Region: Northeast

| Year | Dollar Sales | Budget Dollars |
| ---: | ---: | ---: |
| 1996 | 5843899 | 5848739 |
| 1997 | 5548401 | 5728182 |

## Region: West

| Year | Dollar Sales | Budget Dollars |
| ---: | ---: | ---: |
| 1996 | 5934799 | 5885804 |
| 1997 | 5718147 | 5755709 |

Region: Southeast

| Year | Dollar Sales | Budgat Dollars |
| :---: | :---: | :---: |
| 1996 | 5781766 | 5817101 |
| 1997 | 5928613 | 5990870 |
|  |  |  |
|  |  |  |
|  |  |  |




Dollar Sales Budget Dollars


## Region: Midwest

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 5741838 | 5566584 |
| 1997 | 5658827 | 5627789 |



Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | :---: |
| 1996 | 337595 | 345773 |
| 1997 | 217636 | 222970 |



## Product: Capuccino

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 182199 | 179030 |
| 1997 | 169962 | 205251 |

## Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | :---: |
| 1996 | 396735 | 427441 |
| 1997 | 538491 | 534379 |

## Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 429483 | 460633 |
| 1997 | 477882 | 484922 |
|  |  |  |

## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 109435 | 106110 |
| 1997 | 118047 | 119860 |
|  |  |  |






Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| ---: | ---: | ---: |
| 1996 | 319706 | 348695 |
| 1997 | 250685 | 268071 |



Product: Espresso

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 131395 | 133452 |
| 1997 | 116961 | 120858 |

## Product: Mug

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 213056 | 211342 |
| 1997 | 188888 | 190275 |

## Product: Capuccino

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 66488 | 62874 |
| 1997 | 107856 | 129873 |
|  |  |  |



## Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | :---: | :---: |
| 1996 | 428601 | 415336 |
| 1997 | 401119 | 415990 |
|  |  |  |



## Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 550840 | 566810 |
| 1997 | 366897 | 374628 |
|  |  |  |



## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 96775 | 96011 |
| 1997 | 106660 | 112425 |
|  |  |  |



Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 178082 | 185043 |
| 1997 | 200330 | 200326 |

## Product: Capuccino

## Year

Dollar Sales
Budget Dollars

Product: 'Coffee Grinder' OR 'Coffee P1

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 206721 | 205243 |
| 1997 | 231399 | 244723 |



- Dolar Suase

Product: Espresso

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 254848 | 221536 |
| 1997 | 165591 | 179941 |

## Product: Mug

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 202175 | 202156 |
| 1997 | 174579 | 186456 |

## Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 590633 | 557900 |
| 1997 | 553802 | 537586 |

Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 428711 | 406797 |
| 1997 | 549629 | 557990 |
|  |  |  |

## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 72619 | 79691 |
| 1997 | 115282 | 101468 |
|  |  |  |




Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 160326 | 155494 |
| 1997 | 184912 | 166363 |

## Product: Capuccino

Product: 'Coffee Grinder' OR 'Coffee Pi

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 215731 | 211029 |
| 1997 | 193458 | 203513 |



Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 514365 | 508702 |
| 1997 | 491920 | 477604 |

## Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 406250 | 404705 |
| 1997 | 531995 | 536972 |
|  |  |  |

## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 101238 | 96849 |
| 1997 | 93081 | 96518 |
|  |  |  |



Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 144199 | 122442 |
| 1997 | 121831 | 121165 |



## Product: Capuccino



Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 576627 | 576014 |
| 1997 | 539041 | 519820 |
|  |  |  |

Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 419827 | 393149 |
| 1997 | 389820 | 392723 |
|  |  |  |



Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 113806 | 118175 |
| 1997 | 93807 | 90394 |
|  |  |  |

Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | :---: |
| 1996 | 274941 | 280895 |
| 1997 | 163948 | 145397 |



- Dollar Sales Bucget Dolass


Product: Capuccino

| Year | Dollar Sales | Budgat Dollars |
| :---: | :---: | :---: |
| 1996 | 105761 | 109957 |
| 1997 | 169051 | 177229 |

## Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 460722 | 501490 |
| 1997 | 493154 | 489528 |
|  |  |  |

## Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 376576 | 343919 |
| 1997 | 444008 | 449364 |
|  |  |  |

## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 127729 | 118997 |
| 1997 | 81720 | 86108 |
|  |  |  |






Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | :---: |
| 1996 | 299609 | 290692 |
| 1997 | 289746 | 296809 |



Product: Capuccino

| Year | Dollar Sales | Budgat Dollars |
| ---: | ---: | ---: |
| 1996 | 38403 | 43455 |
| 1997 | 120592 | 98119 |
|  |  |  |

## Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 381435 | 351855 |
| 1997 | 453928 | 497534 |
|  |  |  |

Product: Latte

| Year | Dollar Sales | Budgat Dollars |
| :---: | :---: | :---: |
| 1996 | 520734 | 519740 |
| 1997 | 405318 | 434115 |
|  |  |  |

## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 100631 | 97442 |
| 1997 | 121196 | 121583 |
|  |  |  |






Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 348983 | 319494 |
| 1997 | 293276 | 324921 |




Product: Espresso

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 164721 | 163693 |
| 1997 | 157657 | 155045 |


| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 205235 | 203040 |
| 1997 | 144065 | 141324 |

## Product: Capuccino

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 69578 | 75946 |
| 1997 | 139178 | 151224 |
|  |  |  |



Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgst Dollars |
| :---: | :---: | :---: |
| 1996 | 468013 | 489138 |
| 1997 | 444893 | 435372 |
|  |  |  |



## Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 476456 | 495483 |
| 1997 | 451570 | 427293 |
|  |  |  |



Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 81053 | 77458 |
| 1997 | 97783 | 110328 |
|  |  |  |

Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 308897 | 324203 |
| 1997 | 202700 | 192781 |

Product: 'Coffee Grinder' OR 'Coffee P1

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 202685 | 200304 |
| 1997 | 226576 | 221590 |

## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| ---: | ---: | ---: |
| 1996 | 103751 | 98122 |
| 1997 | 91775 | 89548 |



| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | :---: |
| 1996 | 212645 | 209515 |
| 1997 | 196821 | 181721 |



Product: Capuccino

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 179973 | 152961 |
| 1997 | 137054 | 132233 |

Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 421852 | 450686 |
| 1997 | 492060 | 493745 |

## Product: Latte








Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 487273 | 503917 |
| 1997 | 448589 | 478662 |
|  |  |  |



Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 140976 | 139440 |
| 1997 | 128542 | 133614 |



## Product: Capuccino

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 142560 | 151628 |
| 1997 | 137270 | 143256 |

## Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 581281 | 577006 |
| 1997 | 536015 | 527983 |



Product: 'Coffee Grinder' OR 'Coffee P1

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | :---: |
| 1996 | 200032 | 213598 |
| 1997 | 184936 | 180423 |





## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 83246 | 82445 |
| 1997 | 81869 | 84245 |
|  |  |  |



Product: Espresso

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 158011 | 146057 |
| 1997 | 180259 | 185256 |

Product: Mug

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 169959 | 166250 |
| 1997 | 209440 | 203083 |

Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 187381 | 188025 |
| 1997 | 140939 | 157118 |



Product: Capuccino

| Year | Dollar Sales | Budgat Dollars |
| :---: | :---: | :---: |
| 1996 | 159340 | 158676 |
| 1997 | 149857 | 142043 |
|  |  |  |

## Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | :---: |
| 1996 | 561515 | 579970 |
| 1997 | 543990 | 540647 |



Product: Latte

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 443743 | 460602 |
| 1997 | 481153 | 493665 |
|  |  |  |



Product: Thermos


Product: Biscotti

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 175008 | 157828 |
| 1997 | 193069 | 202575 |



## Product: Capuccino

Year
Dollar Sales
Budget Dollars

Product: 'Coffee Grinder' OR 'Coffee Pi

| Year | Dollar Sales | Budget Dollars |
| :---: | :---: | :---: |
| 1996 | 169659 | 162538 |
| 1997 | 202064 | 200414 |





## Product: 'Croissant' OR 'Scone'

| Year | Dollar Sales | Budgat Dollars |
| :---: | ---: | ---: |
| 1996 | 575108 | 565969 |
| 1997 | 520716 | 505331 |

## Product: Latte

| Year | Dollar Sales | Budgat Dollars |
| :---: | :---: | :---: |
| 1996 | 448590 | 418980 |
| 1997 | 518391 | 502356 |
|  |  |  |

## Product: Thermos

| Year | Dollar Sales | Budget Dollars |
| :---: | ---: | ---: |
| 1996 | 102790 | 98051 |
| 1997 | 92896 | 91433 |
|  |  |  |



