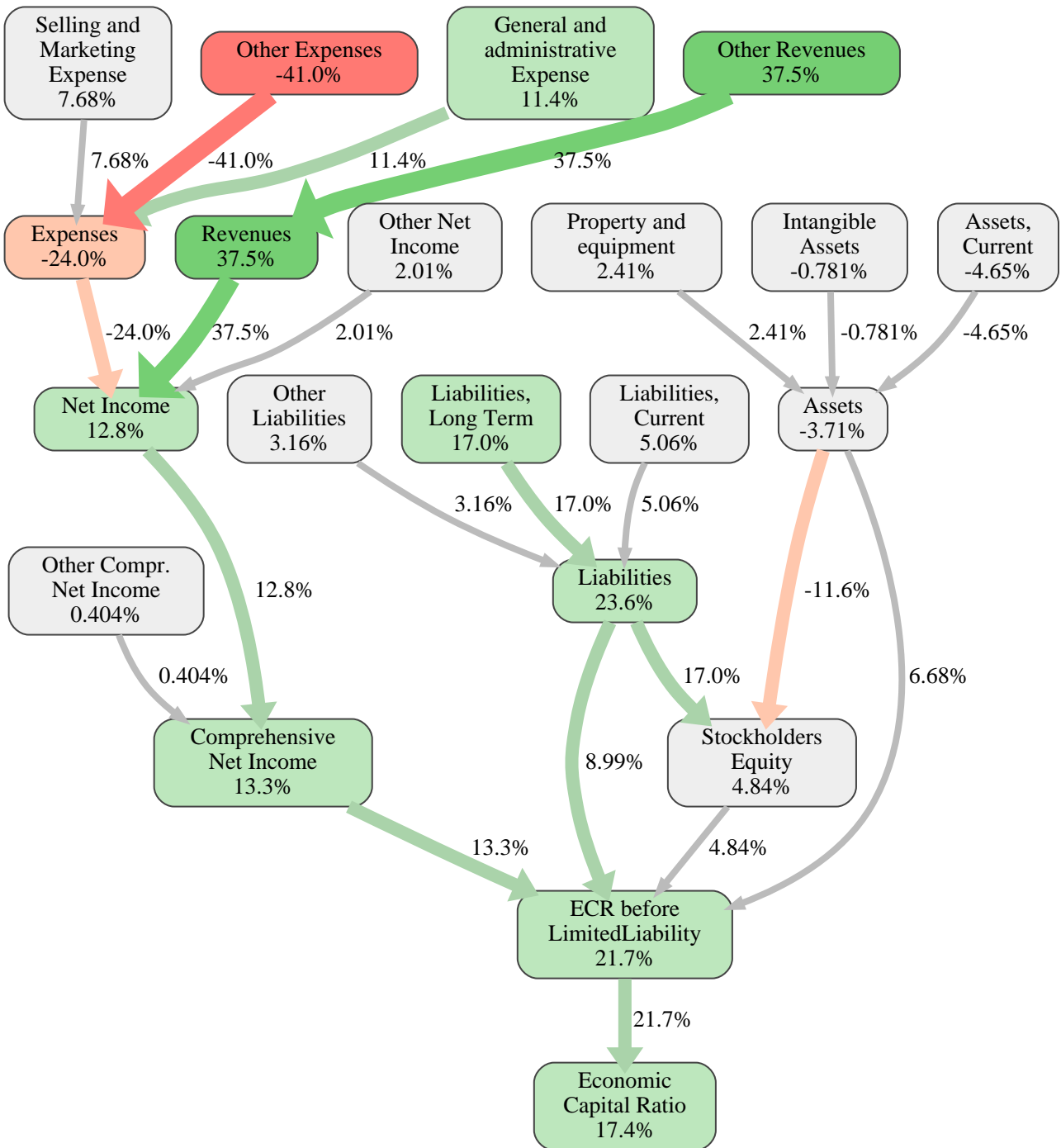




RealRate

FOOD 2013

Flowers Foods INC
Rank 17 of 51





RealRate

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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 37% points. The greatest weakness of Flowers Foods INC is the variable Other Expenses, reducing the Economic Capital Ratio by 41% points.

The company's Economic Capital Ratio, given in the ranking table, is 188%, being 17% points above the market average of 170%.

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
BaseVar	4,292,444
ECR before LimitedLiability	64%
Economic Capital Ratio	188%