

DELI**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
DELI						
DELI MEAT						
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						
LUNCHEON MEAT - RANDOM WEIGHT	29,968,680	28,359,370	-5%	30,544,685	30,363,928	-1%
DELI HAM	10,067,378	9,364,865	-7%	9,973,519	9,765,827	-2%
DELI TURKEY	6,669,125	6,159,394	-8%	7,543,260	7,207,719	-4%
DELI CHICKEN	2,939,491	2,932,883	0%	3,050,294	3,203,216	5%
DELI BEEF	1,772,248	1,804,530	2%	2,216,520	2,266,101	2%
DELI OTHER	1,833,814	1,804,079	-2%	1,431,440	1,548,476	8%
DELI SALAMI	1,580,948	1,473,186	-7%	1,984,356	1,952,172	-2%
LU DELI SAUSAGE	1,138,033	1,167,706	3%	1,121,182	1,251,740	12%
DELI BOLOGNA	934,723	908,215	-3%	371,880	388,825	5%
DELI PEPPERONI	730,920	625,274	-14%	532,402	482,114	-9%
DELI PASTRAMI	579,868	552,058	-5%	647,286	653,852	1%
DELI CORNED BEEF	540,584	532,828	-1%	624,314	623,546	0%
DELI MORTADELLA	199,516	187,392	-6%	234,963	245,861	5%
DELI PROSCIUTTO	180,872	176,276	-3%	304,472	304,268	0%
DELI COIL/RING	292,602	166,212	-43%	193,663	147,099	-24%
DELI HEADCHEESE	166,262	158,236	-5%	74,810	72,723	-3%
DELI JAGDWURST	152,332	152,399	0%	85,880	81,591	-5%

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	2012	2013	% Chg	2012	2013	% Chg
DELI KOLBASSA	94,782	104,720	10%	45,137	54,429	21%
DELI PORK	88,749	84,101	-5%	58,766	62,359	6%
DELI PATE	6,433	5,016	-22%	460	52	-89%
DELI BIERWURST	NA	NA	NA	50,081	51,958	4%
DELI KARNATZEL	NA	NA	NA	NA	NA	NA
DELI TONGUE	NA	NA	NA	NA	NA	NA
HOME MEAL REPLACEMENT						
ENTREES - REFRIGERATED	5,106,160	5,927,579	16%	4,840,749	5,395,962	11%
PIZZA & SUBS - REFRIGERATED						
PIZZA & SUBS - REFRIGERATED	1,802,287	1,479,810	-18%	1,044,459	873,954	-16%
PREPARED SALADS						
PREPARED SALADS	4,691,758	5,099,383	9%	4,758,216	5,052,651	6%
CREAM CHEESE						
CREAM CHEESE - RANDOM WEIGHT	23,265	19,032	-18%	15,467	11,373	-26%
NATURAL CHEESE						
NATURAL CHEESE - RANDOM WEIGHT	16,171,111	14,953,810	-8%	17,670,526	16,617,555	-6%
DELI CHEDDAR	8,723,076	7,975,116	-9%	8,940,472	8,373,136	-6%
DELI SPECIALTY	7,448,035	6,978,694	-6%	8,730,054	8,244,419	-6%
DELI CHEDDAR MARBLE	2,787,103	2,428,495	-13%	2,898,526	2,659,083	-8%
DELI CHEDDAR OLD	2,397,002	2,207,878	-8%	2,585,534	2,371,268	-8%
DELI CHEDDAR MEDIUM	1,807,529	1,698,319	-6%	1,842,918	1,774,810	-4%
DELI OTHER	1,148,538	1,093,933	-5%	1,484,602	1,455,971	-2%
DELI HAVARTI	1,163,833	1,079,075	-7%	1,098,436	1,050,562	-4%
DELI CHEDDAR OTHER	1,049,590	1,048,855	0%	1,057,698	1,058,343	0%
DELI MOZZARELLA	949,495	885,856	-7%	1,055,470	1,030,141	-2%

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	2012	2013	% Chg	2012	2013	% Chg
DELI PARMESAN	795,408	867,325	9%	920,656	942,103	2%
DELI GOUDA	816,535	762,471	-7%	935,858	851,551	-9%
DELI CHEDDAR MILD	681,852	591,569	-13%	555,796	509,632	-8%
DELI SWISS	659,388	570,552	-13%	968,721	870,746	-10%
DELI FETA	321,206	312,226	-3%	262,826	242,600	-8%
DELI MONTERAY JACK	310,480	301,360	-3%	331,578	322,408	-3%
DELI EMMENTHAL	295,396	250,740	-15%	168,093	167,637	0%
DELI BRIE	215,136	197,944	-8%	391,898	365,590	-7%
DELI GRUYERE	176,917	183,961	4%	288,844	293,528	2%
DELI ASIAGO	150,228	121,694	-19%	144,714	93,855	-35%
DELI EDAM	96,407	85,193	-12%	125,282	111,656	-11%
DELI BRICK	54,865	51,954	-5%	67,960	65,806	-3%
DELI ROMANO	39,415	38,447	-2%	91,384	84,076	-8%
DELI GOAT	39,741	35,769	-10%	28,409	44,395	56%
DELI STILTON	45,944	34,376	-25%	111,667	72,045	-35%
DELI BLUE/ROCHEFORT	53,776	25,326	-53%	39,794	38,429	-3%
DELI JARLSBERG	62,495	24,361	-61%	96,148	21,822	-77%
DELI OKA	9,620	21,526	124%	51,893	56,855	10%
DELI CAMEMBERT	12,554	13,053	4%	7,481	10,738	44%
DELI FARMERS	17,397	11,289	-35%	27,827	29,232	5%
DELI SOYA	10,209	9,859	-3%	9,631	9,625	0%
DELI COLBY	2,998	404	-87%	20,882	13,048	-38%
DELI FONDUE	54	NA	-100%	NA	NA	NA
DELI RICOTTA	NA	NA	NA	NA	NA	NA