

Quarterly Industry Update

As of March 31, 2015

Industry: Food Distributors

Industry Summary

Cogent Valuation identified publicly traded companies, IPOs, and recent M&A transactions within the Food Distributors industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Since March 31, 2014, the median 52-week share price return of the Food Distributors industry has increased by 7.5%. In the last quarter, the median price-to-earnings multiple decreased from 29.6x to 28.3x.

Comparable Public Company Key Statistics

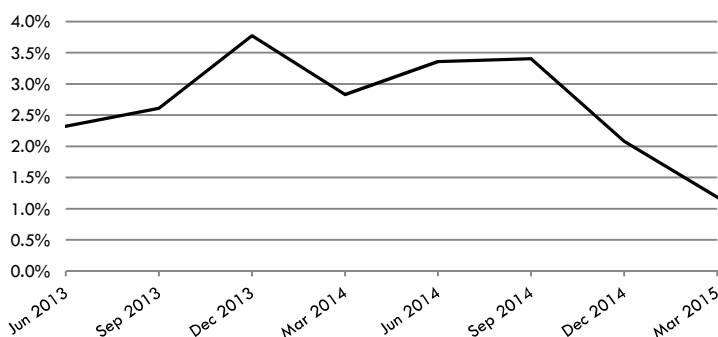
Median 52-Week Return	7.5%	Median EV/Revenue Multiple	1.3x	Median Price/Earnings Multiple	28.3x
Median 3-Year CAGR Return	23.9%	Median EV/EBITDA Multiple	14.5x	Median EV/Gross CF Multiple	25.7x

Comparable Public Company Market Price Returns (As of March 31, 2015)

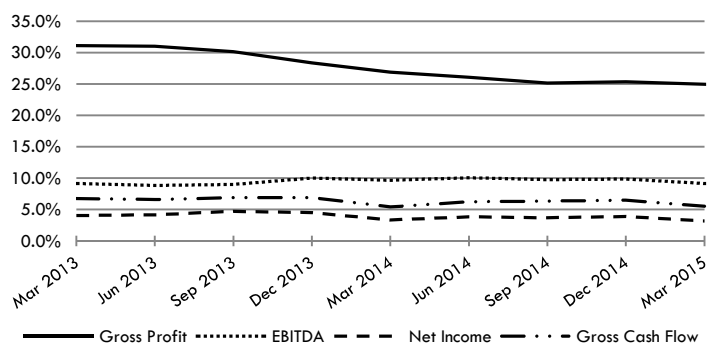
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2014	2013	2012	2011	2010
B&G Foods Inc.	-1.6%	-1.6%	-2.3%	-1.8%	9.3%	22.9%	-11.8%	19.8%	17.6%	75.3%	49.6%
Boulder Brands, Inc.	-13.8%	-13.8%	-45.9%	3.0%	13.0%	8.0%	-30.3%	22.9%	140.7%	23.8%	-27.8%
Dean Foods Company	-14.7%	-14.7%	6.9%	-32.5%	-12.0%	-12.0%	12.7%	-47.9%	47.4%	26.7%	-51.0%
Flowers Foods, Inc.	18.5%	18.5%	6.0%	1.8%	18.7%	15.6%	-10.6%	38.4%	22.6%	5.8%	13.3%
Golden Enterprises Inc.	10.8%	10.8%	-10.0%	7.3%	5.1%	3.4%	-13.8%	19.5%	-5.2%	6.5%	-7.1%
Hormel Foods Corporation	9.1%	9.1%	15.4%	17.3%	24.4%	22.0%	15.3%	44.7%	6.6%	14.3%	33.3%
Inventure Foods, Inc.	-12.2%	-12.2%	-20.0%	19.9%	31.2%	31.3%	-3.9%	104.3%	73.5%	-13.4%	83.1%
Koninklijke Wessanen N.V.	4.4%	4.4%	16.5%	51.0%	23.9%	9.3%	62.6%	35.1%	-21.2%	-7.4%	-33.9%
Lifeway Foods Inc.	15.4%	15.4%	45.5%	24.1%	32.2%	12.5%	16.0%	82.8%	-9.3%	0.9%	-19.6%
Pilgrim's Pride Corporation	-31.1%	-31.1%	8.0%	56.8%	44.7%	16.3%	101.8%	124.4%	25.7%	-18.8%	-20.3%
SunOpta Inc.	-10.8%	-10.8%	-10.3%	21.2%	24.3%	20.7%	18.9%	77.9%	13.1%	-36.8%	131.3%
The Hain Celestial Group, Inc.	9.9%	9.9%	40.1%	44.8%	43.0%	49.1%	28.4%	67.4%	47.9%	35.5%	59.1%
The WhiteWave Foods Company	26.7%	26.7%	55.4%	61.2%	N/A	N/A	52.5%	47.6%	N/A	N/A	N/A
Median of Industry Public Companies	2.0%	2.0%	7.5%	20.6%	23.9%	16.3%	14.0%	42.7%	22.6%	6.5%	13.3%

(Multiple year periods are calculated as the average annual return.)

Median Quarterly Revenue Growth of All Food Distributors Companies



Median Gross Profit, EBITDA, Net Income and Gross Cash Flow Margins



Median Public Company Multiples of the Food Distributors Industry

Date:	3/31/2013	6/30/2013	9/30/2013	12/31/2013	3/31/2014	6/30/2014	9/30/2014	12/31/2014	3/31/2015
EV/Revenues Multiple	1.1x	1.1x	1.2x	1.4x	1.4x	1.3x	1.3x	1.2x	1.3x
EV/EBITDA Multiple	12.3x	12.6x	13.5x	14.8x	16.1x	13.2x	13.9x	14.0x	14.5x
Price/Earnings Multiple	23.4x	25.3x	29.3x	33.7x	30.7x	25.9x	29.1x	29.6x	28.3x
EV/Gross Cash Flows Multiple	19.2x	18.8x	22.2x	26.0x	23.7x	20.6x	22.0x	19.4x	25.7x

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Quarterly Industry Update

As of March 31, 2015

Industry: Food Distributors



Industry Initial Public Offerings (dollars in millions, except share prices)

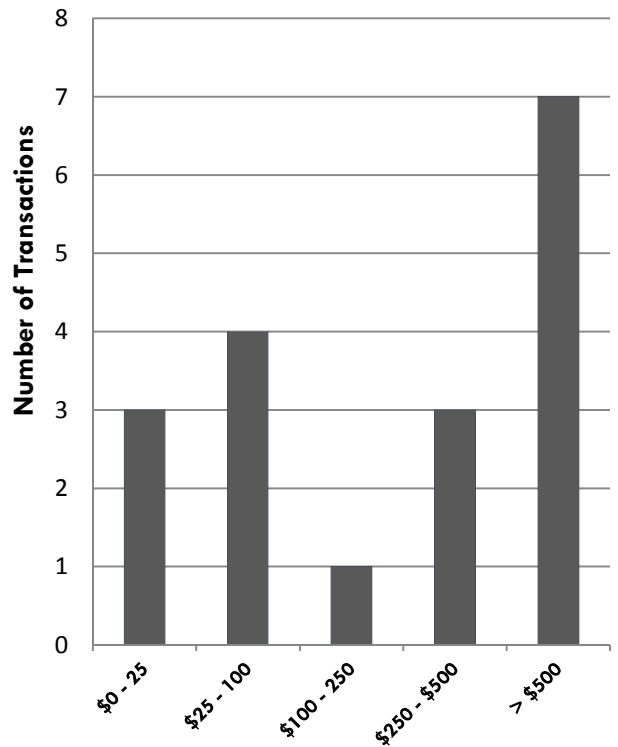
Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
3/27/2013	Pinnacle Foods Inc.	\$20.00	29.0	\$580.0	\$4,400.0	\$2,612.8	\$2,478.5	\$391.8	\$52.5	\$469.3
10/25/2012	The WhiteWave Foods Company	\$17.00	23.0	\$391.0	\$2,085.9	\$440.3	\$2,222.9	\$223.3	\$114.1	\$292.7
10/10/2012	Amira Nature Foods Ltd.	\$10.00	9.0	\$90.0	\$243.5	\$163.0	\$360.0	\$43.4	\$12.3	\$45.3
3/27/2012	Annie's, Inc.	\$19.00	5.0	\$95.0	\$68.2	\$13.3	\$134.9	\$19.1	\$12.8	\$19.8
10/22/2009	Dole Food Company Inc.	\$12.50	35.7	\$446.4	\$4,453.7	\$2,288.3	\$6,889.8	\$416.9	\$59.7	\$535.3
12/16/2005	Boulder Brands, Inc.	\$8.00	12.8	\$102.1	N/A	N/A	N/A	N/A	N/A	N/A
7/20/2005	Diamond Foods, Inc.	\$17.00	6.0	\$102.0	\$243.8	\$111.1	\$435.1	\$192.9	\$186.0	\$197.8
Median of All IPOs		nm	nm	\$102.1	\$1,164.9	\$301.6	\$1,329.0	\$208.1	\$56.1	\$245.3

nm: not meaningful

Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought
3/17/2015	Goodman Fielder Ltd.	First Pacific Company	\$1,788.8	90%
1/31/2015	La Sirena Alimentación	OpCapita LLP	\$56.2	100%
11/30/2014	Associated Wholesalers	C&S Wholesale Grocers	\$256.6	100%
10/24/2014	Abatewood Limited	Zeno Capital Ltd.	\$3.8	100%
10/21/2014	Annie's, Inc.	General Mills, Inc.	\$823.0	100%
7/30/2014	FoodTec UK Ltd.	Adams Foods	\$2.0	100%
7/29/2014	Flagstone Foods	Bay Valley Foods, LLC	\$875.0	100%
6/2/2014	MFI Holding Corporation	Post Holdings, Inc.	\$2,499.5	100%
5/30/2014	Aimia Foods (Holdings)	Cott Beverages Limited	\$147.1	100%
4/3/2014	Goudas Food Products	BLVD Holdings, Inc.	\$16.6	100%
2/19/2014	Arden Group Inc.	TPG Capital, L.P.	\$389.7	100%
2/13/2014	Atrium Innovations Inc.	Permira Advisers Ltd.	\$993.2	100%
2/1/2014	Golden Boy Foods Ltd.	Post Holdings, Inc.	\$300.6	100%
12/23/2013	Phil's Fresh Foods, LLC	GFA Brands, Inc.	\$60.7	100%
11/19/2013	Nash Finch Co.	Spartan Stores Inc.	\$797.2	100%
11/1/2013	Dole Food Company Inc.	DFC Holdings LLC	\$1,435.2	60%
8/21/2013	Aceford Food Industry Pte Ltd	Lei Shing Hong (Singapore)	\$57.6	100%
8/9/2013	Overhill Farms, Inc.	Bellisio Foods, Inc.	\$87.6	100%
Median of All Transaction Targets			\$278.6	100%

Size of Merger and Acquisition Transactions (dollars in millions)



Quarterly Industry Update

As of March 31, 2015

General Distribution Aggregates



Comparable Public Company Key Statistics

Median 52-Week Return	-3.5%	Median EV/Revenue Multiple	0.9x	Median Price/Earnings Multiple	27.9x
Median Year-to-Date Return	0.2%	Median EV/EBITDA Multiple	13.5x	Median EV/Gross CF Multiple	29.8x

Comparable Public Company Market Price Returns (As of March 31, 2015)

	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2014	2013	2012	2011	2010
A. M. Castle & Co.	-54.3%	-54.3%	-75.2%	-54.3%	-33.9%	-22.5%	-46.0%	0.0%	56.1%	-48.6%	34.5%
Applied Industrial Technologies, Inc.	-0.5%	-0.5%	-6.0%	0.4%	3.3%	12.8%	-7.1%	16.9%	19.4%	8.3%	47.2%
B&G Foods Inc.	-1.6%	-1.6%	-2.3%	-1.8%	9.3%	22.9%	-11.8%	19.8%	17.6%	75.3%	49.6%
Boulder Brands, Inc.	-13.8%	-13.8%	-45.9%	3.0%	13.0%	8.0%	-30.3%	22.9%	140.7%	23.8%	-27.8%
Calavo Growers Inc.	8.7%	8.7%	44.5%	33.7%	24.3%	23.0%	56.3%	20.0%	-1.8%	11.4%	35.6%
Dean Foods Company	-14.7%	-14.7%	6.9%	-32.5%	-12.0%	-12.0%	12.7%	-47.9%	47.4%	26.7%	-51.0%
Dorman Products, Inc.	3.1%	3.1%	-15.8%	15.6%	25.3%	39.3%	-13.9%	58.6%	91.4%	1.9%	131.3%
DXP Enterprises, Inc.	-12.7%	-12.7%	-53.6%	-23.2%	0.5%	28.1%	-56.1%	134.8%	52.4%	34.2%	83.6%
Flowers Foods, Inc.	18.5%	18.5%	6.0%	1.8%	18.7%	15.6%	-10.6%	38.4%	22.6%	5.8%	13.3%
Golden Enterprises Inc.	10.8%	10.8%	-10.0%	7.3%	5.1%	3.4%	-13.8%	19.5%	-5.2%	6.5%	-7.1%
Hormel Foods Corporation	9.1%	9.1%	15.4%	17.3%	24.4%	22.0%	15.3%	44.7%	6.6%	14.3%	33.3%
Huttig Building Products Inc.	-14.9%	-14.9%	-37.8%	2.6%	25.3%	27.4%	-13.2%	141.3%	207.7%	-45.2%	26.5%
Inventure Foods, Inc.	-12.2%	-12.2%	-20.0%	19.9%	31.2%	31.3%	-3.9%	104.3%	73.5%	-13.4%	83.1%
Koninklijke Wessanen N.V.	4.4%	4.4%	16.5%	51.0%	23.9%	9.3%	62.6%	35.1%	-21.2%	-7.4%	-33.9%
Lifeway Foods Inc.	15.4%	15.4%	45.5%	24.1%	32.2%	12.5%	16.0%	82.8%	-9.3%	0.9%	-19.6%
MRC Global Inc.	-21.8%	-21.8%	-56.0%	-40.0%	N/A	N/A	-53.0%	16.1%	N/A	N/A	N/A
Perfumania Holdings, Inc.	-9.8%	-9.8%	-20.2%	-3.1%	-16.4%	-8.3%	-5.5%	29.1%	-52.7%	15.6%	25.0%
Pilgrim's Pride Corporation	-31.1%	-31.1%	8.0%	56.8%	44.7%	16.3%	101.8%	124.4%	25.7%	-18.8%	-20.3%
Pool Corp.	10.0%	10.0%	13.8%	20.6%	23.1%	25.2%	9.1%	37.4%	40.6%	33.5%	18.1%
SunOpta Inc.	-10.8%	-10.8%	-10.3%	21.2%	24.3%	20.7%	18.9%	77.9%	13.1%	-36.8%	131.3%
Taitron Components Inc.	0.7%	0.7%	-4.8%	0.0%	-0.3%	-8.0%	-5.4%	2.9%	-10.5%	-27.8%	10.5%
The Hain Celestial Group, Inc.	9.9%	9.9%	40.1%	44.8%	43.0%	49.1%	28.4%	67.4%	47.9%	35.5%	59.1%
The WhiteWave Foods Company	26.7%	26.7%	55.4%	61.2%	N/A	N/A	52.5%	47.6%	N/A	N/A	N/A
United Natural Foods, Inc.	-0.4%	-0.4%	8.6%	25.1%	18.2%	22.3%	2.6%	40.7%	33.9%	9.1%	37.2%
VOXX International Corporation	4.6%	4.6%	-33.0%	-7.5%	-12.3%	3.3%	-47.5%	148.1%	-20.4%	-2.1%	21.7%
Watsco Inc.	17.5%	17.5%	25.8%	22.2%	19.3%	17.2%	11.4%	28.3%	14.1%	4.1%	28.8%
Median of Industry Public Companies	0.2%	0.2%	-3.5%	11.5%	19.0%	16.7%	-4.7%	37.9%	21.0%	6.1%	27.6%

(Multiple year periods are calculated as the average annual return.)

Median Public Company Multiples of the General Distribution Aggregates

Date:	3/31/2013	6/30/2013	9/30/2013	12/31/2013	3/31/2014	6/30/2014	9/30/2014	12/31/2014	3/31/2015
EV/Revenues Multiple	0.8x	0.8x	0.8x	0.8x	0.9x	0.9x	0.9x	0.9x	0.9x
EV/EBITDA Multiple	11.8x	12.7x	13.6x	14.8x	15.1x	13.4x	13.0x	13.9x	13.5x
Price/Earnings Multiple	23.5x	24.9x	25.9x	28.5x	29.8x	26.6x	24.6x	28.0x	27.9x
EV/Gross Cash Flows Multiple	28.7x	33.8x	30.1x	26.1x	23.7x	33.3x	32.0x	27.6x	29.8x

Quarterly Industry Update

As of March 31, 2015

General Distribution Aggregates



Industry Initial Public Offerings - General Distribution Aggregates (dollars in millions, except share prices)

Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
6/26/2013	HD Supply Holdings, Inc.	\$18.00	53.2	\$957.4	\$6,459.0	\$6,630.0	\$8,155.0	\$670.0	(\$950.0)	\$739.0
5/22/2013	Global Brass and Copper Holdings, Inc.	\$11.00	7.0	\$77.0	\$576.5	\$400.0	\$1,652.1	\$92.9	\$9.9	\$100.2
3/27/2013	Pinnacle Foods Inc.	\$20.00	29.0	\$580.0	\$4,400.0	\$2,612.8	\$2,478.5	\$391.8	\$52.5	\$469.3
2/7/2013	Health Insurance Innovations, Inc.	\$14.00	4.7	\$65.3	\$18.0	\$3.3	\$41.9	\$4.5	\$3.3	\$4.6
10/25/2012	The WhiteWave Foods Company	\$17.00	23.0	\$391.0	\$2,085.9	\$440.3	\$2,222.9	\$223.3	\$114.1	\$292.7
10/24/2012	CrossAmerica Partners LP	\$20.00	6.0	\$120.0	\$303.2	\$261.9	\$1,854.9	\$30.5	\$2.4	\$44.7
10/24/2012	CrossAmerica Partners LP	\$20.00	6.0	\$120.0	\$303.2	\$261.9	\$1,854.9	\$30.5	\$2.4	\$44.7
10/10/2012	Amira Nature Foods Ltd.	\$10.00	9.0	\$90.0	\$243.5	\$163.0	\$360.0	\$43.4	\$12.3	\$45.3
3/27/2012	Annie's, Inc.	\$19.00	5.0	\$95.0	\$68.2	\$13.3	\$134.9	\$19.1	\$12.8	\$19.8
10/22/2009	Dole Food Company Inc.	\$12.50	35.7	\$446.4	\$4,453.7	\$2,288.3	\$6,889.8	\$416.9	\$59.7	\$535.3
12/16/2005	Boulder Brands, Inc.	\$8.00	12.8	\$102.1	N/A	N/A	N/A	N/A	N/A	N/A
7/20/2005	Diamond Foods, Inc.	\$17.00	6.0	\$102.0	\$243.8	\$111.1	\$435.1	\$192.9	\$186.0	\$197.8
Median of All IPOs		nm	nm	\$111.0	\$303.2	\$261.9	\$1,854.9	\$92.9	\$12.3	\$100.2

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