The Great PHILADELPHIA SUGAR RUSH

Philadelphia Shoppers Are Leaving Town to Avoid the **NEW SUGAR TAX**



As a result, sales of sweetened beverages have plummeted inside Philadelphia city core.

PHILADELPHIA CITY CORE

SALES INSIDE PHILLY CITY CORE



JUST OUTSIDE OF THE CITY LIMITS

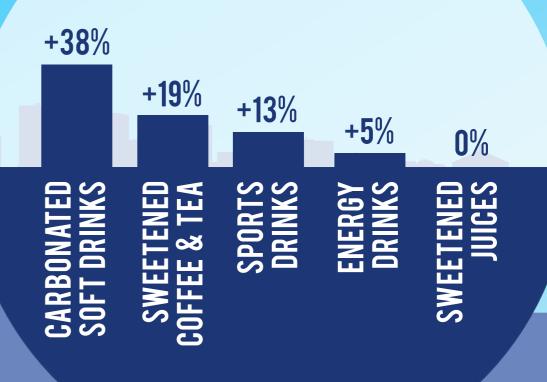
The shoppers buying carbonated soft drinks is up*

12%

The volume of carbonated soft drinks purchases per trip are up*

17%

SALES OUTSIDE CITY LIMITS



CATALINA®

SHOPPER INTELLIGENCE

These Catalina insights are based on the actual purchasing behavior of 14.7 million shoppers at 976 stores inside and outside of Philadelphia.* Only Catalina sees the ongoing purchasing history of 280 million U.S. shopper IDs and can deliver advertising and promotions to them based on that behavior via mobile, online and in-store.

*Based on a comparison of purchasing between Jan.1 and May 31, 2017, versus the same period a year earlier