

Quarterly Industry Update

As of March 31, 2014

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, 2013, the median 52-week share price return of the Food Distributors industry has increased by 56.7%. In the last quarter, the median price-to-earnings multiple decreased from 27.5x to 21.5x.

Comparable Public Company Key Statistics

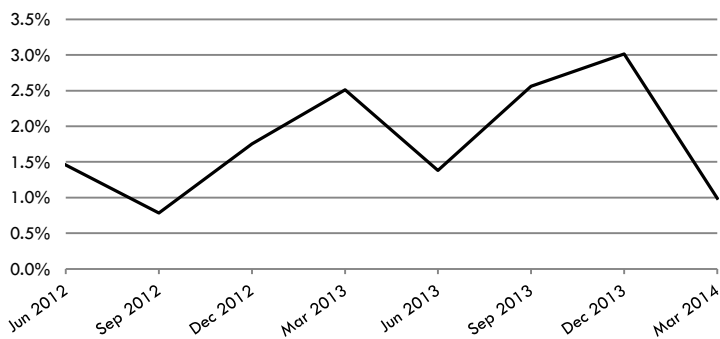
Median 52-Week Return	56.7%	Median EV/Revenue Multiple	1.1x	Median Price/Earnings Multiple	21.5x
Median 3-Year CAGR Return	21.0%	Median EV/EBITDA Multiple	15.1x	Median EV/Gross CF Multiple	17.5x

Comparable Public Company Market Price Returns (As of March 31, 2014)

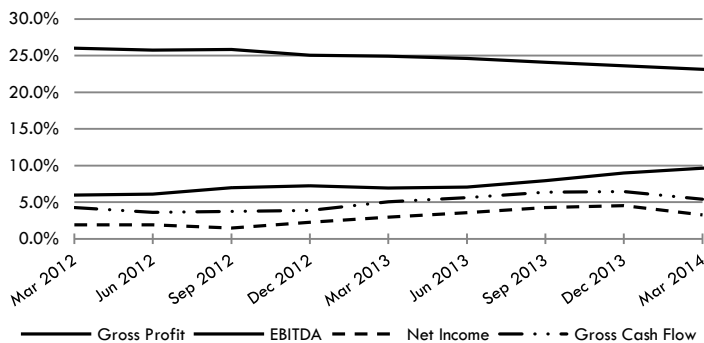
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2012	2011	2010	2009	2008
Dean Foods Company	-53.2%	-10.1%	-57.4%	-20.1%	-8.2%	-15.6%	47.4%	26.7%	-51.0%	0.4%	-30.5%
Koninklijke Wessanen N.V.	96.9%	45.7%	95.9%	27.7%	14.6%	10.9%	-21.2%	-7.4%	-33.9%	-7.6%	-59.1%
Inventure Foods, Inc.	115.4%	5.4%	79.7%	67.9%	53.7%	59.1%	73.5%	-13.4%	83.1%	44.8%	-26.9%
The Hain Celestial Group, Inc.	68.6%	0.7%	49.7%	44.5%	41.5%	45.0%	47.9%	35.5%	59.1%	-10.9%	-40.3%
Golden Enterprises Inc.	26.8%	6.1%	27.9%	13.5%	10.8%	14.0%	-5.2%	6.5%	-7.1%	69.8%	-30.0%
SunOpta Inc.	110.4%	18.2%	63.8%	46.3%	16.8%	46.9%	13.1%	-36.8%	131.3%	116.1%	-88.3%
Boulder Brands, Inc.	36.6%	11.1%	96.0%	63.3%	56.6%	23.9%	140.7%	23.8%	-27.8%	-11.8%	-37.8%
Flowers Foods, Inc.	38.3%	-0.1%	-2.3%	25.7%	21.0%	15.5%	22.6%	5.8%	13.3%	-2.5%	4.1%
Hormel Foods Corporation	57.9%	9.1%	19.2%	29.2%	21.0%	25.5%	6.6%	14.3%	33.3%	23.7%	-23.2%
Pilgrim's Pride Corporation	189.0%	28.7%	127.6%	67.5%	39.5%	N/A	25.7%	-18.8%	-20.3%	N/A	N/A
Median of Industry Public Companies	63.2%	7.6%	56.7%	36.8%	21.0%	23.9%	24.1%	6.1%	3.1%	0.4%	-30.5%

(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:	3/31/2012	6/30/2012	9/30/2012	12/31/2012	3/31/2013	6/30/2013	9/30/2013	12/31/2013	3/31/2014
EV/Revenues Multiple	0.6x	0.7x	0.7x	0.7x	0.7x	0.8x	1.0x	1.0x	1.1x
EV/EBITDA Multiple	11.0x	12.1x	9.0x	9.2x	11.4x	12.3x	12.6x	12.9x	15.1x
Price/Earnings Multiple	28.5x	30.2x	21.5x	17.6x	21.1x	21.8x	22.2x	27.5x	21.5x
EV/Gross Cash Flows Multiple	14.8x	16.7x	13.4x	13.6x	16.9x	16.7x	17.9x	18.3x	17.5x

This industry research is provided at no charge to Cogent Valuation's clients. Research or detailed information not covered in this report can be obtained for a fee. Contact Steven Kam at 415-392-0888 for additional information or questions in connection with this research report.

Quarterly Industry Update

As of March 31, 2014

Industry: Food Distributors



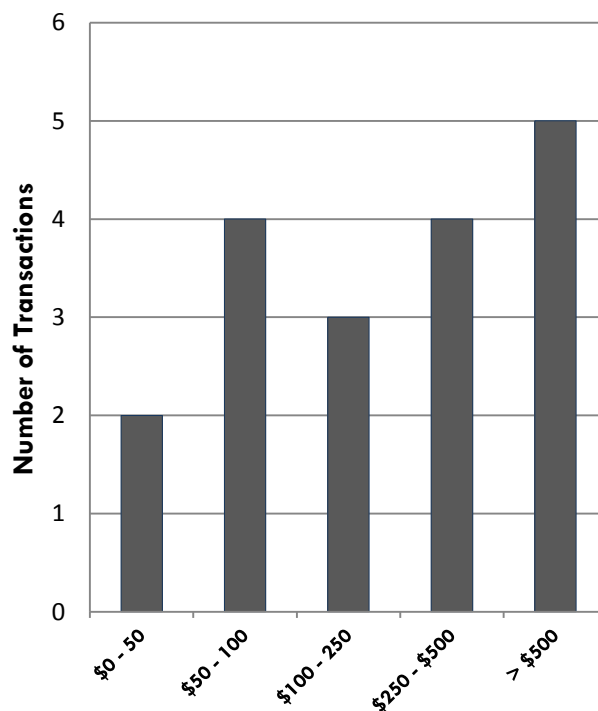
Industry Initial Public Offerings (dollars in millions, except share prices)

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
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	N/A
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	\$246.5	\$2,085.9	\$440.3	\$2,222.9	\$223.3	\$59.7	\$245.3

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought
2/1/2014	Golden Boy Foods Ltd.	Post Holdings, Inc.	\$300.6	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%
8/9/2013	Overhill Farms, Inc.	Bellisio Foods, Inc.	\$87.6	100%
5/8/2013	Grupo Nutrisa SAB	Grupo Herdez	\$158.1	67%
1/29/2013	Ralcorp Holdings Inc.	ConAgra Foods, Inc.	\$7,152.6	100%
8/20/2012	Conopco, Inc.	ConAgra Foods, Inc.	\$266.9	100%
8/10/2012	Michael's Finer Meats	The Chefs' Warehouse	\$71.8	100%
7/21/2012	Lepage Bakeries, Inc.	Flowers Foods, Inc.	\$320.0	100%
7/2/2012	Udi's Healthy Foods, LLC	Smart Balance, Inc.	\$141.7	100%
5/31/2012	The Wimble Company	Kellogg Company	\$2,695.0	100%
5/22/2012	Petri Baking Products, Inc.	Ralcorp Holdings Inc.	\$84.0	100%
5/4/2012	Solo Cup Co.	Dart Container	\$977.5	100%
4/16/2012	Marketfare Foods, Inc.	Greencore Group plc	\$36.0	100%
11/30/2011	National Pretzel Company	ConAgra Foods, Inc.	\$301.9	100%
11/2/2011	Thiel Cheese & Ingredients	Irish Dairy Board	\$50.0	100%
5/19/2011	Tasty Baking Company	Flowers Bakeries, LLC	\$149.7	100%
Median of All Transaction Targets			\$266.9	100%

Size of Merger and Acquisition Transactions (dollars in millions)



Disclosures and Limitations: This research report is for informational and discussion purposes only. This report and any information presented herein is not investment advice of any kind to any person and does not constitute a recommendation as to the purchase or sale of any interests or as to any other course of action. General, financial, and statistical information concerning the details of this report and related industry are from sources Cogent Valuation believes to be reliable. Cogent Valuation has accurately reflected such information in this research report; however, Cogent Valuation makes no representation as to the sources' accuracy or completeness and has accepted this information without further verification. Neither all nor any part of the content of this report may be conveyed to the public through advertising, public relations, news, sales, mail, direct transmittal, or other media without the prior written consent of Cogent Valuation. Cogent Valuation's research is as of the date reported herein. Cogent Valuation has no affiliation with any of the companies comprising the composite used as a basis for research in this report, nor does Cogent Valuation hold any investments in the companies listed herein. The content of this report may be used, in part, as a basis for any work that Cogent Valuation performs for you in the future at the sole discretion of Cogent Valuation. THIS REPORT IS NOT TO BE USED OR CONSIDERED UNDER ANY CIRCUMSTANCE BY ANYONE AS INVESTMENT ADVICE. This industry research is provided at no charge to Cogent Valuation's clients. Research or detailed information not covered in this report can be obtained for a fee. Contact Steven Kam at 415-392-0888 for additional information or questions in connection with this research report. Copyright © 2014 Cogent Valuation. All Rights Reserved.