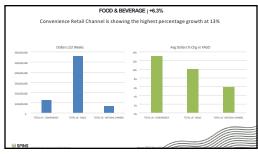
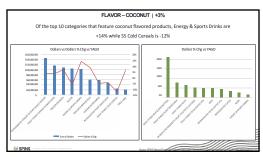


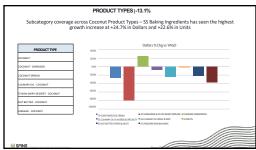
4 21	
Coconut-Specific Coconut-Specific Product Subcategories Attributes	
	The Opportunity for Growth
+6.3% All Food/Beverage Growth	in Coconut Categories + Attributes
+7.5% Natural Food/Beverage Growth (NPI)	As differentiated taste and the benefits of coconut oils, fats, sugars and ingredients continue to build momentum, there is a massive opportunity for high growth segments to scale.
+7.9%	
Coconut Subcategories	
SPINS	Source SPHGNMard Drivered Charmel and MillCodel Charmel to personal by FRI, 52 week date order in

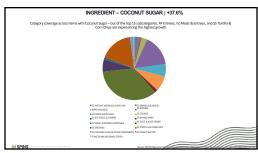


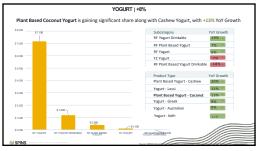














Top Line Channel Sales Functional Beverages  Beverages 5 % Change L52 Weeks		
NATURAL GROCERY	REGIONAL & INDEPENDENT GROCERY	CONVENTIONAL MULTI OUTLET + CONVENIENCE (MULO +C)
Total Channel Sales	Total Channel Sales	Total Channel Sales
Natural Products	Natural Products	Natural Products
Specialty & Weliness Products	Specialty & Wellness Products	Specialty & Wellness Products
		Source Shareful and/or 7:502 PM-604, MSD courserShareful

