

## Top 20 Retailers and Wholesalers Offering Private Label in North America

(Source: Private Label Magazine)

Company	Fiscal Year	Sales (Millions)	% Change	Store Count	PL Share of Sales
Walmart	01/31/11	\$196	0.1%	8,416	18%
Kroger Co.	01/30/11	\$82	7.0%	3345	25%
Costco Wholesale	11/01/10	\$43	-1.1%	527	24%
Safeway Stores	01/02/10	\$40	-0.2%	1725	23%
Supervalu	02/26/11	\$38	-5.2%	4290	15%
Loblaw Companies	01/01/11	\$31	-	1435	35%
Target Corp.	01/30/11	\$26	0.1%	1740	30%
Public Super Markets Inc.	12/31/10	\$25	2.6%	1014	16%
Ahold USA	12/31/10	\$24	3.1%	704	19%
C&S Wholesale Grocers	2010	\$22	5.4%	6000+	15%
Delhaize America	12/31/10	\$18	-0.7%	1627	18%
H-E-B	2010	\$16	NC	338	20%
Meijer, Inc.	2010	\$14	3.3%	190	25%
Wakefern Foods	12/31/10	\$12	10.3%	190	30%
Metro	12/15/10	\$11	1.3%	821	17%
Sobey's	12/01/10	\$11	7.2%	1343	25%
Topco Associates	2010	\$11	N/A	220	100%
IGA	2010	\$11	N/A	1600	10%
Whole Foods Markets	09/27/10	\$9	12.1%	299	15%
Giant Eagle	2010	\$9	5.6%	369	15%