

*Increase Advertising in Food Spreads*

<b>SPECIAL REPORT: Hershey, Ferrero, Kraft &amp; Smucker Print Advertising in Food Spreads</b>		
<b>FOOD SPREADS Advertising by Market</b>	<b>Mar12 - Feb 13</b>	<b>Mar13 - Feb 14</b>
<b>C-Store</b>		<b>4.00</b>
<b>HERSHEY COMPANY THE</b>		<b>1.00</b>
CONVENIENCE STORE PRODUCTS		1.00
<b>SMUCKER J M &amp; COMPANY</b>		<b>3.00</b>
CONVENIENCE STORE DECISIONS		3.00
<b>Foodservice</b>	<b>24.00</b>	<b>54.67</b>
<b>FERRERO USA INC</b>	<b>22.00</b>	<b>22.00</b>
CATERSOURCE MAGAZINE	1.00	1.00
FOOD MANAGEMENT	1.00	
FOODSERVICE DIRECTOR		2.00
NATIONS RESTAURANT NEWS	7.00	5.00
NRA RESTAURANT SHOW DAILY		2.00
ON CAMPUS HOSPITALITY	6.00	6.00
QSR	7.00	5.00
RESTAURANT BUSINESS		1.00
<b>KRAFT FOODSERVICE</b>		<b>19.00</b>
CATERSOURCE MAGAZINE		3.00
FOOD MANAGEMENT		3.00
FOODSERVICE DIRECTOR		3.00
GOVERNMENT FOOD SERVICE		1.00
NATIONS RESTAURANT NEWS		2.00
PLATE MAGAZINE		1.00
RESTAURANT BUSINESS		3.00
RESTAURANT HOSPITALITY		3.00
<b>SMUCKER J M &amp; COMPANY</b>	<b>2.00</b>	<b>13.67</b>
FOODSERVICE DIRECTOR		5.00
HOTEL F & B	0.33	3.33
NUTRITION & FOODSERVICE EDGE	1.00	1.67
PLATE MAGAZINE	0.33	
RESTAURANT BUSINESS		2.00
RESTAURANT HOSPITALITY	0.33	1.67
<b>Grocery</b>	<b>1.00</b>	<b>21.00</b>
<b>FERRERO USA INC</b>	<b>1.00</b>	<b>15.00</b>
PROGRESSIVE GROCER	1.00	15.00
<b>HERSHEY COMPANY THE</b>		<b>6.00</b>
PROGRESSIVE GROCER		4.00
SUPERMARKET NEWS		2.00
<b>Grand Total</b>	<b>25.00</b>	<b>79.67</b>