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BUT SUPPORTING BRANDS DO NOT NECESSARILY BENEFIT

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Kraft Foods Incorporated

Sara Lee

ConAgra Foods, Inc.

Hormel

Johnsonville Foods

Bar-S Foods

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Kraft Foods Incorporated

Sara Lee

ConAgra Foods

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Fewer Home Lunches

Breakfast Product Offerings Become More Competitive

Ready to Eat Products for the Growing Percentage of Population Unable to Cook

Number of Children in U.S. Declining

Smaller Households

Dinner Sausage to Play Growing Role

Bacon Growth to Slow

Flavor and Style of Lunchmeat Will Increase

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Carl Buddig: Premium Quality Oven Roasted Cured Chicken Breast

ConAgra: Healthy Choice Low Fat Smoked Sausage

ConAgra: Hebrew National Thin Sliced Lunch Meat Extensions

Farmer John: New Premium Bacon Packaging

Johnsonville Foods: Spicy Smoked Sausage

Oscar Mayer: Ready to Serve Bacon

Oscar Mayer Foods: Turkey Ham

Oscar Mayer Foods: XXL Hot Dogs

This report contains U.S. IRI InfoScan data.

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