How Americans Are Stocking Up for COVID-19
Data through time period week ending 3/28

CONSUMER TRENDS

U.S. shoppers continue to fill-up their freezers as shelter in place and work from home extends during the COVID-19 pandemic.

CATEGORY IMPACTS

ACCELERATED GROWTH

<table>
<thead>
<tr>
<th>Category</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAT</td>
<td>49%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>FROZEN</td>
<td>42%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>ALCOHOL</td>
<td>35%</td>
<td>591%</td>
<td>N/A</td>
</tr>
<tr>
<td>GROCERY</td>
<td>30%</td>
<td>62%</td>
<td>N/A</td>
</tr>
<tr>
<td>HOUSEHOLD CARE</td>
<td>30%</td>
<td>72%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

CHG IN RANKED IMPACT

<table>
<thead>
<tr>
<th>Category</th>
<th>Week of 3/14/20</th>
<th>Week of 3/21/20</th>
<th>Week of 3/28/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAT</td>
<td>125</td>
<td>125</td>
<td>125</td>
</tr>
<tr>
<td>FROZEN</td>
<td>105</td>
<td>105</td>
<td>105</td>
</tr>
<tr>
<td>ALCOHOL</td>
<td>300</td>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td>GROCERY</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>HOUSEHOLD CARE</td>
<td>-3%</td>
<td>+3%</td>
<td>+3%</td>
</tr>
</tbody>
</table>

GROWTH DRIVERS

- LUNCH MEATS, PROCESSED MEATS, BEEF
- PIZZA, CHICKEN, MEALS, ICE CREAM
- BEER, WINE, Ciders, SPIRITS
- WATER, SOUPS, CEREALS, SOFT DRINKS, COFFEE
- BATH TISSUE, PAPER TOWELS, DISH SOAP

DEPARTMENT DYNAMICS

BRICK & MORTAR

- MEAT
- FROZEN
- ALCOHOL
- GROCERY
- HOUSEHOLD CARE

ONLINE

- ALCOHOL
- BABY CARE
- GROCERY
- H&B
- HOUSEHOLD CARE
- PET

TOTAL OUTLETS - % CHANGE VS 2019 AVG

- PENETRATION
- FREQUENCY
- BASKET SIZE
- AVG # CATEGORIES PURCHASED EACH WEEK

FOR FURTHER WEEKLY DETAIL CONTACT YOUR LOCAL NIELSEN REPRESENTATIVE