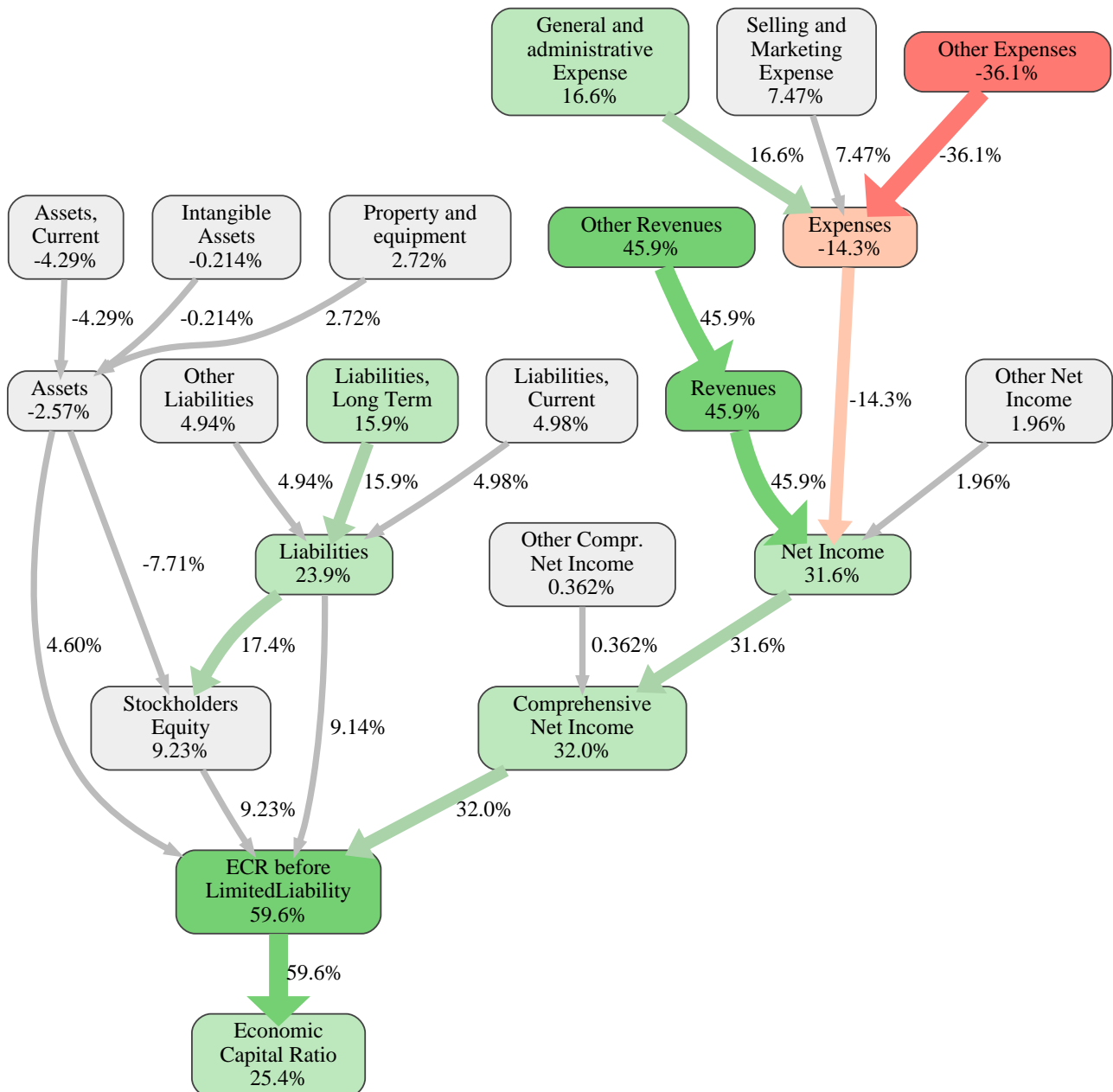




RealRate

FOOD 2013

Flowers Foods INC
Rank 18 of 55



The relative strengths and weaknesses of Flowers Foods INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Flowers Foods INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 46% points. The greatest weakness of Flowers Foods INC is the variable Other Expenses, reducing the Economic Capital Ratio by 36% points.

The company's Economic Capital Ratio, given in the ranking table, is 188%, being 25% points above the market average of 162%.

| Input Variable | Value in 1000 USD |
|------------------------------------|----------------------|
| Assets, Current | 464,451 |
| General and administrative Expense | 0 |
| Intangible Assets | 658,281 |
| Liabilities, Current | 354,958 |
| Liabilities, Long Term | 48,891 |
| Other Assets | 147,281 |
| Other Compr. Net Income | -2,620 |
| Other Expenses | 2,924,042 |
| Other Liabilities | 198,364 |
| Other Net Income | 13,672 |
| Other Revenues | 3,046,491 |
| Property and equipment | 725,836 |
| Selling and Marketing Expense | 0 |

| Output Variable | Value in 1000 USD |
|------------------------------|----------------------|
| Assets | 1,995,849 |
| Liabilities | 602,213 |
| Expenses | 2,924,042 |
| Revenues | 3,046,491 |
| Stockholders Equity | 1,393,636 |
| Net Income | 136,121 |
| Comprehensive Net Income | 133,501 |
| ECR before Limited Liability | 64% |
| Economic Capital Ratio | 188% |