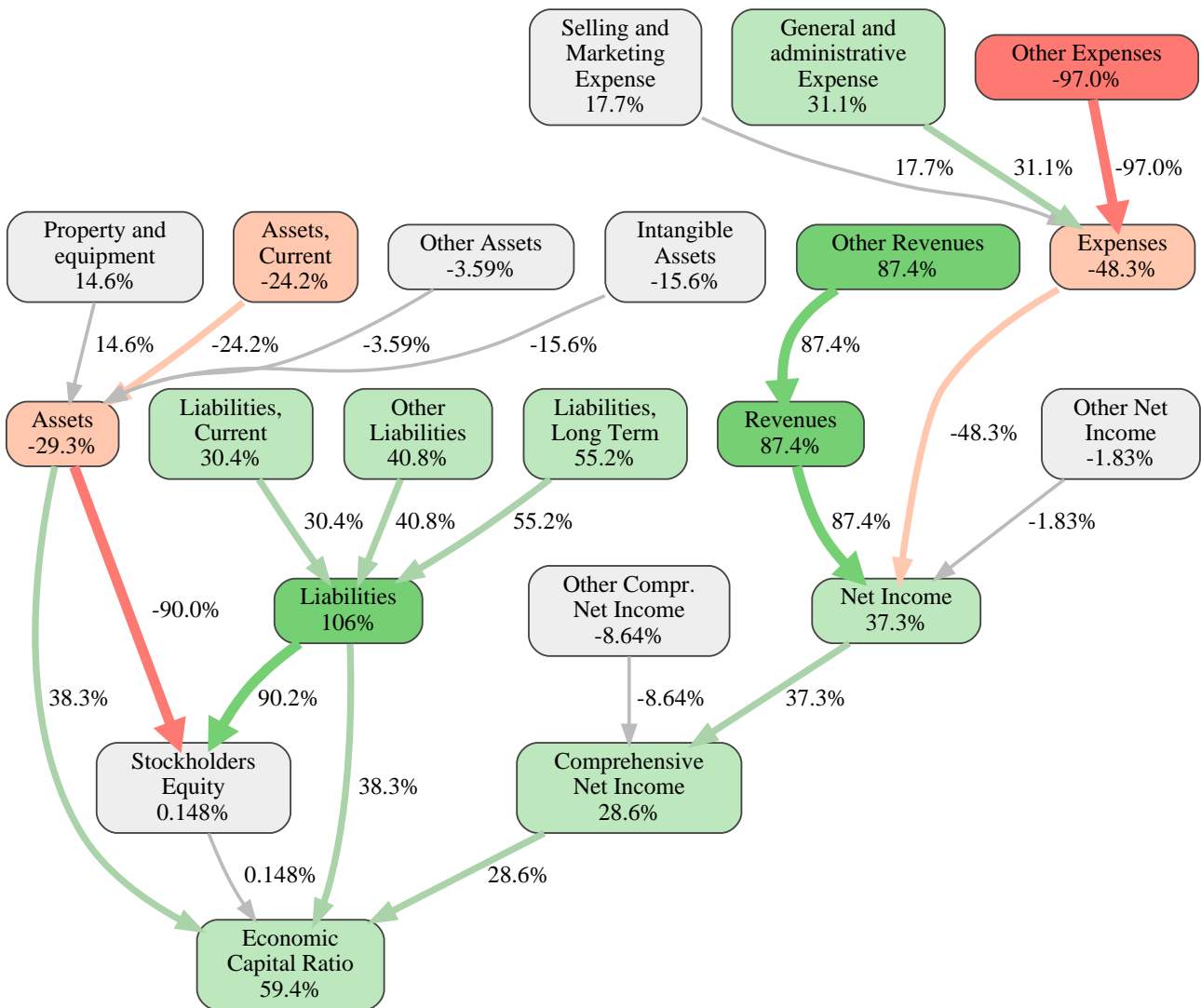




RealRate

FOOD 2012

Flowers Foods INC
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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 87% points. The greatest weakness of Flowers Foods INC is the variable Other Expenses, reducing the Economic Capital Ratio by 97% points.

The company's Economic Capital Ratio, given in the ranking table, is 154%, being 59% points above the market average of 95%.

Input Variable	Value in 1000 USD
Assets, Current	378,570
General and administrative Expense	0
Intangible Assets	360,961
Liabilities, Current	268,419
Liabilities, Long Term	52,567
Other Assets	128,980
Other Compr. Net Income	-78,338
Other Expenses	2,663,040
Other Liabilities	190,638
Other Net Income	13,112
Other Revenues	2,773,356
Property and equipment	685,487
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	1,553,998
Liabilities	511,624
Expenses	2,663,040
Revenues	2,773,356
Stockholders Equity	1,042,374
Net Income	123,428
Comprehensive Net Income	82,692
Economic Capital Ratio	154%