

Quarterly Industry Update

As of September 30, 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 September 30, 2013, the median 52-week share price return of the Food Distributors industry has increased by 20.0%. In the last quarter, the median price-to-earnings multiple increased from 25.9x to 29.1x.

Comparable Public Company Key Statistics

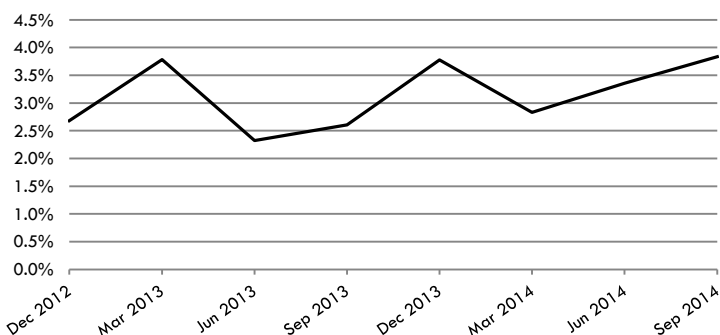
Median 52-Week Return	20.0%	Median EV/Revenue Multiple	1.3x	Median Price/Earnings Multiple	29.1x
Median 3-Year CAGR Return	18.4%	Median EV/EBITDA Multiple	13.9x	Median EV/Gross CF Multiple	22.0x

Comparable Public Company Market Price Returns (As of September 30, 2014)

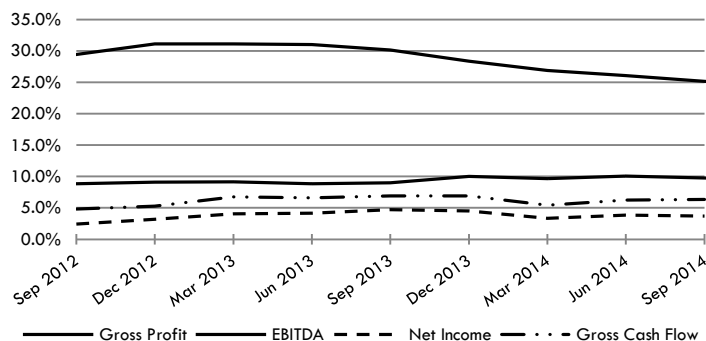
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2013	2012	2011	2010	2009
B&G Foods Inc.	-18.8%	-15.7%	-20.3%	-4.7%	18.2%	27.5%	19.8%	17.6%	75.3%	49.6%	70.0%
Boulder Brands, Inc.	-14.1%	-3.9%	-15.0%	6.2%	32.2%	17.3%	22.9%	140.7%	23.8%	-27.8%	-11.8%
Dean Foods Company	-22.9%	-24.7%	-31.3%	-36.3%	-9.3%	-17.9%	-47.9%	47.4%	26.7%	-51.0%	0.4%
Flowers Foods, Inc.	-14.5%	-12.9%	-14.4%	16.8%	12.3%	9.5%	38.4%	22.6%	5.8%	13.3%	-2.5%
Golden Enterprises Inc.	13.7%	8.4%	18.0%	17.1%	13.1%	9.1%	19.5%	-5.2%	6.5%	-7.1%	69.8%
Hormel Foods Corporation	13.8%	4.1%	22.0%	32.6%	23.9%	23.7%	44.7%	6.6%	14.3%	33.3%	23.7%
Inventure Foods, Inc.	-2.3%	15.0%	23.4%	50.9%	49.9%	35.6%	104.3%	73.5%	-13.4%	83.1%	44.8%
Koninklijke Wessanen N.V.	55.0%	1.2%	68.0%	50.9%	10.3%	2.6%	35.1%	-21.2%	-7.4%	-33.9%	-7.6%
Lifeway Foods Inc.	-13.2%	-0.8%	2.7%	20.8%	9.1%	4.8%	82.8%	-9.3%	0.9%	-19.6%	32.3%
Pilgrim's Pride Corporation	88.1%	11.7%	82.1%	144.5%	92.7%	N/A	124.4%	25.7%	-18.8%	-20.3%	N/A
SunOpta Inc.	21.2%	-14.1%	24.6%	37.7%	35.0%	24.4%	77.9%	13.1%	-36.8%	131.3%	116.1%
The Hain Celestial Group, Inc.	12.7%	15.3%	32.7%	27.5%	49.6%	39.8%	67.4%	47.9%	35.5%	59.1%	-10.9%
The WhiteWave Foods Company	58.4%	12.2%	81.9%	N/A	N/A	N/A	47.6%	N/A	N/A	N/A	N/A
United Natural Foods, Inc.	-18.5%	-5.6%	-8.6%	2.5%	18.4%	20.8%	40.7%	33.9%	9.1%	37.2%	50.1%
Median of Industry Public Companies	5.2%	0.2%	20.0%	20.8%	18.4%	19.0%	42.7%	22.6%	6.5%	13.3%	28.0%

(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:	9/30/2012	12/31/2012	3/31/2013	6/30/2013	9/30/2013	12/31/2013	3/31/2014	6/30/2014	9/30/2014
EV/Revenues Multiple	0.7x	0.9x	1.1x	1.1x	1.2x	1.4x	1.4x	1.3x	1.3x
EV/EBITDA Multiple	10.7x	11.9x	12.3x	12.6x	13.5x	15.5x	16.1x	13.2x	13.9x
Price/Earnings Multiple	23.7x	21.5x	23.4x	25.3x	29.3x	33.7x	30.7x	25.9x	29.1x
EV/Gross Cash Flows Multiple	18.0x	16.3x	19.2x	18.8x	22.2x	26.0x	23.7x	20.6x	22.0x

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.

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As of September 30, 2014

Industry: Food Distributors



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

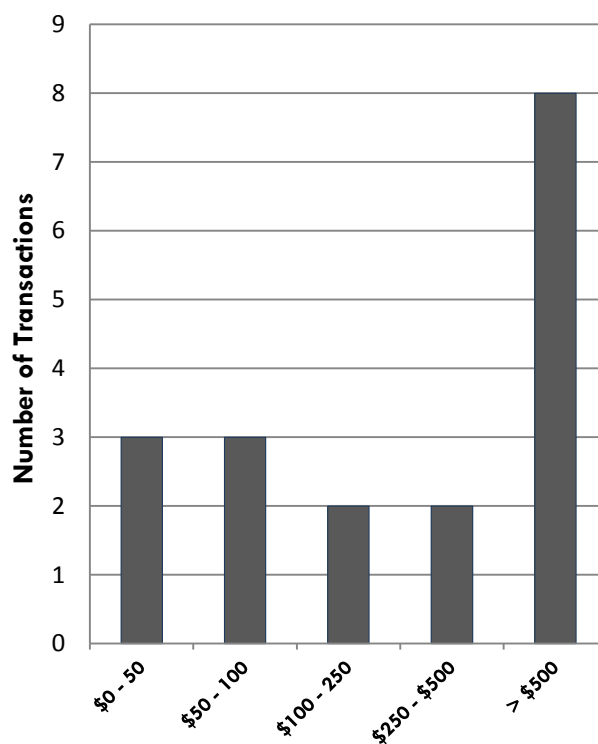
Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
3/27/2013	Pinnacle Foods Inc.	\$20.00	29.0	\$580.0	\$4,400.0	\$2,612.8	\$2,478.5	\$391.8	\$52.5	\$469.3
10/25/2012	The WhiteWave Foods Company	\$17.00	23.0	\$391.0	\$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
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	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	\$102.1	\$1,164.9	\$301.6	\$1,329.0	\$208.1	\$56.1	\$197.8

nm: not meaningful

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought
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, Inc.	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%
5/8/2013	Grupo Nutrisa SAB de CV	Grupo Herdez	\$158.1	67%
1/29/2013	Ralcorp Holdings Inc.	ConAgra Foods, Inc.	\$7,152.6	100%
12/28/2012	Valpiform SAS	Nutrition & Santé SAS	\$16.4	100%
10/1/2012	Avid Health, Inc.	Church & Dwight Co. Inc.	\$650.0	100%
Median of All Transaction Targets			\$345.1	100%

Size of Merger and Acquisition Transactions (dollars in millions)



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