

Tru Alka SPINS Data



ENHANCED WATERS

Measure Definitions

- *ACV and SPP only applicable at the item level.
- *Selecting (All) for Period will aggregate totals incorrectly.
- *Selecting (All) for Region will aggregate totals incorrectly.
- *Key Account Data may be shared only with that corresponding retailer or for internal use. Any other use or misuse is strictly prohibited and will be enforced with legal action against the liable party.

Channel: Natural Product Supermarkets > \$2MM
 Current Period: 4/12/24/52 weeks ending 12/27/2015
 Prior Period: 4/12/24/52 weeks ending 12/28/2014
 Source: SPINS SNM

Tru Alka shows consistency growth in the marketplace even with new brands emerging.

52 weeks - Alkaline Gallons

Brand	Products	Current \$ Sales	Prior \$ Sales
TRU ALKA		\$87,089	\$47,964
ALKALINE88		\$54,941	\$24,764
ESSENCE		\$42,356	\$9,045
Grand Total		\$184,386	\$81,772

Dollar % Change	Dollar Change
81.6%	\$39,125
121.9%	\$30,177
368.3%	\$33,311
125.5%	\$102,613

24 weeks - Alkaline Gallons

Brand	Products	Current \$ Sales	Prior \$ Sales
TRU ALKA		\$44,816	\$28,882
ALKALINE88		\$24,062	\$18,507
ESSENCE		\$23,104	\$7,282
Grand Total		\$91,982	\$54,671

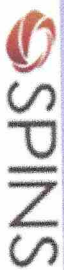
Dollar % Change	Dollar Change
55.2%	\$15,934
30.0%	\$5,555
217.3%	\$15,822
68.2%	\$37,311

12 weeks - Alkaline Gallons

Brand	Products	Current \$ Sales	Prior \$ Sales
TRU ALKA		\$22,465	\$14,393
ALKALINE88		\$11,108	\$8,638
ESSENCE		\$11,025	\$3,993
Grand Total		\$44,596	\$27,024

Dollar % Change	Dollar Change
56.1%	\$8,073
28.6%	\$2,468
176.1%	\$7,032
65.0%	\$17,573

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Prior Period: 4/12/24/52 weeks ending 12/28/2014

Source: SPINS SNM

Full SPINS Data Report Attached in the Email.

52 weeks - Alkaline Gallons

Brand	Current \$ Share
▶ TRU ALKA	47.2%
▶ ALKALINE88	29.8%
▶ ESSENCE	23.0%
Grand Total	100.0%

Current Unit Sales	Prior Unit Sales	Unit % Change	Unit Change
22,355	12,334	81.3%	10,021
14,445	6,385	126.2%	8,060
11,625	2,798	315.5%	8,828
48,426	21,516	125.1%	26,909

24 weeks - Alkaline Gallons

Brand	Current \$ Share
▶ TRU ALKA	48.7%
▶ ALKALINE88	26.2%
▶ ESSENCE	25.1%
Grand Total	100.0%

Current Unit Sales	Prior Unit Sales	Unit % Change	Unit Change
11,706	7,335	59.6%	4,370
5,977	4,677	27.8%	1,300
6,563	2,248	191.9%	4,315
24,245	14,260	70.0%	9,985

12 weeks - Alkaline Gallons

Brand	Current \$ Share
▶ TRU ALKA	50.4%
▶ ALKALINE88	24.9%
▶ ESSENCE	24.7%
Grand Total	100.0%

Current Unit Sales	Prior Unit Sales	Unit % Change	Unit Change
5,896	3,615	63.1%	2,282
2,578	2,059	25.2%	519
2,730	1,303	109.6%	1,427
11,205	6,977	60.6%	4,228