

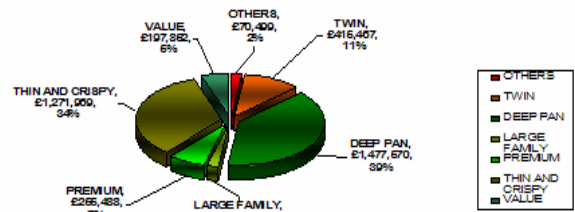
## Monthly Business Monitor

An overview of all relevant information regarding your categories, segments, brands and key SKUs. This enables you to highlight the strengths and weakness of your business.

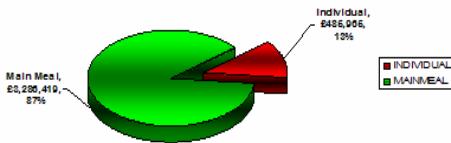
### Company Overview

	52 Week MAT Value £	Share %
F/P POTATOES - F	112,927	1.8%
FISH - F	1,422,945	22.7%
PASTRY PRODUCTS - F	114,711	1.8%
PIZZAS - F	3,772,384	60.3%
POTATO PRODUCTS - F	298,903	4.8%
R/ MEAT COMMUNITES-F	297,115	4.7%
READY MEALS - F	24,480	0.4%
SNACKS - F	4,310	0.1%
VEGETABLES - F	29,739	0.5%
VEGETARIAN - F	182,572	2.9%
<b>Total Northern foods</b>	<b>6,260,087</b>	<b>100%</b>

### Category Overview



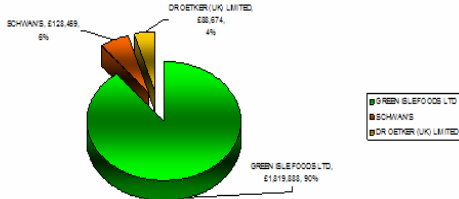
### Topline Category Overview



### Sub Category Overview

	52 Week MAT Ending 29/04/2007	% Share of Total	% share of category
Total Northern Foods	6,260,086		
Total Frozen Pizza	3,772,384	60%	60%
Total Mainmeal	3,286,419	52%	87%
DEEP PAN	1,477,670	24%	45%

### Supplier Share of Mainmeal Deep Pan Category



### New Era Stores

Northern Foods New Era Top 10 SKU's Rank in Category							Last 13 weeks		
Rank	SKU	Sub. Cat.	Vol. share of Cat.	Val. share of Cat.	Volume	Value £	Dist.	R.O.S.	Vol.
1	11/0/PELLAS DELICIA PEPPERONI PZ * 285g	MAINMEAL	6.1%	6.3%	36,288	£ 31,496	84%	59.0	
2	11/0/PELLAS DIOEL LOADED CHEESE * 410g	MAINMEAL	5.1%	5.4%	30,163	£ 27,068	84%	50.1	
3	11/0/PELLAS DELICIA MARGHERITA PZ * 285g	MAINMEAL	4.9%	4.7%	29,016	£ 23,614	79%	51.3	
4	11/0/PELLAS DIOEL PEPPERONI * 410g	MAINMEAL	4.4%	4.7%	26,166	£ 23,437	77%	47.4	
5	11/0/PELLAS DIOEL MEATY MAYHEM * 420g	MAINMEAL	3.4%	3.5%	19,929	£ 17,666	69%	40.4	
6	11/0/PELLAS DELICIA CHICKEN PZ * 285g	MAINMEAL	3.3%	3.2%	19,344	£ 15,870	55%	49.4	
7	11/0/PELLAS DIOEL HAM & PEPPERONI * 410g	MAINMEAL	2.6%	2.9%	15,505	£ 14,198	51%	42.3	
8	11/0/PELLAS SOLOS PEPPERONI * 281g	INDIVIDUAL	2.2%	2.7%	12,862	£ 13,509	67%	26.8	
9	11/0/PELLAS DIOEL SPICY CHICKEN * 410g	MAINMEAL	2.4%	2.6%	14,280	£ 13,075	44%	45.0	
10	11/0/PELLAS SOLO MARGHERITA * 281g	INDIVIDUAL	2.1%	2.6%	12,375	£ 12,703	67%	25.0	

NORTHERN FOODS HAVE 7 SKU'S IN TOP 10 AND 14 IN TOP 20

Competitors New Era Top 10 SKU's Rank in Category							Last 13 weeks		
Rank	SKU	Sub. Cat.	Vol. share of Cat.	Val. share of Cat.	Volume	Value £	Dist.	R.O.S.	Vol.
3	11/0/TOWN PEPPERONI DEEPAN * 340g	INDIVIDUAL	5.62%	4.99%	31264	24881	85%	54.20	
4	11/0/TOWN TRIPLE CHEESE DEEPAN * 340g	INDIVIDUAL	4.55%	3.75%	26916	18693	76%	49.21	
9	11/0/OTKER DEEP CRISP PEPPERONI * 347g	MAINMEAL	2.95%	2.91%	17455	14500	70%	34.84	
11	11/0/OTKER DP CRISP CHICKEN * 300g	MAINMEAL	2.35%	2.72%	15320	13579	67%	33.73	
17	11/0/OTKER PIZZA MOZZARELLA * 355g	MAINMEAL	1.85%	2.16%	10934	10794	53%	28.77	
20	11/0/OTKER PIZZA RISTORANTE SPEC * 330g	MAINMEAL	1.41%	1.61%	8337	8045	43%	27.25	
21	11/0/TOWN TAC & CHEESE * 210g	INDIVIDUAL	1.82%	1.57%	10752	7846	41%	36.95	
22	11/0/TOWN TAC BBQ CHICKEN * 230g	INDIVIDUAL	1.73%	1.51%	10248	7566	38%	37.96	
24	11/0/OTKER PIZZA HAWAII * 355g	MAINMEAL	1.28%	1.44%	7567	7200	44%	23.72	
26	11/0/ROSS DP PEPPERONI PIZZA 9" * 330g	MAINMEAL	2.00%	1.38%	11837	6867	27%	61.33	

Frozen Pizza (Last 52 weeks) Ranked on Value Share										
Category	Sub-Category	Volume (cases)			Value (£)			Current Rank		
		Current volume	Change %	Share %	Current value	Change %	Share %			
MAIN MEAL	THIN AND CRISPY	199,872	-4.1%	28.4%	2	£1,808,148	-9.0%	30.1%	1	
MAIN MEAL	DEEP PAN	255,848	38.2%	33.8%	1	£2,988,487	-10.2%	27.5%	2	
INDIVIDUAL	TWIN	163,219	2.6%	21.7%	3	£1,214,221	-15.7%	25.6%	3	
MAIN MEAL	VALUE	65,408	-9.1%	8.7%	4	£550,231	-4.1%	6.9%	4	
MAIN MEAL	PREMIUM	25,988	-44.1%	3.4%	8	£482,387	-33.8%	6.0%	5	
INDIVIDUAL	FRENCH BREADS	22,043	248.2%	2.9%	6	£216,504	142.3%	2.3%	6	
INDIVIDUAL	OTHERS	8,172	-15.1%	1.1%	9	£119,741	-19.8%	1.3%	7	
MAIN MEAL	LARGE FAMILY	4,738	-8.8%	0.6%	9	£174,153	-5.7%	1.2%	8	
MAIN MEAL	OTHERS	8,290	-10.8%	1.3%	7	£103,202	-13.8%	1.1%	9	
INDIVIDUAL	FINGER B	468	-91.3%	0.1%	10	£8,341	-93.3%	0.1%	10	
INDIVIDUAL	SLICES	0	-100.0%	0.0%	11	£0	-100.0%	0.0%	11	
Total Frozen Pizza in Nisa						768,208			£9,326,468	

Frozen Pizza (Last 13 weeks) Ranked on Value Share										
Category	Sub-Category	Volume (cases)			Value (£)			Current Rank		
		Current volume	Change %	Share %	Current value	Change %	Share %			
MAIN MEAL	DEEP PAN	66,673	57.2%	37.0%	1	£643,928	4.5%	28.9%	1	
MAIN MEAL	THIN AND CRISPY	41,406	-30.9%	23.0%	2	£610,531	-24.3%	27.4%	2	
INDIVIDUAL	TWIN	34,930	-40.4%	19.4%	3	£522,300	-29.2%	23.4%	3	
MAIN MEAL	PREMIUM	9,206	-28.7%	5.1%	5	£171,921	-11.4%	7.7%	4	
MAIN MEAL	VALUE	18,767	13.6%	10.4%	4	£165,106	-11.8%	7.0%	5	
MAIN MEAL	LARGE FAMILY	2,024	81.5%	1.1%	9	£43,742	59.5%	2.0%	6	
INDIVIDUAL	FRENCH BREADS	2,513	3.9%	1.4%	6	£37,812	21.2%	1.7%	7	
MAIN MEAL	OTHERS	2,402	-13.9%	1.3%	7	£24,280	-14.1%	1.1%	8	
INDIVIDUAL	OTHERS	2,196	209.3%	1.2%	8	£21,508	63.1%	1.0%	9	
INDIVIDUAL	SLICES	0	-100.0%	0.0%	10	£0	-100.0%	0.0%	10	
Total Frozen Pizza in Nisa						180,117			£2,231,128	

Northern Foods Total Nisa Top 10 SKU's Rank in Category										
Rank	SKU	Sub. Cat.	Vol. share of Cat.	Val. share of Cat.	Volume	Value £	Dist.	R.O.S.	Vol.	
1	11/0/PELLAS DELICIA PEPPERONI PZ * 285g	MAINMEAL	6.2%	6.4%	101,580	£ 89,540	65%	50.0		
2	11/0/PELLAS DIOEL PEPPERONI * 410g	MAINMEAL	4.6%	5.0%	75,481	£ 69,207	64%	38.1		
3	11/0/PELLAS DIOEL LOADED CHEESE * 410g	MAINMEAL	4.5%	4.9%	75,012	£ 67,783	66%	37.0		
4	11/0/PELLAS DELICIA MARGHERITA PZ * 285g	MAINMEAL	4.7%	4.7%	78,312	£ 66,386	62%	40.0		
5	11/0/PELLAS DELICIA CHICKEN PZ * 285g	MAINMEAL	3.5%	3.5%	59,260	£ 48,438	41%	45.5		
6	11/0/PELLAS DIOEL MEATY MAYHEM * 420g	MAINMEAL	2.9%	3.1%	47,831	£ 43,028	48%	32.0		
7	11/0/PELLAS DIOEL HAM & PEPPERONI * 410g	MAINMEAL	2.7%	2.9%	43,967	£ 40,973	39%	36.3		
8	11/0/PELLAS DIOEL BACON & SHRIMP * 410g	MAINMEAL	2.6%	2.8%	42,560	£ 39,771	35%	39.8		
9	11/0/PELLAS DIOEL SPICY CHICKEN * 410g	MAINMEAL	2.6%	2.8%	43,176	£ 39,352	39%	36.0		
10	11/0/PELLAS DELICIA HAWAIIAN PZ * 285g	MAINMEAL	2.7%	2.6%	44,376	£ 36,255	39%	36.0		

NORTHERN FOODS HAVE 8 SKU'S IN TOP 10 AND 15 IN TOP 20

Competitors Total Nisa Top 10 SKU's Rank in Category										
Rank	SKU	Sub. Cat.	Vol. share of Cat.	Val. share of Cat.	Volume	Value £	Dist.	R.O.S.	Vol.	
3	11/0/TOWN TRIPLE CHEESE DEEPAN * 340g	INDIVIDUAL	5.75%	4.61%	94884	64475	59%	51.80		
4	11/0/TOWN PEPPERONI DEEPAN * 340g	INDIVIDUAL	5.07%	4.46%	83748	62330	63%	43.00		
15	11/0/OTKER PIZZA MOZZARELLA * 355g	MAINMEAL	1.80%	2.14%	29750	29911	38%	25.54		
19	11/0/OTKER PIZZA RISTORANTE SPEC * 330g	MAINMEAL	1.37%	1.61%	22631	22465	32%	22.79		
20	11/0/TOWN TAC BBQ CHICKEN * 230g	INDIVIDUAL	1.74%	1.52%	26800	21264	29%	32.41		
21	11/0/ROSS BIG VALUE CHISTOM PM * 280g	MAINMEAL	2.19%	1.50%	36246	21024	23%	49.93		
22	11/0/ROSS DP PEPPERONI PIZZA 9" * 330g	MAINMEAL	2.08%	1.43%	34391	19962	24%	46.73		
23	11/0/TOWN TAC & CHEESE * 210g	INDIVIDUAL	1.62%	1.39%	26724	19491	26%	32.79		
26	11/0/OTKER PIZZA POLLO * 355g	MAINMEAL	1.04%	1.18%	17157	16496	20%	27.15		
28	11/0/OTKER PIZZA HAWAII * 355g	MAINMEAL	1.00%	1.13%	16534	15766	25%	21.70		

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