WNA
MARKET CODES

Updated: May 2007

Additions/Changes noted in red

INSTITUTIONAL	
INDUSTRY CODE	**DESCRIPTION**
IA	Broadline Food
IB	Paper
IC	Re-De
ID	Equipment & Supply
IE	ASI / Premium
IF	Janitorial
IG	Beer
IH	Liquor
II	Healthcare
IJ	Hotel / Motel
IK	Coffee Services
IL	Cup Converter
IM	Export
IN	National Accounts
IO	Other
IP	Pizza Save
IQ	Institutional Grocery
IR	Cash & Carry
IS	Party Goods
IT	Re-Marketer
IZ	Cups Illustrated (ZZCUPS)

NATIONAL	
INDUSTRY CODE	**DESCRIPTION**
DA	Promo
DB	Beer
DC	Convenience
DD	Converters
DE	Casual Dining
DF	QSR
DG	Resellers
DH	Concession
DI	National Med
DM	Boston Market
DO	Organizations/Associations
DP	Pizza
DQ	Dairy Queen
DR	Repackager
DS	**Supermarket**
DT	YUM Group - KFC

CONSUMER	
INDUSTRY CODE	**DESCRIPTION**
CA	Warehouse
CB	Cash & Carry
CC	Party Goods
CD	Re-Marketer
CE	Mass Merchandising
CF	Groceries
CG	Drug
CH	Hardware
CI	Variety
CJ	Distributor
CY	Carthage (ZZCART)

cc