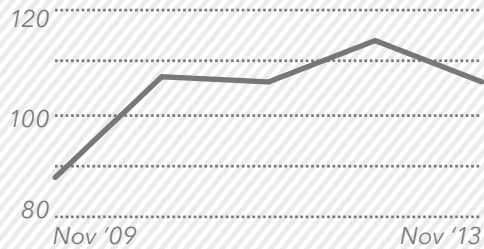




UK Christmas Dinners Cost Less in 2013

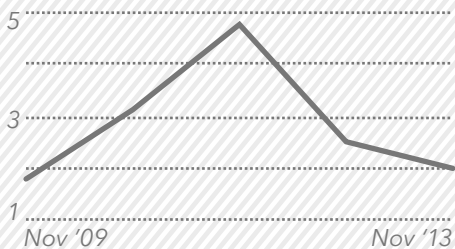
CHRISTMAS ECONOMY

Global Food Price Index
2010=100
Novembers 2009-2013



▼ the food price index will drop for November 2013 during the Christmas holiday season

Overall Inflation
in the United Kingdom
Novembers 2009-2013

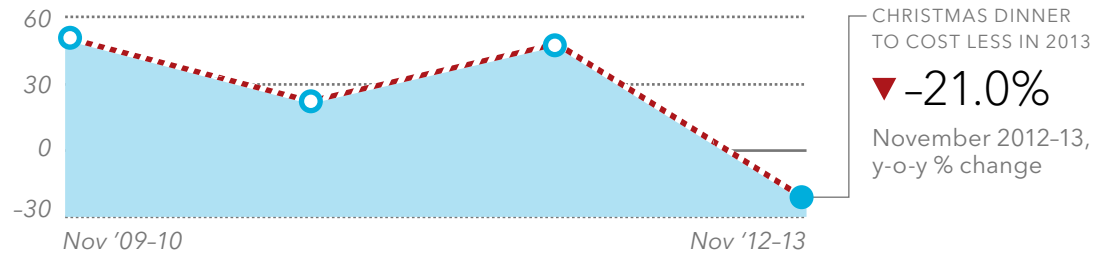


▼ overall inflation experienced a drop from November 2011 during the Christmas holiday season

Sources: Euromonitor International from statistics/Eurostat/OECD/UN/International Monetary Fund (IMF), International Financial Statistics (IFS), Department of Environment, Food & Rural Affairs, Smithfield Market from Meat Trades Journala



Average Price Increase of Christmas Dinners
in the United Kingdom
y-o-y % change, Novembers 2010-2013



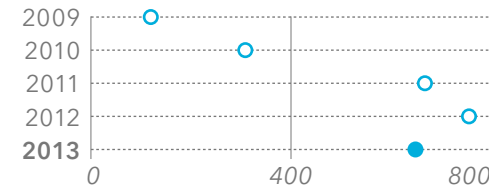
CHRISTMAS DINNER TO COST LESS IN 2013
▼ -21.0%
November 2012-13, y-o-y % change

Christmas Dinner Dishes

Wholesale Cost of Christmas Dinner Components
GBP pence per kg, Novembers 2009-2013

TURKEY, (Bronze, up to 7.5kg)

▼ -14.5% y-o-y change, 2012-13



PORK

■ 0% y-o-y change, 2012-13



POTATOES

▼ -35.0% y-o-y change, 2012-13



BRUSSELS SPROUTS

▼ -34.7% y-o-y change, 2012-13

