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.

PHILADELPHIA CITY CORE

CARBONATED
SOFT DRINKS
SOFT DRINKS
SWEETENED
COFFEE & TEA

-47%

-51%

-55%

-47%

JUST OUTSIDE OF

THE CITY LIMITS

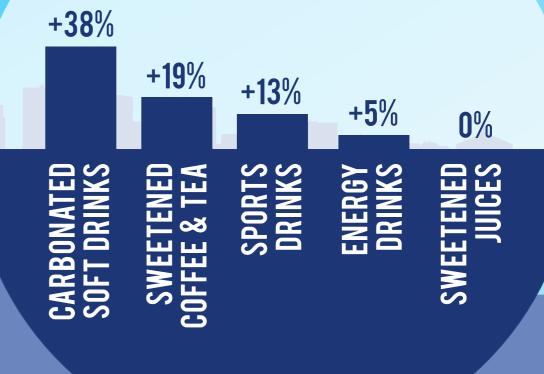
The number of shoppers buying carbonated soft drinks is up*

12%

The volume of carbonated soft drinks purchases per trip are up*

17%

SALES OUTSIDE CITY LIMITS



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