

Your Company Name

PRODUCT MIX ANALYSIS 2002/2001

Report Criteria:

Selection Parameter **Product Category = FG to FV**
Enter 1st year for comparison = 2002
Enter 2nd year for comparison = 2001

Sort Sequence: Product Category, Item Number

Item Description	Cat	Qty Sold YTD 2002	Qty Sold YTD 2001	Current Sell	Current Cost	Ext Sales 2002	Ext Sales 2001	Ext Cost 2002	Ext Cost 2001	Margin 2002	Margin 2001	% of Sales 2002	% of Sales 2001
008407 Multigrain English Muffins	FG	17,628	16,207	28.00	13.57	493,584	453,796	239,163	219,884	254,421	233,912	52.0	52.0
013033 Original Pop Tarts	FG	12,975	13,603	28.00	15.99	363,300	380,884	207,535	217,579	155,765	163,305	43.0	43.0
037394 Mini Pop Tarts	FG		1,614	28.00	15.88		45,192		25,626		19,566		43.0
16067 Pop Tarts Raspberry	FG	9,216	5,226	9.87	8.23	90,962	51,581	75,826	42,998	15,136	8,583	17.0	17.0
16068 Pop Tarts Blueberry	FG	8,684	6,450	9.87	9.51	85,711	63,662	82,588	61,342	3,123	2,319	4.0	4.0
30201 Pop Tarts Strawberry	FG	12,500	12,346	15.00	6.15	188,119	185,505	76,875	75,773	111,244	109,732	59.0	59.0
30203 Pop Tarts Chocolate Chip	FG	21,434	21,442	15.00	7.54	321,510	321,630	161,617	161,678	159,893	159,952	50.0	50.0
30206 Pop Tarts Lemon	FG	63,545	60,540	15.00	8.73	954,909	908,781	554,810	528,574	400,098	380,207	42.0	42.0
30207 Pop Tarts Multi Fruit	FG	24,808	20,780	15.00	6.37	372,120	311,700	158,104	132,433	214,016	179,267	58.0	58.0
30209 Pop Tarts Rhubarb	FG	17,704	43,938	43.21	23.05	764,990	1,898,561	408,053	1,012,471	356,937	886,090	47.0	47.0
30214 Pop Tarts Apple	FG	22,257	22,135	15.00	8.97	333,855	332,025	199,558	198,464	134,297	133,561	40.0	40.0

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30216 Pop Tarts Cinnamon	FG		130	18.35	4.38		2,386		569		1,816		76.0
30217 Pop Tarts Organic	FG	34,893	29,822	17.25	9.45	602,573	514,800	329,860	281,921	272,714	232,878	45.0	45.0
30218 Pop Tarts Whole Wheat	FG	15,167	16,336	17.25	8.49	261,631	281,796	128,824	138,753	132,807	143,043	51.0	51.0
30219 Pop Tarts Original Dble Icing	FG	26,299	27,279	15.75	8.69	414,209	429,644	228,456	236,969	185,754	192,675	45.0	45.0
30220 Pop Tarts Blueberry Wheat Free	FG	39,038	36,350	17.16	10.48	669,892	623,766	408,977	380,817	260,915	242,949	39.0	39.0
30221 Pop Tarts Orig. - 98% Fat Free	FG	37,420	30,558	15.12	7.48	566,577	462,465	279,857	228,538	286,719	233,928	51.0	51.0
30222 Pop Tarts Double Fudge Cream	FG	12,457	11,505	22.00	11.98	274,054	253,110	149,530	138,336	124,524	114,774	45.0	45.0
30223 Pop Tarts Strawberry Frozen	FG	7,915	7,093	15.00	7.53	118,725	106,395	59,561	53,375	59,164	53,020	50.0	50.0
30224 Pop Tarts Lemon Frozen	FG	6,340	5,739	15.00	10.22	95,100	86,085	64,765	58,626	30,335	27,459	32.0	32.0
30225 Pancakes - Buttermilk	FG	7,046	4,542	15.75	10.77	110,975	71,537	75,895	48,923	35,080	22,613	32.0	32.0
30226 Pancakes - Blueberry	FG	5,908	4,402	15.75	9.22	93,051	69,332	54,463	40,580	38,588	28,751	41.0	41.0

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30227 Pancakes - Mickey Mouse	FG	15,593	10,394	17.25	8.82	268,979	179,297	137,605	91,725	131,375	87,572	49.0	49.0
30228 Pancakes - Whole Wheat	FG	2,873	1,932	15.00	8.97	43,095	28,980	25,768	17,328	17,327	11,652	40.0	40.0
30229 Pancakes - Mini Chocolate Chip	FG	10,587	4,226	16.45	8.95	173,367	69,518	94,885	37,841	78,481	31,676	45.0	46.0
30230 Pancakes - Swedish	FG	38,274	17,686	41.84	23.89	1,601,384	739,982	910,266	422,464	691,118	317,518	43.0	43.0
30231 Pancakes - Strawberry	FG	3,182	2,292	17.28	11.45	54,985	39,606	36,430	26,241	18,555	13,365	34.0	34.0
30232 Pancakes - Boysenberry	FG	7,089	24	15.75	9.94	110,896	378	70,527	238	40,369	140	36.0	37.0
30233 Pancakes - Mom's Special	FG	3,680		44.98	19.47	165,526		73,140		92,387		56.0	
30235 Pancakes-Dad's Special Popover	FG	3,337		40.50	25.77	92,664		86,586		6,078		7.0	
830222 Pancakes - Weightwatchers	FG		1,199	7.50	6.23		8,993		7,472		1,520		17.0
Subtotal:						9,686,743	8,921,383			4,307,216	4,033,844	44.47	45.22
11121 Fig Newtons	FV	13,464	14,550	27.45	15.02	368,269	399,398	202,191	218,500	166,078	180,898	45.0	45.0

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11123 Cream Filled Vanilla Cookies	FV	3,434	494	27.00	15.24	92,718	13,338	52,331	7,528	40,387	5,810	44.0	44.0
11221 Ginger Snaps	FV	18,132	22,550	22.59	14.83	408,631	509,405	268,840	334,345	139,791	175,060	34.0	34.0
11222 Biscotti	FV	10,998	17,428	26.91	9.45	294,530	468,987	103,978	164,768	190,552	304,219	65.0	65.0
12123 Oatmeal Cookies	FV	29	2,450	50.63	35.85	1,468	124,031	1,040	87,833	428	36,199	29.0	29.0
17121 Chocolate Chip Cookies	FV	3,725	2,859	28.08	18.32	104,598	80,281	68,232	52,370	36,366	27,911	35.0	35.0
93200 Raisin Oatmeal Cookies	FV	132		111.04	65.02	14,657		8,582		6,075		41.0	
Subtotal:						<u>1,284,871</u>	<u>1,595,439</u>			<u>579,677</u>	<u>730,096</u>	<u>45.12</u>	<u>45.76</u>
Grand Total:		<u>537,763</u>	<u>496,121</u>			<u>10,971,614</u>	<u>0,516,823</u>			<u>4,886,894</u>	<u>4,763,940</u>	<u>44.54</u>	<u>45.30</u>