



PREPARED MEATS

Sales Market Share • SPINS 3/24/14-3/22/15

NIMAN RANCH IS A PROVEN BRAND AT NATURAL & SPECIALTY / GOURMET RETAILERS

#1



BRAND OF BACON

26% Share of Specialty / Gourmet

#1



BRAND OF SAUSAGE

43% Share of Specialty / Gourmet and
57% Natural Retailers

#1



BRAND OF CANADIAN BACON

52% Share of Specialty / Gourmet and
78% Natural Retailers

#2



BRAND OF HOT DOG

Specialty / Gourmet Retailers

#2



BRAND OF BREAKFAST SAUSAGE

Natural & Specialty / Gourmet Retailers

#2

NATIONALLY RANKED BRAND - OVERALL

Niman Ranch has the #2 share in Natural & Specialty / Gourmet Retailers
Processed Sales nationwide, only behind the Applegate Brand.

Niman Ranch Offers

5 OF THE TOP 10 SAUSAGE SKUS PLUS 7 OF THE TOP 25



- #1 Apple Gouda
- #2 Bratwurst
- #3 Sweet Italian
- #7 Andouille
- #9 Chorizo
- #11 Spicy Italian
- #23 Kentucky Bourbon

TOP NIMAN RANCH PREPARED ITEMS

RANK	ITEM ID	TOP PROCESSED ITEMS*	UNIT WEIGHT (OZ)	UNITS PER CASE
1	391901-51	Uncured Applewood Smoked Bacon	12	16
2	380700-51	Uncured Ham Steak	18	10
3	397006-51	Uncured Beef Hotdog	11	12
4	397650-51	Uncured Sweet Italian Sausage	12	12
5	392500-51	Uncured Canadian Bacon	7	16
6	399200-51	Uncured Bratwurst	12	12
7	399322-51	Uncured Apple Gouda Sausage	12	12
8	397701-51	Uncured Pork & Beef Hotdog (Kid's Dog)	16	12
9	393800-54	Pulled Pork w/ BBQ Sauce	14	12
10	391920-51	Uncured Maple Bacon	12	16
11	374300-51	Cured Ham Steak	18	10
12	399360-51	Uncured Apple Cinnamon Breakfast Sausage	12	12
13	399100-51	Uncured Chorizo Sausage	12	12
14	391914-51	Uncured Applewood Double-Smoked Bacon	12	16
15	399300-51	Uncured Andouille Sausage	12	12
16	399310-51	Uncured Spicy Italian Sausage	12	12
17	380400-51	Uncured Half Boneless Ham	88	4
18	176401-51	Uncured Pastrami, Sliced	6	10
19	391932-51	Uncured Hickory Smoked Bacon	12	16
20	391200-52	Cured Applewood Smoked Bacon	12	16
21	391924-51	Uncured Pepper Bacon	12	16
22	380300-51	Uncured Jambon Ham	72	4
23	176402-51	Uncured Pastrami	88	2
24	397005-51	Cured Beef Hotdog	11	12
25	399390-51	Uncured Kentucky Bourbon Sausage	12	12
26	175551-51	Uncured Corned Round, Sliced	6	10
27	399318-51	Uncured Chipotle Cheddar Links	12	12
28	367700-51	Cured Whole Boneless Ham	165	2
29	393501-51	Cured Half BBQ Spareribs	27	12
30	177203-51	Uncured Roast Beef, Sliced	6	10
31	352400-51	Cured Guanciale	27	5
32	393802-51	Pulled Pork w/ Smokey Chipotle BBQ Sauce	14	12
33	368200-51	Cured Half Boneless Ham	88	4
34	399314-51	Uncured Thai Style Sausage	12	12
35	393804-51	Pulled Pork w/ Korean Style BBQ Sauce	14	12

*According to Discovery Data
Updated June 24, 2015