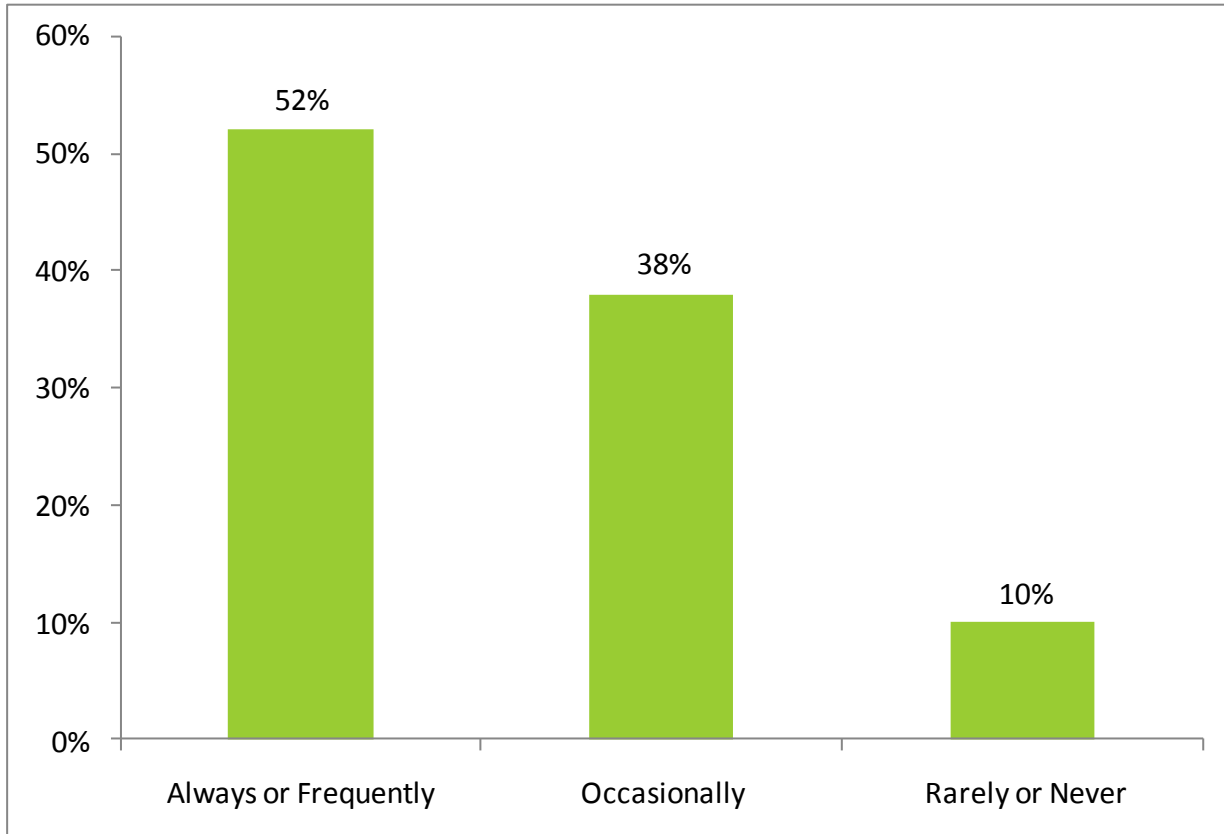




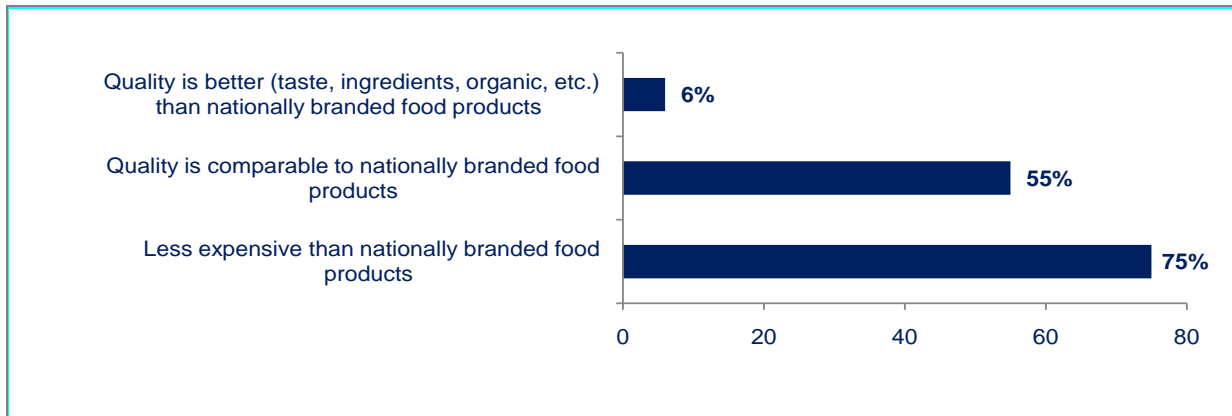
Deloitte 2010 Food Survey
Store Brands vs. National Brands

Consumers are Putting Store Brands into Their Shopping Carts



Frequency of Purchase of Store Brands

More Than Half of Consumers are Purchasing Store Brands Because They Believe the Quality is Comparable to Nationally-Branded Food Products



Reasons for Purchasing Store Brands

About the Survey

The survey was commissioned by Deloitte and conducted online by an independent research company between March 22 and March 24, 2010. The survey polled a nationally representative sample of 1,102 consumers. The survey has a margin of error of +/- three percentage points.

About Deloitte

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