

Complimentary Frozen Food Market Data Now Available to **AFFI** Members

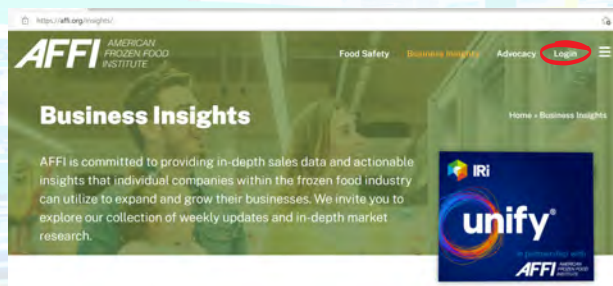
At AFFI, we are always looking for opportunities to use the power of our organization to add value for our association members. We have created a new partnership with IRI to provide a value-added benefit to AFFI members: complimentary access to IRI frozen food market data. With member companies of different sizes, some with more challenged market research budgets, we wanted to give all our members access to the latest market data and analysis tools that are often otherwise accessible only to those with larger budgets.

As an AFFI member, you can now access IRI data on frozen food sales including department, aisle and category performance across time periods, measures and product selection. The data is refreshed regularly so that you will always have the latest information. Your access includes:

- **Quarterly sales** with 5 years back data
- **Weekly sales** with 5 years back data
- **Department, aisle, and category performance**
 - **Time periods:** latest 4, 12 and 52 weeks
 - **Measures:** dollar sales, unit sales, volume sales, ACV weighted distribution, average weekly ACV weighted distribution, total points of distribution and change vs. year ago for all of these measures
 - **Product selection:** 26 frozen food categories

Access Instructions

1. Navigate to www.affi.org/insights and login as a member.



2. Look for this Unify visual and click on it to navigate to the IRI portal to view the sales data.



3. Once inside the platform, you can access information on frozen food sales, including department, aisle and category performance across time periods, measures and product selection.



If you have any questions or issues accessing the data, please contact Adrienne Seiling, Senior Vice President of Strategic Communications, aseiling@affi.com.

We hope that you enjoy this extra benefit of being an AFFI member and that you have the chance to make the most of this powerful business intelligence tool customized for your frozen food business.