	526,505	535,378	2%	463,288	458,056	-1%
BREAD ITALIAN	545,536	475,429	-13%	257,935	220,712	-14%
BREAD CRUMBS & CORN FLAKES						
BREAD CRUMBS & CORN FLAKES	758,799	848,569	12%	970,944	1,051,667	8%
CROUTONS						
CROUTONS	1,293,365	1,268,369	-2%	1,237,474	1,190,046	-4%
PIZZA CRUSTS - REFRIGERATED						
ROLLS - COMMERCIAL	435,897	495,067	14%	512,401	668,470	30%
ROLLS - COMMERCIAL	20,440,830	21,526,781	5%	23,036,229	24,384,605	6%
HOT DOG	4,003,448	4,201,219	5%	3,584,272	3,690,509	3%
BAGELS	3,710,243	4,174,432	13%	4,317,524	4,833,599	12%
OTHER ROLL TYPES	3,758,128	3,779,466	1%	4,228,580	4,535,663	7%
HAMBURGER	2,786,944	3,096,980	11%	2,478,119	2,803,675	13%
ENGLISH MUFFIN	2,142,674	2,192,765	2%	2,631,835	2,699,556	3%
PITA	2,014,065	2,021,891	0%	2,630,777	2,566,351	-2%
CRUSTY	363,250	342,548	-6%	511,955	495,516	-3%
KAISERS / VIENNA	369,045	339,646	-8%	196,568	158,413	-19%
DINNER	260,027	311,680	20%	855,660	862,779	1%
CROISSANT	228,256	254,463	11%	99,685	187,436	88%
FOCACCIA	197,635	243,274	23%	343,237	413,293	20%

CATEGORY	Edmonton			Calgary		
	2012	2013	% Chg	2012	2013	% Chg
CRUMPETS	132,946	152,025	14%	197,696	203,059	3%
PRETZELS	128,610	142,669	11%	112,800	140,792	25%
BREAD STICKS	69,041	63,473	-8%	94,703	110,372	17%
HOT CROSS	49,034	60,772	24%	237,978	252,133	6%
PANINI	60,230	54,913	-9%	298,845	274,829	-8%
SUBMARINE	100,850	43,930	-56%	146,778	101,715	-31%
FLATBREAD	57,387	42,029	-27%	69,217	54,906	-21%
BROWN N SERVE	9,017	8,606	-5%	NA	9	NA
SALAD ROLLS	NA	NA	NA	NA	NA	NA
ROLLS - IN STORE						
ROLLS - IN STORE	15,773,209	15,022,273	-5%	12,737,708	12,247,514	-4%
BUNS/ROLLS OTHER ROLL TYPES	8,004,514	7,714,635	-4%	7,067,275	6,869,840	-3%
BUNS/ROLLS KAISERS/VIENNA	2,207,110	2,167,136	-2%	1,573,002	1,556,707	-1%
BUNS/ROLLS DINNER	1,614,271	1,522,776	-6%	941,706	902,017	-4%
BUNS/ROLLS HOT DOG	904,396	887,901	-2%	466,583	479,235	3%
BUNS/ROLLS CRUSTY	867,930	799,533	-8%	911,556	821,581	-10%
BUNS/ROLLS HAMBURGER	792,579	754,497	-5%	476,686	455,421	-4%
BUNS/ROLLS SUBMARINE	620,521	621,757	0%	681,870	654,458	-4%
BUNS/ROLLS PANINI	639,070	493,069	-23%	554,505	448,078	-19%
PRETZELS	122,556	60,418	-51%	64,525	60,177	-7%
BUNS/ROLLS FOCACCIA	262	551	110%	NA	NA	NA
PITAS	NA	NA	NA	NA	NA	NA
TORTILLA/WRAPS - COMMERCIAL						

CATEGORY	Edmonton			Calgary		
	2012	2013	% Chg	2012	2013	% Chg
TORTILLA/WRAPS - COMMERCIAL	6,204,787	6,740,975	9%	7,234,650	7,848,274	8%
<i>TORTILLA/WRAPS - IN STORE</i>						
TORTILLA/WRAPS - IN STORE	NA	NA	NA	5,800	5,150	-11%