

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|--|-----------------------------|------------------|----------------------|--------------------------|------------------------|-------------------------------------|---|---|
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | |
| CT | A&P Stores | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides | |
| | Adams Superfood IGA | Butterball | 11 | whole turkey | 69.99 | 6-8 | Turkey Dinner - 5 sides | |
| | | Cook's | 9 | spiral ham | 69.99 | 6-8 | Ham Dinner - 4 sides | |
| | A.G. of New England | Jennie-O | 10-12 | whole turkey | 24.99 | 6-8 | Traditional Turkey Dinner - 10 sides | |
| | Balducci's | n/i | 3-5 | bn-in turkey breast | 139.99 | 6-8 | Turkey Breast Dinner - 7 sides | |
| | | n/i | 12-14 | whole turkey | 159.99 | 6-8 | Ready-to-Cook Turkey Dinner - 7 sides | |
| | | n/i | 12-14 | whole turkey | 169.99 | 6-8 | Pre-Cooked Turkey Dinner - 7 sides | |
| | | n/i | 7-9 | spiral ham | 169.99 | 6-8 | Ham Dinner - 7 sides | |
| | Big Y | n/i | 2 | rotisserie turkey breast | 29.99 | 2-4 | Holiday Meal - 7 sides | |
| | | n/i | 2.5 | bnls turkey | 49.99 | 4-6 | Holiday Meal - 7 sides | |
| | | Big Y | 7 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 5 sides | |
| | Fairway Foods | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Turkey Dinner - 7 sides | |
| | | n/i | 12-14 | whole ABF turkey | 159.00 | 6 | All-Natural Oven-Ready Turkey - 10 sides | |
| | | n/i | 14-16 | whole ABF turkey | 259.00 | 12 | All-Natural Oven-Ready Turkey - 10 sides | |
| | | n/i | 12-14 | whole ABF turkey | 179.00 | 6 | All-Natural Oven-Ready Brined Turkey - 10 sides | |
| | | n/i | 14-16 | whole ABF turkey | 299.00 | 12 | All-Natural Oven-Ready Brined Turkey - 10 sides | |
| | | Fairway | 10-12 | whole organic turkey | 219.00 | 6 | Organic Turkey Dinner - 10 sides | |
| | Food Bazaar | Fairway | 12-14 | whole organic turkey | 349.00 | 12 | Organic Turkey Dinner - 10 sides | |
| | | n/i | 10-12 | whole smoked turkey | 169.00 | 6 | Smoked Turkey Dinner - 10 sides | |
| | | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 2 sides | |
| | | King's | n/i | 2.5-3.25 | bnls turkey breast | 99.99 | 6 | Glazed Boneless Turkey Breast Dinner - 5 sides |
| | | | n/i | 2.5-3.25 | bnls turkey breast | 99.99 | 6 | Roasted Boneless Turkey Breast Dinner - 5 sides |
| | | | n/i | 2.5-3.25 | bnls ABF turkey breast | 89.99 | 4 | ABF Boneless Turkey Breast Dinner - 5 sides |
| | | n/i | 5-7 | bn-in ABF turkey breast | 99.99 | 6 | ABF Bone-in Turkey Breast Dinner - 5 sides | |
| | | n/i | 10-12 | whole ABF turkey | 119.99 | 6-8 | ABF Turkey Dinner - 5 sides | |
| | | n/i | 12-14 | whole ABF turkey | 174.99 | 10-12 | ABF Turkey Dinner - 5 sides | |
| | | n/i | 10-12 | ABF turkey and breast | 249.99 | 16-18 | ABF Turkey and Breast Dinner - 5 sides | |
| | n/i | 10-12 | whole organic turkey | 139.99 | 6-8 | Organic Turkey Dinner - 5 sides | | |
| | Mrs. Green's Natural Market | n/i | 12-14 | whole organic turkey | 199.99 | 10-12 | Organic Turkey Dinner - 5 sides | |
| | | n/i | 15 | whole ABF turkey | 139.99 | 8-12 | Holiday Family Turkey Dinner - 7 sides | |
| | | n/i | 6 | ABF spiral ham | 99.99 | 6-8 | Holiday Family Ham Dinner - 7 sides | |
| | Price Chopper | Plainville Farms | 10-12 | whole ABF turkey | 64.99 | 7-8 | Turkey Dinner - 6 sides | |
| | | Plainville Farms | 4-6 | bn-in ABF turkey breast | 64.99 | 6-8 | Turkey Breast Dinner - 6 sides | |
| Price Chopper | | 5 | bnls half ham | 39.99 | 8-10 | Smokehouse Ham Dinner - 3 sides | | |
| ShopRite | Plainview Farms | 10-12 | whole ABF turkey | 124.98 | 8-10 | All Natural Turkey Dinner - 6 sides | | |
| | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 3 sides | | |
| Stew Leonard's | n/i | 10-12 | whole turkey | 140.00 | 8 | Complete Dinner - 7 sides | | |

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**Thanksgiving 2014
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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|---------------------|------------------------------|-------------------------|--------------|--------------------------|-------------------------|--------|--|--|
| CT <i>(cont)</i> | Stop & Shop Supermarkets | Kentucky Legend | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides | |
| | | n/i | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides | |
| | | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides | |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |
| | Whole Foods - North Atlantic | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides | |
| | | n/i | 3 | bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| | | n/i | 3 | bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| | Plainville Farms | Plainville Farms | 1.5-2 | bnls ABF turkey breast | 40.00 | 2 | Complete Traditional Turkey Dinner - 7 sides | |
| | | Plainville Farms | 3.5-4 | bn-in ABF turkey breast | 80.00 | 4 | Complete Traditional Turkey Dinner - 7 sides | |
| | | Plainville Farms | 10-12 | whole ABF turkey | 130.00 | 8 | Complete Traditional Turkey Dinner - 7 sides | |
| | | Plainville Farms | 16-18 | whole ABF turkey | 170.00 | 12 | Complete Traditional Turkey Dinner - 7 sides | |
| | | n/i | 2 | bnls lamb leg | 99.99 | 4 | Lamb Dinner - 3 sides | |
| | | n/i | 3 | bnls pork loin | 89.99 | 4 | Pork Loin Dinner - 3 sides | |
| | | Whole Foods - Northeast | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | | n/i | 2 | bnls ABF lamb leg | 89.99 | 4 | Lamb Dinner - 3 sides |
| | | | n/i | 3 | bnls ABF pork loin | 89.99 | 4 | Pork Loin Dinner - 3 sides |
| | | | n/i | 1.5-2 | bnls turkey breast | 49.99 | 2 | Turkey Dinner - 5 sides |
| | n/i | | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Dinner - 5 sides | |
| | n/i | | 10-12 | whole turkey | 139.99 | 8 | Turkey Dinner - 5 sides | |
| | n/i | | 10-12 | whole organic turkey | 189.99 | 8 | Turkey Dinner - 5 sides | |
| | n/i | | 14-16 | whole turkey | 189.99 | 8 | Turkey Dinner - 5 sides | |
| n/i | 14-16 | whole organic turkey | 249.99 | 8 | Turkey Dinner - 5 sides | | | |
| DC | Giant Food | Kentucky Legend | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides | |
| | | n/i | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides | |
| | | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides | |
| | Harris Teeter | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides | |
| | | Harris Teeter | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides | |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides | |
| | | n/i | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides | |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides | |
| | Safeway Eastern | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides | |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides | |

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**Thanksgiving 2014
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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|----------------------------|-----------------------|--------------|--------------------------|--------|---|---|
| DC (cont) | Whole Foods - Mid-Atlantic | n/i | 12-14 | whole organic turkey | 129.99 | 8 | Organic Turkey Dinner - 6 sides |
| | | n/i | 14-16 | whole turkey | 189.99 | 12-16 | Turkey Dinner - 7 sides |
| | | n/i | 12-14 | whole turkey | 119.99 | 6-8 | Turkey Dinner - 7 sides |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides |
| | | n/i | 3-5 | bn-in turkey breast | 49.99 | 2 | Turkey Dinner for Two |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides |
| | | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides |
| DE | A&P Stores | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | ACME Markets | n/i | 10-12 | whole turkey | 49.99 | 8 | Our Signature Classic Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 69.99 | 8 | Ultimate Turkey Dinner - 7 sides |
| | Food Lion | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides |
| | Giant Food | Kentucky Legend | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides |
| | | n/i | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides |
| | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides | |
| | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides | |
| | Harris Teeter | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides |
| | | Harris Teeter | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides |
| | | n/i | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides |
| | Pathmark | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | Safeway Eastern | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | ShopRite | Plainview Farms | 10-12 | whole ABF turkey | 124.98 | 8-10 | All Natural Turkey Dinner - 6 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 3 sides |
| | The Fresh Grocer | n/i | 12-14 | whole turkey | 64.99 | 10-12 | Whole Roasted Turkey Dinner - Large - 7 sides |
| n/i | | 10-12 | whole turkey | 54.99 | 6-8 | Whole Roasted Turkey Dinner - Small - 7 sides | |
| n/i | | 4 | bnls ham | 54.99 | 14-16 | Whole Boneless Ham Dinner - 5 sides | |
| MA | Adams Superfood IGA | Butterball | 11 | whole turkey | 69.99 | 6-8 | Turkey Dinner - 5 sides |
| | | Cook's | 9 | spiral ham | 69.99 | 6-8 | Ham Dinner - 4 sides |
| | A.G. of New England | Jennie-O | 10-12 | whole turkey | 24.99 | 6-8 | Traditional Turkey Dinner - 10 sides |
| | | n/i | 2 | rotisserie turkey breast | 29.99 | 2-4 | Holiday Meal - 7 sides |
| | Big Y | n/i | 2.5 | bnls turkey | 49.99 | 4-6 | Holiday Meal - 7 sides |
| | | Big Y | 7 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Turkey Dinner - 7 sides |

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|--------------|------------------------------|------------------|--------------|--------------------------|--------------|--------|---|
| MA (cont) | Donelan's | n/i | 12-14 | whole turkey | 89.99 | 8-10 | Chef Prepared Turkey Dinner - 7 sides |
| | | n/i | 3 | bnls turkey breast | 69.99 | 6-8 | Chef Prepared Bnls Turkey Breast Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 69.99 | 6-8 | Chef Prepared Ham Dinner - 4 sides |
| | Hannaford | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Holiday Turkey Dinner - 5 sides |
| | | Carando | 7-9 | spiral ham | 59.99 | 6-8 | Holiday Ham Dinner - 5 sides |
| | Market Basket | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | Complete Turkey Dinner - 6 sides |
| | Price Chopper | Plainville Farms | 10-12 | whole ABF turkey | 64.99 | 7-8 | Turkey Dinner - 6 sides |
| | | Plainville Farms | 4-6 | bn-in ABF turkey breast | 64.99 | 6-8 | Turkey Breast Dinner - 6 sides |
| | Roche Bros. | Price Chopper | 5 | bnls half ham | 39.99 | 8-10 | Smokehouse Ham Dinner - 3 sides |
| | | Plainville Farms | 10-12 | whole ABF turkey | 115.00 | 6-8 | Oven Roasted Turkey Dinner - 7 sides |
| | | Plainville Farms | 14-16 | whole ABF turkey | 130.00 | 6-8 | Oven Roasted Turkey Dinner - 7 sides |
| | | Plainville Farms | 3 | bnls turkey breast | 70.00 | 4-6 | Boneless Turkey Breast Dinner - 7 sides |
| | | Roche Bros. | 7-9 | spiral ham | 85.00 | 8-10 | Spiral Sliced Ham Dinner - 3 sides |
| | | n/i | 6 | beef prime rib | 175.00 | 8-10 | Roast Prime Rib Dinner - 4 sides |
| | | n/i | 5 | bnls lamb leg | 145.00 | 8-10 | Roast Leg of Lamb Dinner - 4 sides |
| | Shaw's | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 5 sides |
| | Star Market | n/i | 10-12 | whole turkey | 49.99 | 8 | Traditional Oven-Roasted Turkey Dinner - 5 sides |
| | | n/i | 8-10 | spiral ham | 49.99 | 8 | Spiral Cut Ham Dinner - 5 sides |
| | Stop & Shop Supermarkets | Kentucky Legend | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides |
| | | n/i | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides |
| | | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides |
| | | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 |
| | Trucchi's Supermarkets | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 69.99 | 6-8 | Traditional Turkey Dinner - 7 sides |
| | | n/i | 1.5-2 | bn-in turkey breast | 32.99 | 2-3 | Mini Turkey Dinner - 7 sides |
| | Wegman's | Plainville Farms | 12-14 | whole ABF turkey | 89.00 | 8-10 | Traditional Turkey Dinner - 6 sides |
| | | Plainville Farms | 14-16 | whole ABF turkey | 139.00 | 10-12 | Premium Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole carved ABF turkey | 199.00 | 10-12 | Hand-Carved Turkey Dinner - 6 sides |
| | | n/i | 6-7 | half carved ABF turkey | 109.00 | 5-6 | Medium Hand-Carved Turkey Dinner - 6 sides |
| | | Wegman's | 7 | spiral ham | 135.00 | 10-12 | Ham Dinner - 4 sides |
| | Whole Foods - North Atlantic | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | n/i | 3 | bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides |
| | | n/i | 3 | bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides |
| | | Plainville Farms | 1.5-2 | bnls ABF turkey breast | 40.00 | 2 | Complete Traditional Turkey Dinner - 7 sides |
| | | Plainville Farms | 3.5-4 | bn-in ABF turkey breast | 80.00 | 4 | Complete Traditional Turkey Dinner - 7 sides |
| | | Plainville Farms | 10-12 | whole ABF turkey | 130.00 | 8 | Complete Traditional Turkey Dinner - 7 sides |

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|---------------------|---|-----------------------|--------------|---------------------|--------------------------|---------------------------------|---|---------------------------------|
| MA (cont) | Whole Foods - North Atlantic (continued) | Plainville Farms | 16-18 | whole ABF turkey | 170.00 | 12 | Complete Traditional Turkey Dinner - 7 sides | |
| | | n/i | 2 | bnls lamb leg | 99.99 | 4 | Lamb Dinner - 3 sides | |
| | | n/i | 3 | bnls pork loin | 89.99 | 4 | Pork Loin Dinner - 3 sides | |
| MD | A&P Stores | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides | |
| | ACME Markets | n/i | 10-12 | whole turkey | 49.99 | 8 | Our Signature Classic Turkey Dinner - 3 sides | |
| | | n/i | 10-12 | whole turkey | 69.99 | 8 | Ultimate Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | whole turkey | 24.99 | 6-8 | Traditional Turkey Dinner - 10 sides | |
| | A.G. of New England | Jennie-O | 10-12 | whole turkey | 24.99 | 6-8 | Traditional Turkey Dinner - 10 sides | |
| | Balducci's | n/i | 3-5 | bn-in turkey breast | 139.99 | 6-8 | Turkey Breast Dinner - 7 sides | |
| | | n/i | 12-14 | whole turkey | 159.99 | 6-8 | Ready-to-Cook Turkey Dinner - 7 sides | |
| | | n/i | 12-14 | whole turkey | 169.99 | 6-8 | Pre-Cooked Turkey Dinner - 7 sides | |
| | | n/i | 7-9 | spiral ham | 169.99 | 6-8 | Ham Dinner - 7 sides | |
| | | n/i | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides | |
| | Food Lion | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides | |
| | Giant Eagle | n/i | 10-12 | whole turkey | 74.99 | 6-8 | Turkey Dinner - 7 sides | |
| | Giant Food | Kentucky Legend | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides | |
| | | | n/i | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides | |
| | | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides | |
| | | Graul's Market | n/i | 10-12 | local whole turkey | 99.99 | 8-10 | Turkey Dinner - 8 sides |
| | | | n/i | 18-20 | local whole turkey | 199.99 | 16-20 | Turkey Dinner - 8 sides |
| | | Harris Teeter | Smithfield | 3-4 | half spiral ham | 99.99 | 8-10 | Ham Dinner - 8 sides |
| | Butterball | | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides | |
| | Harris Teeter | | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides | |
| | n/i | | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides | |
| | n/i | | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides | |
| | Martin's Food Markets | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides | |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Turkey Dinner - 6 sides | |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Cajun Fried Turkey Dinner - 6 sides | |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Turkey Breast Dinner - 6 sides | |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Cajun Fried Turkey Breast Dinner - 6 sides | |
| | Safeway Eastern | n/i | 7-8 | spiral ham | 65.99 | 6-8 | Spiral Sliced Ham Dinner - 6 sides | |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides | |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides | |
| Shop'n Save | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Turkey Dinner - 3 sides | | |
| | n/i | 7-9 | spiral ham | 69.99 | 8-10 | Spiral Ham Dinner - 3 sides | | |
| Shoppers Food | Butterball | 10-12 | whole turkey | 44.99 | 6-8 | Classic Turkey Dinner - 4 sides | | |

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|--------------|------------------------------|----------------------------|-------------------------|--------------------------|----------------------|--|--|
| MD (cont) | ShopRite | Plainview Farms | 10-12 | whole ABF turkey | 124.98 | 8-10 | All Natural Turkey Dinner - 6 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 3 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Wegman's | Plainville Farms | 12-14 | whole ABF turkey | 89.00 | 8-10 | Traditional Turkey Dinner - 6 sides |
| | | Plainville Farms | 14-16 | whole ABF turkey | 139.00 | 10-12 | Premium Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole carved ABF turkey | 199.00 | 10-12 | Hand-Carved Turkey Dinner - 6 sides |
| | Weis | n/i | 6-7 | half carved ABF turkey | 109.00 | 5-6 | Medium Hand-Carved Turkey Dinner - 6 sides |
| | | Wegman's | 7 | spiral ham | 135.00 | 10-12 | Ham Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | Complete Turkey Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 8-10 | Complete Ham Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Original Turkey Dinner - 4 sides |
| | | n/i | 2.5-3 | bnls turkey breast | 54.99 | 6-8 | Turkey Breast Dinner - 7 sides |
| | | Whole Foods - Mid-Atlantic | n/i | 12-14 | whole organic turkey | 129.99 | 8 |
| | n/i | | 14-16 | whole turkey | 189.99 | 12-16 | Turkey Dinner - 7 sides |
| | n/i | | 12-14 | whole turkey | 119.99 | 6-8 | Turkey Dinner - 7 sides |
| | n/i | | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides |
| | n/i | | 3-5 | bn-in turkey breast | 49.99 | 2 | Turkey Dinner for Two |
| | n/i | | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides |
| | n/i | | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides |
| n/i | 3 | | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| ME | A.G. of New England | Jennie-O | 10-12 | whole turkey | 24.99 | 6-8 | Traditional Turkey Dinner - 10 sides |
| | Hannaford | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Holiday Turkey Dinner - 5 sides |
| | | Carando | 7-9 | spiral ham | 59.99 | 6-8 | Holiday Ham Dinner - 5 sides |
| | Market Basket | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | Complete Turkey Dinner - 6 sides |
| | Shaw's | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 5 sides |
| | Whole Foods - North Atlantic | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | n/i | 3 | bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides |
| | | n/i | 3 | bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides |
| | | Plainville Farms | 1.5-2 | bnls ABF turkey breast | 40.00 | 2 | Complete Traditional Turkey Dinner - 7 sides |
| | | Plainville Farms | 3.5-4 | bn-in ABF turkey breast | 80.00 | 4 | Complete Traditional Turkey Dinner - 7 sides |
| | | Plainville Farms | 10-12 | whole ABF turkey | 130.00 | 8 | Complete Traditional Turkey Dinner - 7 sides |
| | | Plainville Farms | 16-18 | whole ABF turkey | 170.00 | 12 | Complete Traditional Turkey Dinner - 7 sides |
| | | n/i | 2 | bnls lamb leg | 99.99 | 4 | Lamb Dinner - 3 sides |
| | n/i | 3 | bnls pork loin | 89.99 | 4 | Pork Loin Dinner - 3 sides | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|----------|----------------------|-----------------------------|------------------|-------------------------|------------------|-------------------------------------|---|
| NH | A.G. of New England | Jennie-O | 10-12 | whole turkey | 24.99 | 6-8 | Traditional Turkey Dinner - 10 sides |
| | Hannaford | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Holiday Turkey Dinner - 5 sides |
| | | Carando | 7-9 | spiral ham | 59.99 | 6-8 | Holiday Ham Dinner - 5 sides |
| | | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | Complete Turkey Dinner - 6 sides |
| | Price Chopper | Plainville Farms | 10-12 | whole ABF turkey | 64.99 | 7-8 | Turkey Dinner - 6 sides |
| | | Plainville Farms | 4-6 | bn-in ABF turkey breast | 64.99 | 6-8 | Turkey Breast Dinner - 6 sides |
| | | Price Chopper | 5 | bnls half ham | 39.99 | 8-10 | Smokehouse Ham Dinner - 3 sides |
| | Shaw's | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 5 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| NJ | A&P Stores | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | ACME Markets | n/i | 10-12 | whole turkey | 49.99 | 8 | Our Signature Classic Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 69.99 | 8 | Ultimate Turkey Dinner - 7 sides |
| | Fairway Foods | n/i | 12-14 | whole ABF turkey | 159.00 | 6 | All-Natural Oven-Ready Turkey - 10 sides |
| | | n/i | 14-16 | whole ABF turkey | 259.00 | 12 | All-Natural Oven-Ready Turkey - 10 sides |
| | | n/i | 12-14 | whole ABF turkey | 179.00 | 6 | All-Natural Oven-Ready Brined Turkey - 10 sides |
| | | n/i | 14-16 | whole ABF turkey | 299.00 | 12 | All-Natural Oven-Ready Brined Turkey - 10 sides |
| | | Fairway | 10-12 | whole organic turkey | 219.00 | 6 | Organic Turkey Dinner - 10 sides |
| | | Fairway | 12-14 | whole organic turkey | 349.00 | 12 | Organic Turkey Dinner - 10 sides |
| | | n/i | 10-12 | whole smoked turkey | 169.00 | 6 | Smoked Turkey Dinner - 10 sides |
| | Food Bazaar | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 2 sides |
| | King's | n/i | 2.5-3.25 | bnls turkey breast | 99.99 | 6 | Glazed Boneless Turkey Breast Dinner - 5 sides |
| | | n/i | 2.5-3.25 | bnls turkey breast | 99.99 | 6 | Roasted Boneless Turkey Breast Dinner - 5 sides |
| | | n/i | 2.5-3.25 | bnls ABF turkey breast | 89.99 | 4 | ABF Boneless Turkey Breast Dinner - 5 sides |
| | | n/i | 5-7 | bn-in ABF turkey breast | 99.99 | 6 | ABF Bone-in Turkey Breast Dinner - 5 sides |
| | | n/i | 10-12 | whole ABF turkey | 119.99 | 6-8 | ABF Turkey Dinner - 5 sides |
| | | n/i | 12-14 | whole ABF turkey | 174.99 | 10-12 | ABF Turkey Dinner - 5 sides |
| | | n/i | 10-12 | ABF turkey and breast | 249.99 | 16-18 | ABF Turkey and Breast Dinner - 5 sides |
| | | n/i | 10-12 | whole organic turkey | 139.99 | 6-8 | Organic Turkey Dinner - 5 sides |
| | | n/i | 12-14 | whole organic turkey | 199.99 | 10-12 | Organic Turkey Dinner - 5 sides |
| | | Mrs. Green's Natural Market | n/i | 15 | whole ABF turkey | 139.99 | 8-12 |
| | n/i | | 6 | ABF spiral ham | 99.99 | 6-8 | Holiday Family Ham Dinner - 7 sides |
| | Murphy's Marketplace | Butterball | 10-12 | whole turkey | 89.99 | 8-10 | Thanksgiving Dinner - 10 sides |
| n/i | | 4-6 | bnls ham | 89.99 | 8-10 | Thanksgiving Dinner - 10 sides | |
| Pathmark | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides | |
| ShopRite | Plainview Farms | 10-12 | whole ABF turkey | 124.98 | 8-10 | All Natural Turkey Dinner - 6 sides | |
| | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 3 sides | |

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|---------------------|----------------------------|-------------------------|----------------------|--------------------------|-------------------------|-------------------------|--|--|
| NJ <i>(cont)</i> | Stop & Shop Supermarkets | Kentucky Legend | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides | |
| | | n/i | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides | |
| | | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides | |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |
| | | Wegman's | Plainville Farms | 12-14 | whole ABF turkey | 89.00 | 8-10 | Traditional Turkey Dinner - 6 sides |
| | Wegman's | Plainville Farms | 14-16 | whole ABF turkey | 139.00 | 10-12 | Premium Turkey Dinner - 6 sides | |
| | | n/i | 12-14 | whole carved ABF turkey | 199.00 | 10-12 | Hand-Carved Turkey Dinner - 6 sides | |
| | | n/i | 6-7 | half carved ABF turkey | 109.00 | 5-6 | Medium Hand-Carved Turkey Dinner - 6 sides | |
| | Wegman's | Wegman's | 7 | spiral ham | 135.00 | 10-12 | Ham Dinner - 4 sides | |
| | | Weis | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | Complete Turkey Dinner - 7 sides |
| | | | n/i | 7-9 | spiral ham | 59.99 | 8-10 | Complete Ham Dinner - 7 sides |
| | Butterball | | 10-12 | whole turkey | 49.99 | 8-10 | Original Turkey Dinner - 4 sides | |
| | Whole Foods - Mid-Atlantic | n/i | 2.5-3 | bnls turkey breast | 54.99 | 6-8 | Turkey Breast Dinner - 7 sides | |
| | | n/i | 12-14 | whole organic turkey | 129.99 | 8 | Organic Turkey Dinner - 6 sides | |
| | | n/i | 14-16 | whole turkey | 189.99 | 12-16 | Turkey Dinner - 7 sides | |
| | | n/i | 12-14 | whole turkey | 119.99 | 6-8 | Turkey Dinner - 7 sides | |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides | |
| | | n/i | 3-5 | bn-in turkey breast | 49.99 | 2 | Turkey Dinner for Two | |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | |
| | | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| | | Whole Foods - Northeast | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | | n/i | 2 | bnls ABF lamb leg | 89.99 | 4 | Lamb Dinner - 3 sides |
| | | | n/i | 3 | bnls ABF pork loin | 89.99 | 4 | Pork Loin Dinner - 3 sides |
| | n/i | | 1.5-2 | bnls turkey breast | 49.99 | 2 | Turkey Dinner - 5 sides | |
| | n/i | | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Dinner - 5 sides | |
| | n/i | | 10-12 | whole turkey | 139.99 | 8 | Turkey Dinner - 5 sides | |
| | n/i | | 10-12 | whole organic turkey | 189.99 | 8 | Turkey Dinner - 5 sides | |
| n/i | 14-16 | | whole turkey | 189.99 | 8 | Turkey Dinner - 5 sides | | |
| n/i | 14-16 | | whole organic turkey | 249.99 | 8 | Turkey Dinner - 5 sides | | |
| NY | A&P Stores | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | Balducci's | n/i | 3-5 | bn-in turkey breast | 139.99 | 6-8 | Turkey Breast Dinner - 7 sides | |
| | | n/i | 12-14 | whole turkey | 159.99 | 6-8 | Ready-to-Cook Turkey Dinner - 7 sides | |
| | | n/i | 12-14 | whole turkey | 169.99 | 6-8 | Pre-Cooked Turkey Dinner - 7 sides | |
| | | n/i | 7-9 | spiral ham | 169.99 | 6-8 | Ham Dinner - 7 sides | |

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|-------------------|-----------------------------|--------------|-------------------------|------------------|--------|---|
| NY (cont) | D'Agostino's | Plainville Farms | 3-5 | bn-in ABF turkey breast | 99.99 | 4-6 | Turkey Breast Dinner - 3 sides |
| | | Plainville Farms | 3-5 | bn-in ABF turkey breast | 144.99 | 8-10 | Turkey Breast Dinner - 4 sides |
| | | Plainville Farms | 3-5 | bn-in ABF turkey breast | 49.99 | 2 | Turkey Breast Dinner for Two - 3 sides |
| | Fairway Foods | n/i | 12-14 | whole ABF turkey | 159.00 | 6 | All-Natural Oven-Ready Turkey - 10 sides |
| | | n/i | 14-16 | whole ABF turkey | 259.00 | 12 | All-Natural Oven-Ready Turkey - 10 sides |
| | | n/i | 12-14 | whole ABF turkey | 179.00 | 6 | All-Natural Oven-Ready Brined Turkey - 10 sides |
| | | n/i | 14-16 | whole ABF turkey | 299.00 | 12 | All-Natural Oven-Ready Brined Turkey - 10 sides |
| | | Fairway | 10-12 | whole organic turkey | 219.00 | 6 | Organic Turkey Dinner - 10 sides |
| | | Fairway | 12-14 | whole organic turkey | 349.00 | 12 | Organic Turkey Dinner - 10 sides |
| | | n/i | 10-12 | whole smoked turkey | 169.00 | 6 | Smoked Turkey Dinner - 10 sides |
| | | Food Bazaar | n/i | 12-14 | whole turkey | 49.99 | 6-8 |
| | Gristede's | n/i | 10-12 | whole turkey | 99.99 | 6-8 | Complete Thanksgiving Dinner - 9 sides |
| | Hannaford | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Holiday Turkey Dinner - 5 sides |
| | | Carando | 7-9 | spiral ham | 59.99 | 6-8 | Holiday Ham Dinner - 5 sides |
| | King's | n/i | 2.5-3.25 | bnls turkey breast | 99.99 | 6 | Glazed Boneless Turkey Breast Dinner - 5 sides |
| | | n/i | 2.5-3.25 | bnls turkey breast | 99.99 | 6 | Roasted Boneless Turkey Breast Dinner - 5 sides |
| | | n/i | 2.5-3.25 | bnls ABF turkey breast | 89.99 | 4 | ABF Boneless Turkey Breast Dinner - 5 sides |
| | | n/i | 5-7 | bn-in ABF turkey breast | 99.99 | 6 | ABF Bone-in Turkey Breast Dinner - 5 sides |
| | | n/i | 10-12 | whole ABF turkey | 119.99 | 6-8 | ABF Turkey Dinner - 5 sides |
| | | n/i | 12-14 | whole ABF turkey | 174.99 | 10-12 | ABF Turkey Dinner - 5 sides |
| | | n/i | 10-12 | ABF turkey and breast | 249.99 | 16-18 | ABF Turkey and Breast Dinner - 5 sides |
| | | n/i | 10-12 | whole organic turkey | 139.99 | 6-8 | Organic Turkey Dinner - 5 sides |
| | | n/i | 12-14 | whole organic turkey | 199.99 | 10-12 | Organic Turkey Dinner - 5 sides |
| | | Mrs. Green's Natural Market | n/i | 15 | whole ABF turkey | 139.99 | 8-12 |
| | n/i | | 6 | ABF spiral ham | 99.99 | 6-8 | Holiday Family Ham Dinner - 7 sides |
| | North Shore Farms | n/i | 3 | turkey meat | 29.99 | 2 | Complete Dinner for 2 - 4 sides |
| | | n/i | 20 | whole turkey | 199.99 | 10 | Complete Dinner for 10 - 6 sides |
| | Pathmark | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | Price Chopper | Plainville Farms | 10-12 | whole ABF turkey | 64.99 | 7-8 | Turkey Dinner - 6 sides |
| | | Plainville Farms | 4-6 | bn-in ABF turkey breast | 64.99 | 6-8 | Turkey Breast Dinner - 6 sides |
| | | Price Chopper | 5 | bnls half ham | 39.99 | 8-10 | Smokehouse Ham Dinner - 3 sides |
| | Shop'n Save | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Turkey Dinner - 3 sides |
| | | n/i | 7-9 | spiral ham | 69.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | ShopRite | Plainview Farms | 10-12 | whole ABF turkey | 124.98 | 8-10 | All Natural Turkey Dinner - 6 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 3 sides |
| | Stew Leonard's | n/i | 10-12 | whole turkey | 140.00 | 8 | Complete Dinner - 7 sides |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|------------------------------|------------------|----------------------|--------------------------|--------|-------------------------|---|
| NY (cont) | Stop & Shop Supermarkets | Kentucky Legend | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides |
| | | n/i | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides |
| | | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Tops Markets | Butterball | 10-12 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 7-8 | spiral ham | 79.99 | 6-8 | Ham Dinner - 6 sides |
| | Uncle Giuseppe's Marketplace | Bell & Evans | 18-20 | whole ABF turkey | 299.00 | 12-14 | Thanksgiving Feast - 7 sides |
| | | Bell & Evans | 10 | bn-in ABF turkey breast | 299.00 | 12-14 | Thanksgiving Feast - 7 sides |
| | Wegman's | Plainville Farms | 12-14 | whole ABF turkey | 89.00 | 8-10 | Traditional Turkey Dinner - 6 sides |
| | | Plainville Farms | 14-16 | whole ABF turkey | 139.00 | 10-12 | Premium Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole carved ABF turkey | 199.00 | 10-12 | Hand-Carved Turkey Dinner - 6 sides |
| | | n/i | 6-7 | half carved ABF turkey | 109.00 | 5-6 | Medium Hand-Carved Turkey Dinner - 6 sides |
| | Weis | Wegman's | 7 | spiral ham | 135.00 | 10-12 | Ham Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | Complete Turkey Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 8-10 | Complete Ham Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Original Turkey Dinner - 4 sides |
| | Whole Foods - Northeast | n/i | 2.5-3 | bnls turkey breast | 54.99 | 6-8 | Turkey Breast Dinner - 7 sides |
| | | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | n/i | 2 | bnls ABF lamb leg | 89.99 | 4 | Lamb Dinner - 3 sides |
| | | n/i | 3 | bnls ABF pork loin | 89.99 | 4 | Pork Loin Dinner - 3 sides |
| | | n/i | 1.5-2 | bnls turkey breast | 49.99 | 2 | Turkey Dinner - 5 sides |
| | | n/i | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 139.99 | 8 | Turkey Dinner - 5 sides |
| | | n/i | 10-12 | whole organic turkey | 189.99 | 8 | Turkey Dinner - 5 sides |
| n/i | | 14-16 | whole turkey | 189.99 | 8 | Turkey Dinner - 5 sides | |
| n/i | | 14-16 | whole organic turkey | 249.99 | 8 | Turkey Dinner - 5 sides | |
| PA | A&P Stores | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | ACME Markets | n/i | 10-12 | whole turkey | 49.99 | 8 | Our Signature Classic Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 69.99 | 8 | Ultimate Turkey Dinner - 7 sides |
| | Food Lion | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides |
| | Giant Eagle | n/i | 10-12 | whole turkey | 74.99 | 6-8 | Turkey Dinner - 7 sides |
| | Giant Food Stores | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Cajun Fried Turkey Dinner - 6 sides |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Turkey Breast Dinner - 6 sides |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Cajun Fried Turkey Breast Dinner - 6 sides |
| | | n/i | 7-8 | spiral ham | 65.99 | 6-8 | Spiral Sliced Ham Dinner - 6 sides |

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STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|----------------------------|------------------|--------------|-------------------------|--------|--------|---|
| PA (cont) | Martin's Food Markets | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Cajun Fried Turkey Dinner - 6 sides |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Turkey Breast Dinner - 6 sides |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Cajun Fried Turkey Breast Dinner - 6 sides |
| | | n/i | 7-8 | spiral ham | 65.99 | 6-8 | Spiral Sliced Ham Dinner - 6 sides |
| | Pathmark | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | Price Chopper | Plainville Farms | 10-12 | whole ABF turkey | 64.99 | 7-8 | Turkey Dinner - 6 sides |
| | | Plainville Farms | 4-6 | bn-in ABF turkey breast | 64.99 | 6-8 | Turkey Breast Dinner - 6 sides |
| | Shop'n Save | Price Chopper | 5 | bnls half ham | 39.99 | 8-10 | Smokehouse Ham Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Turkey Dinner - 3 sides |
| | ShopRite | n/i | 7-9 | spiral ham | 69.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | Plainview Farms | 10-12 | whole ABF turkey | 124.98 | 8-10 | All Natural Turkey Dinner - 6 sides |
| | ShurSave | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 3 sides |
| | The Fresh Grocer | n/i | 12-14 | whole turkey | 99.99 | 8-10 | Holiday Turkey Dinner - 7 sides |
| | | n/i | 12-14 | whole turkey | 64.99 | 10-12 | Whole Roasted Turkey Dinner - Large - 7 sides |
| | | n/i | 10-12 | whole turkey | 54.99 | 6-8 | Whole Roasted Turkey Dinner - Small - 7 sides |
| | The Fresh Market | n/i | 4 | bnls ham | 54.99 | 14-16 | Whole Boneless Ham Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Thorne's Market | n/i | 10-12 | whole turkey | 79.99 | 8-10 | Roast Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 89.99 | 8-10 | Spiral Ham Dinner - 5 sides |
| | | n/i | 4-5 | beef prime rib | 119.99 | 8-10 | Prime Rib Dinner - 4 sides |
| | Tops Markets | Butterball | 10-12 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 7-8 | spiral ham | 79.99 | 6-8 | Ham Dinner - 6 sides |
| | Wegman's | Plainville Farms | 12-14 | whole ABF turkey | 89.00 | 8-10 | Traditional Turkey Dinner - 6 sides |
| | | Plainville Farms | 14-16 | whole ABF turkey | 139.00 | 10-12 | Premium Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole carved ABF turkey | 199.00 | 10-12 | Hand-Carved Turkey Dinner - 6 sides |
| | | n/i | 6-7 | half carved ABF turkey | 109.00 | 5-6 | Medium Hand-Carved Turkey Dinner - 6 sides |
| | | Wegman's | 7 | spiral ham | 135.00 | 10-12 | Ham Dinner - 4 sides |
| | Weis | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | Complete Turkey Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 8-10 | Complete Ham Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Original Turkey Dinner - 4 sides |
| | Whole Foods - Mid-Atlantic | n/i | 2.5-3 | bnls turkey breast | 54.99 | 6-8 | Turkey Breast Dinner - 7 sides |
| | | n/i | 12-14 | whole organic turkey | 129.99 | 8 | Organic Turkey Dinner - 6 sides |
| | | n/i | 14-16 | whole turkey | 189.99 | 12-16 | Turkey Dinner - 7 sides |
| | | n/i | 12-14 | whole turkey | 119.99 | 6-8 | Turkey Dinner - 7 sides |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides |
| | | n/i | 3-5 | bn-in turkey breast | 49.99 | 2 | Turkey Dinner for Two |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|--------------|---|------------------------------|----------------|--------------------------|--------------------------|----------------------------|--|--|
| PA (cont) | Whole Foods - Mid-Atlantic (continued) | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | |
| | | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| RI | Dave's Marketplace | n/i | 10-12 | whole turkey | 99.95 | 6-8 | Complete Meal - 7 sides | |
| | Shaw's | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 5 sides | |
| | Stop & Shop Supermarkets | Kentucky Legend | n/i | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides |
| | | n/i | n/i | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides |
| | | n/i | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides |
| | | n/i | n/i | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides |
| | | Whole Foods - North Atlantic | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | n/i | n/i | 3 | bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| | n/i | n/i | 3 | bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| | Plainville Farms | n/i | 1.5-2 | bnls ABF turkey breast | 40.00 | 2 | Complete Traditional Turkey Dinner - 7 sides | |
| | Plainville Farms | n/i | 3.5-4 | bn-in ABF turkey breast | 80.00 | 4 | Complete Traditional Turkey Dinner - 7 sides | |
| | Plainville Farms | n/i | 10-12 | whole ABF turkey | 130.00 | 8 | Complete Traditional Turkey Dinner - 7 sides | |
| | Plainville Farms | n/i | 16-18 | whole ABF turkey | 170.00 | 12 | Complete Traditional Turkey Dinner - 7 sides | |
| | n/i | n/i | 2 | bnls lamb leg | 99.99 | 4 | Lamb Dinner - 3 sides | |
| n/i | n/i | 3 | bnls pork loin | 89.99 | 4 | Pork Loin Dinner - 3 sides | | |
| VT | A.G. of New England | Jennie-O | 10-12 | whole turkey | 24.99 | 6-8 | Traditional Turkey Dinner - 10 sides | |
| | Hannaford | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Holiday Turkey Dinner - 5 sides | |
| | | Carando | 7-9 | spiral ham | 59.99 | 6-8 | Holiday Ham Dinner - 5 sides | |
| | Price Chopper | Plainville Farms | n/i | 10-12 | whole ABF turkey | 64.99 | 7-8 | Turkey Dinner - 6 sides |
| | | Plainville Farms | n/i | 4-6 | bn-in ABF turkey breast | 64.99 | 6-8 | Turkey Breast Dinner - 6 sides |
| | | Price Chopper | n/i | 5 | bnls half ham | 39.99 | 8-10 | Smokehouse Ham Dinner - 3 sides |
| | Shaw's | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 5 sides | |
| | Tops Markets | Butterball | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | n/i | 7-8 | spiral ham | 79.99 | 6-8 | Ham Dinner - 6 sides |

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|---|-------------------------|------------|--------------------------|-------------------------|--------------------------|--|--|--|
| SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV | | | | | | | | |
| AL | Earth Fare | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides | |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides | |
| | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides | |
| | Ingle's | Butterball | | 10-12 | whole turkey | 42.98 | 4-6 | Basic Turkey Dinner - 2 sides |
| | | Butterball | | 10-12 | whole turkey | 50.98 | 6-8 | Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides |
| | | Butterball | | 4-6 | bn-in turkey breast | 50.98 | 6-8 | Deluxe Bone-In Turkey Breast Dinner - 4 sides |
| | Kroger Atlanta | | n/i | 6-8 | bnls pit ham | 42.98 | 4-6 | Old Fashioned Boneless Pit Ham Dinner - 3 sides |
| | | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | Kroger Nashville | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | Piggly Wiggly Houchen's | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | | | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | | n/i | 7-9 | spiral ham | 44.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | Publix | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | | | n/i | 10-12 | whole turkey | 44.99 | 7-10 | Turkey Dinner - 4 sides |
| | | Rouses | n/i | 12-14 | whole turkey | 59.99 | 6-8 | Turkey Dinner - 8 sides |
| | The Fresh Market | | n/i | 6-8 | bn-in turkey breast | 59.99 | 6-8 | Turkey Breast Dinner - 8 sides |
| | | | Hormel Cure 81 | 10-12 | spiral ham | 64.99 | 6-8 | Spiral Ham Dinner - 8 sides |
| | | | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | Vowell's Market Place | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides |
| | Western Market | Butterball | | 10-12 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 5 sides |
| | | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Deluxe Spiral Ham Dinner - 4 sides |
| | Whole Foods - South | | n/i | 2.5-3 | rotisserie turkey breast | 37.99 | 6-8 | Rotisserie Turkey Breast Dinner - 3 sides |
| | | | n/i | 12 | whole organic turkey | 129.99 | 6-8 | Organic Turkey Dinner - 4 sides |
| | | | n/i | 7 | whole turkey | 79.99 | 4 | Turkey Dinner for 4 - 5 sides |
| | | | n/i | 11 | whole turkey | 99.99 | 6-8 | Turkey Dinner - 5 sides |
| | | | n/i | 15 | whole turkey | 139.99 | 10-12 | Turkey Dinner - 5 sides |
| | | | n/i | 12 | smoked whole turkey | 99.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | | n/i | 5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 5 sides |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 5 sides | |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | |
| | | n/i | 5-7 | ABF pork loin | 89.99 | 6 | Roasted Pork Loin Meal - 4 sides | |
| | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | | |
| | n/i | 5-7 | bnls ABF lamb leg | 89.99 | 5 | Roasted Leg of Lamb Meal - 3 sides | | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|------------------------------------|-----------------------|-------------------------|--------------------------|--------|--|--|
| AL (cont) | Whole Foods - South (continued) | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides |
| | | n/i | 4 | beef tenderloin | 199.99 | 6-8 | Beef Tenderloin Dinner - 4 sides |
| | Winn-Dixie | Butterball | 10-12 | whole turkey | 54.99 | 6-8 | Premium Turkey Dinner - 5 sides |
| | | Carolina Pride | 6-8 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| FL | Albertson's Southern | Prater | 9-11 | fried whole turkey | 59.99 | 6-8 | Deep-Fried* Cajun Turkey Dinner - 4 sides |
| | | Butterball | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Traditional Oven-Roasted Turkey Dinner - 4 sides |
| | | Jennie-O | 3 | rotisserie turkey breast | 49.99 | 6-8 | Rotisserie Turkey Breast Dinner - 4 sides |
| | Earth Fare | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | Harris Teeter | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides |
| | | Harris Teeter | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides |
| | | n/i | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides |
| | Hitchcock's Markets | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 39.99 | 6-8 | Traditional Turkey Dinner - 2 sides |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Deluxe Turkey Dinner - 5 sides |
| | | n/i | 4 | bn-in turkey breast | 49.99 | 6-8 | Deluxe Turkey Breast Dinner - 6 sides |
| | | n/i | 6 | ham | 39.99 | 6-8 | Holiday Sliced Ham Dinner - 3 sides |
| | | n/i | 6-7 | spiral ham | 49.99 | 6-8 | Holiday Spiral Ham Dinner - 3 sides |
| | J.H. Harvey's | Butterball | 10-12 | whole turkey | 39.99 | 6-8 | Classic Turkey Dinner (cold) - 2 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Classic Turkey Dinner (hot) - 2 sides |
| | | Carolina Pride | 6-8 | spiral ham | 39.99 | 6-8 | Classic Spiral Ham Dinner (cold) - 2 sides |
| | | Carolina Pride | 6-8 | spiral ham | 49.99 | 6-8 | Classic Spiral Ham Dinner (hot) - 2 sides |
| | Piggly Wiggly Houchen's | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | n/i | 7-9 | spiral ham | 44.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | Publix | n/i | 10-12 | whole turkey | 44.99 | 7-10 | Turkey Dinner - 4 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Whole Foods - Florida | Plainville Farms | 14-16 | whole ABF turkey | 119.99 | 6-8 | Basic Turkey Dinner - 3 sides |
| | | Plainville Farms | 14-16 | whole ABF turkey & ham | 229.99 | 6-8 | Deluxe Thanksgiving Dinner- 6 sides |
| | | Plainville Farms | 12 | whole organic turkey | 149.99 | 6-8 | Organic Turkey Dinner - 3 sides |
| | | n/i | 5-7 | bnls ABF lamb leg | 89.99 | 5 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 5-7 | ABF pork loin | 89.99 | 6 | Roasted Pork Loin Meal - 4 sides |
| n/i | | 5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Dinner - 4 sides | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|----------------------------|-----------------------|---------------|---------------------|-------|-----------------------------|--|
| FL (cont) | Winn-Dixie | Butterball | 10-12 | whole turkey | 54.99 | 6-8 | Premium Turkey Dinner - 5 sides |
| | | Carolina Pride | 6-8 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| GA | Bi-Lo | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Classic Turkey Dinner - 4 sides |
| | | Butterball | 10-12 | spiral ham | 54.99 | 6-8 | Premium Turkey Dinner - 5 sides |
| | | Carolina Pride | 6-8 | spiral ham | 59.99 | 6-8 | Classic Spiral Ham Dinner - 4 sides |
| | Earth Fare | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | Food Lion | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides |
| | Galaxy Food Centers | n/i | 5 | bn-in turkey breast | 39.99 | 6-8 | Rotisserie Turkey Breast Dinner - 5 sides |
| | | n/i | 8-10 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 4 sides |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | Deluxe Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Complete Ham Dinner - 4 sides |
| | Harris Teeter | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides |
| | | Harris Teeter | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides |
| | | n/i | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides |
| | IGA | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides |
| | | n/i | 8-10 | whole turkey | 44.99 | 6-8 | Turkey Dinner - 6 sides |
| | Ingle's | n/i | 6-8 | spiral ham | 44.99 | 6-8 | Ham Dinner - 5 sides |
| | | Butterball | 10-12 | whole turkey | 42.98 | 4-6 | Basic Turkey Dinner - 2 sides |
| | | Butterball | 10-12 | whole turkey | 50.98 | 6-8 | Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides |
| | J.H. Harvey's | Butterball | 4-6 | bn-in turkey breast | 50.98 | 6-8 | Deluxe Bone-In Turkey Breast Dinner - 4 sides |
| | | n/i | 6-8 | bnls pit ham | 42.98 | 4-6 | Old Fashioned Boneless Pit Ham Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 39.99 | 6-8 | Classic Turkey Dinner (cold) - 2 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Classic Turkey Dinner (hot) - 2 sides |
| | | Carolina Pride | 6-8 | spiral ham | 39.99 | 6-8 | Classic Spiral Ham Dinner (cold) - 2 sides |
| | Kroger Atlanta | Carolina Pride | 6-8 | spiral ham | 49.99 | 6-8 | Classic Spiral Ham Dinner (hot) - 2 sides |
| | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | Piggly Wiggly Carolina Co. | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | | n/i | 10-12 | fried whole turkey | 49.99 | 6-8 | Southern Fried Turkey Dinner - 4 sides |
| | Piggly Wiggly Houchen's | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Spiral Ham Dinner - 4 sides |
| | | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| n/i | | 7-9 | spiral ham | 44.99 | 6-8 | Spiral Ham Dinner - 3 sides | |
| Publix | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides | |
| | n/i | 10-12 | whole turkey | 44.99 | 7=10 | Turkey Dinner - 4 sides | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|-------------------------|-------------------------|----------------|--------------|--------------------------|---------------|--------|---|---------------------------------|
| GA (cont) | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides | |
| | | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides | |
| | | Sprout's | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides | |
| | | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides | |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |
| | Wayfield's | n/i | 10-12 | smoked whole turkey | 49.99 | 6-8 | Smoked Turkey Dinner - 5 sides | |
| | | n/i | 6-8 | spiral ham | 49.99 | 6-8 | Ham Dinner - 5 sides | |
| | Whole Foods - South | n/i | 12 | whole organic turkey | 129.99 | 6-8 | Organic Turkey Dinner - 4 sides | |
| | | n/i | 7 | whole turkey | 79.99 | 4 | Turkey Dinner for 4 - 5 sides | |
| | | n/i | 11 | whole turkey | 99.99 | 6-8 | Turkey Dinner - 5 sides | |
| | | n/i | 15 | whole turkey | 139.99 | 10-12 | Turkey Dinner - 5 sides | |
| | | n/i | 12 | smoked whole turkey | 99.99 | 6-8 | Smoked Turkey Dinner - 5 sides | |
| | | n/i | 5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 5 sides | |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 5 sides | |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | |
| | | n/i | 5-7 | ABF pork loin | 89.99 | 6 | Roasted Pork Loin Meal - 4 sides | |
| | | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| | | n/i | 5-7 | bnls ABF lamb leg | 89.99 | 5 | Roasted Leg of Lamb Meal - 3 sides | |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| | | n/i | 4 | beef tenderloin | 199.99 | 6-8 | Beef Tenderloin Dinner - 4 sides | |
| | | Winn-Dixie | Butterball | 10-12 | whole turkey | 54.99 | 6-8 | Premium Turkey Dinner - 5 sides |
| | Carolina Pride | | 6-8 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides | |
| | MS | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | | Kroger Delta | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| n/i | | | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| n/i | | | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| Piggly Wiggly Houchen's | | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides | |
| | | n/i | 7-9 | spiral ham | 44.99 | 6-8 | Spiral Ham Dinner - 3 sides | |
| | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides | |
| Rouses | | n/i | 12-14 | whole turkey | 59.99 | 6-8 | Turkey Dinner - 8 sides | |
| | | n/i | 6-8 | bn-in turkey breast | 59.99 | 6-8 | Turkey Breast Dinner - 8 sides | |
| | | Hormel Cure 81 | 10-12 | spiral ham | 64.99 | 6-8 | Spiral Ham Dinner - 8 sides | |
| The Fresh Market | | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |
| Vowell's Market Place | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|---------------------|---------------------|----------------|----------------|--------------------------|--------------|----------------------------|--|
| MS (cont) | Whole Foods - South | n/i | 12 | whole organic turkey | 129.99 | 6-8 | Organic Turkey Dinner - 4 sides |
| | | n/i | 7 | whole turkey | 79.99 | 4 | Turkey Dinner for 4 - 5 sides |
| | | n/i | 11 | whole turkey | 99.99 | 6-8 | Turkey Dinner - 5 sides |
| | | n/i | 15 | whole turkey | 139.99 | 10-12 | Turkey Dinner - 5 sides |
| | | n/i | 12 | smoked whole turkey | 99.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | n/i | 5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 5 sides |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 5 sides |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides |
| | | n/i | 5-7 | ABF pork loin | 89.99 | 6 | Roasted Pork Loin Meal - 4 sides |
| | | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides |
| | | n/i | 5-7 | bnls ABF lamb leg | 89.99 | 5 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides |
| | | n/i | 4 | beef tenderloin | 199.99 | 6-8 | Beef Tenderloin Dinner - 4 sides |
| | | Winn-Dixie | Butterball | 10-12 | whole turkey | 54.99 | 6-8 |
| | | Carolina Pride | 6-8 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| | NC | Bi-Lo | Butterball | 10-12 | whole turkey | 49.99 | 6-8 |
| Butterball | | | 10-12 | spiral ham | 54.99 | 6-8 | Premium Turkey Dinner - 5 sides |
| Carolina Pride | | | 6-8 | spiral ham | 59.99 | 6-8 | Classic Spiral Ham Dinner - 4 sides |
| Bo's Food Stores | | n/i | 8-10 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 2 sides |
| | | n/i | 3.5 | bnls ham | 39.99 | 6-8 | Ham Dinner - 2 sides |
| Carlie C's IGA | | n/i | 9-11 | whole turkey | 34.99 | 4-6 | Basic Holiday Dinner - 1 side |
| | | n/i | 7-9 | spiral ham | 34.99 | 4-6 | Basic Holiday Dinner - 1 side |
| | | n/i | 9-11 | whole turkey | 54.99 | 6-8 | Classic Holiday Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 54.99 | 6-8 | Classic Holiday Dinner - 6 sides |
| | | n/i | 9-11 | whole turkey/ham | 69.99 | 8-10 | Deluxe Holiday Turkey and Ham Dinner - 6 sides |
| Earth Fare | | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides |
| Farm Fresh | | n/i | 10-12 | whole turkey | 49.99 | 6-10 | Classic Turkey Dinner - 3 sides |
| Food Lion | | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides |
| Food Pride | | n/i | 10-12 | whole turkey | 64.99 | 8-10 | Deluxe Turkey Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 3 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Ham Dinner - 3 sides |
| Galaxy Food Centers | | n/i | 5 | bn-in turkey breast | 39.99 | 6-8 | Rotisserie Turkey Breast Dinner - 5 sides |
| | | n/i | 8-10 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 4 sides |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | Deluxe Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Complete Ham Dinner - 4 sides |
| Harris Teeter | | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides |
| | Harris Teeter | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides | |
| | n/i | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|--------------|------------------------------|-----------------------|--------------|--------------------------|----------------------|--------|--|---|
| NC (cont) | Harris Teeter | n/i | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides | |
| | (continued) | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides | |
| | IGA | n/i | 8-10 | whole turkey | 44.99 | 6-8 | Turkey Dinner - 6 sides | |
| | | | n/i | 6-8 | spiral ham | 44.99 | 6-8 | Ham Dinner - 5 sides |
| | Ingle's | Butterball | 10-12 | whole turkey | 42.98 | 4-6 | Basic Turkey Dinner - 2 sides | |
| | | Butterball | 10-12 | whole turkey | 50.98 | 6-8 | Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides | |
| | | Butterball | 4-6 | bn-in turkey breast | 50.98 | 6-8 | Deluxe Bone-In Turkey Breast Dinner - 4 sides | |
| | | | n/i | 6-8 | bnls pit ham | 42.98 | 4-6 | Old Fashioned Boneless Pit Ham Dinner - 3 sides |
| | Kroger Mid-Atlantic | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Lowe's Food Stores | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Gourmet Turkey Dinner - 4 sides | |
| | | Butterball | 8-10 | whole turkey | 44.99 | 6-8 | Premium Turkey Dinner - 4 sides | |
| | | Butterball | 4-7 | bn-in turkey breast | 44.99 | 6-8 | Turkey Breast Dinner - 4 sides | |
| | | Boar's Head | 3.75 | bnls turkey breast | 49.99 | 6-8 | Oven-Roasted Turkey Breast Dinner - 4 sides | |
| | | Boar's Head | 5 | bnls ham | 49.99 | 6-8 | Smoked Ham Dinner - 4 sides | |
| | | | n/i | 7-9 | spiral ham | 39.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | Piggly Wiggly (Spartan-Nash) | Kretschmar | 3 | bnls turkey | 62.99 | 6-8 | Piggly Wiggly Country Feast - 8 sides | |
| | | | n/i | 6-7 | bn-in turkey breast | 31.99 | 6-8 | Turkey Breast Dinner - 2 sides |
| | | Our Family | 10-12 | whole turkey | 36.99 | 6-8 | Turkey Dinner - 2 sides | |
| | | | n/i | 12-14 | whole turkey | 72.99 | 8-10 | Piggly Wiggly Turkey Feast - 9 sides |
| | | Kretschmar | 3 | ham | 31.99 | 6-8 | Sliced Ham Dinner - 2 sides | |
| | | Kretschmar | 3 | roast beef | 38.99 | 6-8 | Roast Beef Dinner - 3 sides | |
| | Piggly Wiggly Corporation | | n/i | 8-10 | whole turkey | 44.99 | 6-8 | Thanksgiving Dinner - 3 sides |
| | | | n/i | 8-9 | ham | 39.99 | 6-8 | Thanksgiving Dinner - 3 sides |
| | Publix | | n/i | 10-12 | whole turkey | 44.99 | 7-10 | Turkey Dinner - 4 sides |
| | The Fresh Market | | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Whole Foods - South | | n/i | 12 | whole organic turkey | 129.99 | 6-8 | Organic Turkey Dinner - 4 sides |
| | | | n/i | 7 | whole turkey | 79.99 | 4 | Turkey Dinner for 4 - 5 sides |
| | | | n/i | 11 | whole turkey | 99.99 | 6-8 | Turkey Dinner - 5 sides |
| | | | n/i | 15 | whole turkey | 139.99 | 10-12 | Turkey Dinner - 5 sides |
| | | | n/i | 12 | smoked whole turkey | 99.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | n/i | 5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 5 sides | |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 5 sides | |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | |
| | | n/i | 5-7 | ABF pork loin | 89.99 | 6 | Roasted Pork Loin Meal - 4 sides | |
| | | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|------------------------------------|-----------------------|--------------|-------------------------|--------|--------|--|
| NC (cont) | Whole Foods - South (continued) | n/i | 5-7 | bnls ABF lamb leg | 89.99 | 5 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides |
| | | n/i | 4 | beef tenderloin | 199.99 | 6-8 | Beef Tenderloin Dinner - 4 sides |
| SC | Bi-Lo | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Classic Turkey Dinner - 4 sides |
| | | Butterball | 10-12 | spiral ham | 54.99 | 6-8 | Premium Turkey Dinner - 5 sides |
| | | Carolina Pride | 6-8 | spiral ham | 59.99 | 6-8 | Classic Spiral Ham Dinner - 4 sides |
| | Earth Fare | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides |
| | Food Lion | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides |
| | Galaxy Food Centers | n/i | 5 | bn-in turkey breast | 39.99 | 6-8 | Rotisserie Turkey Breast Dinner - 5 sides |
| | | n/i | 8-10 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 4 sides |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | Deluxe Turkey Dinner - 6 sides |
| | Harris Teeter | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Complete Ham Dinner - 4 sides |
| | | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides |
| | | Harris Teeter | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides |
| | | n/i | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides |
| | IGA | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides |
| | | n/i | 8-10 | whole turkey | 44.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 6-8 | spiral ham | 44.99 | 6-8 | Ham Dinner - 5 sides |
| | Ingle's | Butterball | 10-12 | whole turkey | 42.98 | 4-6 | Basic Turkey Dinner - 2 sides |
| | | Butterball | 10-12 | whole turkey | 50.98 | 6-8 | Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides |
| | | Butterball | 4-6 | bn-in turkey breast | 50.98 | 6-8 | Deluxe Bone-In Turkey Breast Dinner - 4 sides |
| | J.H. Harvey's | n/i | 6-8 | bnls pit ham | 42.98 | 4-6 | Old Fashioned Boneless Pit Ham Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 39.99 | 6-8 | Classic Turkey Dinner (cold) - 2 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Classic Turkey Dinner (hot) - 2 sides |
| | | Carolina Pride | 6-8 | spiral ham | 39.99 | 6-8 | Classic Spiral Ham Dinner (cold) - 2 sides |
| | | Carolina Pride | 6-8 | spiral ham | 49.99 | 6-8 | Classic Spiral Ham Dinner (hot) - 2 sides |
| | Kroger Atlanta | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | Lowe's Food Stores | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Gourmet Turkey Dinner - 4 sides |
| | | Butterball | 8-10 | whole turkey | 44.99 | 6-8 | Premium Turkey Dinner - 4 sides |
| | | Butterball | 4-7 | bn-in turkey breast | 44.99 | 6-8 | Turkey Breast Dinner - 4 sides |
| | | Boar's Head | 3.75 | bnls turkey breast | 49.99 | 6-8 | Oven-Roasted Turkey Breast Dinner - 4 sides |
| | | Boar's Head | 5 | bnls ham | 49.99 | 6-8 | Smoked Ham Dinner - 4 sides |
| | Piggly Wiggly Carolina Co. | n/i | 7-9 | spiral ham | 39.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | | n/i | 10-12 | fried whole turkey | 49.99 | 6-8 | Southern Fried Turkey Dinner - 4 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Spiral Ham Dinner - 4 sides |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|--------------------|---------------------|------------------|-----------------|--------------------------|--|---|--|---------------------------------|
| SC (cont) | Publix | n/i | 10-12 | whole turkey | 44.99 | 7=10 | Turkey Dinner - 4 sides | |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |
| | Whole Foods - South | n/i | 12 | whole organic turkey | 129.99 | 6-8 | Organic Turkey Dinner - 4 sides | |
| | | n/i | 7 | whole turkey | 79.99 | 4 | Turkey Dinner for 4 - 5 sides | |
| | | n/i | 11 | whole turkey | 99.99 | 6-8 | Turkey Dinner - 5 sides | |
| | | n/i | 15 | whole turkey | 139.99 | 10-12 | Turkey Dinner - 5 sides | |
| | | n/i | 12 | smoked whole turkey | 99.99 | 6-8 | Smoked Turkey Dinner - 5 sides | |
| | | n/i | 5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 5 sides | |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 5 sides | |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | |
| | | n/i | 5-7 | ABF pork loin | 89.99 | 6 | Roasted Pork Loin Meal - 4 sides | |
| | | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| | | n/i | 5-7 | bnls ABF lamb leg | 89.99 | 5 | Roasted Leg of Lamb Meal - 3 sides | |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| | n/i | 4 | beef tenderloin | 199.99 | 6-8 | Beef Tenderloin Dinner - 4 sides | | |
| | TN | Bi-Lo | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Classic Turkey Dinner - 4 sides |
| Butterball | | | 10-12 | spiral ham | 54.99 | 6-8 | Premium Turkey Dinner - 5 sides | |
| Carolina Pride | | | 6-8 | spiral ham | 59.99 | 6-8 | Classic Spiral Ham Dinner - 4 sides | |
| E. W. James & Sons | | n/i | 7-9 | spiral ham | 76.99 | 8-10 | James Family Kitchen Holiday Feast - 7 sides | |
| | | n/i | 10-12 | whole turkey | 76.99 | 6-8 | James Family Kitchen Holiday Feast - 7 sides | |
| Earth Fare | | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides | |
| Food City | | Butterball | 16-18 | whole turkey | 89.99 | 12-14 | Big Turkey Dinner (hot) - 5 sides | |
| | | Butterball | 16-18 | whole turkey | 74.99 | 12-14 | Big Turkey Dinner (cold) - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 61.99 | 8-10 | Classic Turkey Dinner (hot) - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 46.99 | 8-10 | Classic Turkey Dinner (cold) - 5 sides | |
| | | Butterball | 4 | bn-in turkey breast | 54.99 | 6-8 | Turkey Breast Dinner (hot) - 5 sides | |
| | | Butterball | 4 | bn-in turkey breast | 39.99 | 6-8 | Turkey Breast Dinner (cold) - 5 sides | |
| | | Food City | 7-9 | spiral ham | 62.99 | 8-10 | Spiral Ham Dinner (hot) - 4 sides | |
| | | Food City | 7-9 | spiral ham | 47.99 | 8-10 | Spiral Ham Dinner (cold) - 4 sides | |
| | | Food Country USA | n/i | 16-18 | whole turkey | 74.99 | 12-14 | Cold Turkey Dinner - 5 sides |
| | | | n/i | 16-18 | whole turkey | 89.99 | 12-14 | Hot Turkey Dinner - 5 sides |
| n/i | | | 10-12 | whole turkey | 46.99 | 8-10 | Cold Turkey Dinner - 5 sides | |
| n/i | | | 10-12 | whole turkey | 61.99 | 8-10 | Hot Turkey Dinner - 5 sides | |
| n/i | | | 6 | bn-in turkey breast | 39.99 | 6-8 | Cold Turkey Breast Dinner - 5 sides | |
| n/i | | | 6 | bn-in turkey breast | 54.99 | 6-8 | Hot Turkey Breast Dinner - 5 sides | |
| n/i | 4-7 | | ham | 44.99 | 6-8 | Cold Old Fashioned Ham Dinner - 5 sides | | |
| n/i | 4-7 | ham | 59.99 | 6-8 | Hot Old Fashioned Ham Dinner - 5 sides | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|--------------|---------------------------------|---------------|-----------------------|-------------------------|-----------------|--------|--|----------------------------------|
| TN (cont) | Food Country USA (continued) | n/i | 8 | spiral ham | 47.99 | 8-12 | Cold Spiral Ham Dinner - 5 sides | |
| | | n/i | 8 | spiral ham | 62.99 | 8-12 | Hot Spiral Ham Dinner - 5 sides | |
| | Food Giant | n/i | 1-2 | rotisserie chicken | 24.99 | 4-6 | Cold Rotisserie Chicken Dinner - 4 sides | |
| | | n/i | 1-2 | rotisserie chicken | 24.99 | 4-6 | Hot Rotisserie Chicken Dinner - 4 sides | |
| | | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides | |
| | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides | |
| | | Food Lion | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides |
| | | Harris Teeter | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides |
| | | | Harris Teeter | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides |
| | | | n/i | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides |
| | | | n/i | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides |
| | | Houchen's IGA | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides |
| | n/i | | 10-12 | whole turkey | 39.99 | 8-10 | Classic Turkey Dinner - 3 sides | |
| | n/i | | 10-12 | whole turkey | 49.99 | 8-10 | Deluxe Turkey Dinner - 6 sides | |
| | Ingle's | n/i | 7-9 | spiral ham | 49.99 | 8-10 | Deluxe Spiral Ham Dinner - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 42.98 | 4-6 | Basic Turkey Dinner - 2 sides | |
| | | Butterball | 10-12 | whole turkey | 50.98 | 6-8 | Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides | |
| | | Butterball | 4-6 | bn-in turkey breast | 50.98 | 6-8 | Deluxe Bone-In Turkey Breast Dinner - 4 sides | |
| | Kroger Delta | n/i | 6-8 | bnls pit ham | 42.98 | 4-6 | Old Fashioned Boneless Pit Ham Dinner - 3 sides | |
| | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | Kroger Mid-Atlantic | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | Kroger Nashville | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | Publix | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | whole turkey | 44.99 | 7=10 | Turkey Dinner - 4 sides | |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |
| | Town & Country Grocers | n/i | 10-12 | whole turkey | 39.99 | 6-8 | Turkey Dinner - 4 sides | |
| | Whole Foods - South | n/i | 12 | whole organic turkey | 129.99 | 6-8 | Organic Turkey Dinner - 4 sides | |
| | | n/i | 7 | whole turkey | 79.99 | 4 | Turkey Dinner for 4 - 5 sides | |
| | | n/i | 11 | whole turkey | 99.99 | 6-8 | Turkey Dinner - 5 sides | |
| | | n/i | 15 | whole turkey | 139.99 | 10-12 | Turkey Dinner - 5 sides | |
| | | n/i | 12 | smoked whole turkey | 99.99 | 6-8 | Smoked Turkey Dinner - 5 sides | |
| | | n/i | 5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 5 sides | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|----------------------------|---|------------------|--------------------------|--------------------------|---------------------|---------------------------------|--|---|
| TN <i>(cont)</i> | Whole Foods - South <i>(continued)</i> | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 5 sides | |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | |
| | | n/i | 5-7 | ABF pork loin | 89.99 | 6 | Roasted Pork Loin Meal - 4 sides | |
| | | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| | | n/i | 5-7 | bnls ABF lamb leg | 89.99 | 5 | Roasted Leg of Lamb Meal - 3 sides | |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| | | n/i | 4 | beef tenderloin | 199.99 | 6-8 | Beef Tenderloin Dinner - 4 sides | |
| VA | Farm Fresh | n/i | 10-12 | whole turkey | 49.99 | 6-10 | Classic Turkey Dinner - 3 sides | |
| | | Food City | Butterball | 16-18 | whole turkey | 89.99 | 12-14 | Big Turkey Dinner (hot) - 5 sides |
| | Food City | Butterball | 16-18 | whole turkey | 74.99 | 12-14 | Big Turkey Dinner (cold) - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 61.99 | 8-10 | Classic Turkey Dinner (hot) - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 46.99 | 8-10 | Classic Turkey Dinner (cold) - 5 sides | |
| | | Butterball | 4 | bn-in turkey breast | 54.99 | 6-8 | Turkey Breast Dinner (hot) - 5 sides | |
| | | Butterball | 4 | bn-in turkey breast | 39.99 | 6-8 | Turkey Breast Dinner (cold) - 5 sides | |
| | | Food City | 7-9 | spiral ham | 62.99 | 8-10 | Spiral Ham Dinner (hot) - 4 sides | |
| | | Food City | 7-9 | spiral ham | 47.99 | 8-10 | Spiral Ham Dinner (cold) - 4 sides | |
| | | Food Country USA | n/i | 16-18 | whole turkey | 74.99 | 12-14 | Cold Turkey Dinner - 5 sides |
| | | | n/i | 16-18 | whole turkey | 89.99 | 12-14 | Hot Turkey Dinner - 5 sides |
| | | | n/i | 10-12 | whole turkey | 46.99 | 8-10 | Cold Turkey Dinner - 5 sides |
| | | | n/i | 10-12 | whole turkey | 61.99 | 8-10 | Hot Turkey Dinner - 5 sides |
| | | | n/i | 6 | bn-in turkey breast | 39.99 | 6-8 | Cold Turkey Breast Dinner - 5 sides |
| | | | n/i | 6 | bn-in turkey breast | 54.99 | 6-8 | Hot Turkey Breast Dinner - 5 sides |
| | | | n/i | 4-7 | ham | 44.99 | 6-8 | Cold Old Fashioned Ham Dinner - 5 sides |
| | | | n/i | 4-7 | ham | 59.99 | 6-8 | Hot Old Fashioned Ham Dinner - 5 sides |
| | | | n/i | 8 | spiral ham | 47.99 | 8-12 | Cold Spiral Ham Dinner - 5 sides |
| | | | n/i | 8 | spiral ham | 62.99 | 8-12 | Hot Spiral Ham Dinner - 5 sides |
| | | Food Lion | n/i | 1-2 | rotisserie chicken | 24.99 | 4-6 | Cold Rotisserie Chicken Dinner - 4 sides |
| | n/i | | 1-2 | rotisserie chicken | 24.99 | 4-6 | Hot Rotisserie Chicken Dinner - 4 sides | |
| | Jennie-O | | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides | |
| | Galaxy Food Centers | | n/i | 5 | bn-in turkey breast | 39.99 | 6-8 | Rotisserie Turkey Breast Dinner - 5 sides |
| | | n/i | 8-10 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 4 sides | |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | Deluxe Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Complete Ham Dinner - 4 sides | |
| | Giant Food | Kentucky Legend | 2.5 | bnls ham | 24.99 | 2 | Ham Dinner for Two - 5 sides | |
| n/i | | 2.5 | rotisserie turkey breast | 24.99 | 2 | Turkey Dinner for Two - 5 sides | | |
| n/i | | 7-9 | spiral ham | 49.99 | 6-8 | Holiday Ham Dinner - 5 sides | | |
| n/i | | 12-14 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 5 sides | | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|--------------|---------------------------|------------------------------|--------------|---------------------|---------------------|--------|--|---------------------------------------|
| VA (cont) | Harris Teeter | Butterball | 9-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides | |
| | | Harris Teeter | 7-9 | spiral ham | 49.99 | 8-10 | Ham Dinner - 3 sides | |
| | | n/i | 4 | beef prime rib | 49.99 | 6-8 | Prime Rib Dinner - 3 sides | |
| | | n/i | 12-14 | whole turkey | 79.99 | 6-8 | Turkey Dinner - 7 sides | |
| | | Harris Teeter Rancher | 5 | beef tenderloin | 79.99 | 6-8 | Beef Tenderloin Dinner - 7 sides | |
| | Ingle's | Butterball | 10-12 | whole turkey | 42.98 | 4-6 | Basic Turkey Dinner - 2 sides | |
| | | Butterball | 10-12 | whole turkey | 50.98 | 6-8 | Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides | |
| | | Butterball | 4-6 | bn-in turkey breast | 50.98 | 6-8 | Deluxe Bone-In Turkey Breast Dinner - 4 sides | |
| | | n/i | 6-8 | bnls pit ham | 42.98 | 4-6 | Old Fashioned Boneless Pit Ham Dinner - 3 sides | |
| | Kroger Mid-Atlantic | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| | Lowe's Food Stores | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Gourmet Turkey Dinner - 4 sides | |
| | | Butterball | 8-10 | whole turkey | 44.99 | 6-8 | Premium Turkey Dinner - 4 sides | |
| | | Butterball | 4-7 | bn-in turkey breast | 44.99 | 6-8 | Turkey Breast Dinner - 4 sides | |
| | | Boar's Head | 3.75 | bnls turkey breast | 49.99 | 6-8 | Oven-Roasted Turkey Breast Dinner - 4 sides | |
| | | Boar's Head | 5 | bnls ham | 49.99 | 6-8 | Smoked Ham Dinner - 4 sides | |
| | | n/i | 7-9 | spiral ham | 39.99 | 6-8 | Spiral Ham Dinner - 3 sides | |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Turkey Dinner - 6 sides | |
| | Martin's Food Markets | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Cajun Fried Turkey Dinner - 6 sides | |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Turkey Breast Dinner - 6 sides | |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Cajun Fried Turkey Breast Dinner - 6 sides | |
| | | n/i | 7-8 | spiral ham | 65.99 | 6-8 | Spiral Sliced Ham Dinner - 6 sides | |
| | | Piggly Wiggly (Spartan-Nash) | Kretschmar | 3 | bnls turkey | 62.99 | 6-8 | Piggly Wiggly Country Feast - 8 sides |
| | | | n/i | 6-7 | bn-in turkey breast | 31.99 | 6-8 | Turkey Breast Dinner - 2 sides |
| | Our Family | | 10-12 | whole turkey | 36.99 | 6-8 | Turkey Dinner - 2 sides | |
| | n/i | | 12-14 | whole turkey | 72.99 | 8-10 | Piggly Wiggly Turkey Feast - 9 sides | |
| | Kretschmar | | 3 | ham | 31.99 | 6-8 | Sliced Ham Dinner - 2 sides | |
| | Kretschmar | | 3 | roast beef | 38.99 | 6-8 | Roast Beef Dinner - 3 sides | |
| | Piggly Wiggly Corporation | n/i | 8-10 | whole turkey | 44.99 | 6-8 | Thanksgiving Dinner - 3 sides | |
| | | n/i | 8-9 | ham | 39.99 | 6-8 | Thanksgiving Dinner - 3 sides | |
| | Safeway Eastern | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides | |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides | |
| | Shoppers Food | Butterball | 10-12 | whole turkey | 44.99 | 6-8 | Classic Turkey Dinner - 4 sides | |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|---------------------------|-------------|----------------------------|--------------------------|-------------------------|-------------------------|--|--|--|
| VA (cont) | Wegman's | Plainville Farms | 12-14 | whole ABF turkey | 89.00 | 8-10 | Traditional Turkey Dinner - 6 sides | |
| | | Plainville Farms | 14-16 | whole ABF turkey | 139.00 | 10-12 | Premium Turkey Dinner - 6 sides | |
| | | n/i | 12-14 | whole carved ABF turkey | 199.00 | 10-12 | Hand-Carved Turkey Dinner - 6 sides | |
| | | n/i | 6-7 | half carved ABF turkey | 109.00 | 5-6 | Medium Hand-Carved Turkey Dinner - 6 sides | |
| | | Wegman's | 7 | spiral ham | 135.00 | 10-12 | Ham Dinner - 4 sides | |
| | | Whole Foods - Mid-Atlantic | n/i | 12-14 | whole organic turkey | 129.99 | 8 | Organic Turkey Dinner - 6 sides |
| | | | n/i | 14-16 | whole turkey | 189.99 | 12-16 | Turkey Dinner - 7 sides |
| | | | n/i | 12-14 | whole turkey | 119.99 | 6-8 | Turkey Dinner - 7 sides |
| | | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides |
| | | | n/i | 3-5 | bn-in turkey breast | 49.99 | 2 | Turkey Dinner for Two |
| | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | | |
| | n/i | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | | |
| | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | | |
| | WV | Foodland | n/i | 10-12 | whole turkey & breast | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides |
| | | | n/i | 16-18 | whole turkey & breast | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides |
| n/i | | | 10 | baked ham | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides | |
| n/i | | | 10-12 | whole turkey | 54.99 | 8-10 | Holiday Dinner # 2 - 5 sides | |
| n/i | | | 8 | baked ham | 54.99 | 8-10 | Holiday Dinner # 2 - 5 sides | |
| n/i | | | 5-7 | bn-in turkey breast | 44.99 | 6-8 | Holiday Dinner # 3 - 5 sides | |
| n/i | | | 5 | baked ham | 44.99 | 6-8 | Holiday Dinner # 3 - 5 sides | |
| Food Lion | | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides | |
| Galaxy Food Centers | | n/i | 5 | bn-in turkey breast | 39.99 | 6-8 | Rotisserie Turkey Breast Dinner - 5 sides | |
| | | n/i | 8-10 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 4 sides | |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | Deluxe Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Complete Ham Dinner - 4 sides | |
| Giant Eagle | | n/i | 10-12 | whole turkey | 74.99 | 6-8 | Turkey Dinner - 7 sides | |
| Kroger Mid-Atlantic | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| Martin's Food Markets | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Turkey Dinner - 6 sides | |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Cajun Fried Turkey Dinner - 6 sides | |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Turkey Breast Dinner - 6 sides | |
| | | n/i | 7-8 | bn-in turkey breast | 65.99 | 6-8 | Cajun Fried Turkey Breast Dinner - 6 sides | |
| | | n/i | 7-8 | spiral ham | 65.99 | 6-8 | Spiral Sliced Ham Dinner - 6 sides | |
| Piggly Wiggly Corporation | | n/i | 8-10 | whole turkey | 44.99 | 6-8 | Thanksgiving Dinner - 3 sides | |
| | | n/i | 8-9 | ham | 39.99 | 6-8 | Thanksgiving Dinner - 3 sides | |
| Riesbeck's Food Markets | | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Holiday Turkey Dinner - 7 sides | |
| | | n/i | 4-5 | beef prime rib | 99.99 | 8-10 | Holiday Prime Rib Dinner - 7 sides | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|----------------------------|-------------|------------|--------------|--------------------|-------|--------|----------------------------------|
| WV <i>(cont)</i> | Shop'n Save | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Turkey Dinner - 3 sides |
| | | n/i | 7-9 | spiral ham | 69.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | Weis | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | Complete Turkey Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 8-10 | Complete Ham Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Original Turkey Dinner - 4 sides |
| | | n/i | 2.5-3 | bnls turkey breast | 54.99 | 6-8 | Turkey Breast Dinner - 7 sides |
| | | | | | | | |
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U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|---|------------------------|------------------|----------------------|---------------------------|--------|---------------------------------------|--|
| MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI | | | | | | | |
| IA | County Market | Butterball | 10-12 | whole turkey | 77.95 | 6-8 | Holiday Turkey Dinner - 7 sides |
| | | n/i | 2 | turkey meat | 37.99 | 4 | Holiday Turkey Dinner - 6 sides |
| | Dahl's | n/i | 12-14 | whole turkey | 79.99 | 10-12 | Turkey Dinner - 7 sides |
| | | n/i | 8 | spiral ham | 79.99 | 10-12 | Ham Dinner - 5 sides |
| | Hy-Vee | Butterball | 10-12 | whole turkey | 69.95 | 8 | Traditional Turkey Dinner - 5 sides |
| | | Butterball | 14-16 | whole turkey | 109.95 | 12 | Family Feast Turkey Dinner - 8 sides |
| | | Butterball | 14-16 | whole turkey/ham | 200.00 | 16-20 | Gourmet Holiday Feast - 9 sides |
| | | Jennie-O | 3-4 | bn-in turkey breast | 39.95 | 4 | Boneless Turkey Breast Dinner - 4 sides |
| | | Cook's | 10-11 | pit ham | 119.95 | 12 | CarveMaster™ Pit Ham Dinner - 7 sides |
| | | Farmland | 4-6 | bnls ham | 69.95 | 8 | Traditional Boneless Ham Dinner - 4 sides |
| | | n/i | 5-6 | beef prime rib | 119.95 | 8 | Oven-Roasted Prime Rib Dinner - 4 sides |
| | Jewel-Osco | Butterball | 10-12 | whole turkey | 79.99 | 6-8 | Ultimate Turkey Dinner - 8 sides |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Classic Turkey Dinner - 3 sides |
| | No Frills Supermarkets | n/i | 8-9 | spiral ham | 59.99 | 6-8 | Classic Ham Dinner - 2 sides |
| | | Butterball | 10-12 | whole turkey | 49.95 | 8-10 | Holiday Turkey Dinner - 7 sides |
| | Schnuck's | n/i | 6 | spiral ham | 49.95 | 8-10 | Holiday Ham Dinner - 7 sides |
| | | n/i | 9-11 | whole turkey | 39.99 | 8-10 | Turkey Dinner - 3 sides |
| | Sunshine Foods | Butterball | 10-12 | whole turkey | 69.95 | 8-10 | Traditional Turkey Dinner - 6 sides |
| | | n/i | 5 | bnls ham | 69.95 | 8-10 | Traditional Ham Dinner - 6 sides |
| | Whole Foods - Midwest | n/i | 6-8 | whole organic turkey | 129.99 | 6 | Organic Small Family Dinner - 5 sides |
| n/i | | 10-12 | whole organic turkey | 169.99 | 8-10 | Organic Large Family Dinner - 5 sides | |
| n/i | | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Breast Meal - 4 sides | |
| n/i | | 10-12 | whole turkey | 149.99 | 8 | Family Turkey Dinner - 6 sides | |
| Wellshire Farms | | 8-10 | ABF spiral ham | 109.99 | 6 | Classic Ham Dinner - 3 sides | |
| IL | County Market | n/i | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| | County Market | Butterball | 10-12 | whole turkey | 77.95 | 6-8 | Holiday Turkey Dinner - 7 sides |
| | | n/i | 2 | turkey meat | 37.99 | 4 | Holiday Turkey Dinner - 6 sides |
| | Cub Foods | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | Classic Turkey Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 79.99 | 8-10 | Deluxe Turkey Dinner - 6 sides |
| | Dierberg's | Butterball | 12-14 | whole turkey | 99.99 | 8-10 | Deluxe Whole Roasted Turkey Meal - 3 sides |
| | | Butterball | 12-14 | whole turkey | 79.99 | 8-10 | Traditional Turkey Dinner - 5 sides |
| | | n/i | 2 | bnls spiral turkey breast | 54.99 | 4 | Smoked Spiral Turkey Breast Meal - 4 sides |
| | | n/i | 4 | bnls spiral turkey breast | 109.99 | 8 | Smoked Spiral Turkey Breast Meal - 4 sides |
| | | Bob's Smokehouse | 2 | glazed ham | 54.99 | 4 | Signature Glazed Ham Meal - 4 sides |
| | | Bob's Smokehouse | 4 | glazed ham | 109.99 | 8 | Signature Glazed Ham Meal - 4 sides |
| | Dierberg's | 2.5 | spiral ham | 52.99 | 4 | Boneless Sliced Ham Meal - 4 sides | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|---------------------|----------------------------------|-------------------|--------------|----------------------|--------|--------|--|
| IL <i>(cont)</i> | Dierberg's <i>(continued)</i> | Dierberg's | 5 | spiral ham | 105.99 | 8 | Boneless Sliced Ham Meal - 4 sides |
| | | n/i | 1.5 | center-cut pork loin | 54.99 | 4 | Pork Loin Meal - 4 sides |
| | | n/i | 3 | center-cut pork loin | 109.99 | 8 | Pork Loin Meal - 4 sides |
| | | n/i | 3.5 | beef prime rib | 99.99 | 4 | Prime Rib Meal - 4 sides |
| | | n/i | 7 | beef prime rib | 199.99 | 8 | Prime Rib Meal - 4 sides |
| | Food 4 Less | Private Selection | 10-13 | whole turkey | 37.99 | 8-10 | Complete Turkey Dinner - 4 sides |
| | | Private Selection | 8-10 | spiral ham | 37.99 | 8-10 | Complete Ham Dinner - 4 sides |
| | Garden Fresh Market | n/i | 16-20 | whole turkey | 89.99 | 8-10 | Holiday Dinner - 8 sides |
| | Heinen's | Heinen's | 10-12 | whole turkey | 149.99 | 10 | Heinen's Complete Turkey Dinner - 8 sides |
| | | Heinen's | 6-7 | spiral ham | 139.99 | 10 | Heinen's Ham Dinner - 7 sides |
| | Houchen's IGA | n/i | 10-12 | whole turkey | 39.99 | 8-10 | Classic Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Deluxe Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 8-10 | Deluxe Spiral Ham Dinner - 5 sides |
| | Hy-Vee | Butterball | 10-12 | whole turkey | 69.95 | 8 | Traditional Turkey Dinner - 5 sides |
| | | Butterball | 14-16 | whole turkey | 109.95 | 12 | Family Feast Turkey Dinner - 8 sides |
| | | Butterball | 14-16 | whole turkey/ham | 200.00 | 16-20 | Gourmet Holiday Feast - 9 sides |
| | | Jennie-O | 3-4 | bn-in turkey breast | 39.95 | 4 | Boneless Turkey Breast Dinner - 4 sides |
| | | Cook's | 10-11 | pit ham | 119.95 | 12 | CarveMaster™ Pit Ham Dinner - 7 sides |
| | | Farmland | 4-6 | bnls ham | 69.95 | 8 | Traditional Boneless Ham Dinner - 4 sides |
| | | n/i | 5-6 | beef prime rib | 119.95 | 8 | Oven-Roasted Prime Rib Dinner - 4 sides |
| | Jewel-Osco | Butterball | 10-12 | whole turkey | 79.99 | 6-8 | Ultimate Turkey Dinner - 8 sides |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Classic Turkey Dinner - 3 sides |
| | | n/i | 8-9 | spiral ham | 59.99 | 6-8 | Classic Ham Dinner - 2 sides |
| | Kroger Central | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Kroger Louisville | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Mariano's Fresh Market | Butterball | 10-12 | whole turkey | 65.00 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 8-10 | spiral ham | 65.00 | 6-8 | Ham Dinner - 5 sides |
| | Pete's Fresh Market | n/i | 16-10 | whole turkey | 79.99 | 8-10 | Turkey Dinner - 6 sides |
| | | n/i | 7-8 | spiral ham | 49.99 | 8-10 | Ham Dinner - 5 sides |
| | Piggly Wiggly Midwest | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 4 sides |
| | Schnuck's | n/i | 9-11 | whole turkey | 39.99 | 8-10 | Turkey Dinner - 3 sides |
| | Strack & Van Til | Butterball | 10-12 | whole turkey | 59.99 | 6 | Traditional Turkey Dinner - 4 sides |
| | | Indiana Kitchen | 8 | spiral ham | 59.99 | 6 | Traditional Ham Dinner - 4 sides |
| | | Butterball | 12-14 | whole turkey | 89.99 | 8 | Deluxe Turkey Dinner - 7 sides |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|---------------------|--|------------------|--------------------|--------------------------|----------------------------------|------------------------------------|---|--------------------------------------|
| IL <i>(cont)</i> | Strack & Van Til <i>(continued)</i> | Indiana Kitchen | 8-10 | spiral ham | 89.99 | 8 | Deluxe Ham Dinner - 7 sides | |
| | | Butterball | 12-14 | whole turkey | 109.99 | 8-10 | Premium Turkey Dinner - 8 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 109.99 | 8-10 | Premium Ham Dinner - 8 sides | |
| | | Butterball | 12-14 | whole turkey | 159.99 | 16-20 | Supreme Turkey Dinner - 11 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 159.99 | 16-20 | Supreme Ham Dinner - 11 sides | |
| | | Butterball | 12-14 | whole turkey | 199.99 | 16-20 | Ultimate Turkey Dinner - 12 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 199.99 | 16-20 | Ultimate Ham Dinner - 12 sides | |
| | | n/i | 3 | rotisserie turkey breast | 36.99 | 6 | Rotisserie Turkey Breast Dinner - 5 sides | |
| | | Sunset Foods | Amish Family Farms | 10-12 | whole turkey | 109.98 | 4-8 | Thanksgiving Turkey Dinner - 7 sides |
| | | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | n/i | | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |
| | Ultra Foods | Butterball | 10-12 | whole turkey | 59.99 | 6 | Traditional Turkey Dinner - 4 sides | |
| | | Indiana Kitchen | 8 | spiral ham | 59.99 | 6 | Traditional Ham Dinner - 4 sides | |
| | | Butterball | 12-14 | whole turkey | 89.99 | 8 | Deluxe Turkey Dinner - 7 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 89.99 | 8 | Deluxe Ham Dinner - 7 sides | |
| | | Butterball | 12-14 | whole turkey | 109.99 | 8-10 | Premium Turkey Dinner - 8 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 109.99 | 8-10 | Premium Ham Dinner - 8 sides | |
| | | Butterball | 12-14 | whole turkey | 159.99 | 16-20 | Supreme Turkey Dinner - 11 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 159.99 | 16-20 | Supreme Ham Dinner - 11 sides | |
| | | Butterball | 12-14 | whole turkey | 199.99 | 16-20 | Ultimate Turkey Dinner - 12 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 199.99 | 16-20 | Ultimate Ham Dinner - 12 sides | |
| | Valli Produce | n/i | 3 | rotisserie turkey breast | 36.99 | 6 | Rotisserie Turkey Breast Dinner - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6 | Turkey Dinner - 5 sides | |
| | Walt's Food Centers | n/i | 7-8 | spiral ham | 69.99 | 6 | Ham Dinner - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 44.99 | 6 | Turkey Dinner - 4 sides | |
| | | n/i | 9 | spiral ham | 49.99 | 6 | Ham Dinner - 4 sides | |
| | Whole Foods - Midwest | n/i | 4-5 | beef prime rib | 59.99 | 4-5 | Prime Rib Dinner - 4 sides | |
| | | n/i | 6-8 | whole organic turkey | 129.99 | 6 | Organic Small Family Dinner - 5 sides | |
| | | n/i | 10-12 | whole organic turkey | 169.99 | 8-10 | Organic Large Family Dinner - 5 sides | |
| | | n/i | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Breast Meal - 4 sides | |
| | | n/i | 10-12 | whole turkey | 149.99 | 8 | Family Turkey Dinner - 6 sides | |
| | | Wellshire Farms | 8-10 | ABF spiral ham | 109.99 | 6 | Classic Ham Dinner - 3 sides | |
| n/i | | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides | | |
| n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides | | | |
| IN | Al's Supermarkets | n/i | 10-12 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 6 sides | |
| | | n/i | 7-8 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Dinner - 6 sides | |
| | Earth Fare | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|-----------------------|-------------------|--------------|--------------------------|--------------|--------|--|
| IN (cont) | Food 4 Less | Private Selection | 10-13 | whole turkey | 37.99 | 8-10 | Complete Turkey Dinner - 4 sides |
| | | Private Selection | 8-10 | spiral ham | 37.99 | 8-10 | Complete Ham Dinner - 4 sides |
| | Houchen's IGA | n/i | 10-12 | whole turkey | 39.99 | 8-10 | Classic Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Deluxe Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 8-10 | Deluxe Spiral Ham Dinner - 5 sides |
| | IGA Spartan-Nash | n/i | 10-12 | whole turkey | 59.99 | 8-12 | Traditional Turkey Dinner - 6 sides |
| | | n/i | 4-5 | ham | 39.99 | 8-12 | Traditional Ham Dinner - 5 sides |
| | | n/i | 8-10 | spiral ham | 79.99 | 12-16 | Deluxe Ham Dinner - 5 sides |
| | Jewel-Osco | Butterball | 10-12 | whole turkey | 79.99 | 6-8 | Ultimate Turkey Dinner - 8 sides |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Classic Turkey Dinner - 3 sides |
| | | n/i | 8-9 | spiral ham | 59.99 | 6-8 | Classic Ham Dinner - 2 sides |
| | Kroger Central | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Kroger Cincinnati | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Kroger Louisville | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Lucky's Market | n/i | 10-12 | whole ABF turkey | 59.99 | 6 | The Full Feast - 5 sides |
| | | Marsh | Butterball | 10-12 | whole turkey | 49.95 | 6-8 |
| | Martin's Supermarkets | Kretschmar | 7-9 | spiral ham | 49.95 | 6-8 | Ham Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 59.95 | 8 | Premium Turkey Dinner - 6 sides |
| | | Butterball | 12-14 | whole turkey | 99.95 | 14 | Extra Large Turkey Dinner - 8 sides |
| | | n/i | 2.5 | rotisserie turkey breast | 29.95 | 4 | Premium Rotisserie Turkey Dinner - 3 sides |
| | | n/i | 8 | spiral ham | 75.95 | 10 | Fireglazed Spiral Ham Dinner - 4 sides |
| | | n/i | 5 | smokehouse ham | 79.95 | 10 | Smokehouse Ham Dinner - 4 sides |
| | | n/i | 1 | rotisserie turkey breast | 16.95 | 2 | Turkey Breast Dinner for 2 - 2 sides |
| | Schnuck's | n/i | 9-11 | whole turkey | 39.99 | 8-10 | Turkey Dinner - 3 sides |
| | Strack & Van Til | Butterball | 10-12 | whole turkey | 59.99 | 6 | Traditional Turkey Dinner - 4 sides |
| | | Indiana Kitchen | 8 | spiral ham | 59.99 | 6 | Traditional Ham Dinner - 4 sides |
| | | Butterball | 12-14 | whole turkey | 89.99 | 8 | Deluxe Turkey Dinner - 7 sides |
| | | Indiana Kitchen | 8-10 | spiral ham | 89.99 | 8 | Deluxe Ham Dinner - 7 sides |
| | | Butterball | 12-14 | whole turkey | 109.99 | 8-10 | Premium Turkey Dinner - 8 sides |
| | | Indiana Kitchen | 8-10 | spiral ham | 109.99 | 8-10 | Premium Ham Dinner - 8 sides |
| | | Butterball | 12-14 | whole turkey | 159.99 | 16-20 | Supreme Turkey Dinner - 11 sides |
| | | Indiana Kitchen | 8-10 | spiral ham | 159.99 | 16-20 | Supreme Ham Dinner - 11 sides |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|---------------------|--|-----------------|--------------|--------------------------|----------------------------------|------------------------------------|--|---|
| IN <i>(cont)</i> | Strack & Van Til <i>(continued)</i> | Butterball | 12-14 | whole turkey | 199.99 | 16-20 | Ultimate Turkey Dinner - 12 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 199.99 | 16-20 | Ultimate Ham Dinner - 12 sides | |
| | | n/i | 3 | rotisserie turkey breast | 36.99 | 6 | Rotisserie Turkey Breast Dinner - 5 sides | |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.95 | 6-8 | Traditional Holiday Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |
| | Ultra Foods | Butterball | 10-12 | whole turkey | 59.99 | 6 | Traditional Turkey Dinner - 4 sides | |
| | | Indiana Kitchen | 8 | spiral ham | 59.99 | 6 | Traditional Ham Dinner - 4 sides | |
| | | Butterball | 12-14 | whole turkey | 89.99 | 8 | Deluxe Turkey Dinner - 7 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 89.99 | 8 | Deluxe Ham Dinner - 7 sides | |
| | | Butterball | 12-14 | whole turkey | 109.99 | 8-10 | Premium Turkey Dinner - 8 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 109.99 | 8-10 | Premium Ham Dinner - 8 sides | |
| | | Butterball | 12-14 | whole turkey | 159.99 | 16-20 | Supreme Turkey Dinner - 11 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 159.99 | 16-20 | Supreme Ham Dinner - 11 sides | |
| | | Butterball | 12-14 | whole turkey | 199.99 | 16-20 | Ultimate Turkey Dinner - 12 sides | |
| | | Indiana Kitchen | 8-10 | spiral ham | 199.99 | 16-20 | Ultimate Ham Dinner - 12 sides | |
| | | n/i | 3 | rotisserie turkey breast | 36.99 | 6 | Rotisserie Turkey Breast Dinner - 5 sides | |
| | | Wesselman's | n/i | 10-12 | whole turkey | 42.99 | 6-8 | Complete Turkey Dinner - 6 sides |
| | | | n/i | 2.5-3 | bnls turkey breast | 29.99 | 4-6 | Complete Turkey Breast Dinner - 6 sides |
| | | | n/i | 8 | spiral ham | 42.99 | 6-8 | Complete Spiral Ham Dinner - 6 sides |
| | Walt's Food Centers | Butterball | 10-12 | whole turkey | 44.99 | 6 | Turkey Dinner - 4 sides | |
| | | n/i | 9 | spiral ham | 49.99 | 6 | Ham Dinner - 4 sides | |
| | | n/i | 4-5 | beef prime rib | 59.99 | 4-5 | Prime Rib Dinner - 4 sides | |
| | Whole Foods - Midwest | n/i | 6-8 | whole organic turkey | 129.99 | 6 | Organic Small Family Dinner - 5 sides | |
| | | n/i | 10-12 | whole organic turkey | 169.99 | 8-10 | Organic Large Family Dinner - 5 sides | |
| | | n/i | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Breast Meal - 4 sides | |
| | | n/i | 10-12 | whole turkey | 149.99 | 8 | Family Turkey Dinner - 6 sides | |
| | | Wellshire Farms | 8-10 | ABF spiral ham | 109.99 | 6 | Classic Ham Dinner - 3 sides | |
| n/i | | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides | | |
| n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides | | | |
| KY | Cox IGA Supermarkets | n/i | 10-12 | whole turkey | 59.99 | 8-12 | Traditional Turkey Dinner - 6 sides | |
| | | n/i | 4-5 | ham | 39.99 | 8-12 | Traditional Ham Dinner - 5 sides | |
| | | n/i | 8-10 | spiral ham | 79.99 | 12-16 | Deluxe Ham Dinner - 5 sides | |
| | E. W. James & Sons | n/i | 7-9 | spiral ham | 76.99 | 8-10 | James Family Kitchen Holiday Feast - 7 sides | |
| | | n/i | 10-12 | whole turkey | 76.99 | 6-8 | James Family Kitchen Holiday Feast - 7 sides | |
| | Earth Fare | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides | |
| | Foodland | n/i | 10-12 | whole turkey & breast | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides | |
| | | n/i | 16-18 | whole turkey & breast | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides | |
| | | n/i | 10 | baked ham | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides | |

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|--------------|-------------------------|------------|--------------|---------------------|---------------|--------|--|---------------------------------|
| KY (cont) | Foodland (continued) | n/i | 10-12 | whole turkey | 54.99 | 8-10 | Holiday Dinner # 2 - 5 sides | |
| | | n/i | 8 | baked ham | 54.99 | 8-10 | Holiday Dinner # 2 - 5 sides | |
| | | n/i | 5-7 | bn-in turkey breast | 44.99 | 6-8 | Holiday Dinner # 3 - 5 sides | |
| | | n/i | 5 | baked ham | 44.99 | 6-8 | Holiday Dinner # 3 - 5 sides | |
| | Food City | Butterball | 16-18 | whole turkey | 89.99 | 12-14 | Big Turkey Dinner (hot) - 5 sides | |
| | | Butterball | 16-18 | whole turkey | 74.99 | 12-14 | Big Turkey Dinner (cold) - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 61.99 | 8-10 | Classic Turkey Dinner (hot) - 5 sides | |
| | | Butterball | 10-12 | whole turkey | 46.99 | 8-10 | Classic Turkey Dinner (cold) - 5 sides | |
| | | Butterball | 4 | bn-in turkey breast | 54.99 | 6-8 | Turkey Breast Dinner (hot) - 5 sides | |
| | | Butterball | 4 | bn-in turkey breast | 39.99 | 6-8 | Turkey Breast Dinner (cold) - 5 sides | |
| | | Food City | 7-9 | spiral ham | 62.99 | 8-10 | Spiral Ham Dinner (hot) - 4 sides | |
| | | Food City | 7-9 | spiral ham | 47.99 | 8-10 | Spiral Ham Dinner (cold) - 4 sides | |
| | | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | Food Lion | Jennie-O | 11-13 | whole turkey | 29.99 | 6-8 | Thanksgiving Meal - 4 sides | |
| | Galaxy Food Centers | n/i | 5 | bn-in turkey breast | 39.99 | 6-8 | Rotisserie Turkey Breast Dinner - 5 sides | |
| | | n/i | 8-10 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 4 sides | |
| | | n/i | 10-12 | whole turkey | 53.99 | 6-8 | Deluxe Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Complete Ham Dinner - 4 sides | |
| | | n/i | 10-12 | whole turkey | 39.99 | 8-10 | Classic Turkey Dinner - 3 sides | |
| | Houchen's IGA | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Deluxe Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 8-10 | Deluxe Spiral Ham Dinner - 5 sides | |
| | | n/i | 10-12 | whole turkey | 59.99 | 8-12 | Traditional Turkey Dinner - 6 sides | |
| | IGA Spartan-Nash | n/i | 4-5 | ham | 39.99 | 8-12 | Traditional Ham Dinner - 5 sides | |
| | | n/i | 8-10 | spiral ham | 79.99 | 12-16 | Deluxe Ham Dinner - 5 sides | |
| | Kroger Cincinnati | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| | Kroger Delta | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| | Kroger Louisville | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |
| | Kroger Mid-Atlantic | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides | |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides | |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|----------------------------|---------------|--------------------------|-------------------------|--------|--|--|
| KY (cont) | Kroger Nashville | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Piggly Wiggly Houchen's | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | n/i | 7-9 | spiral ham | 44.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | Remke Markets | Kretschmar | 6 | half spiral ham | 64.99 | 8-10 | Spiral Sliced Ham Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | Family Size Turkey Dinner - 6 sides |
| | | Winter's | 8 | half glazed ham | 69.99 | 4-6 | Honey Glazed Ham Dinner - 4 sides |
| | | Farmhouse | 3 | bnls turkey breast | 44.99 | 4-6 | Small Turkey Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 89.99 | 10-12 | Large Family Size Turkey Dinner - 6 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Town & Country Grocers | n/i | 10-12 | whole turkey | 39.99 | 6-8 | Turkey Dinner - 4 sides |
| | Whole Foods - Mid-Atlantic | n/i | 12-14 | whole organic turkey | 129.99 | 8 | Organic Turkey Dinner - 6 sides |
| | | n/i | 14-16 | whole turkey | 189.99 | 12-16 | Turkey Dinner - 7 sides |
| | | n/i | 12-14 | whole turkey | 119.99 | 6-8 | Turkey Dinner - 7 sides |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides |
| | | n/i | 3-5 | bn-in turkey breast | 49.99 | 2 | Turkey Dinner for Two |
| | | n/i | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides |
| n/i | | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| n/i | | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | |
| MI | Busch's | Amish Country | 10-12 | whole turkey | 79.99 | 8-10 | Amish Country Turkey Meal - 5 sides |
| | | Busch's | 8-9 | spiral ham | 79.99 | 10-12 | Spiral Sliced Ham Meal - 5 sides |
| | | Dearborn | 6.5-8 | spiral ham | 89.99 | 10-12 | Spiral Sliced Ham Meal - 5 sides |
| | | n/i | 5-6 | Choice beef rib roast | 119.99 | 6-8 | Beef Rib Roast Meal - 5 sides |
| | | n/i | 2-3 | bnls turkey breast | 34.99 | 2-4 | Roasted Turkey Breast Meal - 5 sides |
| | D&W Fresh Market | Butterball | 10-12 | whole turkey | 54.99 | 6-8 | Deluxe Turkey Dinner - 5 sides |
| | | n/i | 1.75 | bn-in turkey breast | 19.99 | 2 | Turkey Dinner for 2 - 4 sides |
| | | n/i | 7-8 | spiral ham | 54.99 | 6-8 | Deluxe Spiral Ham Dinner - 5 sides |
| | Family Fare | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Deluxe Turkey Dinner - 5 sides |
| | | n/i | 1.75 | bn-in turkey breast | 19.99 | 2 | Turkey Dinner for 2 - 4 sides |
| | | n/i | 7-8 | spiral ham | 49.99 | 6-8 | Deluxe Spiral Ham Dinner - 5 sides |
| | Hiller's Market Place | Butterball | 10-12 | whole turkey | 48.99 | 6-8 | Complete Turkey Dinner - 6 sides |
| | Kroger Central | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |

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**Thanksgiving 2014
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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|----------------------------|-----------------------|-----------------|---------------------|--------------------------|------------------------------------|---------------------------------------|--|
| MI <i>(cont)</i> | Kroger Michigan | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Martin's Supermarkets | Butterball | 10-12 | whole turkey | 59.95 | 8 | Premium Turkey Dinner - 6 sides |
| | | Butterball | 12-14 | whole turkey | 99.95 | 14 | Extra Large Turkey Dinner - 8 sides |
| | | n/i | 2.5 | rotisserie turkey breast | 29.95 | 4 | Premium Rotisserie Turkey Dinner - 3 sides |
| | | n/i | 8 | spiral ham | 75.95 | 10 | Fireglazed Spiral Ham Dinner - 4 sides |
| | | n/i | 5 | smokehouse ham | 79.95 | 10 | Smokehouse Ham Dinner - 4 sides |
| | | n/i | 1 | rotisserie turkey breast | 16.95 | 2 | Turkey Breast Dinner for 2 - 2 sides |
| | | n/i | 10-12 | whole turkey | 48.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | Plumb's/Duthler's | n/i | 10-12 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 5 sides |
| | | n/i | 7-8 | spiral ham | 52.99 | 6-8 | Spiral Ham Dinner - 5 sides |
| | | Super One Foods | Butterball | 10-12 | whole turkey | 49.99 | 6-8 |
| | Tadych's Econo Foods | n/i | 10-12 | whole turkey | 59.99 | 8-10 | Complete Turkey Dinner - 9 sides |
| | VG's Grocery | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Deluxe Turkey Dinner - 5 sides |
| | | Butterball | 10-12 | whole turkey | 64.99 | 6-8 | Customer Request Dinner - 6 sides |
| | Whole Foods - Midwest | n/i | 1.75 | bn-in turkey breast | 19.99 | 2 | Turkey Dinner for 2 - 4 sides |
| | | n/i | 7-8 | spiral ham | 49.99 | 6-8 | Deluxe Spiral Ham Dinner - 5 sides |
| | | n/i | 6-8 | whole organic turkey | 129.99 | 6 | Organic Small Family Dinner - 5 sides |
| | | n/i | 10-12 | whole organic turkey | 169.99 | 8-10 | Organic Large Family Dinner - 5 sides |
| n/i | | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Breast Meal - 4 sides | |
| n/i | | 10-12 | whole turkey | 149.99 | 8 | Family Turkey Dinner - 6 sides | |
| Wellshire Farms | | 8-10 | ABF spiral ham | 109.99 | 6 | Classic Ham Dinner - 3 sides | |
| n/i | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides | | |
| n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides | | |
| MN | Coborn's | n/i | 10-12 | whole turkey | 64.99 | 8-10 | Basic Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 89.99 | 8-10 | Deluxe Turkey Dinner - 6 sides |
| | Cub Foods | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | Classic Turkey Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 79.99 | 8-10 | Deluxe Turkey Dinner - 6 sides |
| | Festival | Butterball | 10 | whole turkey | 94.99 | 6-8 | Whole Turkey Dinner - 6 sides |
| | | Hormel Cure 81 | 7.5 | spiral ham | 99.99 | 6-8 | Ham Dinner - 5 sides |
| | Hugo's | n/i | 10-12 | whole turkey | 54.99 | 6-8 | Thanksgiving Turkey Dinner - 4 sides |
| | Hy-Vee | Butterball | 10-12 | whole turkey | 69.95 | 8 | Traditional Turkey Dinner - 5 sides |
| | | Butterball | 14-16 | whole turkey | 109.95 | 12 | Family Feast Turkey Dinner - 8 sides |
| | | Butterball | 14-16 | whole turkey/ham | 200.00 | 16-20 | Gourmet Holiday Feast - 9 sides |
| | | Jennie-O | 3-4 | bn-in turkey breast | 39.95 | 4 | Boneless Turkey Breast Dinner - 4 sides |
| | Cook's | 10-11 | pit ham | 119.95 | 12 | CarveMaster™ Pit Ham Dinner - 7 sides | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|---------------------|-----------------------|-----------------|--------------|----------------------|--------|---------------------------------------|--|
| MN <i>(cont)</i> | Hy-Vee | Farmland | 4-6 | bnls ham | 69.95 | 8 | Traditional Boneless Ham Dinner - 4 sides |
| | <i>(continued)</i> | n/i | 5-6 | beef prime rib | 119.95 | 8 | Oven-Roasted Prime Rib Dinner - 4 sides |
| | Kowalski's | n/i | 10-12 | whole ABF Turkey | 129.99 | 10-12 | Turkey Dinner - 8 sides |
| | | n/i | 5-6 | ABF Half Turkey | 89.99 | 4-6 | Half Bone-In Turkey Dinner - 8 sides |
| | Lund's and Byerly's | n/i | 11-13 | whole ABF Turkey | 129.99 | 8-10 | Turkey Dinner - 8 sides |
| | | n/i | 3.5 | cooked turkey | 74.99 | 3-5 | Turkey Dinner - 7 sides |
| | Marketplace Foods | n/i | 10-12 | whole turkey | 74.99 | 6-8 | Turkey Dinner - 4 sides |
| | Rainbow Foods | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | Classic Turkey Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 79.99 | 8-10 | Deluxe Turkey Dinner - 7 sides |
| | Sun Mart | n/i | 10-12 | whole turkey | 74.99 | 8-10 | Turkey Dinner - 7 sides |
| | | n/i | 10-12 | whole turkey | 54.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 3-5 | bn-in turkey breast | 19.99 | 2 | Turkey Dinner for Two - 4 sides |
| | Sunshine Foods | Butterball | 10-12 | whole turkey | 69.95 | 8-10 | Traditional Turkey Dinner - 6 sides |
| | | n/i | 5 | bnls ham | 69.95 | 8-10 | Traditional Ham Dinner - 6 sides |
| | Super One Foods | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | Whole Foods - Midwest | n/i | 6-8 | whole organic turkey | 129.99 | 6 | Organic Small Family Dinner - 5 sides |
| | | n/i | 10-12 | whole organic turkey | 169.99 | 8-10 | Organic Large Family Dinner - 5 sides |
| | | n/i | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Breast Meal - 4 sides |
| | | n/i | 10-12 | whole turkey | 149.99 | 8 | Family Turkey Dinner - 6 sides |
| | | Wellshire Farms | 8-10 | ABF spiral ham | 109.99 | 6 | Classic Ham Dinner - 3 sides |
| n/i | | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides | |
| | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides | |
| ND | Coborn's | n/i | 10-12 | whole turkey | 64.99 | 8-10 | Basic Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 89.99 | 8-10 | Deluxe Turkey Dinner - 6 sides |
| | Hugo's | n/i | 10-12 | whole turkey | 54.99 | 6-8 | Thanksgiving Turkey Dinner - 4 sides |
| | Marketplace Foods | n/i | 10-12 | whole turkey | 74.99 | 6-8 | Turkey Dinner - 4 sides |
| | Super One Foods | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| NE | Bag'n Save | Butterball | 10-12 | whole turkey | 49.95 | 8-10 | Holiday Turkey Dinner - 7 sides |
| | | n/i | 6 | spiral ham | 49.95 | 8-10 | Holiday Ham Dinner - 7 sides |
| | Baker's | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Hy-Vee | Butterball | 10-12 | whole turkey | 69.95 | 8 | Traditional Turkey Dinner - 5 sides |
| | | Butterball | 14-16 | whole turkey | 109.95 | 12 | Family Feast Turkey Dinner - 8 sides |
| | | Butterball | 14-16 | whole turkey/ham | 200.00 | 16-20 | Gourmet Holiday Feast - 9 sides |
| | | Jennie-O | 3-4 | bn-in turkey breast | 39.95 | 4 | Boneless Turkey Breast Dinner - 4 sides |
| | Cook's | 10-11 | pit ham | 119.95 | 12 | CarveMaster™ Pit Ham Dinner - 7 sides | |

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**Thanksgiving 2014
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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|---------------------|-----------------------|-----------------|--------------|-----------------------|--------|--------|---|
| NE <i>(cont)</i> | Hy-Vee | Farmland | 4-6 | bnls ham | 69.95 | 8 | Traditional Boneless Ham Dinner - 4 sides |
| | <i>(continued)</i> | n/i | 5-6 | beef prime rib | 119.95 | 8 | Oven-Roasted Prime Rib Dinner - 4 sides |
| | Russ's Market | n/i | 12-14 | whole turkey | 59.99 | 8 | Holiday Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 8 | Holiday Ham Dinner - 6 sides |
| | | n/i | 2.5-3 | bnls turkey breast | 39.99 | 4 | Holiday Turkey Dinner - 5 sides |
| | Safeway Denver | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Sun Mart | n/i | 10-12 | whole turkey | 74.99 | 8-10 | Turkey Dinner - 7 sides |
| | | n/i | 10-12 | whole turkey | 54.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 3-5 | bn-in turkey breast | 19.99 | 2 | Turkey Dinner for Two - 4 sides |
| | Whole Foods - Midwest | n/i | 6-8 | whole organic turkey | 129.99 | 6 | Organic Small Family Dinner - 5 sides |
| | | n/i | 10-12 | whole organic turkey | 169.99 | 8-10 | Organic Large Family Dinner - 5 sides |
| | | n/i | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Breast Meal - 4 sides |
| | | n/i | 10-12 | whole turkey | 149.99 | 8 | Family Turkey Dinner - 6 sides |
| | | Wellshire Farms | 8-10 | ABF spiral ham | 109.99 | 6 | Classic Ham Dinner - 3 sides |
| | | n/i | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| OH | Buehler Food Markets | Honeysuckle | 10-12 | whole turkey | 69.99 | 8-10 | Complete Holiday Dinner - 7 sides |
| | Chief Supermarkets | n/i | 10-12 | whole turkey | 49.95 | 8 | Holiday Dinner - 6 sides |
| | Cub Foods | Butterball | 10-12 | whole turkey | 59.99 | 8-10 | Classic Turkey Dinner - 3 sides |
| | | Butterball | 10-12 | whole turkey | 79.99 | 8-10 | Deluxe Turkey Dinner - 6 sides |
| | Earth Fare | n/i | 12-14 | whole turkey | 99.00 | 6-8 | Classic Holiday Dinner - 6 sides |
| | Foodland | n/i | 10-12 | whole turkey & breast | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides |
| | | n/i | 16-18 | whole turkey & breast | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides |
| | | n/i | 10 | baked ham | 69.99 | 14-16 | Holiday Dinner # 1 - 6 sides |
| | | n/i | 10-12 | whole turkey | 54.99 | 8-10 | Holiday Dinner # 2 - 5 sides |
| | | n/i | 8 | baked ham | 54.99 | 8-10 | Holiday Dinner # 2 - 5 sides |
| | | n/i | 5-7 | bn-in turkey breast | 44.99 | 6-8 | Holiday Dinner # 3 - 5 sides |
| | | n/i | 5 | baked ham | 44.99 | 6-8 | Holiday Dinner # 3 - 5 sides |
| | Geyer's | n/i | 10-12 | whole turkey | 59.99 | 6-8 | Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Ham Dinner - 5 sides |
| | Giant Eagle | n/i | 10-12 | whole turkey | 74.99 | 6-8 | Turkey Dinner - 7 sides |
| | Heinen's | Heinen's | 10-12 | whole turkey | 149.99 | 10 | Heinen's Complete Turkey Dinner - 8 sides |
| | | Heinen's | 6-7 | spiral ham | 139.99 | 10 | Heinen's Ham Dinner - 7 sides |
| | IGA Spartan-Nash | n/i | 10-12 | whole turkey | 59.99 | 8-12 | Traditional Turkey Dinner - 6 sides |
| | | n/i | 4-5 | ham | 39.99 | 8-12 | Traditional Ham Dinner - 5 sides |
| | | n/i | 8-10 | spiral ham | 79.99 | 12-16 | Deluxe Ham Dinner - 5 sides |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|----------------------------|-------------------------|--------------------------|-------------------------|--|--|--|
| OH (cont) | Kroger Central | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Kroger Cincinnati | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Kroger Mid-Atlantic | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Marsh | Butterball | 10-12 | whole turkey | 49.95 | 6-8 | Turkey Dinner - 4 sides |
| | | Kretschmar | 7-9 | spiral ham | 49.95 | 6-8 | Ham Dinner - 3 sides |
| | Remke Markets | Kretschmar | 6 | half spiral ham | 64.99 | 8-10 | Spiral Sliced Ham Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | Family Size Turkey Dinner - 6 sides |
| | | Winter's | 8 | half glazed ham | 69.99 | 4-6 | Honey Glazed Ham Dinner - 4 sides |
| | | Farmhouse | 3 | bnls turkey breast | 44.99 | 4-6 | Small Turkey Dinner - 3 sides |
| | Riesbeck's Food Markets | Butterball | 10-12 | whole turkey | 89.99 | 10-12 | Large Family Size Turkey Dinner - 6 sides |
| | | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Holiday Turkey Dinner - 7 sides |
| | | n/i | 4-5 | beef prime rib | 99.99 | 8-10 | Holiday Prime Rib Dinner - 7 sides |
| | Shop'n Save | n/i | 10-12 | whole turkey | 69.99 | 8-10 | Turkey Dinner - 3 sides |
| | | n/i | 7-9 | spiral ham | 69.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Thorne's Market | n/i | 10-12 | whole turkey | 79.99 | 8-10 | Roast Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 89.99 | 8-10 | Spiral Ham Dinner - 5 sides |
| | | n/i | 4-5 | beef prime rib | 119.99 | 8-10 | Prime Rib Dinner - 4 sides |
| | Weis | Butterball | 10-12 | whole turkey | 69.99 | 8-10 | Complete Turkey Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 8-10 | Complete Ham Dinner - 7 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 8-10 | Original Turkey Dinner - 4 sides |
| | | n/i | 2.5-3 | bnls turkey breast | 54.99 | 6-8 | Turkey Breast Dinner - 7 sides |
| | Whole Foods - Mid-Atlantic | n/i | 12-14 | whole organic turkey | 129.99 | 8 | Organic Turkey Dinner - 6 sides |
| | | n/i | 14-16 | whole turkey | 189.99 | 12-16 | Turkey Dinner - 7 sides |
| | | n/i | 12-14 | whole turkey | 119.99 | 6-8 | Turkey Dinner - 7 sides |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides |
| n/i | | 3-5 | bn-in turkey breast | 49.99 | 2 | Turkey Dinner for Two | |
| n/i | | 8 | spiral ham | 119.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides | |
| n/i | | 3 | Sous-Vide bnls pork loin | 89.99 | 4 | Roasted Pork Loin Dinner for 4 - 3 sides | |
| n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Roasted Leg of Lamb Dinner for 4 - 3 sides | | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|-------|-------------------------|------------|--------------|---------------------|--------|---------------------------------|---|
| SD | Buche Foods | n/i | 10-12 | whole turkey | 59.95 | 8 | Traditional Turkey Dinner - 6 sides |
| | Coborn's | n/i | 10-12 | whole turkey | 64.99 | 8-10 | Basic Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 89.99 | 8-10 | Deluxe Turkey Dinner - 6 sides |
| | Hy-Vee | Butterball | 10-12 | whole turkey | 69.95 | 8 | Traditional Turkey Dinner - 5 sides |
| | | Butterball | 14-16 | whole turkey | 109.95 | 12 | Family Feast Turkey Dinner - 8 sides |
| | | Butterball | 14-16 | whole turkey/ham | 200.00 | 16-20 | Gourmet Holiday Feast - 9 sides |
| | | Jennie-O | 3-4 | bn-in turkey breast | 39.95 | 4 | Boneless Turkey Breast Dinner - 4 sides |
| | | Cook's | 10-11 | pit ham | 119.95 | 12 | CarveMaster™ Pit Ham Dinner - 7 sides |
| | | Farmland | 4-6 | bnls ham | 69.95 | 8 | Traditional Boneless Ham Dinner - 4 sides |
| | | n/i | 5-6 | beef prime rib | 119.95 | 8 | Oven-Roasted Prime Rib Dinner - 4 sides |
| | Safeway Denver | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Sunshine Foods | Butterball | 10-12 | whole turkey | 69.95 | 8-10 | Traditional Turkey Dinner - 6 sides |
| | | n/i | 5 | bnls ham | 69.95 | 8-10 | Traditional Ham Dinner - 6 sides |
| WI | Festival | n/i | 2 | cooked turkey | 29.99 | 2-3 | Small Dinner - 5 sides |
| | | n/i | 5-6 | cooked turkey | 54.99 | 4-5 | Medium Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 84.99 | 8-10 | Large Dinner - 5 sides |
| | Gordy's County Market | n/i | 10-12 | whole turkey | 64.50 | 8-10 | Complete Thanksgiving Small Meal - 6 sides |
| | | n/i | 18-20 | whole turkey | 114.50 | 15-18 | Complete Thanksgiving Large Meal - 6 sides |
| | Hy-Vee | Butterball | 10-12 | whole turkey | 69.95 | 8 | Traditional Turkey Dinner - 5 sides |
| | | Butterball | 14-16 | whole turkey | 109.95 | 12 | Family Feast Turkey Dinner - 8 sides |
| | | Butterball | 14-16 | whole turkey/ham | 200.00 | 16-20 | Gourmet Holiday Feast - 9 sides |
| | | Jennie-O | 3-4 | bn-in turkey breast | 39.95 | 4 | Boneless Turkey Breast Dinner - 4 sides |
| | | Cook's | 10-11 | pit ham | 119.95 | 12 | CarveMaster™ Pit Ham Dinner - 7 sides |
| | | Farmland | 4-6 | bnls ham | 69.95 | 8 | Traditional Boneless Ham Dinner - 4 sides |
| | | n/i | 5-6 | beef prime rib | 119.95 | 8 | Oven-Roasted Prime Rib Dinner - 4 sides |
| | Marketplace Foods | n/i | 10-12 | whole turkey | 74.99 | 6-8 | Turkey Dinner - 4 sides |
| | Pick'n Save/Copp's Food | Butterball | 10-12 | whole turkey | 65.00 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 65.00 | 6-8 | Ham Dinner - 6 sides |
| | Piggly Wiggly Midwest | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Holiday Turkey Dinner - 4 sides |
| | Schnuck's | n/i | 9-11 | whole turkey | 39.99 | 8-10 | Turkey Dinner - 3 sides |
| | Super One Foods | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | Tadych's Econo Foods | n/i | 10-12 | whole turkey | 59.99 | 8-10 | Complete Turkey Dinner - 9 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| n/i | | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|-----------------------|-----------------|--------------|----------------------|--------|--------|---------------------------------------|
| WI (cont) | Whole Foods - Midwest | n/i | 6-8 | whole organic turkey | 129.99 | 6 | Organic Small Family Dinner - 5 sides |
| | | n/i | 10-12 | whole organic turkey | 169.99 | 8-10 | Organic Large Family Dinner - 5 sides |
| | | n/i | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Breast Meal - 4 sides |
| | | n/i | 10-12 | whole turkey | 149.99 | 8 | Family Turkey Dinner - 6 sides |
| | | Wellshire Farms | 8-10 | ABF spiral ham | 109.99 | 6 | Classic Ham Dinner - 3 sides |
| | | n/i | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| | | | | | | | |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|---|----------------------------|-------------|-------------------------|----------------------|--------|--|--|
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | |
| AR | Albertson's Southern | Prater | 9-11 | fried whole turkey | 59.99 | 6-8 | Deep-Fried* Cajun Turkey Dinner - 4 sides |
| | | Butterball | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Traditional Oven-Roasted Turkey Dinner - 4 sides |
| | Brookshire Grocery Company | n/i | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | n/i | 10-12 | fried whole turkey | 59.99 | 6-8 | Cajun Fried Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| | Edwards Food Giant | n/i | 10-12 | whole turkey | 59.98 | 6-8 | Turkey Dinner - 4 sides |
| | | n/i | 10-12 | whole turkey | 69.98 | 8-10 | Deluxe Turkey Dinner - 7 sides |
| | Food Giant | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | Harp's | Honeysuckle | 10-12 | whole turkey | 85.95 | 8-10 | Martha Harp's Feast Holiday Dinner - 7 sides |
| | Hay's Supermarkets | Honeysuckle | 10-12 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 3 sides |
| | | Honeysuckle | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides |
| | Kroger Delta | n/i | 7-9 | spiral ham | 46.99 | 6-8 | Ham Dinner - 3 sides |
| | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | Piggly Wiggly Houchen's | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | | n/i | 7-9 | spiral ham | 44.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | Pyramid Foods | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | | Honeysuckle | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| | Super 1 Foods | n/i | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | n/i | 10-12 | fried whole turkey | 59.99 | 6-8 | Cajun Fried Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Town & Country Grocers | n/i | 10-12 | whole turkey | 39.99 | 6-8 | Turkey Dinner - 4 sides |
| | Whole Foods - Southwest | Diestel | 12-14 | whole organic turkey | 119.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 99.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 139.99 | 6-8 | Southern Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole turkey | 79.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole turkey | 99.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| Diestel | | 3-5 | bn-in turkey breast | 89.99 | 4-8 | Classic Turkey Dinner - 4 sides | |
| n/i | | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides | |
| n/i | | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides | |
| | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides | |

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|---------|---------------------------|--------------|--------------|---------------------------|-----------------------------------|-----------------------------------|---|
| AZ | Albertsons Southwest | Jennie-O | 3 | rotisserie turkey breast | 47.99 | 6-8 | Rotisserie Turkey Breast Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 4 sides |
| | | Hormel | 6-8 | spiral ham | 54.99 | 6-8 | Spiral Cut Ham Dinner - 4 sides |
| | Basha's | n/i | 4-5 | beef prime rib | 64.99 | 6-8 | Prime Rib Dinner - 4 sides |
| | | Butterball | 9-11 | whole turkey | 49.99 | 6-8 | Deluxe Traditional Butterball Turkey Dinner - 6 sides |
| | | Butterball | 9-11 | whole turkey/spiral ham | 97.98 | 12-16 | The Feast Dinner - 7 sides |
| | | n/i | 2.5-3 | bn-in split turkey breast | 19.99 | 2 | Turkey Dinner for 2 - 5 sides |
| | | Hormel | 6-8 | spiral ham | 49.99 | 6-8 | Deluxe Spiral Sliced Ham Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 37.99 | 6-8 | Traditional Turkey Dinner - 4 sides |
| | Food City | n/i | 7-9 | spiral ham | 46.99 | 6-8 | Spiral Sliced Ham Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Hickory Smoked Ham Dinner - 3 sides |
| | Fresh & Easy | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Hickory Smoked Ham Dinner - 3 sides |
| | | n/i | 2.5-3.25 | smoked turkey breast | 64.99 | 6-8 | Smoked Turkey Breast Roast Dinner - 3 sides |
| | | n/i | 4 | beef rib roast | 69.99 | 6-8 | Beef Rib Roast Dinner - 3 sides |
| | Fry's | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Los Altos Ranch Market | n/i | 10-12 | whole turkey | 69.99 | 8 | Holiday Dinner - 3 sides |
| | Safeway Phoenix | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides |
| | | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides |
| | | Sprout's | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides |
| | | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides |
| | Whole Foods Sthrn Pacific | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | n/i | 2.5-3.25 | ABF leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | ABF pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| | | Diestel | 10-12 | whole organic turkey | 129.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 109.99 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 16-18 | whole turkey | 129.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 14-16 | whole turkey | 119.00 | 8 | Traditional Turkey Meal - 4 sides |
| Diestel | | 12-14 | whole turkey | 109.00 | 8 | Traditional Turkey Meal - 4 sides | |
| Diestel | 10-12 | whole turkey | 99.00 | 8 | Traditional Turkey Meal - 4 sides | | |
| CO | Albertsons Inter-Mountain | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | King Soopers | n/i | 10-13 | whole turkey | 44.99 | 6-8 | Express Turkey Dinner - 5 sides |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|----------------------------|--------------------|---------------------|--------------------------|------------------------------------|---|---|
| CO (cont) | Safeway Denver | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides |
| | | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides |
| | | Sprout's | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides |
| | | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides |
| | | n/i | 10-12 | whole turkey | 74.99 | 8-10 | Turkey Dinner - 7 sides |
| | Sun Mart | n/i | 10-12 | whole turkey | 54.99 | 6-8 | Turkey Dinner - 6 sides |
| | | n/i | 3-5 | bn-in turkey breast | 19.99 | 2 | Turkey Dinner for Two - 4 sides |
| | Whole Foods Rocky Mountain | n/i | 10-12 | whole smoked turkey | 99.99 | 4 | Down Home Smoked Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole smoked turkey | 159.99 | 8 | Down Home Smoked Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole ABF turkey | 89.99 | 4 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 12-14 | whole ABF turkey | 149.99 | 8 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 10-12 | whole organic turkey | 109.99 | 4 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 12-14 | whole organic turkey | 169.99 | 8 | Turkey Dinner for Four - 6 sides |
| | | n/i | 1 | brined turkey breast | 39.99 | 2 | Brined Turkey Breast for Two - 6 sides |
| | | n/i | 2 | brined turkey breast | 69.99 | 4 | Brined Turkey Breast for Four - 6 sides |
| | | American Homestead | 7-9 | spiral ham | 99.99 | 4 | Maple Dijon Spiral Ham Dinner for Four - 5 sides |
| | | n/i | 8-10 | prime rib | 149.99 | 4 | Prime Rib Dinner for Four - 5 sides |
| n/i | 3.5 | lamb leg | 89.99 | 4 | Roasted Leg of Lamb Meal - 4 sides | | |
| KS | Dillon's | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | Hen House | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | | n/i | 12-14 | whole turkey | 89.99 | 6-8 | Deluxe Feast - 6 sides |
| | | n/i | 12-14 | smoked whole turkey | 89.99 | 6-8 | Deluxe Feast - 6 sides |
| | | n/i | 7-8 | spiral ham | 89.99 | 6-8 | Deluxe Feast - 6 sides |
| | | n/i | 6 | beef prime rib | 129.99 | 6-8 | Prime Rib Feast - 7 sides |
| | | n/i | 2 | rotisserie turkey breast | 49.99 | 2 | Holiday Dinner for Two - 7 sides |
| | Homeland Stores | n/i | 2 | spiral ham | 49.99 | 2 | Holiday Dinner for Two - 7 sides |
| | | n/i | 10-12 | whole turkey | 44.99 | 6-8 | Traditional Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | Granny Dee's Premium Dinner - 6 sides |
| | | Hormel Cure 81 | 8 | spiral ham | 54.99 | 6-8 | Cure 81 Hormel Spiral Sliced Ham Dinner - 4 sides |
| | Hy-Vee | Hormel Cure 81 | 5 | bnls ham | 54.99 | 6-8 | Cure 81 Hormel Boneless Ham - 4 sides |
| | | Butterball | 10-12 | whole turkey | 69.95 | 8 | Traditional Turkey Dinner - 5 sides |
| | | Butterball | 14-16 | whole turkey | 109.95 | 12 | Family Feast Turkey Dinner - 8 sides |
| Butterball | | 14-16 | whole turkey/ham | 200.00 | 16-20 | Gourmet Holiday Feast - 9 sides | |
| Jennie-O | | 3-4 | bn-in turkey breast | 39.95 | 4 | Boneless Turkey Breast Dinner - 4 sides | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|---------------------|------------------------------|----------------------------|--------------|--------------------------|----------------------|-------------------------------------|--|---|
| KS <i>(cont)</i> | Hy-Vee <i>(continued)</i> | Cook's | 10-11 | pit ham | 119.95 | 12 | CarveMaster™ Pit Ham Dinner - 7 sides | |
| | | Farmland | 4-6 | bnls ham | 69.95 | 8 | Traditional Boneless Ham Dinner - 4 sides | |
| | Price Chopper | n/i | 5-6 | beef prime rib | 119.95 | 8 | Oven-Roasted Prime Rib Dinner - 4 sides | |
| | | n/i | 10-12 | whole turkey/half ham | 189.99 | 10-12 | Roasted Turkey/Ham Family Buffet - 6 sides | |
| | | n/i | 10-12 | whole turkey/half ham | 189.99 | 10-12 | Smoked Turkey/Ham Family Buffet - 6 sides | |
| | | n/i | 10-12 | whole turkey | 99.99 | 8-10 | Gatherings Turkey Meal - 7 sides | |
| | | n/i | 10-12 | whole smoked turkey | 99.99 | 8-10 | Gatherings Turkey Meal - 7 sides | |
| | | n/i | 7-9 | spiral ham | 69.99 | 6-8 | Gatherings Spiral Ham Meal - 7 sides | |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | Traditional Turkey Meal - 6 sides | |
| | | n/i | 10-12 | whole smoked turkey | 69.99 | 6-8 | Traditional Turkey Meal - 6 sides | |
| | | n/i | 7-9 | spiral ham | 69.99 | 6-8 | Traditional Spiral Sliced Ham Meal - 6 sides | |
| | | n/i | 1.5 | rotisserie turkey breast | 35.99 | 2 | Rotisserie Turkey Breast Meal - 4 sides | |
| | | n/i | 1.5 | glazed ham | 35.99 | 2 | Honey Glazed Ham Meal - 4 sides | |
| | | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides |
| | | | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides |
| | | | Sprout's | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides |
| | | The Fresh Market | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides |
| | | | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | Whole Foods Rocky Mountain | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | | | n/i | 10-12 | whole smoked turkey | 99.99 | 4 | Down Home Smoked Turkey Dinner - 6 sides |
| | n/i | | 12-14 | whole smoked turkey | 159.99 | 8 | Down Home Smoked Turkey Dinner - 6 sides | |
| | Diestel | | 10-12 | whole ABF turkey | 89.99 | 4 | Turkey Dinner for Four - 6 sides | |
| | Diestel | | 12-14 | whole ABF turkey | 149.99 | 8 | Turkey Dinner for Four - 6 sides | |
| | Diestel | | 10-12 | whole organic turkey | 109.99 | 4 | Turkey Dinner for Four - 6 sides | |
| | Diestel | | 12-14 | whole organic turkey | 169.99 | 8 | Turkey Dinner for Four - 6 sides | |
| | n/i | | 1 | brined turkey breast | 39.99 | 2 | Brined Turkey Breast for Two - 6 sides | |
| | n/i | | 2 | brined turkey breast | 69.99 | 4 | Brined Turkey Breast for Four - 6 sides | |
| | American Homestead | | 7-9 | spiral ham | 99.99 | 4 | Maple Dijon Spiral Ham Dinner for Four - 5 sides | |
| | n/i | 8-10 | prime rib | 149.99 | 4 | Prime Rib Dinner for Four - 5 sides | | |
| | n/i | 3.5 | lamb leg | 89.99 | 4 | Roasted Leg of Lamb Meal - 4 sides | | |
| LA | Albertson's Southern | Prater | 9-11 | fried whole turkey | 59.99 | 6-8 | Deep-Fried* Cajun Turkey Dinner - 4 sides | |
| | | Butterball | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 4 sides | |
| | Breux Mart | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Traditional Oven-Roasted Turkey Dinner - 4 sides | |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Baked Turkey Dinner - 4 sides | |
| | | n/i | 10-12 | whole turkey | 52.99 | 6-8 | Fried | |
| | | n/i | 7-9 | spiral ham | 51.99 | 6-8 | Spiral Ham Dinner - 4 sides | |

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|----------------------------|------------------|--------------|---------------------------|--------------|--------|--|
| LA (cont) | Brookshire Grocery Company | n/i | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | n/i | 10-12 | fried whole turkey | 59.99 | 6-8 | Cajun Fried Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| | Kroger Southwest | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | LeBlanc's Food Stores | n/i | 10-12 | whole turkey | 59.99 | 6-8 | Baked Turkey Dinner - 6 sides |
| | | Smithfield | 8-9 | spiral ham | 64.99 | 6-8 | Spiral Glazed Ham Dinner - 6 sides |
| | Rouses | n/i | 12-14 | whole turkey | 59.99 | 6-8 | Turkey Dinner - 8 sides |
| | | n/i | 6-8 | bn-in turkey breast | 59.99 | 6-8 | Turkey Breast Dinner - 8 sides |
| | Super 1 Foods | Hormel Cure 81 | 10-12 | spiral ham | 64.99 | 6-8 | Spiral Ham Dinner - 8 sides |
| | | n/i | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | n/i | 10-12 | fried whole turkey | 59.99 | 6-8 | Cajun Fried Turkey Dinner - 5 sides |
| | The Fresh Market | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Whole Foods - Southwest | Diestel | 12-14 | whole organic turkey | 119.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 99.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 139.99 | 6-8 | Southern Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole turkey | 79.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole turkey | 99.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 3-5 | bn-in turkey breast | 89.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | n/i | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| | | Winn-Dixie | Butterball | 10-12 | whole turkey | 54.99 | 6-8 |
| | Carolina Pride | | 6-8 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| MO | County Market | Butterball | 10-12 | whole turkey | 77.95 | 6-8 | Holiday Turkey Dinner - 7 sides |
| | | n/i | 2 | turkey meat | 37.99 | 4 | Holiday Turkey Dinner - 6 sides |
| | Dierberg's | Butterball | 12-14 | whole turkey | 99.99 | 8-10 | Deluxe Whole Roasted Turkey Meal - 3 sides |
| | | Butterball | 12-14 | whole turkey | 79.99 | 8-10 | Traditional Turkey Dinner - 5 sides |
| | | n/i | 2 | bnls spiral turkey breast | 54.99 | 4 | Smoked Spiral Turkey Breast Meal - 4 sides |
| | | n/i | 4 | bnls spiral turkey breast | 109.99 | 8 | Smoked Spiral Turkey Breast Meal - 4 sides |
| | | Bob's Smokehouse | 2 | glazed ham | 54.99 | 4 | Signature Glazed Ham Meal - 4 sides |
| | | Bob's Smokehouse | 4 | glazed ham | 109.99 | 8 | Signature Glazed Ham Meal - 4 sides |
| | | Dierberg's | 2.5 | spiral ham | 52.99 | 4 | Boneless Sliced Ham Meal - 4 sides |
| | | Dierberg's | 5 | spiral ham | 105.99 | 8 | Boneless Sliced Ham Meal - 4 sides |
| | | n/i | 1.5 | center-cut pork loin | 54.99 | 4 | Pork Loin Meal - 4 sides |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|---------------------------|-------------|--------------|--------------------------|--------|--------|--|
| MO (cont) | Dierberg's (continued) | n/i | 3 | center-cut pork loin | 109.99 | 8 | Pork Loin Meal - 4 sides |
| | | n/i | 3.5 | beef prime rib | 99.99 | 4 | Prime Rib Meal - 4 sides |
| | Food Giant | n/i | 7 | beef prime rib | 199.99 | 8 | Prime Rib Meal - 4 sides |
| | | n/i | 10-12 | whole turkey | 46.99 | 6-8 | Turkey Dinner Special - 3 sides |
| | Gerbe's | n/i | 7 | carved turkey | 95.99 | 15-18 | Holiday Dinner - 5 sides |
| | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | Harp's | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | | Honeysuckle | 10-12 | whole turkey | 85.95 | 8-10 | Martha Harp's Feast Holiday Dinner - 7 sides |
| | Hay's Supermarkets | Honeysuckle | 10-12 | whole turkey | 42.99 | 6-8 | Turkey Dinner - 3 sides |
| | | Honeysuckle | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 46.99 | 6-8 | Ham Dinner - 3 sides |
| | Hen House | n/i | 12-14 | whole turkey | 89.99 | 6-8 | Deluxe Feast - 6 sides |
| | | n/i | 12-14 | smoked whole turkey | 89.99 | 6-8 | Deluxe Feast - 6 sides |
| | | n/i | 7-8 | spiral ham | 89.99 | 6-8 | Deluxe Feast - 6 sides |
| | | n/i | 6 | beef prime rib | 129.99 | 6-8 | Prime Rib Feast - 7 sides |
| | Hy-Vee | n/i | 2 | rotisserie turkey breast | 49.99 | 2 | Holiday Dinner for Two - 7 sides |
| | | n/i | 2 | spiral ham | 49.99 | 2 | Holiday Dinner for Two - 7 sides |
| | | Butterball | 10-12 | whole turkey | 69.95 | 8 | Traditional Turkey Dinner - 5 sides |
| | | Butterball | 14-16 | whole turkey | 109.95 | 12 | Family Feast Turkey Dinner - 8 sides |
| | | Butterball | 14-16 | whole turkey/ham | 200.00 | 16-20 | Gourmet Holiday Feast - 9 sides |
| | | Jennie-O | 3-4 | bn-in turkey breast | 39.95 | 4 | Boneless Turkey Breast Dinner - 4 sides |
| | | Cook's | 10-11 | pit ham | 119.95 | 12 | CarveMaster™ Pit Ham Dinner - 7 sides |
| | | Farmland | 4-6 | bnls ham | 69.95 | 8 | Traditional Boneless Ham Dinner - 4 sides |
| | Kroger Central | n/i | 5-6 | beef prime rib | 119.95 | 8 | Oven-Roasted Prime Rib Dinner - 4 sides |
| | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | Kroger Delta | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | Price Chopper | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | | n/i | 10-12 | whole turkey/half ham | 189.99 | 10-12 | Roasted Turkey/Ham Family Buffet - 6 sides |
| | | n/i | 10-12 | whole turkey/half ham | 189.99 | 10-12 | Smoked Turkey/Ham Family Buffet - 6 sides |
| | | n/i | 10-12 | whole turkey | 99.99 | 8-10 | Gatherings Turkey Meal - 7 sides |
| | | n/i | 10-12 | whole smoked turkey | 99.99 | 8-10 | Gatherings Turkey Meal - 7 sides |
| | | n/i | 7-9 | spiral ham | 69.99 | 6-8 | Gatherings Spiral Ham Meal - 7 sides |
| | | n/i | 10-12 | whole turkey | 69.99 | 6-8 | Traditional Turkey Meal - 6 sides |
| | | n/i | 10-12 | whole smoked turkey | 69.99 | 6-8 | Traditional Turkey Meal - 6 sides |

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**Thanksgiving 2014
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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|----------------------------|------------------------------|-------------------------|----------------------|---------------------------|--------------------------|--|---|---|
| MO (cont) | Price Chopper (continued) | n/i | 7-9 | spiral ham | 69.99 | 6-8 | Traditional Spiral Sliced Ham Meal - 6 sides | |
| | | n/i | 1.5 | rotisserie turkey breast | 35.99 | 2 | Rotisserie Turkey Breast Meal - 4 sides | |
| | | n/i | 1.5 | glazed ham | 35.99 | 2 | Honey Glazed Ham Meal - 4 sides | |
| | Pyramid Foods | Honeysuckle | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides | |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides | |
| | Schnuck's | n/i | 9-11 | whole turkey | 39.99 | 8-10 | Turkey Dinner - 3 sides | |
| | Town & Country Grocers | n/i | 10-12 | whole turkey | 39.99 | 6-8 | Turkey Dinner - 4 sides | |
| | Whole Foods - Midwest | n/i | 6-8 | whole organic turkey | 129.99 | 6 | Organic Small Family Dinner - 5 sides | |
| | | n/i | 10-12 | whole organic turkey | 169.99 | 8-10 | Organic Large Family Dinner - 5 sides | |
| | | n/i | 2.5-3 | bn-in turkey breast | 69.99 | 4 | Turkey Breast Meal - 4 sides | |
| | | n/i | 10-12 | whole turkey | 149.99 | 8 | Family Turkey Dinner - 6 sides | |
| | | Wellshire Farms | 8-10 | ABF spiral ham | 109.99 | 6 | Classic Ham Dinner - 3 sides | |
| | | n/i | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides | |
| | | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides | |
| | NM | Albertsons Southwest | Jennie-O | 3 | rotisserie turkey breast | 47.99 | 6-8 | Rotisserie Turkey Breast Dinner - 4 sides |
| Butterball | | | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 4 sides | |
| Hormel | | | 6-8 | spiral ham | 54.99 | 6-8 | Spiral Cut Ham Dinner - 4 sides | |
| n/i | | | 4-5 | beef prime rib | 64.99 | 6-8 | Prime Rib Dinner - 4 sides | |
| Basha's | | Butterball | 9-11 | whole turkey | 49.99 | 6-8 | Deluxe Traditional Butterball Turkey Dinner - 6 sides | |
| | | Butterball | 9-11 | whole turkey/spiral ham | 97.98 | 12-16 | The Feast Dinner - 7 sides | |
| | | n/i | 2.5-3 | bn-in split turkey breast | 19.99 | 2 | Turkey Dinner for 2 - 5 sides | |
| | | Hormel | 6-8 | spiral ham | 49.99 | 6-8 | Deluxe Spiral Sliced Ham Dinner - 5 sides | |
| King Soopers | | n/i | 10-13 | whole turkey | 44.99 | 6-8 | Express Turkey Dinner - 5 sides | |
| Los Altos Ranch Market | | n/i | 10-12 | whole turkey | 69.99 | 8 | Holiday Dinner - 3 sides | |
| Safeway Denver | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides | |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides | |
| | | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides |
| | | | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides |
| Sprout's | | | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides | |
| Whole Foods Rocky Mountain | | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides | |
| | | n/i | 10-12 | whole smoked turkey | 99.99 | 4 | Down Home Smoked Turkey Dinner - 6 sides | |
| | | n/i | 12-14 | whole smoked turkey | 159.99 | 8 | Down Home Smoked Turkey Dinner - 6 sides | |
| | | Diestel | 10-12 | whole ABF turkey | 89.99 | 4 | Turkey Dinner for Four - 6 sides | |
| | | Diestel | 12-14 | whole ABF turkey | 149.99 | 8 | Turkey Dinner for Four - 6 sides | |
| | | Diestel | 10-12 | whole organic turkey | 109.99 | 4 | Turkey Dinner for Four - 6 sides | |
| | | Diestel | 12-14 | whole organic turkey | 169.99 | 8 | Turkey Dinner for Four - 6 sides | |
| | n/i | 1 | brined turkey breast | 39.99 | 2 | Brined Turkey Breast for Two - 6 sides | | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|---|-------------------------|---------------------|--------------------------|--------------|---------------------------------|---|
| NM (cont) | Whole Foods Rocky Mountain (continued) | n/i | 2 | brined turkey breast | 69.99 | 4 | Brined Turkey Breast for Four - 6 sides |
| | | American Homestead | 7-9 | spiral ham | 99.99 | 4 | Maple Dijon Spiral Ham Dinner for Four - 5 sides |
| | | n/i | 8-10 | prime rib | 149.99 | 4 | Prime Rib Dinner for Four - 5 sides |
| | | n/i | 3.5 | lamb leg | 89.99 | 4 | Roasted Leg of Lamb Meal - 4 sides |
| OK | Buy For Le\$\$ | Butterball | 10-12 | whole turkey | 59.99 | 6 | Deluxe Turkey Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 8 | Spiral Ham Dinner - 4 sides |
| | | n/i | 4-5 | beef prime rib | 79.99 | 6 | Prime Rib Dinner - 4 sides |
| | | n/i | 1.5 | rotisserie turkey breast | 29.99 | 2 | Turkey Dinner for 2 - 5 sides |
| | | n/i | 1.5 | spiral cut ham | 29.99 | 2 | Ham Dinner for 2 - 4 sides |
| | | n/i | 1.5 | bnls beef prime rib | 39.99 | 2 | Prime Rib Dinner for 2 - 4 sides |
| | Harp's | Honeysuckle | 10-12 | whole turkey | 85.95 | 8-10 | Martha Harp's Feast Holiday Dinner - 7 sides |
| | Homeland Stores | n/i | 10-12 | whole turkey | 44.99 | 6-8 | Traditional Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | Granny Dee's Premium Dinner - 6 sides |
| | | Hormel Cure 81 | 8 | spiral ham | 54.99 | 6-8 | Cure 81 Hormel Spiral Sliced Ham Dinner - 4 sides |
| | | Hormel Cure 81 | 5 | bnls ham | 54.99 | 6-8 | Cure 81 Hormel Boneless Ham - 4 sides |
| | Pyramid Foods | Honeysuckle | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 4 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| | Reasor's | Honeysuckle | 10-12 | whole turkey | 47.95 | 6-8 | Basic Turkey Dinner - 2 sides |
| | | Honeysuckle | 10-12 | whole turkey | 73.95 | 10-12 | Deluxe Turkey Dinner - 6 sides |
| | | Honeysuckle | 10-12 | smoked whole turkey | 73.95 | 10-12 | Deluxe Turkey Dinner - 6 sides |
| | | n/y | 3-5 | bn-in turkey breast | 29.95 | 2-3 | Turkey Breast Dinner - 4 sides |
| | | n/i | 7-9 | spiral ham | 59.95 | 10-12 | Deluxe Ham Dinner - 6 sides |
| | | n/i | 4-6 | beef prime rib | 119.95 | 6-8 | Basic Prime Rib Dinner - 4 sides |
| | | n/i | 4-6 | beef prime rib | 139.95 | 6-8 | Deluxe Prime Rib Dinner - 6 sides |
| | | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 |
| | Sprout's | | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides |
| | Sprout's | | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides |
| | n/i | | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Whole Foods - Southwest | Diestel | 12-14 | whole organic turkey | 119.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 99.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 139.99 | 6-8 | Southern Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole turkey | 79.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| Diestel | | 12-14 | whole turkey | 99.99 | 4-8 | Classic Turkey Dinner - 4 sides | |
| Diestel | | 3-5 | bn-in turkey breast | 89.99 | 4-8 | Classic Turkey Dinner - 4 sides | |

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| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|--|----------------|--------------|--------------------------|-------|---------------------------------|---|
| OK (cont) | Whole Foods - Southwest (continued) | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | n/i | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| TX | Albertson's Southern | Prater | 9-11 | fried whole turkey | 59.99 | 6-8 | Deep-Fried Cajun Turkey Dinner - 4 sides |
| | | Butterball | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Traditional Oven-Roasted Turkey Dinner - 4 sides |
| | Albertsons Southwest | Jennie-O | 3 | rotisserie turkey breast | 47.99 | 6-8 | Rotisserie Turkey Breast Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 4 sides |
| | | Hormel | 6-8 | spiral ham | 54.99 | 6-8 | Spiral Cut Ham Dinner - 4 sides |
| | Brookshire Grocery Company | n/i | 4-5 | beef prime rib | 64.99 | 6-8 | Prime Rib Dinner - 4 sides |
| | | n/i | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | n/i | 10-12 | fried whole turkey | 59.99 | 6-8 | Cajun Fried Turkey Dinner - 5 sides |
| | Homeland Stores | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Ham Dinner - 4 sides |
| | | n/i | 10-12 | whole turkey | 44.99 | 6-8 | Traditional Turkey Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 59.99 | 6-8 | Granny Dee's Premium Dinner - 6 sides |
| | Kroger Southwest | Hormel Cure 81 | 8 | spiral ham | 54.99 | 6-8 | Cure 81 Hormel Spiral Sliced Ham Dinner - 4 sides |
| | | Hormel Cure 81 | 5 | bnls ham | 54.99 | 6-8 | Cure 81 Hormel Boneless Ham - 4 sides |
| | | n/i | 10-13 | whole turkey | 69.99 | 6-8 | Deluxe Turkey Dinner - 7 sides |
| | Los Altos Ranch Market | n/i | 10-12 | smoked whole turkey | 69.99 | 6-8 | Deluxe Smoked Turkey Dinner - 7 sides |
| | | n/i | 9-10 | fried whole turkey | 69.99 | 6-8 | Deluxe Cajun Fried Turkey Dinner - 7 sides |
| | | n/i | 10-12 | whole turkey | 69.99 | 8 | Holiday Dinner - 3 sides |
| | Market Place | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 3 sides |
| | | n/i | 7-10 | spiral ham | 49.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | Randalls/Tom Thumb | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | | n/i | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides |
| | Sprout's Farmers Market | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides |
| | | Sprout's | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides |
| | | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides |
| | Super 1 Foods | n/i | 10-12 | smoked whole turkey | 59.99 | 6-8 | Smoked Turkey Dinner - 5 sides |
| | | n/i | 10-12 | fried whole turkey | 59.99 | 6-8 | Cajun Fried Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Spiral Ham Dinner - 3 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| n/i | | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides | |

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|--------------|----------------------------|------------|--------------|--------------------------|---------------------|--------|---|
| TX (cont) | The United Family | n/i | 10-12 | whole turkey | 54.99 | 8-10 | Baked Turkey Dinner - 4 sides |
| | | n/i | 10-12 | smoked whole turkey | 54.99 | 8-10 | Smoked Turkey Dinner - 4 sides |
| | | n/i | 4-7 | bn-in turkey breast | 49.99 | 6-8 | Turkey Breast Dinner - 4 sides |
| | Whole Foods - Southwest | n/i | 6-8 | spiral ham | 62.99 | 8-10 | Spiral Cut Ham Dinner - 5 sides |
| | | Diestel | 12-14 | whole organic turkey | 119.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 99.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 139.99 | 6-8 | Southern Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole turkey | 79.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 12-14 | whole turkey | 99.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | Diestel | 3-5 | bn-in turkey breast | 89.99 | 4-8 | Classic Turkey Dinner - 4 sides |
| | | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | n/i | 2.5-3.25 | leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| UT | Albertsons Inter-Mountain | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | Albertsons Southwest | Jennie-O | 3 | rotisserie turkey breast | 47.99 | 6-8 | Rotisserie Turkey Breast Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 4 sides |
| | | Hormel | 6-8 | spiral ham | 54.99 | 6-8 | Spiral Cut Ham Dinner - 4 sides |
| | | n/i | 4-5 | beef prime rib | 64.99 | 6-8 | Prime Rib Dinner - 4 sides |
| | | Harmon's | n/i | 8-10 | bn-in turkey breast | 135.00 | 6-8 |
| | n/i | | 12-14 | whole local turkey | 125.00 | 6-8 | Traditional Turkey Dinner - 7 sides |
| | n/i | | 12-14 | whole local turkey | 160.00 | 10-12 | Traditional Turkey Dinner (Large) - 7 sides |
| | n/i | | 8-10 | spiral ham | 125.00 | 6-8 | Traditional Ham Dinner - 7 sides |
| | n/i | | 8-10 | spiral ham | 160.00 | 10-12 | Traditional Ham Dinner (Large) - 7 sides |
| | n/i | | 8-10 | spiral ham | 95.00 | 6-8 | Deluxe Ham Dinner - 4 sides |
| | n/i | | 12 | beef prime rib | 190.00 | 6-8 | Prime Rib Dinner - 4 sides |
| | King Soopers | n/i | 10-13 | whole turkey | 44.99 | 6-8 | Express Turkey Dinner - 5 sides |
| | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides |
| | | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides |
| | | Sprout's | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides |
| | | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides |
| | Whole Foods Rocky Mountain | n/i | 10-12 | whole smoked turkey | 99.99 | 4 | Down Home Smoked Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole smoked turkey | 159.99 | 8 | Down Home Smoked Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole ABF turkey | 89.99 | 4 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 12-14 | whole ABF turkey | 149.99 | 8 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 10-12 | whole organic turkey | 109.99 | 4 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 12-14 | whole organic turkey | 169.99 | 8 | Turkey Dinner for Four - 6 sides |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|---|--------------------|--------------|----------------------|--------|--------|--|
| UT (cont) | Whole Foods Rocky Mountain (continued) | n/i | 1 | brined turkey breast | 39.99 | 2 | Brined Turkey Breast for Two - 6 sides |
| | | n/i | 2 | brined turkey breast | 69.99 | 4 | Brined Turkey Breast for Four - 6 sides |
| | | American Homestead | 7-9 | spiral ham | 99.99 | 4 | Maple Dijon Spiral Ham Dinner for Four - 5 sides |
| | | n/i | 8-10 | prime rib | 149.99 | 4 | Prime Rib Dinner for Four - 5 sides |
| | | n/i | 3.5 | lamb leg | 89.99 | 4 | Roasted Leg of Lamb Meal - 4 sides |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|-------------------------------------|-----------------------------|-------------------|--------------|-------------------------|--------|--------|---|
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | |
| CA | Albertsons South California | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Classic Turkey Dinner - 4 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Spiral Cut Ham Dinner - 4 sides |
| | | n/i | 4-5 | beef prime rib | 59.99 | 6-8 | Prime Rib Dinner - 4 sides |
| | Andronico's | Diestel | 6-10 | whole ABF turkey | 109.99 | 4-6 | Small Turkey Dinner - 6 sides |
| | | Diestel | 12-14 | whole ABF turkey | 149.99 | 6-8 | Large Turkey Dinner - 6 sides |
| | | n/i | 8.5 | spiral ham | 149.99 | 6-8 | Holiday Ham Dinner - 6 sides |
| | Food 4 Less | Private Selection | 10-13 | whole turkey | 37.99 | 8-10 | Complete Turkey Dinner - 4 sides |
| | | Private Selection | 8-10 | spiral ham | 37.99 | 8-10 | Complete Ham Dinner - 4 sides |
| | Fresh & Easy | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Hickory Smoked Ham Dinner - 3 sides |
| | | n/i | 2.5-3.25 | smoked turkey breast | 64.99 | 6-8 | Smoked Turkey Breast Roast Dinner - 3 sides |
| | Gelson's | n/i | 4 | beef rib roast | 69.99 | 6-8 | Beef Rib Roast Dinner - 3 sides |
| | | n/i | 14-16 | whole turkey | 174.99 | 12 | Jumbo Turkey Dinner - 7 sides |
| | | n/i | 12-14 | whole turkey | 128.99 | 8 | Roasted Turkey Dinner - 7 sides |
| | | n/i | 12-14 | whole turkey | 139.99 | 8 | Reduced Sodium Roasted Turkey Dinner - 7 sides |
| | | n/i | 1.5-3 | boneless breast | 45.99 | 2 | Sliced Turkey Breast Dinner for 2 - 7 sides |
| | | n/i | 7-9 | spiral ham | 119.99 | 6 | Spiral-Cut Ham Dinner - 7 sides |
| | | n/i | 3-5 | spiral ham | 45.99 | 2 | Spiral Ham Dinner for 2 - 7 sides |
| | | n/i | 5-6 | bnls rib roast | 149.99 | 6 | Boneless Rib Roast Dinner - 7 sides |
| | | n/i | 2-3 | sliced rib roast | 74.99 | 2 | Sliced Rib Roast Dinner for 2 - 7 sides |
| | | n/i | 1-2 | Cornish game hen | 45.99 | 2 | Cornish Game Hen Dinner for 2 - 7 sides |
| | La Superior | n/i | 10-12 | whole turkey | 69.99 | 12-15 | Turkey Dinner - 4 sides |
| | | n/i | 10-11 | spiral ham | 61.99 | 12-15 | Ham Dinner - 4 sides |
| | Lucky | Butterball | 10-12 | whole turkey | 49.99 | 4-8 | Holiday Turkey Dinner - 5 sides |
| | | Hormel | 7-9 | spiral ham | 49.99 | 4-8 | Holiday Ham Dinner - 5 sides |
| | Lunardi's | Diestel | 12-13 | whole ABF turkey | 109.00 | 12 | Holiday Turkey Dinner - 6 sides |
| | Mar-Val Food Stores | Butterball | 12-14 | whole turkey | 59.99 | 6 | Turkey Dinner - 7 sides |
| | | n/i | 9 | glazed ham | 59.99 | 6 | Ham Dinner - 5 sides |
| | | n/i | 4 | beef prime rib | 79.99 | 6 | Prime Rib Dinner - 4 sides |
| | Mollie Stones | Mollie | 12-14 | free range whole turkey | 129.99 | 10-12 | Holiday Dinner - 8 sides |
| | Murphy's Markets | n/i | 10-12 | whole turkey | 59.99 | 6-8 | Complete Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Complete Ham Dinner - 5 sides |
| | Nugget Markets | Diestel | 14-16 | whole turkey | 129.99 | 8-10 | Locally Grown Large Whole Turkey Meal - 7 sides |
| | | Diestel | 12-14 | whole turkey | 79.99 | 4-6 | Locally Grown Small Whole Turkey Meal - 7 sides |
| | Raley's | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Turkey Dinner - 5 sides |
| | | Diestel | 10-12 | whole ABF turkey | 99.99 | 6-8 | Turkey Dinner - 5 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Glazed Ham Dinner - 5 sides |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|-----------------------------|-----------------|--------------|--------------------------|--------|--------|---|
| CA (cont) | Ralphs | n/i | 10-13 | whole turkey | 39.99 | 6-8 | Express Turkey Dinner - 4 sides |
| | Ray's Food Place | n/i | 10-12 | whole turkey/ham | 89.99 | 4-6 | Family Holiday Meal - 7 sides |
| | | n/i | 7-9 | spiral ham/turkey | 109.99 | 6-8 | Deluxe Holiday Meal - 7 sides |
| | Safeway Northern California | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Save Mart | Butterball | 10-12 | whole turkey | 49.99 | 4-8 | Holiday Turkey Dinner - 5 sides |
| | | Hormel | 7-9 | spiral ham | 49.99 | 4-8 | Holiday Ham Dinner - 5 sides |
| | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides |
| | | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides |
| | | Sprout's | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides |
| | Stater Bros. | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides |
| | | Zacky Farms | 10-12 | whole turkey | 54.99 | 8 | Premium Quality Turkey Dinner - 5 sides |
| | | Zacky Farms | 20-22 | whole turkey | 99.99 | 16 | Premium Quality Giant Turkey Feast - 6 sides |
| | | Hormel | 8-10 | spiral ham | 59.99 | 8 | Premium Quality Spiral Ham Dinner - 5 sides |
| | | n/i | 4-5.5 | beef prime rib | 79.99 | 5-6 | Premium Quality Prime Rib Dinner - 5 sides |
| | The Fresh Market | n/i | 10-12 | whole turkey | 79.99 | 6-8 | Traditional Holiday Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 134.99 | 8-10 | Deluxe Holiday Dinner - 7 sides |
| | Vons/Pavilions | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Whole Foods N California | Diestel | 16-18 | whole organic turkey | 289.99 | 12 | Large Heirloom Turkey - 9 sides |
| | | Diestel | 10-12 | whole organic turkey | 159.99 | 8 | Traditional Organic Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole ABF turkey | 99.99 | 8 | Traditional Turkey Dinner - 6 sides |
| | | Diestel | 14-16 | whole ABF turkey | 129.99 | 8 | Traditional Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole ABF turkey | 129.99 | 8 | Traditional Roasted Lemon Herb Turkey Dinner - 6 sides |
| | | Diestel | 14-16 | whole ABF turkey | 189.99 | 12 | Large Roasted Lemon Herb Turkey Dinner - 6 sides |
| | | Diestel | 14-16 | whole ABF turkey | 159.99 | 12 | Large Turkey Dinner - 6 sides |
| | | Diestel | 6-8 | whole organic turkey | 99.99 | 4 | Intimate Organic Turkey Dinner - 6 sides |
| | | Diestel | 6-8 | whole ABF turkey | 84.99 | 4 | Intimate Turkey Dinner - 6 sides |
| | | Diestel | 6-8 | whole ABF turkey | 99.99 | 4 | Intimate Lemon Herb Turkey Dinner - 6 sides |
| | | n/i | 2.5-3 | bnls turkey roast | 79.99 | 4 | Intimate Bnls White/Dark Meat Turkey Roast Dinner - 6 sides |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides |
| | | n/i | 3 | Sous-Vide bnls pork loin | 79.99 | 4 | Intimate Pork Loin Meal - 3 sides |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Intimate Leg of Lamb Meal - 3 sides |
| | | Wellshire Farms | 8-9 | spiral ham | 119.99 | 8 | Spiral-Cut Ham Holiday Dinner - 6 sides |

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|-----------------------------|-------------------|--------------|--------------------------|--------|--------|--|
| CA (cont) | Whole Foods Sthrn Pacific | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | n/i | 2.5-3.25 | ABF leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | ABF pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| | | Diestel | 10-12 | whole organic turkey | 129.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 109.99 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 16-18 | whole turkey | 129.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 14-16 | whole turkey | 119.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 12-14 | whole turkey | 109.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 10-12 | whole turkey | 99.00 | 8 | Traditional Turkey Meal - 4 sides |
| HI | Safeway Northern California | n/i | 10-12 | whole turkey | 54.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 54.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 84.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Times Supermarket/Big Save | n/i | 12-14 | whole turkey | 54.97 | 7-9 | Turkey Dinner - 6 sides |
| | | Farmer John | 7-9 | spiral ham | 54.97 | 6-8 | Ham Dinner - 4 sides |
| | | Sterling Silver | 4-6 | beef prime rib | 69.97 | 6-8 | Prime Rib Dinner - 5 sides |
| | Whole Foods Sthrn Pacific | n/i | 2.5-3.25 | ABF leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | | n/i | 2.5-3.25 | ABF pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides |
| | | n/i | 7-9 | spiral ham | 110.00 | 6 | Holiday Ham Meal - 3 sides |
| | | Diestel | 10-12 | whole organic turkey | 139.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 12-14 | whole smoked turkey | 119.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 16-18 | whole turkey | 139.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 14-16 | whole turkey | 129.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 12-14 | whole turkey | 119.00 | 8 | Traditional Turkey Meal - 4 sides |
| | | Diestel | 10-12 | whole turkey | 109.00 | 8 | Traditional Turkey Meal - 4 sides |
| NV | Albertsons Inter-Mountain | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | Albertsons Southwest | Jennie-O | 3 | rotisserie turkey breast | 47.99 | 6-8 | Rotisserie Turkey Breast Dinner - 4 sides |
| | | Butterball | 10-12 | whole turkey | 49.99 | 6-8 | Traditional Turkey Dinner - 4 sides |
| | | Hormel | 6-8 | spiral ham | 54.99 | 6-8 | Spiral Cut Ham Dinner - 4 sides |
| | | n/i | 4-5 | beef prime rib | 64.99 | 6-8 | Prime Rib Dinner - 4 sides |
| | Food 4 Less | Private Selection | 10-13 | whole turkey | 37.99 | 8-10 | Complete Turkey Dinner - 4 sides |
| | | Private Selection | 8-10 | spiral ham | 37.99 | 8-10 | Complete Ham Dinner - 4 sides |
| | Fresh & Easy | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Hickory Smoked Ham Dinner - 3 sides |
| | | n/i | 2.5-3.25 | smoked turkey breast | 64.99 | 6-8 | Smoked Turkey Breast Roast Dinner - 3 sides |
| | | n/i | 4 | beef rib roast | 69.99 | 6-8 | Beef Rib Roast Dinner - 3 sides |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions | |
|--------------|-----------------------------|---------------------------|--------------|--------------------------|-------------------------|--------|---|--|
| NV (cont) | Raley's | Butterball | 10-12 | whole turkey | 59.99 | 6-8 | Turkey Dinner - 5 sides | |
| | | Diestel | 10-12 | whole ABF turkey | 99.99 | 6-8 | Turkey Dinner - 5 sides | |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Glazed Ham Dinner - 5 sides | |
| | Ralphs | n/i | 10-13 | whole turkey | 39.99 | 6-8 | Express Turkey Dinner - 4 sides | |
| | Safeway Northern California | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides | |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides | |
| | Sprout's Farmers Market | Sprout's | 12-14 | whole turkey | 69.99 | 6-8 | Natural Turkey Meal - 6 sides | |
| | | Sprout's | 2.5-3 | bnls turkey breast | 29.99 | 2 | Boneless Turkey Breast Meal - 6 sides | |
| | | Sprout's | 7-9 | spiral ham | 69.99 | 6-8 | Spiral Sliced Ham Meal - 6 sides | |
| | | n/i | 5 | Choice bnls beef rib | 79.99 | 6-8 | USDA Choice Boneless Rib Roast Meal - 3 sides | |
| | Vons/Pavilions | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides | |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides | |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides | |
| | Whole Foods N California | Diestel | 16-18 | whole organic turkey | 289.99 | 12 | Large Heirloom Turkey - 9 sides | |
| | | Diestel | 10-12 | whole organic turkey | 159.99 | 8 | Traditional Organic Turkey Dinner - 6 sides | |
| | | Diestel | 10-12 | whole ABF turkey | 99.99 | 8 | Traditional Turkey Dinner - 6 sides | |
| | | Diestel | 14-16 | whole ABF turkey | 129.99 | 8 | Traditional Turkey Dinner - 6 sides | |
| | | Diestel | 10-12 | whole ABF turkey | 129.99 | 8 | Traditional Roasted Lemon Herb Turkey Dinner - 6 sides | |
| | | Diestel | 14-16 | whole ABF turkey | 189.99 | 12 | Large Roasted Lemon Herb Turkey Dinner - 6 sides | |
| | | Diestel | 14-16 | whole ABF turkey | 159.99 | 12 | Large Turkey Dinner - 6 sides | |
| | | Diestel | 6-8 | whole organic turkey | 99.99 | 4 | Intimate Organic Turkey Dinner - 6 sides | |
| | | Diestel | 6-8 | whole ABF turkey | 84.99 | 4 | Intimate Turkey Dinner - 6 sides | |
| | | Diestel | 6-8 | whole ABF turkey | 99.99 | 4 | Intimate Lemon Herb Turkey Dinner - 6 sides | |
| | | n/i | 2.5-3 | bnls turkey roast | 79.99 | 4 | Intimate Bnls White/Dark Meat Turkey Roast Dinner - 6 sides | |
| | | n/i | 2.5 | Sous-Vide turkey breast | 69.99 | 4 | Roasted Turkey Breast Dinner for 4 - 4 sides | |
| | | n/i | 3 | Sous-Vide bnls pork loin | 79.99 | 4 | Intimate Pork Loin Meal - 3 sides | |
| | | n/i | 3 | Sous-Vide bnls lamb leg | 89.99 | 4 | Intimate Leg of Lamb Meal - 3 sides | |
| | | Wellshire Farms | 8-9 | spiral ham | 119.99 | 8 | Spiral-Cut Ham Holiday Dinner - 6 sides | |
| | | Whole Foods Sthrn Pacific | n/i | 3-5 | bn-in ABF turkey breast | 69.99 | 4 | Roasted Holiday Turkey Breast Meal - 4 sides |
| | | | n/i | 2.5-3.25 | ABF leg of lamb | 89.99 | 4 | Roasted Leg of Lamb Meal - 3 sides |
| | n/i | | 2.5-3.25 | ABF pork loin | 89.99 | 4 | Roasted Pork Loin Meal - 3 sides | |
| | Diestel | | 10-12 | whole organic turkey | 129.00 | 8 | Traditional Turkey Meal - 4 sides | |
| | Diestel | | 12-14 | whole smoked turkey | 109.99 | 8 | Traditional Turkey Meal - 4 sides | |
| | Diestel | | 16-18 | whole turkey | 129.00 | 8 | Traditional Turkey Meal - 4 sides | |
| | Diestel | | 14-16 | whole turkey | 119.00 | 8 | Traditional Turkey Meal - 4 sides | |
| | Diestel | | 12-14 | whole turkey | 109.00 | 8 | Traditional Turkey Meal - 4 sides | |
| | Diestel | | 10-12 | whole turkey | 99.00 | 8 | Traditional Turkey Meal - 4 sides | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--|----------------------------|--------------------|--------------|----------------------|------------------------------------|--------|--|
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | |
| AK | Carr's/Safeway | n/i | 10-12 | whole turkey | 59.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 59.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 89.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Fred Meyer | Private Selection | 10-13 | whole turkey | 79.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 10-12 | smoked whole turkey | 79.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 9-11 | fried whole turkey | 79.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | Sea Mart | n/i | 10-12 | whole turkey | 32.99 | 6-8 | Holiday Meal - 10 sides |
| ID | Albertsons Inter-Mountain | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | Albertsons Northwest | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | Fred Meyer | Private Selection | 10-13 | whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 10-12 | smoked whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 9-11 | fried whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | Paul's Market | n/i | 2.5-3 | fried turkey breast | 39.99 | 8-10 | Turkey Dinner - 4 sides |
| | Rosauers Supermarkets | Norbest | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 6 sides |
| | | Longhorn | 7.5 | spiral ham | 54.99 | 6-8 | Spiral Ham Dinner - 5 sides |
| | | Charlie's | 4.5-5 | beef prime rib | 74.99 | 6-8 | Prime Rib Dinner - 5 sides |
| | Safeway Northwest | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Whole Foods Rocky Mountain | Open Nature | 10-12 | whole ABF turkey | 59.99 | 6-8 | Open Nature Turkey Dinner - 4 sides |
| | | n/i | 10-12 | whole smoked turkey | 99.99 | 4 | Down Home Smoked Turkey Dinner - 6 sides |
| | | n/i | 12-14 | whole smoked turkey | 159.99 | 8 | Down Home Smoked Turkey Dinner - 6 sides |
| | | Diestel | 10-12 | whole ABF turkey | 89.99 | 4 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 12-14 | whole ABF turkey | 149.99 | 8 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 10-12 | whole organic turkey | 109.99 | 4 | Turkey Dinner for Four - 6 sides |
| | | Diestel | 12-14 | whole organic turkey | 169.99 | 8 | Turkey Dinner for Four - 6 sides |
| | | n/i | 1 | brined turkey breast | 39.99 | 2 | Brined Turkey Breast for Two - 6 sides |
| | | n/i | 2 | brined turkey breast | 69.99 | 4 | Brined Turkey Breast for Four - 6 sides |
| | | American Homestead | 7-9 | spiral ham | 99.99 | 4 | Maple Dijon Spiral Ham Dinner for Four - 5 sides |
| | | n/i | 8-10 | prime rib | 149.99 | 4 | Prime Rib Dinner for Four - 5 sides |
| n/i | 3.5 | lamb leg | 89.99 | 4 | Roasted Leg of Lamb Meal - 4 sides | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|-------|---------------------------|-------------------|--------------|---------------------|--------|--------|---|
| MT | Albertsons Inter-Mountain | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | Rosauers Supermarkets | Norbest | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 6 sides |
| | | Longhorn | 7.5 | spiral ham | 54.99 | 6-8 | Spiral Ham Dinner - 5 sides |
| | | Charlie's | 4.5-5 | beef prime rib | 74.99 | 6-8 | Prime Rib Dinner - 5 sides |
| | Safeway Northwest | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | | Open Nature | 10-12 | whole ABF turkey | 59.99 | 6-8 | Open Nature Turkey Dinner - 4 sides |
| OR | Albertsons Northwest | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | Fred Meyer | Private Selection | 10-13 | whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 10-12 | smoked whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 9-11 | fried whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | Haggen | Butterball | 12-14 | whole turkey | 129.00 | 8 | Turkey Meal - 7 sides |
| | | Hempler's | 7-9 | spiral ham | 129.00 | 8 | Spiral Ham Meal - 7 sides |
| | New Seasons | Diestel | 6-9 | whole ABF turkey | 99.99 | 4-6 | Traditional Turkey Dinner - 7 sides |
| | | Diestel | 12-14 | whole ABF turkey | 149.99 | 8-10 | Traditional Turkey Dinner - 7 sides |
| | | Diestel | 6-9 | whole ABF turkey | 119.99 | 4-6 | Gluten-Free Traditional Turkey Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 129.99 | 6-8 | Spiral Ham Dinner - 6 sides |
| | QFC | n/i | 10-13 | whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | n/i | 9-11 | fried whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 13-16 | whole turkey | 89.99 | 8 | Supreme Turkey Dinner - 7 sides |
| | | Private Selection | 10-13 | whole turkey | 44.99 | 6 | Express Turkey Dinner - 5 sides |
| | | Private Selection | 7-9 | spiral ham | 49.99 | 8 | Spiral Sliced Ham Dinner - 5 sides |
| | Ray's Food Place | n/i | 3-4.5 | beef prime rib | 69.99 | 6 | Select Prime Rib Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey/ham | 89.99 | 4-6 | Family Holiday Meal - 7 sides |
| | Rosauers Supermarkets | n/i | 7-9 | spiral ham/turkey | 109.99 | 6-8 | Deluxe Holiday Meal - 7 sides |
| | | Norbest | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 6 sides |
| | | Longhorn | 7.5 | spiral ham | 54.99 | 6-8 | Spiral Ham Dinner - 5 sides |
| | Roth's | Charlie's | 4.5-5 | beef prime rib | 74.99 | 6-8 | Prime Rib Dinner - 5 sides |
| | | Jennie-O | 3-5 | bn-in turkey breast | 29.99 | 3-4 | Holiday Turkey Breast Dinner - 5 sides |
| | | n/i | 10-12 | whole turkey | 59.99 | 4-6 | Family Favorite Turkey Dinner - 6 sides |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|--------------|-----------------------|-------------------|--------------|-------------------------|--------|----------------------------|---|
| OR (cont) | Safeway Northwest | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | | Open Nature | 10-12 | whole ABF turkey | 59.99 | 6-8 | Open Nature Turkey Dinner - 4 sides |
| WA | Albertsons Northwest | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | Fred Meyer | Private Selection | 10-13 | whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 10-12 | smoked whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 9-11 | fried whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | Haggen/TOP Food | Butterball | 12-14 | whole turkey | 129.00 | 8 | Turkey Meal - 7 sides |
| | | Hempler's | 7-9 | spiral ham | 129.00 | 8 | Spiral Ham Meal - 7 sides |
| | Metropolitan Market | n/i | 10-12 | whole free range turkey | 139.99 | 6-8 | Complete Thanksgiving Meal - 7 sides |
| | | n/i | 3-5 | bn-in turkey breast | 99.99 | 4 | Turkey Breast Dinner - 7 sides |
| | New Seasons | Diestel | 6-9 | whole ABF turkey | 99.99 | 4-6 | Traditional Turkey Dinner - 7 sides |
| | | Diestel | 12-14 | whole ABF turkey | 149.99 | 8-10 | Traditional Turkey Dinner - 7 sides |
| | | Diestel | 6-9 | whole ABF turkey | 119.99 | 4-6 | Gluten-Free Traditional Turkey Dinner - 7 sides |
| | | n/i | 7-9 | spiral ham | 129.99 | 6-8 | Spiral Ham Dinner - 6 sides |
| | PCC Natural Markets | Diestel | 8-10 | whole organic turkey | 89.99 | 4 | Roasted Turkey Dinner - 8 sides |
| | | Diestel | 10-12 | whole organic turkey | 149.99 | 8 | Roasted Turkey Dinner - 8 sides |
| | | Diestel | 12-14 | whole organic turkey | 199.99 | 12 | Roasted Turkey Dinner - 8 sides |
| | QFC | n/i | 10-13 | whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | n/i | 10-12 | smoked whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | n/i | 9-11 | fried whole turkey | 69.99 | 6 | Deluxe Holiday Turkey Dinner - 7 sides |
| | | Private Selection | 13-16 | whole turkey | 89.99 | 8 | Supreme Turkey Dinner - 7 sides |
| | | Private Selection | 10-13 | whole turkey | 44.99 | 6 | Express Turkey Dinner - 5 sides |
| | | Private Selection | 7-9 | spiral ham | 49.99 | 8 | Spiral Sliced Ham Dinner - 5 sides |
| | | n/i | 3-4.5 | beef prime rib | 69.99 | 6 | Select Prime Rib Dinner - 5 sides |
| | Rosauers Supermarkets | Norbest | 10-12 | whole turkey | 49.99 | 6-8 | Turkey Dinner - 6 sides |
| | | Longhorn | 7.5 | spiral ham | 54.99 | 6-8 | Spiral Ham Dinner - 5 sides |
| | | Charlie's | 4.5-5 | beef prime rib | 74.99 | 6-8 | Prime Rib Dinner - 5 sides |
| Saars Market | Jennie-O | 10-12 | whole turkey | 19.99 | 4-6 | Turkey Meal Deal - 6 sides | |
| | Gusto | 4 | bnls ham | 16.99 | 4-6 | Ham Meal Deal - 6 sides | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014
STORE-PREPARED HOLIDAY DINNERS**

| State | Supermarket | Brand | Weight (lb.) | Meat Item | Price | Serves | Conditions |
|----------------------------|---------------------------|-------------|--------------|------------------|--------|--------|---|
| WA <i>(cont)</i> | Safeway Northwest | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |
| | Town and Country Markets | Open Nature | 10-12 | whole ABF turkey | 59.99 | 6-8 | Open Nature Turkey Dinner - 4 sides |
| | | Diestel | 11-14 | whole ABF turkey | 119.99 | 6-8 | Complete Turkey Dinner - 6 sides |
| | | n/i | 7-9 | glazed ham | 79.99 | 6-8 | Complete Ham Dinner - 4 sides |
| WY | Albertsons Inter-Mountain | n/i | 10-12 | whole turkey | 49.99 | 8-10 | Turkey Dinner - 4 sides |
| | | n/i | 8-10 | spiral ham | 59.99 | 8-10 | Spiral Ham Dinner - 3 sides |
| | | n/i | 4-5 | beef prime rib | 69.99 | 8-10 | Prime Rib Dinner - 3 sides |
| | King Soopers | n/i | 10-13 | whole turkey | 44.99 | 6-8 | Express Turkey Dinner - 5 sides |
| | Safeway Denver | n/i | 10-12 | whole turkey | 49.99 | 6-8 | Signature Cafe® Turkey Dinner - 6 sides |
| | | n/i | 7-9 | spiral ham | 49.99 | 6-8 | Signature Cafe® Spiral Ham Dinner - 6 sides |
| | | n/i | 8-10 | beef prime rib | 79.99 | 4-5 | Signature Cafe® Prime Rib Dinner - 5 sides |