

Menu Mix Analysis by PLU

Dates Reported: 9/1/2003 Through 9/30/2003

Parameters selected in this report were: The beginning date of the report is 9/1/2003 with a period of One Month, Region is 'All', Store is '1..2', Terminal is 'All', Product is 'All', Department is 'All'

Store 1
 Inland Cash Register
 118 East 3rd Street
 San Bernardino, Ca 92410

Department 2, COLD BEVERAGE

Royalty: 2.00%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
7	1	473ML WATER	8 oz	434	\$1.90	\$1.90	\$824.60	\$0.57	\$247.38	30.00%	\$577.22	\$1.29	\$560.73	23.05%	23.05%	12.15%
8	1	591ML WATER	8 oz	1,413	\$1.90	\$1.90	\$2,684.70	\$0.57	\$805.41	30.00%	\$1879.29	\$1.29	\$1,825.60	75.04%	75.04%	39.55%
9	1	WATER	8 oz	36	\$1.90	\$1.90	\$68.40	\$0.57	\$20.52	30.00%	\$47.88	\$1.29	\$46.51	1.91%	1.91%	1.01%
Department Total				1,883			\$3,577.70		\$1,073.31	30.00%	\$2,504.39	\$2,432.84	\$71.55	100.00%		52.70%
Avg. Contribution Margin												\$1.29				

Department 3, BAKED GOODS

Royalty: 1.50%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
13	1	DANISH	8 oz	45	\$1.75	\$1.75	\$78.75	\$0.53	\$23.63	30.00%	\$55.13	\$1.20	\$53.94	23.72%	23.72%	9.36%
14	1	TURNOVER	8 oz	25	\$1.75	\$1.75	\$43.75	\$0.53	\$13.13	30.00%	\$30.63	\$1.20	\$29.97	13.18%	13.18%	5.20%
16	1	COOKKIE	16 oz	68	\$1.25	\$1.25	\$85.00	\$0.38	\$25.50	30.00%	\$59.50	\$0.86	\$58.23	25.60%	25.60%	14.14%
17	1	RICEKRISPIE	8 oz	83	\$1.50	\$1.50	\$124.50	\$0.45	\$37.35	30.00%	\$87.15	\$1.03	\$85.28	37.50%	37.50%	17.26%
Department Total				221			\$332.00		\$99.60	30.00%	\$232.40	\$227.42	\$4.98	100.00%		45.95%
Avg. Contribution Margin												\$1.03				

Department 4, SALADS

Royalty: 2.50%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
47	1	ICECREAM3	8 oz	1	\$2.50	\$2.50	\$2.50	\$0.75	\$0.75	30.00%	\$1.75	\$1.69	\$1.69	100.00%	100.00%	100.00%
Department Total				1			\$2.50		\$0.75	30.00%	\$1.75	\$1.69	\$0.06	100.00%		100.00%
Avg. Contribution Margin												\$1.69				

Department 6, GUM

Royalty: 0.00%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
25	1	.37 GUM	8 oz	16	\$0.37	\$0.37	\$5.92	\$0.11	\$1.78	30.00%	\$4.14	\$0.26	\$4.14	0.62%	0.58%	1.45%
27	1	GUM	16 oz	643	\$1.25	\$1.25	\$803.75	\$0.38	\$241.13	30.00%	\$562.63	\$0.88	\$562.63	83.60%	79.35%	58.40%
35	1	GUM SUPER PAK	8 oz	18	\$8.43	\$1.75	\$151.75	\$0.53	\$9.45	6.23%	\$142.30	\$7.91	\$142.30	15.78%	20.07%	1.63%
Department Total				677			\$961.42		\$252.35	26.25%	\$709.07	\$709.07	\$0.00	100.00%		61.49%
Avg. Contribution Margin												\$1.05				

Department 7, MINTS

Royalty: 0.00%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
28	1	MINTS	16 oz	121	\$1.25	\$1.25	\$151.25	\$0.38	\$45.38	30.00%	\$105.88	\$0.88	\$105.88	99.18%	99.18%	33.43%
36	1	WINE GUM 1.25	16 oz	1	\$1.25	\$1.25	\$1.25	\$0.38	\$0.38	30.00%	\$0.88	\$0.88	\$0.88	0.82%	0.82%	0.28%

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Department Total		122		\$152.50		\$45.75	30.00%	\$106.75	\$106.75	\$0.00	100.00%		33.70%
Avg. Contribution Margin										\$0.88			

Department 8, BARS

Royalty: 0.00%																
PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
20	1	BARS	16 oz	758	\$1.25	\$1.25	\$947.50	\$0.38	\$284.25	30.00%	\$663.25	\$0.88	\$663.25	100.00%	100.00%	47.46%
Department Total				758				\$947.50	\$284.25	30.00%	\$663.25	\$663.25	\$0.00	100.00%	47.46%	
Avg. Contribution Margin										\$0.88						

Department 9, CHIPS

Royalty: 0.00%																
PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
21	1	CHIPS	16 oz	208	\$1.25	\$1.25	\$260.00	\$0.38	\$78.00	30.00%	\$182.00	\$0.88	\$182.00	28.23%	28.23%	14.01%
22	1	CHIPS2	16 oz	618	\$1.06	\$1.06	\$655.08	\$0.32	\$196.52	30.00%	\$458.56	\$0.74	\$458.56	71.13%	71.13%	41.62%
41	1	CANDY99	8 oz	6	\$0.99	\$0.99	\$5.94	\$0.30	\$1.78	30.00%	\$4.16	\$0.69	\$4.16	0.64%	0.64%	0.40%
Department Total				832				\$921.02	\$276.31	30.00%	\$644.71	\$644.71	\$0.00	100.00%	56.03%	
Avg. Contribution Margin										\$0.77						

Department 10, NEWSPAPER

Royalty: 0.00%																
PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
73	1	MAGAZINE	8 oz	299	\$1.04	\$99.99	\$311.94	\$0.00	\$0.00	0.00%	\$311.94	\$1.04	\$311.94	50.12%	58.94%	18.81%
76	1	SUN MONTOFRI	8 oz	340	\$0.54	\$0.54	\$183.60	\$0.16	\$55.08	30.00%	\$128.52	\$0.38	\$128.52	29.50%	24.28%	21.38%
79	1	HERALD	8 oz	96	\$0.54	\$0.54	\$51.84	\$0.16	\$15.55	30.00%	\$36.29	\$0.38	\$36.29	8.33%	6.86%	6.04%
80	1	HERALD SAT	16 oz	60	\$1.25	\$1.25	\$75.00	\$0.38	\$22.50	30.00%	\$52.50	\$0.88	\$52.50	12.05%	9.92%	3.77%
Department Total				795				\$622.38	\$93.13	14.96%	\$529.25	\$529.25	\$0.00	100.00%	50.00%	
Avg. Contribution Margin										\$0.67						

Department 13, MISC

Royalty: 0.00%																
PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
59	1	40G PEPPER	16 oz	46	\$1.25	\$1.25	\$57.50	\$0.38	\$17.25	30.00%	\$40.25	\$0.88	\$40.25	16.73%	16.73%	12.11%
60	1	BIG CHIEF	8 oz	52	\$1.75	\$1.75	\$91.00	\$0.53	\$27.30	30.00%	\$63.70	\$1.23	\$63.70	26.48%	26.48%	13.68%
61	1	5PK HOT ROD	8 oz	62	\$1.75	\$1.75	\$108.50	\$0.53	\$32.55	30.00%	\$75.95	\$1.23	\$75.95	31.57%	31.57%	16.32%
62	1	BATTERY	8 oz	12	\$4.99	\$4.99	\$59.88	\$1.50	\$17.96	30.00%	\$41.92	\$3.49	\$41.92	17.42%	17.42%	3.16%
63	1	TYLENOL	8 oz	2	\$2.50	\$2.50	\$5.00	\$0.75	\$1.50	30.00%	\$3.50	\$1.75	\$3.50	1.45%	1.45%	0.53%
64	1	CHAPSTICK	8 oz	2	\$1.90	\$1.90	\$3.80	\$0.57	\$1.14	30.00%	\$2.66	\$1.33	\$2.66	1.11%	1.11%	0.53%
65	1	KLEENEX	8 oz	24	\$0.75	\$0.75	\$18.00	\$0.23	\$5.40	30.00%	\$12.60	\$0.53	\$12.60	5.24%	5.24%	6.32%
Department Total				200				\$343.68	\$103.10	30.00%	\$240.58	\$240.58	\$0.00	100.00%	52.63%	
Avg. Contribution Margin										\$1.20						

Department 15, TICKETSINGLE

Royalty: 0.00%																
PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class

Menu Mix Analysis by PLU

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Department 15, TICKETSINGLE

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
48	1	CHILDSINGLE	16 oz	258	\$1.25	\$1.25	\$322.50	\$0.38	\$96.75	30.00%	\$225.75	\$0.88	\$225.75	11.48%	11.48%	9.25%	
55	1	ADULTSINGLE	8 oz	1,243	\$2.00	\$2.00	\$2,486.00	\$0.60	\$745.80	30.00%	\$1740.20	\$1.40	\$1,740.20	88.52%	88.52%	44.55%	
Department Total				1,501			\$2,808.50		\$842.55	30.00%	\$1,965.95	\$1,965.95	\$0.00	100.00%		53.80%	
Avg. Contribution Margin												\$1.31					

Department 16, TICKETDAY

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
49	1	CHILDDAY	8 oz	4	\$3.60	\$3.60	\$14.40	\$1.08	\$4.32	30.00%	\$10.08	\$2.52	\$10.08	4.89%	4.89%	3.54%	
56	1	ADULTDAY	8 oz	50	\$5.60	\$5.60	\$280.00	\$1.68	\$84.00	30.00%	\$196.00	\$3.92	\$196.00	95.11%	95.11%	44.25%	
Department Total				54			\$294.40		\$88.32	30.00%	\$206.08	\$206.08	\$0.00	100.00%		47.79%	
Avg. Contribution Margin												\$3.82					

Department 17, TICKETBOOKS

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
50	1	YOUTH10	16 oz	55	\$10.00	\$10.00	\$550.00	\$3.00	\$165.00	30.00%	\$385.00	\$7.00	\$385.00	3.96%	3.96%	3.48%	
57	1	ADULT10	8 oz	762	\$17.50	\$17.50	\$13,335.00	\$5.25	\$4,000.50	30.00%	\$9,334.50	\$12.25	\$9,334.50	96.04%	96.04%	48.20%	
Department Total				817			\$13,885.00		\$4,165.50	30.00%	\$9,719.50	\$9,719.50	\$0.00	100.00%		51.68%	
Avg. Contribution Margin												\$11.90					

Department 18, TICKETMONTH

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
51	1	YOUTHMONTHLY	8 oz	18	\$40.00	\$40.00	\$720.00	\$0.00	\$0.00	0.00%	\$720.00	\$40.00	\$720.00	10.16%	10.16%	7.17%	
58	1	ADULTMONTHLY	8 oz	98	\$65.00	\$65.00	\$6,370.00	\$0.00	\$0.00	0.00%	\$6,370.00	\$65.00	\$6,370.00	89.84%	89.84%	39.04%	
Department Total				116			\$7,090.00		\$0.00	0.00%	\$7,090.00	\$7,090.00	\$0.00	100.00%		46.22%	
Avg. Contribution Margin												\$61.12					

Department 19, CIGARETTES

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
35	1	CIGARETTE2515	8 oz	272	\$11.00	\$11.00	\$2,992.00	\$0.53	\$142.80	4.77%	\$2849.20	\$10.48	\$2,849.20	77.71%	80.47%	34.74%	
36	1	CIGARETTEREG	16 oz	31	\$11.00	\$11.00	\$341.00	\$0.38	\$11.63	3.41%	\$329.38	\$10.63	\$329.38	8.86%	9.30%	3.96%	
37	1	CIGARETTE PAC	16 oz	42	\$11.00	\$11.00	\$462.00	\$3.30	\$138.60	30.00%	\$323.40	\$7.70	\$323.40	12.00%	9.13%	5.36%	
39	1	MATCHES	8 oz	80	\$0.05	\$0.05	\$4.00	\$0.02	\$1.20	30.00%	\$2.80	\$0.04	\$2.80	0.10%	0.08%	10.22%	
40	1	LIGHTER	8 oz	27	\$1.90	\$1.90	\$51.30	\$0.57	\$15.39	30.00%	\$35.91	\$1.33	\$35.91	1.33%	1.01%	3.45%	
Department Total				452			\$3,850.30		\$309.62	8.04%	\$3,540.69	\$3,540.69	\$0.00	100.00%		57.73%	
Avg. Contribution Margin												\$7.83					

Menu Mix Analysis by PLU

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Department 20, CANDYMISC

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
PLU	Lvl	Description														
24	1	ROLAIDS	16 oz	3	\$1.25	\$1.25	\$3.75	\$0.38	\$1.13	30.00%	\$2.63	\$0.88	\$2.63	1.15%	1.15%	0.10%
26	1	NUTRIGRAIN	8 oz	34	\$0.90	\$0.90	\$30.60	\$0.27	\$9.18	30.00%	\$21.42	\$0.63	\$21.42	9.39%	9.39%	1.19%
29	1	HALLS	16 oz	86	\$1.25	\$1.25	\$107.50	\$0.38	\$32.25	30.00%	\$75.25	\$0.88	\$75.25	32.99%	32.99%	3.01%
30	1	CERTS	16 oz	20	\$1.25	\$1.25	\$25.00	\$0.38	\$7.50	30.00%	\$17.50	\$0.88	\$17.50	7.67%	7.67%	0.70%
31	1	5CENTCANDY	8 oz	719	\$0.05	\$0.05	\$35.95	\$0.02	\$10.79	30.00%	\$25.17	\$0.04	\$25.17	11.03%	11.03%	25.15%
32	1	10CENTCANDY	16 oz	1	\$0.10	\$0.10	\$0.10	\$0.03	\$0.03	30.00%	\$0.07	\$0.07	\$0.07	0.03%	0.03%	0.03%
33	1	25CENTCANDY	8 oz	492	\$0.25	\$0.25	\$123.00	\$0.08	\$36.90	30.00%	\$86.10	\$0.18	\$86.10	37.74%	37.74%	17.21%
Department Total				1,355			\$325.90		\$97.77	30.00%	\$228.13	\$228.13	\$0.00	100.00%		47.39%
Avg. Contribution Margin												\$0.17				

Department 21, STAFF PURCHASE

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
PLU	Lvl	Description														
6	1	STAFF PURCHASES	16 oz	10	\$1.00	\$1.00	\$10.00	\$0.30	\$3.00	30.00%	\$7.00	\$0.70	\$7.00	100.00%	100.00%	76.92%
Department Total				10			\$10.00		\$3.00	30.00%	\$7.00	\$7.00	\$0.00	100.00%		76.92%
Avg. Contribution Margin												\$0.70				
Store Subtotal				9,794			\$36,124.80		\$7,735.31		\$28,389.49	\$28,312.90	\$76.60			

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Store 2 ICR Test data

Department 1, HOT BEVERAGE

Royalty: 4.75%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
1	1	SMALL COFFEE	16 oz	125	\$1.10	\$1.10	\$137.50	\$0.33	\$41.25	30.00%	\$96.25	\$0.72	\$89.72	44.19%	44.19%	49.41%
2	1	LARGE COFFEE	8 oz	91	\$1.40	\$1.40	\$127.40	\$0.42	\$38.22	30.00%	\$89.18	\$0.91	\$83.13	40.94%	40.94%	35.97%
3	1	HOT CHOCO	16 oz	35	\$1.25	\$1.25	\$43.75	\$0.38	\$13.13	30.00%	\$30.63	\$0.82	\$28.55	14.06%	14.06%	13.83%
4	1	TEA	16 oz	2	\$1.25	\$1.25	\$2.50	\$0.38	\$0.75	30.00%	\$1.75	\$0.82	\$1.63	0.80%	0.80%	0.79%
Department Total				253			\$311.15		\$93.35	30.00%	\$217.81	\$203.03	\$14.78	100.00%		100.00%
Avg. Contribution Margin															\$0.80	

Department 2, COLD BEVERAGE

Royalty: 2.00%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
7	1	473ML WATER	8 oz	828	\$1.90	\$1.90	\$1,573.20	\$0.57	\$471.96	30.00%	\$1101.24	\$1.29	\$1,069.78	49.02%	49.02%	23.17%
8	1	591ML WATER	8 oz	791	\$1.90	\$1.90	\$1,502.90	\$0.57	\$450.87	30.00%	\$1052.03	\$1.29	\$1,021.97	46.83%	46.83%	22.14%
9	1	710ML WATER	8 oz	67	\$1.90	\$1.90	\$127.30	\$0.57	\$38.19	30.00%	\$89.11	\$1.29	\$86.56	3.97%	3.97%	1.88%
11	1	MILK500	16 oz	4	\$1.45	\$1.45	\$5.80	\$0.44	\$1.74	30.00%	\$4.06	\$0.99	\$3.94	0.18%	0.18%	0.11%
Department Total				1,690			\$3,209.20		\$962.76	30.00%	\$2,246.44	\$2,182.26	\$64.18	100.00%		47.30%
Avg. Contribution Margin															\$1.29	

Department 3, BAKED GOODS

Royalty: 1.50%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
13	1	DANISH	8 oz	76	\$1.75	\$1.75	\$133.00	\$0.53	\$39.90	30.00%	\$93.10	\$1.20	\$91.11	33.31%	33.31%	15.80%
14	1	TURNOVER	8 oz	15	\$1.75	\$1.75	\$26.25	\$0.53	\$7.88	30.00%	\$18.38	\$1.20	\$17.98	6.57%	6.57%	3.12%
15	1	CINNUN	8 oz	11	\$1.75	\$1.75	\$19.25	\$0.53	\$5.78	30.00%	\$13.48	\$1.20	\$13.19	4.82%	4.82%	2.29%
16	1	COOKKIE	16 oz	65	\$1.25	\$1.25	\$81.25	\$0.38	\$24.38	30.00%	\$56.88	\$0.86	\$55.66	20.35%	20.35%	13.51%
17	1	RICEKRISPIE	8 oz	93	\$1.50	\$1.50	\$139.50	\$0.45	\$41.85	30.00%	\$97.65	\$1.03	\$95.56	34.94%	34.94%	19.33%
Department Total				260			\$399.25		\$119.78	30.00%	\$279.48	\$273.49	\$5.99	100.00%		54.05%
Avg. Contribution Margin															\$1.05	

Department 6, GUM

Royalty: 0.00%

PLU	Lvl	Description	Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr.%	Partic. Class
25	1	.37 GUM	8 oz	14	\$0.37	\$0.37	\$5.18	\$0.11	\$1.55	30.00%	\$3.63	\$0.26	\$3.63	0.99%	0.99%	1.27%
27	1	GUM	16 oz	397	\$1.25	\$1.25	\$496.25	\$0.38	\$148.88	30.00%	\$347.38	\$0.88	\$347.38	94.67%	94.67%	36.06%
34	1	TWIZZLER 1.75	8 oz	8	\$1.75	\$1.75	\$14.00	\$0.53	\$4.20	30.00%	\$9.80	\$1.23	\$9.80	2.67%	2.67%	0.73%
35	1	GUM SUPER PAK	8 oz	5	\$1.75	\$1.75	\$8.75	\$0.53	\$2.63	30.00%	\$6.13	\$1.23	\$6.13	1.67%	1.67%	0.45%
Department Total				424			\$524.18		\$157.25	30.00%	\$366.93	\$366.93	\$0.00	100.00%		38.51%
Avg. Contribution Margin															\$0.87	

Menu Mix Analysis by PLU

Dates Reported: 9/1/2003 Through 9/30/2003

Parameters selected in this report were: The beginning date of the report is 9/1/2003 with a period of One Month, Region is 'All', Store is '1..2', Terminal is 'All', Product is 'All', Department is 'All'

Department 7, MINTS

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
28	1	MINTS	16 oz	221	\$1.25	\$1.25	\$276.25	\$0.38	\$82.88	30.00%	\$193.38	\$0.88	\$193.38	75.02%	69.50%	61.05%	
36	1	WINE GUM 1.25	16 oz	19	\$4.84	\$1.25	\$92.00	\$0.38	\$7.13	7.74%	\$84.88	\$4.47	\$84.88	24.98%	30.50%	5.25%	
Department Total				240			\$368.25		\$90.00	24.44%	\$278.25	\$278.25	\$0.00	100.00%		66.30%	
Avg. Contribution Margin												\$1.16					

Department 8, BARS

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
20	1	BARS	16 oz	839	\$1.25	\$1.25	\$1,048.75	\$0.38	\$314.63	30.00%	\$734.13	\$0.88	\$734.13	100.00%	100.00%	52.54%	
Department Total				839			\$1,048.75		\$314.63	30.00%	\$734.13	\$734.13	\$0.00	100.00%		52.54%	
Avg. Contribution Margin												\$0.88					

Department 9, CHIPS

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
21	1	CHIPS	16 oz	223	\$1.25	\$1.25	\$278.75	\$0.38	\$83.63	30.00%	\$195.13	\$0.88	\$195.13	37.80%	37.80%	15.02%	
22	1	CHIPS2	16 oz	427	\$1.06	\$1.06	\$452.62	\$0.32	\$135.79	30.00%	\$316.83	\$0.74	\$316.83	61.38%	61.38%	28.75%	
23	1	LARGECHIPS3	8 oz	3	\$2.00	\$2.00	\$6.00	\$0.60	\$1.80	30.00%	\$4.20	\$1.40	\$4.20	0.81%	0.81%	0.20%	
Department Total				653			\$737.37		\$221.21	30.00%	\$516.16	\$516.16	\$0.00	100.00%		43.97%	
Avg. Contribution Margin												\$0.79					

Department 10, NEWSPAPER

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
73	1	MAGAZINE	8 oz	401	\$0.65	\$0.99	\$259.13	\$0.00	\$0.00	0.00%	\$259.13	\$0.65	\$259.13	52.02%	60.76%	25.22%	
76	1	SUN MONTOFRI	8 oz	262	\$0.54	\$0.54	\$141.48	\$0.16	\$42.44	30.00%	\$99.04	\$0.38	\$99.04	28.40%	23.22%	16.48%	
79	1	HERALD	8 oz	95	\$0.54	\$0.54	\$51.30	\$0.16	\$15.39	30.00%	\$35.91	\$0.38	\$35.91	10.30%	8.42%	5.97%	
80	1	HERALD SAT	16 oz	37	\$1.25	\$1.25	\$46.25	\$0.38	\$13.88	30.00%	\$32.38	\$0.88	\$32.38	9.28%	7.59%	2.33%	
Department Total				795			\$498.16		\$71.71	14.39%	\$426.45	\$426.45	\$0.00	100.00%		50.00%	
Avg. Contribution Margin												\$0.54					

Department 13, MISC

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
PLU	Lvl	Description														
59	1	40G PEPPER	16 oz	40	\$1.25	\$1.25	\$50.00	\$0.38	\$15.00	30.00%	\$35.00	\$0.88	\$35.00	16.13%	16.13%	10.53%
60	1	BIG CHIEF	8 oz	74	\$1.75	\$1.75	\$129.50	\$0.53	\$38.85	30.00%	\$90.65	\$1.23	\$90.65	41.77%	41.77%	19.47%
61	1	5PK HOT ROD	8 oz	34	\$1.75	\$1.75	\$59.50	\$0.53	\$17.85	30.00%	\$41.65	\$1.23	\$41.65	19.19%	19.19%	8.95%
62	1	BATTERY	8 oz	10	\$4.99	\$4.99	\$49.90	\$1.50	\$14.97	30.00%	\$34.93	\$3.49	\$34.93	16.10%	16.10%	2.63%
64	1	CHAPSTICK	8 oz	4	\$1.90	\$1.90	\$7.60	\$0.57	\$2.28	30.00%	\$5.32	\$1.33	\$5.32	2.45%	2.45%	1.05%
65	1	KLEENEX	8 oz	18	\$0.75	\$0.75	\$13.50	\$0.23	\$4.05	30.00%	\$9.45	\$0.53	\$9.45	4.35%	4.35%	4.74%

Menu Mix Analysis by PLU

Dates Reported: 9/1/2003 Through 9/30/2003

Parameters selected in this report were: The beginning date of the report is 9/1/2003 with a period of One Month, Region is 'All', Store is '1..2', Terminal is 'All', Product is 'All', Department is 'All'

Department Total	180	\$310.00	\$93.00	30.00%	\$217.00	\$217.00	\$0.00	100.00%	47.37%
Avg. Contribution Margin					\$1.21				

Department 15, TICKETSINGLE

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt'd Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
PLU	Lvl	Description														
48	1	YOUTHSINGLE	16 oz	127	\$1.25	\$1.25	\$158.75	\$0.38	\$47.63	30.00%	\$111.13	\$0.88	\$111.13	6.39%	6.39%	4.55%
55	1	ADULTSINGLE	8 oz	1,162	\$2.00	\$2.00	\$2,324.00	\$0.60	\$697.20	30.00%	\$1626.80	\$1.40	\$1,626.80	93.61%	93.61%	41.65%

Department Total	1,289	\$2,482.75	\$744.83	30.00%	\$1,737.93	\$1,737.93	\$0.00	100.00%	46.20%
Avg. Contribution Margin					\$1.35				

Department 16, TICKETDAY

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt'd Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
PLU	Lvl	Description														
49	1	CHILDDAY	8 oz	1	\$3.60	\$3.60	\$3.60	\$1.08	\$1.08	30.00%	\$2.52	\$2.52	\$2.52	1.10%	1.10%	0.88%
56	1	ADULTDAY	8 oz	58	\$5.60	\$5.60	\$324.80	\$1.68	\$97.44	30.00%	\$227.36	\$3.92	\$227.36	98.90%	98.90%	51.33%

Department Total	59	\$328.40	\$98.52	30.00%	\$229.88	\$229.88	\$0.00	100.00%	52.21%
Avg. Contribution Margin					\$3.90				

Department 17, TICKETBOOKS

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt'd Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
PLU	Lvl	Description														
50	1	CHILD10	16 oz	46	\$10.00	\$10.00	\$460.00	\$3.00	\$138.00	30.00%	\$322.00	\$7.00	\$322.00	3.53%	3.53%	2.91%
57	1	ADULT10	8 oz	718	\$17.50	\$17.50	\$12,565.00	\$5.25	\$3,769.50	30.00%	\$8795.50	\$12.25	\$8,795.50	96.47%	96.47%	45.41%

Department Total	764	\$13,025.00	\$3,907.50	30.00%	\$9,117.50	\$9,117.50	\$0.00	100.00%	48.32%
Avg. Contribution Margin					\$11.93				

Department 18, TICKETMONTH

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt'd Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
PLU	Lvl	Description														
51	1	YOUTHMONTHLY	8 oz	18	\$40.00	\$40.00	\$720.00	\$0.00	\$0.00	0.00%	\$720.00	\$40.00	\$720.00	8.65%	8.65%	7.17%
58	1	ADULTMONTHLY	8 oz	117	\$65.00	\$65.00	\$7,605.00	\$0.00	\$0.00	0.00%	\$7605.00	\$65.00	\$7,605.00	91.35%	91.35%	46.61%

Department Total	135	\$8,325.00	\$0.00	0.00%	\$8,325.00	\$8,325.00	\$0.00	100.00%	53.78%
Avg. Contribution Margin					\$61.67				

Department 19, CIGARETTES

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt'd Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class
PLU	Lvl	Description														
35	1	CIGARETTE2515	8 oz	1	\$11.00	\$11.00	\$11.00	\$0.53	\$0.53	4.77%	\$10.48	\$10.48	\$10.48	0.35%	0.42%	0.13%
36	1	CIGARETTEREG	16 oz	89	\$11.00	\$11.00	\$979.00	\$0.38	\$33.38	3.41%	\$945.63	\$10.63	\$945.63	30.77%	37.97%	11.37%
37	1	CIGARETTE PAC	16 oz	196	\$11.00	\$11.00	\$2,156.00	\$3.30	\$646.80	30.00%	\$1509.20	\$7.70	\$1,509.20	67.77%	60.61%	25.03%
39	1	MATCHES	8 oz	27	\$0.05	\$0.05	\$1.35	\$0.02	\$0.41	30.00%	\$0.95	\$0.04	\$0.95	0.04%	0.04%	3.45%
40	1	LIGHTER	8 oz	18	\$1.90	\$1.90	\$34.20	\$0.57	\$10.26	30.00%	\$23.94	\$1.33	\$23.94	1.07%	0.96%	2.30%

Department Total	331	\$3,181.55	\$691.37	21.73%	\$2,490.19	\$2,490.19	\$0.00	100.00%	42.27%
Avg. Contribution Margin					\$7.52				

Menu Mix Analysis by PLU

Dates Reported: 9/1/2003 Through 9/30/2003

Parameters selected in this report were: The beginning date of the report is 9/1/2003 with a period of One Month, Region is 'All', Store is '1..2', Terminal is 'All', Product is 'All', Department is 'All'

Department 20, CANDYMISC

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
24	1	ROLAIDS	16 oz	3	\$1.25	\$1.25	\$3.75	\$0.38	\$1.13	30.00%	\$2.63	\$0.88	\$2.63	1.11%	1.11%	0.10%	
26	1	NUTRIGRAIN	8 oz	46	\$0.90	\$0.90	\$41.40	\$0.27	\$12.42	30.00%	\$28.98	\$0.63	\$28.98	12.25%	12.25%	1.61%	
29	1	HALLS	16 oz	100	\$1.25	\$1.25	\$125.00	\$0.38	\$37.50	30.00%	\$87.50	\$0.88	\$87.50	36.98%	36.98%	3.50%	
30	1	CERTS	16 oz	9	\$1.25	\$1.25	\$11.25	\$0.38	\$3.38	30.00%	\$7.88	\$0.88	\$7.88	3.33%	3.33%	0.31%	
31	1	5CENTCANDY	8 oz	873	\$0.05	\$0.05	\$43.65	\$0.02	\$13.10	30.00%	\$30.56	\$0.04	\$30.56	12.91%	12.91%	30.54%	
32	1	10CENTCANDY	16 oz	35	\$0.10	\$0.10	\$3.50	\$0.03	\$1.05	30.00%	\$2.45	\$0.07	\$2.45	1.04%	1.04%	1.22%	
33	1	25CENTCANDY	8 oz	438	\$0.25	\$0.25	\$109.50	\$0.08	\$32.85	30.00%	\$76.65	\$0.18	\$76.65	32.39%	32.39%	15.32%	
Department Total				1,504			\$338.05		\$101.42	30.00%	\$236.64	\$236.64	\$0.00	100.00%		52.61%	
Avg. Contribution Margin												\$0.16					

Department 21, STAFF PURCHASE

Royalty: 0.00%			Serv. Size	Quantity Sold	Avg. Sell. Price	Cur. Sell. Price	Ttl. Capt.'d Sales	Portion Cost \$	Food Cost \$	Food Cost %	Ttl. Gross Margin	Item Contrib.	Ttl. Contr. (-Royalty)	Dept Sales %	Dept Contr. %	Partic. Class	
PLU	Lvl	Description															
6	1	STAFF PURCHASES	16 oz	3	\$1.00	\$1.00	\$3.00	\$0.30	\$0.90	30.00%	\$2.10	\$0.70	\$2.10	100.00%	100.00%	23.08%	
Department Total				3			\$3.00		\$0.90	30.00%	\$2.10	\$2.10	\$0.00	100.00%		23.08%	
Avg. Contribution Margin												\$0.70					

Store Subtotal **9,419** **\$35,090.06** **\$7,668.20** **\$27,421.86** **\$27,336.90** **\$84.95**

Grand Total: **19,213** **\$71,214.86** **\$15,403.51** **\$55,811.35**