

TOTAL SOUTHLAND

-----1 9 8 8-----
(1987 Weekly Average 121,618)

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(1988 Weekly Average 121,618)

WEEK #	W/E	ACTUAL	Estimated Excess		EXCESS WEEKS SUPPLY		W/E	ACTUAL	Estimated Excess		EXCESS WEEKS SUPPLY	
			WEEK	CUME					WEEK	CUME		
1	1/08	45,473	-	102,284 **	134,569	1.1	01/06	102,816	-	18,802 **	1,350,116	11.1
2	1/15	96,058	-	28,421	106,148	0.9	01/13	14,712	-	106,906	1,243,210	10.2
3	1/22	99,954	-	24,525	81,623	0.7	01/20	7,506	-	114,112	1,129,098	9.3
4	1/29	98,370	-	26,109	55,514	0.5	01/27	9,174	-	112,444	1,016,654	8.4
5	2/05	102,384	-	22,095	33,419	0.3	02/03	3,324	-	118,294	898,360	7.4
6	2/12	111,342	-	13,137	20,282	0.2	02/10	7,422	-	114,196	784,164	6.4
7	2/19	86,862	-	36,617	0	0.0	02/17	11,340	-	120,007 **	664,157	5.5
							02/24	22,014	-	89,875 **	574,282	4.7
8	2/26	98,392	-	23,226	0	0.0	03/03	5,718	-	115,900	458,382	3.8
9	3/04	110,586	-	11,032	0	0.0	03/10	21,270	-	100,348	358,034	2.9
10	3/11	119,370	-	2,248	0	0.0	03/17	32,472	-	89,146	268,888	2.2
11	3/18	121,134	-	484	0	0.0	03/24	40,844	-	80,774 **	188,114	1.5
12	3/25	119,640	-	1,978	0	0.0	03/31	70,923	-	55,560 **	132,554	1.1
							04/07	48,291	-	73,327	59,227	0.5
13	*4/01	156,936	+	35,318	35,318	0.3						
14	4/08	103,614	-	18,004	17,314	0.1	*04/14	173,439	+	51,821	51,821	0.4
15	4/15	111,869	-	9,749	7,565	0.1	04/21	174,916	+	53,298	105,119	0.9
16	4/22	116,442	-	5,176	2,389	0.0	04/28	173,988	+	52,370	157,489	1.3
17	4/29	126,918	+	5,300	7,689	0.1	05/05	177,810	+	56,192	213,681	1.8
18	5/06	1,051,098	+	929,480	937,169	7.7	05/12	172,266	+	50,648	264,329	2.2
19	5/13	132,654	+	11,036	948,205	7.8	05/19	192,804	+	71,186	335,515	2.8
20	5/20	152,406	+	30,788	978,993	8.0	05/26	343,380	+	196,587 **	532,102	4.4
21	5/27	301,992	+	180,374	1,159,367	9.5	06/02	10,992	-	85,451 **	446,651	3.7
22	6/03	37,356	-	84,262	1,075,105	8.8	06/09	135,738	+	14,120	460,771	3.8
23	6/10	180,960	+	59,342	1,134,447	9.3	06/16	134,490	+	12,872	473,643	3.9
24	6/17	138,780	+	17,162	1,151,609	9.5	06/23	134,964	+	13,346	486,989	4.0
25	6/24	29,358	-	92,260	1,059,349	8.7	06/30	54,453	-	76,773 **	410,216	3.4
26	7/01	68,442	-	78,351 **	980,998	8.1	07/07	8,124	-	103,886 **	306,330	2.5
27	7/08	34,062	-	62,381 **	918,617	7.6	07/14	34,031	-	87,587	218,743	1.8
28	7/15	7,812	-	113,806	804,811	6.6	07/21	44,346	-	77,272	141,471	1.2
29	7/22	3,696	-	117,922	686,889	5.6	07/28	28,863	-	92,755	48,716	0.4
30	7/29	3,372	-	118,246	568,643	4.7	08/04	53,154	-	68,464	0	0.0
31	8/05	8,112	-	113,506	455,137	3.7	08/11	70,476	-	51,142	0	0.0
32	8/12	21,516	-	100,102	355,035	2.9	08/18	85,509	-	36,109	0	0.0
33	8/19	64,386	-	57,232	297,803	2.4						
34	8/26	62,292	-	59,326	238,477	2.0	08/25	123,396	+	1,778	1,778	0.0
35	9/02	107,130	-	39,663 **	198,814	1.6	09/01	145,692	+	24,074	25,852	0.2
36	9/09	71,118	-	25,325 **	173,489	1.4	09/08	88,398	-	33,220	0	0.0
37	9/16	111,054	-	10,564	162,925	1.3	09/15	108,672	-	12,946	0	0.0
38	9/23	116,016	-	5,602	157,323	1.3	09/22	109,794	-	11,824	0	0.0
39	9/30	173,687	+	52,069	209,392	1.7	09/29	226,668	+	105,050	105,050	0.9
40	10/07	79,440	-	42,178	167,214	1.4	10/06	129,468	+	7,850	112,900	0.9
41	10/14	112,254	-	9,364	157,850	1.3	10/13	134,439	+	12,821	125,721	1.0
							10/20	138,732	+	17,114	142,835	1.2
42	*10/21	126,480	+	4,862	4,862	0.0	10/27	146,718	+	25,100	167,935	1.4
43	10/28	148,662	+	27,044	31,906	0.3	11/03	143,076	+	21,458	189,393	1.6
44	11/04	1,238,364	+	1,116,746	1,148,652	9.4	11/10	151,722	+	30,104	219,497	1.8
45	11/11	264,563	+	142,945	1,291,597	10.6	11/17					
46	11/18	136,863	+	15,245	1,306,842	10.7	11/24					
47	11/25	157,368	+	39,277 **	1,346,119	11.1	12/01					
48	12/02	163,968	+	38,823 **	1,384,942	11.4	12/08					
49	12/09	142,602	+	20,984	1,405,926	11.6	12/15					
50	12/16	139,230	+	17,612	1,423,538	11.7	12/22					
51	12/23	183,912	+	53,051 **	1,476,589	12.1	12/29					
52	12/30	4,704	-	107,671 **	1,368,918	11.3						

* The load and payback must be calculated using the same base. Since the load appeared to be exhausted at this point, comparisons vs. the new base period volume of 121,618 began this week.

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** Adjusted for Holiday Patterns.

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TOP 100 ACCOUNTS
**** CURRENT WEEKS PERFORMANCE ****

Account	Program Period	11/10/89	Weeks Supply 11/10/89	Account	Program Period	11/10/89	Weeks Supply 11/10/89
Newton Canton Corp.	19,408	43,512	2.2	Thomas & Howard Co.	10,689	12,240	1.1
Imperial Trading	11,541	22,458	1.9	Vega Whse Inc.	7,705	8,820	1.1
Coremark(Mid-Continent)	8,916	16,356	1.8	Pace Membership Whse	21,974	25,134	1.1
Southland Corp.	100,987	151,722	1.5	G.W. Cochran Co.	7,490	8,529	1.1
Coremark(Northwest)	51,368	75,906	1.5	Flaks	8,874	10,053	1.1
CORE MARK	214,666	300,522	1.4	Sato Dist.	17,357	19,578	1.1
S. Abraham & Son	43,707	60,522	1.4	Roundys Inc.	8,445	9,480	1.1
Sanders Langsam Tob.	18,898	26,004	1.4	Costco Whlse Corp.	33,480	37,551	1.1
Coremark(Southwest)	102,961	141,600	1.4	Marcus Dist.	9,404	10,542	1.1
Albertson's Inc.	15,186	20,778	1.4	Barber & Sons Tob.	9,830	10,986	1.1
J.F. Walker Co.	18,961	25,677	1.4	Hawaiian Isles Ent.	7,953	8,784	1.1
Head Tobacco Co.	9,490	12,840	1.4	Fleming Companies	82,984	91,530	1.1
Globe Whse. Co.	12,382	16,662	1.3	Garber Bros.	19,419	21,363	1.1
Eby Brown	91,144	121,224	1.3	Certified Gro. of CA	26,936	29,553	1.1
Scrivner, Inc.	46,866	61,860	1.3	Ralphs Grocer Co.	6,548	7,170	1.1
Bonanza Discount Prod.	9,375	12,198	1.3	Convenience Store Dist.	17,456	18,816	1.1
Golden Distributors	94,073	122,319	1.3	Publix Super Mkt.	14,259	15,120	1.1
Coremark(Midwest)	51,421	66,660	1.3	Associated Food Stores	7,688	8,124	1.1
Super Valu Stores	49,705	64,314	1.3	Kroger	51,099	53,982	1.1
McLane Co.	227,460	292,182	1.3	Birmingham Tobacco Co.	10,778	11,370	1.1
Gen. Tob. & Cdy (Amcon)	13,538	17,196	1.3	Merchants Wholesalers	7,598	7,974	1.0
Assoc. Whse. Groc.	13,885	17,556	1.3	Penn Traffic Co.	8,657	9,030	1.0
H.E. Butt Groc.	7,144	9,024	1.3	United Grocers	9,161	9,444	1.0
Eli Witt	69,562	87,522	1.3	Casey's General Store	7,871	8,112	1.0
Richfood, Inc.	9,777	12,234	1.3	Assoc. Grocers	8,003	8,130	1.0
The Price Co.	57,813	72,330	1.3	J.T. Davenport	8,434	8,550	1.0
A.H. Notini	16,435	20,550	1.3	Herkimer Whse	7,822	7,716	1.0
Anderson Parks Inc.	13,914	17,388	1.2	Tripifoods Inc.	9,226	9,060	1.0
Melvin Sosnick Co.	24,586	30,645	1.2	Modesto Tobacco & Cdy	12,642	12,411	1.0
CULBRO	78,436	97,575	1.2	Grocers Supply	23,567	23,040	1.0
Bosart Co.	31,902	39,648	1.2	Smart & Final	8,294	8,094	1.0
Samelson-Leon Co.	7,959	9,882	1.2	Old Dominion Tob.	11,395	11,115	1.0
Spartan Stores	33,282	40,806	1.2	City Wholesale Groc.	7,839	7,590	1.0
Consumer Products Dist	6,835	8,376	1.2	Fanner Bocken Co.	12,500	11,925	1.0
Minter Weisman	21,279	26,004	1.2	Cumberland Farms	17,044	16,224	1.0
Borough Hall-Oxford Tob.	8,548	10,419	1.2	Grand Union Co.	9,297	8,676	0.9
Wakefern Food	8,633	10,464	1.2	SuperAmerica(Ashland Oil)	11,295	10,512	0.9
Chambers & Owen Inc.	8,352	10,110	1.2	Sam's Whol. Club	32,902	29,618	0.9
Certified Gro. of FL.	18,135	21,948	1.2	GSC Enterprises Inc.	45,361	40,587	0.9
Southco Dist.	7,444	8,934	1.2	Miller & Hartman	9,709	8,652	0.9
Pine State Tob. & Cdy.	8,866	10,638	1.2	Affiliated Food Stores	7,688	6,834	0.9
Nash Finch Co.	30,580	36,594	1.2	H.T. Hackney	18,786	15,822	0.8
B&G Tobacco	7,288	8,676	1.2	Winn Dixie Stores	33,125	26,616	0.8
Supermarkets Gen. Corp.	12,571	14,928	1.2	Super Food	14,431	10,008	0.7
Met. Dist. Serv.	33,220	39,411	1.2	S&S Tob. & Cdy.	7,003	4,500	0.6
Alpert Bros.	8,156	9,624	1.2	Safeway	29,185	18,240	0.6
American Stores	46,762	55,056	1.2	Food Lion	17,323	10,560	0.6
Auburn Mdse	8,725	10,194	1.2	Gordons Whlse. Co.	8,711	4,404	0.5
Wetterau Foods	32,873	37,782	1.1	T&C Dist. Co.	11,205	4,800	0.4
F.A. Davis	15,270	17,535	1.1	Landover Whse.	7,329	0	0.0

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TOP 100 ACCOUNTS (EXCESS UNITS)

Attachment B

* R A N K E D O N E X C E S S W E E K S *

Account	Program Base	CUMULATIVE Units	EXCESS Weeks	Account	Program Base	CUMULATIVE Units	EXCESS Weeks
Albertson's Inc.	15,186	94,692	6.2	A.H. Notini	16,435	9,884	0.6
Imperial Trading	11,541	44,664	3.9	H.E. Butt Groc.	7,144	4,196	0.6
Southland Corp.	100,987	363,914	3.6	J.T. Davenport	8,434	4,799	0.6
Head Tobacco Co.	9,490	31,483	3.3	Fanner Bocken Co.	12,500	6,949	0.6
Auburn Mdse	8,725	28,889	3.3	Marcus Dist.	9,404	4,957	0.5
Coremark(Southwest)	102,961	335,359	3.3	Landover Whse.	7,329	3,843	0.5
Bonanza Discount Prod.	9,375	28,014	3.0	Scrivner, Inc.	46,866	23,395	0.5
Golden Distributors	94,073	275,734	2.9	Certified Gro. of CA	26,936	12,730	0.5
CORE MARK	214,666	626,732	2.9	Costco Whlse Corp.	33,480	15,363	0.5
Melvin Sosnick Co.	24,586	67,573	2.7	Sanders Langsam Tob.	18,898	8,417	0.4
Anderson Parks Inc.	13,914	37,970	2.7	Pace Membership Whse	21,974	9,277	0.4
Coremark(Northwest)	51,368	139,054	2.7	Sam's Whol. Club	32,902	13,348	0.4
McLane Co.	227,460	609,087	2.7	Garber Bros.	19,419	7,164	0.4
Minter Weisman	21,279	56,736	2.7	Herkimer Whlse	7,822	2,219	0.3
Samelson-Leon Co.	7,959	21,006	2.6	Kroger	51,099	13,119	0.3
Coremark(Mid-Continent)	8,916	22,659	2.5	Vega Whse Inc.	7,705	1,892	0.2
Coremark(Midwest)	51,421	129,659	2.5	Borough Hall-Oxford Tob.	8,548	1,337	0.2
Eli Witt	69,562	174,034	2.5	Associated Food Stores	7,688	1,183	0.2
Met. Dist. Serv.	33,220	82,661	2.5	Publix Super Mkt.	14,259	1,418	0.1
CULBRO	78,436	194,797	2.5	Thomas & Howard Co.	10,689	978	0.1
Barber & Sons Tob.	9,830	24,046	2.4	Hawaiian Isles Ent.	7,953	722	0.1
Chambers & Owen Inc.	8,352	20,346	2.4	Tripifoods Inc.	9,226	362	0.0
Newton Canton Corp.	19,408	46,718	2.4	Merchants Wholesalers	7,598	172	0.0
Flaks	8,874	20,763	2.3	GSC Enterprises Inc.	45,361	(703)	-0.0
Eby Brown	91,144	211,943	2.3	Birmingham Tobacco Co.	10,778	(368)	-0.0
Nash Finch Co.	30,580	70,211	2.3	United Grocers	9,161	(503)	-0.1
Consumer Products Dist	6,835	15,515	2.3	American Stores	46,762	(4,709)	-0.1
Globe Whse. Co.	12,382	27,449	2.2	Safeway	29,185	(5,323)	-0.2
Wetterau Foods	32,873	72,250	2.2	Grand Union Co.	9,297	(1,737)	-0.2
Spartan Stores	33,282	69,891	2.1	Ralphs Grocer Co.	6,548	(1,382)	-0.2
Miller & Hartman	9,709	20,231	2.1	Winn Dixie Stores	33,125	(7,205)	-0.2
S. Abraham & Son	43,707	89,799	2.1	Assoc. Grocers	8,003	(1,841)	-0.2
Pine State Tob. & Cdy.	8,866	17,933	2.0	G.W. Cochran Co.	7,490	(2,252)	-0.3
Assoc. Whlse. Groc.	13,885	27,941	2.0	Supermarkets Gen. Corp.	12,571	(4,129)	-0.3
Modesto Tobacco & Cdy	12,642	24,438	1.9	Southco Dist.	7,444	(2,722)	-0.4
Certified Gro. of FL.	18,135	34,638	1.9	SuperAmerica(Ashland Oil)	11,295	(4,144)	-0.4
The Price Co.	57,813	101,775	1.8	H.T. Hackney	18,786	(7,278)	-0.4
Bosart Co.	31,902	54,894	1.7	Old Dominion Tob.	11,395	(5,763)	-0.5
J.F. Walker Co.	18,961	29,752	1.6	City Wholesale Groc.	7,839	(4,368)	-0.6
Roundys Inc.	8,445	13,119	1.6	Food Lion	17,323	(9,817)	-0.6
Gen. Tob. & Cdy (Amcon)	13,538	19,108	1.4	Penn Traffic Co.	8,657	(4,991)	-0.6
Super Valu Stores	49,705	52,868	1.1	Affiliated Food Stores	7,688	(4,604)	-0.6
Fleming Companies	82,984	84,130	1.0	Grocers Supply	23,567	(14,177)	-0.6
Sato Dist.	17,357	17,356	1.0	Cumberland Farms	17,044	(11,452)	-0.7
Alpert Bros.	8,156	7,870	1.0	Smart & Final	8,294	(5,804)	-0.7
Richfood, Inc.	9,777	8,985	0.9	Casey's General Store	7,871	(6,227)	-0.8
F.A. Davis	15,270	13,680	0.9	Super Food	14,431	(12,859)	-0.9
Wakefern Food	8,633	7,291	0.8	S&S Tob. & Cdy.	7,003	(11,764)	-1.7
B&G Tobacco	7,288	5,135	0.7	T&C Dist. Co.	11,205	(28,005)	-2.5
Convenience Store Dist.	17,456	10,906	0.6	Gordons Whlse. Co.	8,711	(29,507)	-3.4

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TOP 100 ACCOUNTS (EXCESS UNITS)

Attachment C

* R A N K E D O N E X C E S S V O L U M E *

Account	Program Base	CUMULATIVE Units	EXCESS Weeks	Account	Program Base	CUMULATIVE Units	EXCESS Weeks
CORE MARK	214,666	626,732	2.9	Convenience Store Dist.	17,456	10,906	0.6
McLane Co.	227,460	609,087	2.7	A.H. Notini	16,435	9,884	0.6
Southland Corp.	100,987	363,914	3.6	Pace Membership Whse	21,974	9,277	0.4
Coremark(Southwest)	102,961	335,359	3.3	Richfood, Inc.	9,777	8,985	0.9
Golden Distributors	94,073	275,734	2.9	Sanders Langsam Tob.	18,898	8,417	0.4
Eby Brown	91,144	211,943	2.3	Alpert Bros.	8,156	7,870	1.0
CULBRO	78,436	194,797	2.5	Wakefern Food	8,633	7,291	0.8
Eli Witt	69,562	174,034	2.5	Garber Bros.	19,419	7,164	0.4
Coremark(Northwest)	51,368	139,054	2.7	Fanner Bocken Co.	12,500	6,949	0.6
Coremark(Midwest)	51,421	129,659	2.5	B&G Tobacco	7,288	5,135	0.7
The Price Co.	57,813	101,775	1.8	Marcus Dist.	9,404	4,957	0.5
Albertson's Inc.	15,186	94,692	6.2	J.T. Davenport	8,434	4,799	0.6
S. Abraham & Son	43,707	89,799	2.1	H.E. Butt Groc.	7,144	4,196	0.6
Fleming Companies	82,984	84,130	1.0	Landover Whse.	7,329	3,843	0.5
Met. Dist. Serv.	33,220	82,661	2.5	Herkimer Whse.	7,822	2,219	0.3
Wetterau Foods	32,873	72,250	2.2	Vega Whse. Inc.	7,705	1,892	0.2
Nash Finch Co.	30,580	70,211	2.3	Publix Super Mkt.	14,259	1,418	0.1
Spartan Stores	33,282	69,891	2.1	Borough Hall-Oxford Tob.	8,548	1,337	0.2
Melvin Sosnick Co.	24,586	67,573	2.7	Associated Food Stores	7,688	1,183	0.2
Minter Weisman	21,279	56,736	2.7	Thomas & Howard Co.	10,689	978	0.1
Bosart Co.	31,902	54,894	1.7	Hawaiian Isles Ent.	7,953	722	0.1
Super Valu Stores	49,705	52,868	1.1	Triplifoods Inc.	9,226	362	0.0
Newton Canton Corp.	19,408	46,718	2.4	Merchants Wholesalers	7,598	172	0.0
Imperial Trading	11,541	44,664	3.9	Birmingham Tobacco Co.	10,778	(368)	-0.0
Anderson Parks Inc.	13,914	37,970	2.7	United Grocers	9,161	(503)	-0.1
Certified Gro. of FL.	18,135	34,638	1.9	GSC Enterprises Inc.	45,361	(703)	-0.0
Head Tobacco Co.	9,490	31,483	3.3	Ralphs Grocer Co.	6,548	(1,382)	-0.2
J.F. Walker Co.	18,961	29,752	1.6	Grand Union Co.	9,297	(1,737)	-0.2
Auburn Mdse	8,725	28,889	3.3	Assoc. Grocers	8,003	(1,841)	-0.2
Bonanza Discount Prod.	9,375	28,014	3.0	G.W. Cochran Co.	7,490	(2,252)	-0.3
Assoc. Whse. Groc.	13,885	27,941	2.0	Southco Dist.	7,444	(2,722)	-0.4
Globe Whse. Co.	12,382	27,449	2.2	Supermarkets Gen. Corp.	12,571	(4,129)	-0.3
Modesto Tobacco & Cdy	12,642	24,438	1.9	SuperAmerica(Ashland Oil)	11,295	(4,144)	-0.4
Barber & Sons Tob.	9,830	24,046	2.4	City Wholesale Groc.	7,839	(4,368)	-0.6
Scrivner, Inc.	46,866	23,395	0.5	Affiliated Food Stores	7,688	(4,604)	-0.6
Coremark(Mid-Continent)	8,916	22,659	2.5	American Stores	46,762	(4,709)	-0.1
Samelson-Leon Co.	7,959	21,006	2.6	Penn Traffic Co.	8,657	(4,991)	-0.6
Flaks	8,874	20,763	2.3	Safeway	29,185	(5,323)	-0.2
Chambers & Owen Inc.	8,352	20,346	2.4	Old Dominion Tob.	11,395	(5,763)	-0.5
Miller & Hartman	9,709	20,231	2.1	Smart & Final	8,294	(5,804)	-0.7
Gen. Tob. & Cdy (Amcon)	13,538	19,108	1.4	Casey's General Store	7,871	(6,227)	-0.8
Pine State Tob. & Cdy.	8,866	17,933	2.0	Winn Dixie Stores	33,125	(7,205)	-0.2
Sato Dist.	17,357	17,356	1.0	H.T. Hackney	18,786	(7,278)	-0.4
Consumer Products Dist	6,835	15,515	2.3	Food Lion	17,323	(9,817)	-0.6
Costco Whse Corp.	33,480	15,363	0.5	Cumberland Farms	17,044	(11,452)	-0.7
F.A. Davis	15,270	13,680	0.9	S&S Tob. & Cdy.	7,003	(11,764)	-1.7
Sam's Whol. Club	32,902	13,348	0.4	Super Food	14,431	(12,859)	-0.9
Roundys Inc.	8,445	13,119	1.6	Grocers Supply	23,567	(14,177)	-0.6
Kroger	51,099	13,119	0.3	T&C Dist. Co.	11,205	(28,005)	-2.5
Certified Gro. of CA	26,936	12,730	0.5	Gordons Whse. Co.	8,711	(29,507)	-3.4

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DIRECT CUSTOMER SHIPMENTS - SUMMARY TABLE

	Volume (000)											
	Full Year 1987	Full Year 1988	Program Base	09/15/89	09/22/89	09/29/89	10/06/89	10/13/89	10/20/89	10/27/89	11/03/89	11/10/89
[Total Industry]	10,929,614	10,689,712	10,401,467	10,102,244	9,999,126	15,594,742	10,086,157	10,204,267	10,984,273	11,045,053	10,898,158	11,442,319
[Philip Morris]												
1A Wholesale Distributors												
- Total	2,231,126	2,281,650	2,176,793	2,292,181	2,182,483	4,448,296	1,544,274	2,735,405	2,278,807	2,340,300	2,394,192	2,548,038
- Top 100 Accounts	1,069,356	1,037,960	1,031,454	1,129,179	1,075,105	2,149,262	1,004,721	1,157,002	1,194,317	1,232,004	1,264,231	1,325,454
- All Others	1,161,770	1,243,690	1,145,339	1,163,002	1,107,378	2,299,034	539,553	1,578,403	1,084,489	1,108,296	1,129,961	1,222,584
1B Wholesale Grocers												
- Total	981,047	1,049,229	1,088,386	1,036,449	1,116,243	2,251,160	858,795	1,269,877	1,178,567	1,193,335	1,163,454	1,238,914
- Top 100 Accounts	653,485	795,549	779,609	742,991	766,454	1,664,111	658,910	753,644	844,709	844,168	851,604	904,224
- All Others	327,562	253,680	308,777	293,458	349,789	587,049	199,885	516,233	333,858	349,167	311,850	334,690
2D Retail Supermarkets												
- Total	368,992	367,540	351,367	357,102	326,226	629,307	229,745	360,839	336,330	356,921	342,432	343,836
- Top 100 Accounts	262,582	256,697	251,937	264,000	241,128	492,504	161,507	207,088	237,084	260,202	242,520	242,010
- All Others	106,410	110,843	99,430	93,102	85,098	136,803	68,238	153,750	99,246	96,719	99,912	101,826
2E Retail Convenience Stores												
- Total	181,360	222,455	181,526	177,606	186,750	360,192	172,719	191,342	206,352	209,463	210,792	220,376
* - Top 100 Accounts	148,835	167,722	148,402	152,136	161,232	310,398	152,244	154,376	178,680	182,892	182,940	191,370
- All Others	32,525	54,733	33,124	25,470	25,518	49,794	20,475	36,966	27,672	26,571	27,852	29,007
- Southland	103,525	121,618	100,987	108,672	109,794	226,668	129,468	134,439	138,732	146,718	143,076	151,722
2M Mass Merchandisers												
- Total	124,644	147,333	158,479	158,250	157,509	295,206	80,229	180,507	177,936	182,415	159,660	175,157
- Top 100 Accounts	114,547	136,028	146,169	147,579	148,704	283,368	69,303	158,034	166,755	172,776	148,077	164,633
- All Others	10,097	11,305	12,310	10,671	8,805	11,838	10,926	22,473	11,181	9,639	11,583	10,524
[Total P.M.]												
ALL TRADE CLASSES												
- Total**	4,133,046	4,193,000	4,219,347	4,274,012	4,220,574	8,391,085	3,116,925	3,937,728	4,435,131	4,584,237	4,547,119	4,815,365

These 4 trade classes do not equal Total P.M. due to the absence of other P.M. trade classes.

* Includes Southland data.

** P.M.'s going rate for 1989 has been adjusted to 4.175 billion units to reflect the most current sales patterns.

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TOP 100 DIRECT ACCOUNTS

1A - WHOLESALE DISTRIBUTORS	Average Week Volume (000)		Program Base									
	Full Year 1987	Full Year 1988		09/15/89	09/22/89	09/29/89	10/06/89	10/13/89	10/20/89	10/27/89	11/03/89	11/10/89
CORE MARK	231,957	223,929	214,666	189,111	211,869	346,527	418,581	276,276	261,411	258,546	267,531	300,522
Coremark(Southwest)	94,533	107,434	102,961	100,557	101,361	245,370	137,376	143,657	132,114	127,398	128,571	141,600
Coremark(Midwest)	63,187	53,953	51,421	42,828	54,228	45,969	131,709	60,891	61,281	53,040	70,056	66,660
Coremark(Northwest)	48,606	53,290	51,368	40,572	48,150	47,610	122,964	62,859	60,498	68,673	60,120	75,906
Coremark(Mid-Continent)	6,265	9,252	8,916	5,154	8,130	7,578	26,532	8,868	7,518	9,435	8,784	16,356
CULBRO	87,058	86,136	78,436	242,559	77,781	180,006	85,224	92,361	93,924	93,390	101,370	97,575
Eli Witt	78,391	76,456	69,562	215,988	70,116	160,452	76,347	81,117	82,236	82,833	90,462	87,522
Flaks	8,667	9,680	8,874	26,571	7,665	19,554	8,877	11,244	11,688	10,557	10,908	10,053
Golden Distributers	111,224	102,520	94,073	83,217	123,528	218,625	107,691	122,205	119,634	121,158	122,613	122,319
Eby Brown	87,661	92,016	91,144	89,148	94,572	224,109	10,926	120,726	123,669	123,591	125,706	121,224
S. Abraham & Son	32,169	38,425	43,707	35,766	44,322	99,105	18,927	53,694	54,951	54,618	53,931	60,522
Met. Dist. Serv.	32,483	30,733	33,220	31,656	32,121	76,269	41,766	34,761	41,058	42,420	39,516	39,411
Melvin Sosnick Co.	27,364	28,628	24,586	23,973	24,432	56,127	31,806	30,176	30,345	30,552	30,024	30,645
Bosart Co.	26,737	22,554	31,902	30,132	31,986	71,748	10,524	38,718	39,720	39,018	38,832	39,648
Sanders Langsam Tob.	20,119	21,493	18,898	18,456	19,686	43,695	12,648	17,604	9,876	13,188	17,688	26,004
Garber Bros.	17,314	18,209	19,419	20,079	20,286	19,944	23,661	18,354	19,716	20,844	19,215	21,363
Sato Dist.	16,576	18,024	17,357	18,918	16,308	39,315	1,968	19,065	19,011	19,494	20,424	19,578
A.H. Notini	18,217	17,996	16,435	16,599	17,829	35,019	4,728	13,662	16,236	18,009	16,725	20,550
Minter Weisman	17,359	17,545	21,279	21,051	20,652	48,042	26,511	25,968	26,550	26,073	26,541	26,004
Gen. Tob. & Cdy (Amcon)	12,810	17,161	13,538	7,242	7,992	22,980	9,495	13,074	13,932	18,753	18,444	17,196
J.F. Walker Co.	13,316	16,462	18,961	18,903	19,008	43,443	1,896	19,259	15,540	27,354	29,310	25,677
F.A. Davis	14,229	15,282	15,270	13,467	14,643	34,923	1,779	14,694	17,151	17,100	17,388	17,535
Anderson Parks Inc.	12,915	14,529	13,914	18,108	13,683	33,054	15,342	16,512	16,626	18,213	18,234	17,388
Newton Canton Corp.	12,838	14,523	19,408	17,370	20,274	44,139	5,040	14,154	21,360	23,448	30,921	43,512
Globe Whsle. Co.	11,559	12,306	12,382	12,696	11,778	28,329	12,000	13,482	14,316	14,610	14,724	16,662
Modesto Tobacco & Cdy	10,106	11,939	12,642	12,654	12,720	29,133	16,290	13,896	13,710	13,872	13,620	12,411
Old Dominion Tob.	11,645	11,822	11,395	12,024	12,273	25,197	1,797	3,855	10,845	11,667	9,526	11,115
Barber & Sons Tob.	12,037	11,409	9,830	8,256	9,714	22,659	9,540	12,969	12,291	12,297	12,114	10,986
Imperial Trading	10,593	11,216	11,541	9,789	10,824	10,935	29,712	14,586	13,512	15,084	19,164	22,458
Farner Bocken Co.	11,315	11,201	12,500	13,836	11,490	25,416	8,034	10,074	10,926	13,122	14,952	11,925
S&S Tob. & Cdy.	10,941	10,348	7,003	4,374	5,223	6,960	4,764	5,319	5,238	5,100	5,376	4,500
Marcus Dist.	8,667	10,265	9,404	8,832	8,940	21,111	1,632	7,218	8,568	10,971	10,743	10,542
Head Tobacco Co.	9,165	9,742	9,490	5,856	8,148	21,954	12,057	11,657	11,943	14,217	13,245	12,840
Birmingham Tobacco Co.	8,602	9,456	10,778	8,796	10,608	24,996	6,576	840	11,778	9,552	9,966	11,370
Gordons Whlse. Co.	9,791	8,944	8,711	5,892	3,903	2,712	5,040	4,386	5,466	4,272	5,190	4,404
Bonanza Discount Prod.	7,818	8,943	9,375	9,330	7,686	17,721	14,748	12,342	12,366	12,372	11,892	12,198
Pine State Tob. & Cdy.	8,311	8,828	8,866	8,502	19,884	17,193	10,194	10,710	10,146	10,140	10,974	10,638

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TOP 100 DIRECT ACCOUNTS

1A - WHOLESALE DISTRIBUTORS	Average Week Volume (000)		Program Base									
	Full Year 1987	Full Year 1988		09/15/89	09/22/89	09/29/89	10/06/89	10/13/89	10/20/89	10/27/89	11/03/89	11/10/89
Alpert Bros.	7,341	8,810	8,156	7,506	8,070	18,528	2,460	4,548	10,056	10,035	9,711	9,624
Borough Hall-Oxford Tob.	7,635	8,793	8,548	8,073	7,764	19,551	0	5,226	8,355	7,728	9,894	10,419
City Wholesale Groc.	8,558	8,499	7,839	7,860	8,436	27,609	0	90	2,298	6,543	6,375	7,590
Auburn Mdse	9,456	9,311	8,725	12,822	8,751	20,148	5,520	18,321	14,310	10,914	10,557	10,194
Hawaiian Isles Ent.	7,871	8,123	7,953	9,015	8,412	13,883	2,094	7,056	5,508	10,584	8,484	8,784
Merchants Wholesalers	7,627	7,792	7,598	6,417	7,146	17,154	744	4,440	7,674	7,665	7,707	7,974
Roundys Inc.	6,707	7,487	8,445	9,864	28,932	20,220	4,956	8,934	9,552	10,008	9,084	9,480
Herkimer Whlse	6,089	6,688	7,822	7,524	8,179	18,492	816	7,050	7,320	7,482	8,097	7,716
Vega Whsle Inc.	3,590	5,067	7,705	6,693	7,035	15,876	3,648	7,083	5,787	8,088	6,525	8,820
G.W. Cochran Co.	6,865	7,113	7,490	7,434	8,325	16,545	1,497	3,174	7,293	6,900	6,240	8,529
Southco Dist.	6,821	6,803	7,444	6,312	7,308	16,344	2,052	2,298	5,622	7,128	7,008	8,934
B&G Tobacco	5,053	6,744	7,288	7,362	7,254	16,848	834	6,234	7,770	6,771	9,018	8,676
Chambers & Owen Inc.	6,320	7,095	8,352	8,313	6,852	18,606	9,972	10,308	10,071	9,705	10,038	10,110
Samelson-Leon Co.	6,410	7,051	7,959	7,392	8,478	18,072	9,231	9,645	10,887	9,408	9,594	9,882
Consumer Products Dist	3,821	5,822	6,835	8,181	6,033	12,222	10,227	6,876	9,384	9,801	6,474	8,376
50 Top 100 1A Accts	999,873	1,037,960	1,031,454	1,129,179	1,075,105	2,149,262	1,004,721	1,157,002	1,194,317	1,232,004	1,264,231	1,325,454
Remaining 1A's	1,161,770	1,243,690	1,145,339	1,163,002	1,107,378	2,299,034	539,553	1,578,403	1,084,489	1,108,296	1,129,961	1,222,584
Total 1A's	2,241,895	2,281,650	2,176,793	2,292,181	2,182,483	4,448,296	1,544,274	2,735,405	2,278,807	2,340,300	2,394,192	2,548,038

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TOP 100 DIRECT ACCOUNTS

1B - WHOLESALE GROCERS	Average Week Volume (000)		Program Base									
	Full Year 1987	Full Year 1988		09/15/89	9/22/89	9/29/89	10/06/89	10/13/89	10/20/89	10/27/89	11/03/89	11/10/89
McLane Co.	175,253	224,411	227,460	223,518	205,302	495,774	317,604	255,216	282,336	278,817	279,378	292,182
Fleming Companies	84,218	91,332	82,984	79,644	82,236	192,657	48,204	70,638	87,618	87,764	86,607	91,530
Super Valu Stores	50,419	57,044	49,705	49,320	51,252	101,508	24,624	42,780	54,747	56,274	56,556	64,314
GSC Enterprises Inc.	38,189	46,143	45,361	49,239	44,691	103,032	15,591	32,466	41,115	37,338	46,695	40,587
Certified Gro. of CA	36,715	36,561	26,936	31,110	24,684	53,931	12,999	22,077	26,160	28,542	28,020	29,553
Spartan Stores	29,041	34,865	33,282	28,992	30,846	71,628	34,041	41,364	40,368	37,482	37,176	40,806
Nash Finch Co.	28,860	31,633	30,580	30,228	30,810	67,383	31,890	37,896	38,700	37,728	34,080	36,594
Wetterau Foods	23,885	30,231	32,873	26,886	27,030	60,093	44,496	32,838	43,644	42,960	40,548	37,782
Grocers Supply	25,258	27,173	23,567	27,510	21,942	53,346	324	9,276	20,226	23,556	21,024	23,040
Scrivner, Inc.	39,589	43,389	46,866	47,183	53,801	71,681	52,799	52,445	31,085	35,819	45,768	61,860
Convenience Store Dist.	15,543	16,698	17,456	13,878	16,332	39,192	2,502	15,462	17,832	20,250	19,044	18,816
H.T. Mackney	14,590	16,132	18,786	16,440	19,230	37,497	10,524	11,706	16,728	15,987	15,960	15,822
Certified Gro. of FL	13,692	14,833	18,135	15,960	10,320	41,832	468	21,588	31,182	22,401	22,164	21,948
Super Food	13,928	13,675	14,431	10,206	32,676	31,968	9,990	11,694	10,632	6,798	7,068	10,008
Assoc. Whsle. Groc.	12,449	12,969	13,885	7,458	13,578	32,310	12,462	15,594	12,300	17,772	17,142	17,556
Richfood, Inc.	9,214	12,461	9,777	8,544	15,402	22,122	480	11,592	6,216	12,486	12,294	12,234
Miller & Hartman	13,089	11,628	9,709	9,738	9,576	22,992	12,132	11,022	11,574	11,286	10,536	8,652
Smart & Final	9,326	10,355	8,294	8,730	9,018	7,200	8,124	6,210	9,108	7,506	6,012	8,094
Thomas & Howard Co.	8,923	9,354	10,689	7,638	9,846	24,813	4,278	7,800	7,608	8,472	10,590	12,240
Wakefern Food	8,347	9,153	8,633	8,334	8,040	19,602	7,530	4,620	8,484	8,436	8,586	10,464
United Grocers	8,073	8,448	9,161	8,055	10,068	21,360	2,964	4,914	7,494	9,684	7,764	9,444
Tripifoods Inc.	8,054	7,784	9,226	9,804	9,318	21,120	582	6,516	9,210	9,024	9,432	9,060
J.T. Davenport	6,372	6,815	8,434	8,364	8,958	19,644	1482	7,554	9,342	8,931	8,334	8,550
Assoc. Grocers	8,172	7,651	8,003	4,278	7,554	18,114	672	4,770	7,980	6,018	8,496	8,130
Affiliated Food Stores	7,634	7,529	7,688	4,674	6,924	15,996	186	9,768	4,500	6,264	5,664	6,834
Associated Food Stores	6,963	7,282	7,688	7,260	7,020	17,316	1,962	5,838	8,520	6,573	6,666	8,124
27 Top 100 1B Accts.	695,794	795,549	779,609	742,991	766,454	1,664,111	658,910	753,644	844,709	844,168	851,604	904,224
Remaining 1B's	327,562	253,680	308,777	293,458	349,789	587,049	199,885	516,233	333,858	349,167	311,850	334,690
Total 1B's	970,278	1,049,229	1,088,386	1,036,449	1,116,243	2,251,160	858,795	1,269,877	1,178,567	1,193,335	1,163,454	1,238,914

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TOP 100 DIRECT ACCOUNTS

2D - RETAIL SUPERMARKETS	Average Week Volume (000)		Program Base	09/15/89	09/22/89	09/29/89	10/06/89	10/13/89	10/20/89	10/27/89	11/03/89	11/10/89
	Full Year 1987	Full Year 1988										
Kroger	56,368	58,758	51,099	57,792	59,070	91,266	23,550	44,112	50,658	55,236	52,008	53,982
American Stores	51,182	47,952	46,762	43,068	43,458	88,902	28,175	36,612	45,630	37,560	30,690	55,056
Winn Dixie Stores	32,361	32,766	33,125	29,880	30,342	61,410	17,766	27,876	25,752	34,080	31,170	26,616
Safeway	39,375	30,903	29,185	33,486	14,916	57,024	9,828	21,966	29,826	33,846	28,242	18,240
Food Lion	11,370	14,160	17,323	15,708	14,676	45,660	12,684	12,660	3,588	13,728	12,564	10,560
Publix Super Mkt.	12,244	13,801	14,259	14,076	13,512	14,520	14,388	14,603	14,688	13,416	14,496	15,120
Supermarkets Gen. Corp.	12,648	12,754	12,571	12,576	12,672	26,940	1,920	5,232	8,976	12,828	13,044	14,928
Albertson's Inc.	9,341	11,979	15,186	23,844	20,046	44,814	27,744	26,472	27,102	26,850	27,234	20,778
Grand Union Co.	11,131	10,289	9,297	11,100	9,612	19,776	4,704	3,414	8,844	8,364	9,564	8,676
Penn Traffic Co.	8,025	8,610	8,657	7,170	8,064	11,052	5,352	6,528	7,854	7,896	7,896	9,030
Landover Whse.	7,865	7,785	7,329	7,644	6,804	16,776	8,688	7,614	7,842	7,398	6,828	0
H.E. Butt Groc.	7,951	6,940	7,144	7,656	7,956	14,364	6,708	0	6,324	9,000	8,784	9,024
Ralphs Grocer Co.	6,187	6,496	6,548	6,516	6,630	6,030	6,480	6,324	6,156	5,352	6,942	7,170
12 Top 100 2D Accts	262,582	256,697	251,937	264,000	241,128	492,504	161,507	207,088	237,084	260,202	242,520	242,010
Remaining 2D's	106,410	110,843	99,430	93,102	85,098	136,803	68,238	153,750	99,246	96,719	99,912	101,826
Total 2D's	368,992	367,540	351,367	357,102	326,226	629,307	229,745	360,839	336,330	356,921	342,432	343,836

2E - RETAIL CONVENIENCE STORE	Average Week Volume (000)		Program Base	09/15/89	09/22/89	09/29/89	10/06/89	10/13/89	10/20/89	10/27/89	11/03/89	11/10/89
	Full Year 1987	Full Year 1988										
Southland Corp.	121,618	121,618	100,987	108,672	109,794	226,668	129,468	134,439	138,732	146,718	143,076	151,722
Cumberland Farms	18,887	18,450	17,044	17,292	17,304	35,580	2,772	7,536	14,952	15,420	15,372	16,224
SuperAmerica(Ashland Oil)	10,479	11,247	11,295	10,158	7,692	21,120	9,522	5,597	7,350	11,208	9,612	10,512
T&C Dist. Co.	8,528	9,809	11,205	9,954	19,614	10,074	8,766	2,604	11,514	6,510	6,162	4,800
Casey's General Store	5,890	6,598	7,871	6,060	6,828	16,956	1,716	4,200	6,132	3,036	8,718	8,112
5 Top 100 2E Accts.	148,835	167,722	148,402	152,136	161,232	310,398	152,244	154,376	178,680	182,892	182,940	191,370
Remaining 2E's	32,525	54,733	33,124	25,470	25,518	49,794	20,475	36,966	27,672	26,571	27,852	29,007
Total 2E's	181,360	222,455	181,526	177,606	186,750	360,192	172,719	191,342	206,352	209,463	210,792	220,376

2M - MASS MERCHANDISERS	Average Week Volume (000)		Program Base	09/15/89	09/22/89	09/29/89	10/06/89	10/13/89	10/20/89	10/27/89	11/03/89	11/10/89
	Full Year 1987	Full Year 1988										
The Price Co.	53,532	65,783	57,813	62,847	60,762	130,776	18,264	67,992	71,838	75,240	70,026	72,330
Sam's Whol. Club	23,871	25,411	32,902	30,564	30,126	72,288	8,004	36,378	39,186	36,492	21,696	29,618
Costco Whlse Corp.	24,006	27,017	33,480	30,594	33,840	49,665	27,234	31,686	30,954	38,196	34,437	37,551
Pace Membership Whse	13,138	17,817	21,974	23,574	23,976	30,639	15,801	21,978	24,777	22,848	21,918	25,134
4 Top 100 2M Accts.	114,547	136,028	146,169	147,579	148,704	283,368	69,303	158,034	166,755	172,776	148,077	164,633
Remaining 2M's	10,097	11,305	12,310	10,671	8,805	11,838	10,926	22,473	11,181	9,639	11,583	10,524
Total 2M's	124,644	147,333	158,479	158,250	157,509	295,206	80,229	180,507	177,936	182,415	159,660	175,157

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