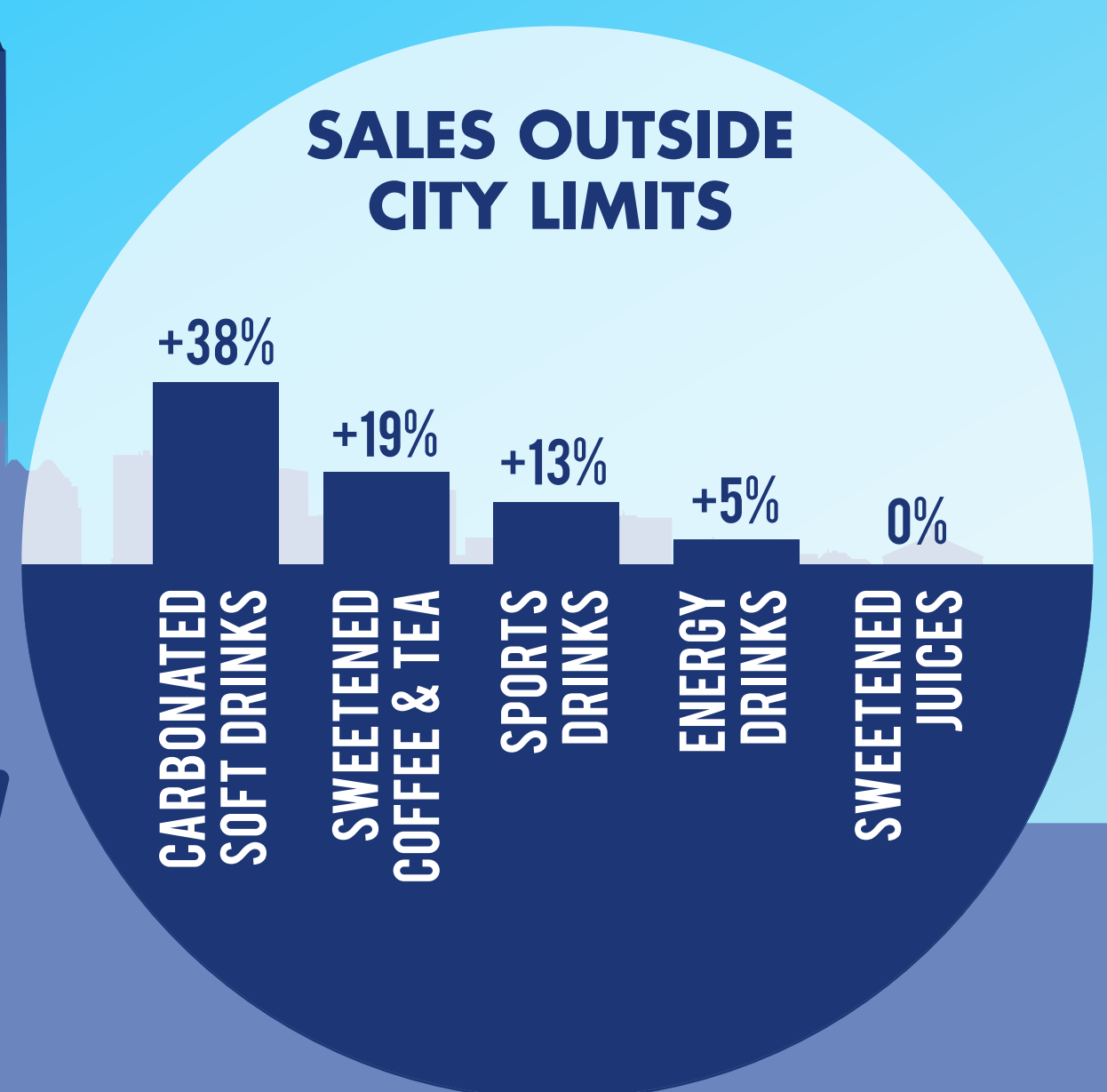
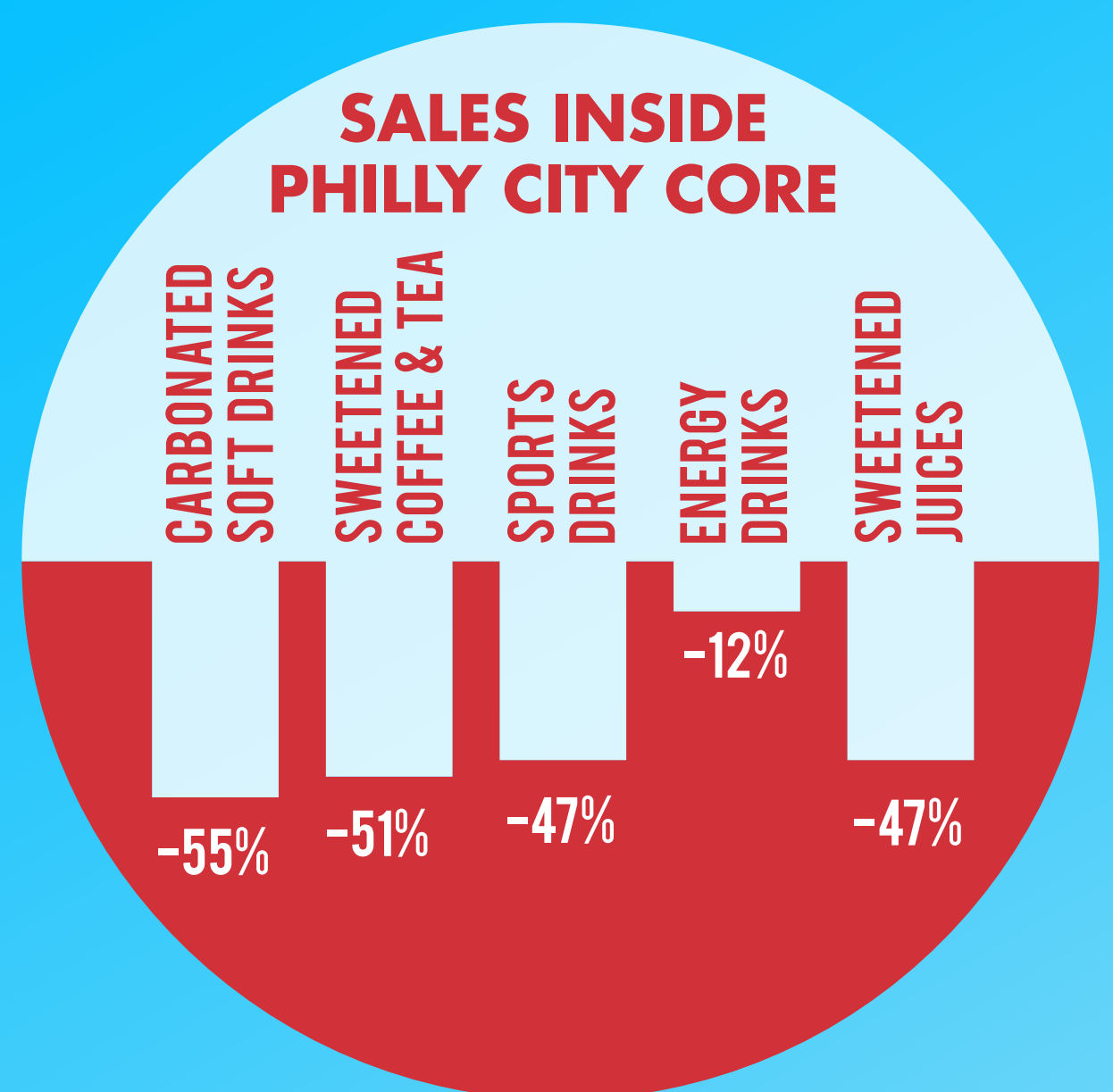


# The Great PHILADELPHIA SUGAR RUSH

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



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



## 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