

MULTI-OUTLET + CONVENIENCE

The Multi-Outlet + Convenience universe is an aggregation of the multi-outlet universe and the convenience universe - both of which are detailed in the sections below.

MULTI-OUTLET UNIVERSE

Multi-Outlet reporting includes the aggregation of the following:

Grocery Outlet – Stores with \$2M+ annual ACV

Drug Outlet – All chain and independent drug retailers, excluding Rx sales

Mass Merchandiser Outlet – Target and Kmart

Walmart – Census data from Supercenters, Division 1 and Neighborhood Market

Club – BJ's and Sam's Club

Dollar – Dollar General and Family Dollar

Military – Defense Commissary Agency, Army & Air Force Exchange Service, Navy Exchange Service Command, Marine Corps Exchange, Coast Guard Exchange

Amazon F3 - Amazon Fresh and Go

PET SPECIALTY UNIVERSE

Pet Specialty – Petco and PetSmart as Census from Circana, combined with SPINS' Neighborhood Pet Stores

Please note the following retailers are NOT included in multi-outlet reporting:

Amazon.com
Bed Bath & Beyond
Costco

Dollar Tree
Ulta Beauty
99 Cent Only Stores

The following pages provide further details of each outlet noted above.

**Excludes Alaska, Hawaii, Puerto Rico*

***Denotes Census Retailer*

MULTI-OUTLET UNIVERSE

2023 Chains in the **GROCERY** Universe*

Those listed below have 0.5+% share of at least one syndicated Market, State, Region – or are a census account.

99 RANCH MARKET	FOODTOWN	LA MICHOCANA MEAT MARKET
ACME MARKETS**	FRED MEYER**	LIDL
AJ'S FINE FOODS**	FRESH THYME FARMERS	LOWES FOODS CAROLINAS**
ALBERTSONS**	MARKET	LOWES/BIG8/MERCADA
ALDI**	FRY'S FOOD STORE**	LUCKY/SAVE MART**
ALL OTHER	GELSONS/MAYFAIR	LUNDS BYERLY
AMERICAS FOOD	GERBES**	MARCS
BASKET/IDEAL**	GIANT EAGLE**	MARIANO'S FRESH MARKET**
BAKER'S**	GIANT FOOD**	MARKET BASKET TX
BALDUCCIS ALBERTSONS**	GIANT FOODS**	MARKET BASKET**
BASHAS'**	GREERS	MARTINS**
BEL AIR**	GRISTEDES**	MDI CARLIE CS IGA**
BIG M	GROCERY OUTLET	MDI FAIRVALUE HOMETOWN
BIG Y**	H MART	FOODS**
BROOKSHIRE BROS	HAGGEN**	MDI PIGGLY WIGGLY**
BROOKSHIRE GROCERY**	HANNAFORD**	MDI QUALITY FOODS**
CARDENAS MARKET	HARDINGS FRIENDLY	MEIJER**
CASHWISE**	HARPS	MORTON WILLIAMS
CITY MARKETS**	HARRIS TEETER**	NEW SEASONS MARKET
COBORNS**	HARVEST FOODS	NIEMANN FOODS/COUNTY
COPPS**	HARVEYS**	MARKET**
COSENTINOS**	H-E-B CENTRAL MARKET	NOB HILL FOODS**
CUB FOODS CORP**	H-E-B PLUS**	NORTHGATE MARKET
CUB FOODS/INDEP**	H-E-B**	OWENS SUPERMARKET**
D&W FRESH MARKET**	HEINENS INC	PAK N SAVE**
D'AGOSTINO**	HEN HOUSE**	PATEL BROTHERS
DIERBERGS**	HOMELAND**	PAY LESS SUPER MARKET**
DILLONS**	HY-VEE**	PICK 'N SAVE**
EL RANCHO	INGLES MARKETS	PRESIDENTE SUPERMARKET
F W ALBRECHT	JAY C STORE**	PRICE CHOPPER**
FAMILY FARE**	JEWEL **	PRICE CHOPPER/AWG
FAREWAY STORE**	JEWEL-OSCO**	PRICE CHOPPER/BALLS**
FESTIVAL FOODS	KEY FOOD STORE**	PRICE LESS FOODS
FIESTA MART	KING KULLEN	PRICE RITE
FOOD 4 LESS/KROGER**	KING SOOPERS**	PUBLIX SABOR**
FOOD CITY**	KINGS SUPERMARKET**	PUBLIX**
FOOD GIANT	KJS MARKET**	QFC**
FOOD LION**	KRASDALE	RALEY'S**
FOODMAXX**	KROGER OCADO**	RALPHS**
FOODS CO**	KROGER**	RAMEY SUPERMARKET

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2023 Chains in the **GROCERY** Universe* Continued

Those listed below have 0.5+% share of at least one syndicated Market, State, Region – or are a census account.

RANDALLS**	SMITHS FOOD**	ULTRA FOODS**
RAYS FOOD PLACE	SP NASH FINCH CORP**	UNITED GROCERY OUTLET
REASORS	SP NASH FINCH CRP**	UNITED SUPERMARKETS**
REDNERS	SPRING MARKET**	UNITED**
ROSAUERS SUPERMARKET	SPROUTS	VALLARTA SUPERMARKET
ROUSE'S**	STAR MARKET**	VG FOODS**
SAFEWAY**	STATER BROTHERS**	VONS PAVILIONS**
SAVE A LOT	STOP & SHOP**	VONS**
SAVE MART**	STRACK & VAN TIL**	WEGMANS**
SCHNUCKS**	SUN MART**	WEIS MARKETS**
SEDANOS	SUPER ONE FOODS	WESTERN BEEF
SHAWS**	SUPERIOR SUPER WAREHOUSE	WHOLE FOODS
SHOP N SAVE	THE FRESH MARKET	WINCO
SHOPPERS FOOD**	TOM THUMB**	WINN DIXIE**
SHOPRITE**	TOPS FRIENDLY MARKETS**	WOODMANS
SMART & FINAL	TRADER JOES	

2023 Chains in the **DRUG STORE** Universe*

Those listed below have 0.5+% share of at least one syndicated Market, State, or Region – or are a census account.

ALACO DISCOUNT	DUANE READE**	MEDIC DISCOUNT
ALL OTHER INDEPENDENTS	FRUTH	NAVARRO
BARTELL**	HISCHOOL	RITE AID**
BI MART	HY VEE DRUGTOWN	SNYDERS
CVS**	KEYSTONE	SUPER SAV-ON DRG
DISCOUNT DRUG MA	KINNEY	THRIFTY WAY
DOCS DISC	LEWIS	THRIFTY-WHITE
DRUG EMPORIUM/IN	MARCS	WALGREENS**

2023 Chains in the **MASS MERCHANDISER** Universe*

TARGET**
TARGET PFRESH**
TARGET SUPERCENTERS**
WALMART** (Includes all Supercenter, Division 1, and Neighborhood Market stores)

2023 Chains in the **CLUB STORE** Universe*

BJ's** – all stores
SAM'S CLUB** – all stores

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2023 Chains in the **DOLLAR STORE** Universe*

DOLLAR GENERAL** – all stores

FAMILY DOLLAR** – all stores

2023 Chains in the **MILITARY** Universe*

ARMY & AIR FORCE EXCHANGE SERVICE (AAFES)**

COAST GUARD EXCHANGE (CGX)**

DEFENSE COMMISSARY AGENCY (DeCA)**

MARINE CORPS EXCHANGE (MCX)**

NAVY EXCHANGE SERVICE COMMAND (NEXCOM)**

Commissaries and exchanges in the contiguous U.S. are included. Commissaries and exchanges outside the contiguous U.S. are excluded. Commissaries and exchanges outside the contiguous U.S. are available as part of the Military chain Retailer Market Area (RMA) account data release.

2023 Chains in **AMAZON F3** Universe*

AMAZONFRESH** – includes brick & mortar stores

AMAZON GO**

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CONVENIENCE UNIVERSE

2023 Chains in the **CONVENIENCE** Universe*

Those listed below have 1+% share of at least one syndicated Market, State, or Region.

(89) BROTHERS FOOD MART	FAS MART CONVENIENCE	KWIK CHEK STORES INC
7 ELEVEN**	STORES**	KWIK FILL RED APPLE DIV
76	FEARLESS FARRIS SERV	KWIK TRIP INC
ALBERTSONS LLC/EXPRESS**	STATIONS	LANDMARK INDUSTRIES INC**
ALLIANCE ENERGY	FIKES WHOLESale	LEE OIL CO
ALTA CONVENIENCE	FIRST COAST ENERGY LLP	LIL THRIFT FOOD MARTS INC
AMERICAN GAS & OIL INC	FKG OIL COMPANY**	LITTLE GENERAL STORES INC
AMERICAN RETAIL SERVICES LLC	FLASH MARKET	LOVES COUNTRY STORES INC**
BELL STORES INC	FRESH START CONVENIENCE	M & R ENTERPRISES OF BREVARD
BLARNEY CASTLE OIL CO	INC**	M M FOWLER INC
BOSELNAN INC	FRIENDLY EXPRESS INC	MAPCO EXPRESS/DISCOUNT
BP/AMPM**	FUEL MAXX	FOOD MART**
BRUCETON FARM SERVICE INC	G & M OIL CO INC	MARTIN & BAYLEY INC
BUCHANAN OIL CO	GATE PETROLEUM CO	MAVERIK COUNTRY STORES INC
BYRNE DAIRY INC	GIANT EAGLE INC/GETGO**	MEIJER CONVENIENCE STORES**
C N BROWN CO	GIANT INDUSTRIES INC	MFA PETROLEUM
CANTRELL OIL 1ST STOP	GIANT OIL	MIDJIT MARKET INC
CAR ENTERPRISES INC	GIER OIL COMPANY	MIDWEST PETROLEUM CO
CASEYS GENERAL STORES INC**	GIT N GO CONV STORES INC	MIRABITO FUEL GROUP
CFM NEW YORK CITY INC	GO MART INC	MURPHY EXPRESS**
CHESTNUT PETROLEUM	GULSHAN ENT	NELLA OIL CO
CHEVRONTXACO CORP	HANDEE HUGOS CONV STORES	NEWCOMB OIL CO
CHILDERS OIL CORP	HASSAN & HASSAN CORP	ODESSA CORP
CHR CORP	HOLIDAY OIL COMPANY	ONCUE MARKETING
CIRCLE K**	HY VEE FOOD STORES/CONV	PAR MAR OIL COMPANY
CLARK OIL CO	DIV**	PETES CORP
CLARKS PUMP N SHOP	INDEPENDENTS	PETROMARK INC
COGOS CO	J & H OIL INC	PILOT CORP**
COLES ENERGY INC	JACKSONS FOOD STORES INC	PITT STOP STORES
COX OIL CO INC	JERNIGAN OIL	PLAID PANTRIES INC
CRADDOCK OIL CO INC	JET FOOD STORES OF GA INC	QUALITY OIL CO LLP
DANDY MINI MARTS INC	JOHNSON OIL CO	QUICK CHEK FOOD STORES
DARI MART STORES INC	JOLLEY ASSOCIATES	QUIK WAY FOOD MART
DOUBLE QUICK INC	JORDANS KWIK STOP	QUIKTRIP CORP/DES MOINES DIV
E & C ENTERPRISE	K & K FOOD MART**	R L JORDAN OIL CO INC
EG GROUP**	KEITHCO PETROLEUM INC	R L VALLEE INC
ENGLEFIELD OIL CO	KELLEY WILLIAMSON	RACETRAC/GULF DIV**
ENMARK STATIONS INC	KENJO MARKETS	RANGER ENTERPRISES INC
ENT INC	KENT OIL INC	RED EAGLE FOOD STORE**
FAMILY EXPRESS CORP	KRAUSE GENTLE CORP**	RICKER OIL COMPANY
	KRIST OIL CO	S & S OIL INC

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2023 Chains in the CONVENIENCE Universe* Continued

Those listed below have 1+% share of at least one syndicated Market, State, or Region.

SAVINGS OIL CO	SUNCOR ENERGY USA INC	UNITED DAIRY FARMERS
SHEETZ INC	SUNOCO INC	UNITED OIL CO**
SHELL	TERRIBLE HERBST INC	USA MINI MART
SHOP RITE INC	THE PARKER COMPANIES	VICTORY MARKETING LLC**
SOUTHWEST CONV STORES INC	THOMASVILLE TRAVEL	VITNERS DISTRIBUTORS
SOUTHWEST GEORGIA OIL CO	CONVENIENCE	WALLIS OIL CO INC
INC	THORNTON OIL CORP	WALTERS DIMMICK PETROLEUM
SPEEDWAY SUPERAMERICA	TOMMYS HANDY MART FOOD	INC
LLC**	STORES	WAWA INC**
SPINX OIL CO INC	TOOT N TOTUM FOOD STORE	WEBSTER PETROLEUM
STAR STOP	TOWN PUMP FOOD STORES	WEIGELS STORES INC
STEWARTS SHOPS CORP	TRAVEL CENTERS OF AMERICA	WESCO INC
STOP & GO	TRI STAR ENERGY**	ZIP TRIP STORE
STOP & SHOP	TRUE NORTH ENERGY	ZOOMERZ
STOP IN FOOD STORES INC	TWO FARMS INC	

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PET SPECIALTY UNIVERSE

2023 Components of the **PET SPECIALTY** Universe*

CIRCANA SOURCED RETAILERS

Petco**

PetSmart**

SPINS NEIGHBORHOOD PET STORES

Encompassing over 8,000 Independent and Chain Pet Stores carrying pet food and treats, and excluding Big Box Retailers (PetSmart, Petco), the SPINS NEIGHBORHOOD PET component includes the following projected retailers:

CB Pet Market

Choice Pet

Chow Hound

Chuck and Dons

Doggie Style Pets

Dogs and Cats Rule

Earthwise Pet Supply

Feeders Supply Company

Healthy Spot

Hollywood Feed

INDEPENDENT PET STORES

Krisers

Mud Bay

OTHER CHAIN STORES

Pet Food Express

Pet Supermarket

Pet Supplies Plus

PetPeople

Pet's Barn

Pet Pros

Petsense

Smithland Pet

Tomlinsons

Two Bostons

Woodlands Pet Food & Treats

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