

Due to staggered availability, we are providing a general pog showing where to place formula items. The item listing on the back pages shows all formula items that may be available at any time.



Similac Ready To Feed & Multi Packs (including Alimentum, Isomil & Neosure)	Enfamil Ready To Feed Large Bottles (Includes Nutramigen & Enfagrow)	Aptamil Powders	Care+ Powders
Similac Large Can Powders (including Alimentum, Isomil & Neosure)	Enfamil Large Can Powders (Includes Nutramigen & Enfagrow)	Tippy Toes Powders	
Similac Small Can Powders (including Alimentum, Isomil & Neosure)	Enfamil Small Can Powders (Includes Nutramigen & Enfagrow)	EarthsBest Powders	
Similac Small Can Powders (including Alimentum, Isomil & Neosure)	Enfamil Small Can Powders (Includes Nutramigen & Enfagrow)	Goodstart Powders	
Similac Small Can Concentrates (including Alimentum, Isomil & Neosure)	Enfamil Small Can Concentrates (Includes Nutramigen & Enfagrow)	Goodstart Powders	

You can order up to 5 cases of each item if available in your distribution center.

LEFT-RIGHT

HQ DECA PLANOGRAM APPROVED BY CATEGORY MANAGER, CLARY, DARRELL AND MERCHANDISING SPECIALIST, FINE, REBEKAH, POG ISSUES/CONCERNS POC: DECAHQMP@DECA.MIL

4/14/2023

CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

Bay	Shelf	Loc ID	UPC	Brand	Description	Size	UOM	NOF	Product Status	R S L	CS/PK	COS	Packout	Height	Width	Depth	Add Date
1	1	1	0007007456976	ISOMIL	BABY FORMULA SOY CONCENTRATE	13.00	OZ	1	Active	K 1	12	0.667	8	4.13	2.97	2.97	6/30/2003
1	1	2	0007007456974	SIMILAC	BABY FORMULA ADV CONCENTRATE	13.00	OZ	1	Active	K 1	12	0.667	8	4.13	2.97	2.97	1/22/2003
1	1	3	0030087119541	ENFAMIL	BF LIPIL CONCENTRATE	13.00	OZ	1	Active	K 1	12	1.333	16	4.2	2.85	2.85	1/8/2004
1	1	4	0030087136741	ENFAMIL	BABY FORMULA CONC PREMIUM	13.00	OZ	1	Active	K 1	12	1.333	16	4.2	2.85	2.85	4/23/2009
1	1	5	0005000047263	GOODSTART	GENTLE PRO BL HMO POWDER VALUE	32.00	OZ	1	Active	K 1	4	1	4	7.85	5.15	5.1	5/17/2022
1	1	6	0005000013768	GOODSTART	PWDR SOY	20.00	OZ	1	Active	M 1	4	1	4	5.43	5.2	5.2	2/14/2019
1	1	7	0005000049498	GOODSTART	SOOTHE PRO HMO POWDER VALUE	30.60	OZ	1	Active	K 1	4	1	4	7.8	5.15	5.15	5/17/2022
1	1	8	0005000048722	GOODSTART	PWDR HMO SOOTHE PRO	19.40	OZ	1	Active	K 1	4	1	4	5.43	5.2	5.2	2/14/2019
1	1	9	0005000041375	GOODSTART	BABY FORMULA, GENTLE POWDER CAN	27.00	OZ	1	Active	K 1	12	0.333	4	5.8	5.23	5.13	9/9/2022
1	2	10	0030087123941	NUTRAMIGEN	POWDER WITH ENFLORA LGG	12.60	OZ	1	Active	K 1	6	1.667	10	4.85	4.05	4.05	4/29/2009
1	2	11	0005000003530	GOODSTART	BF GOOD START SS PWDR	12.90	OZ	1	Active	M 1	6	1.667	10	4.7	4.12	4.12	6/24/2004
2	2	52	0005000021667	GOODSTART	BF SP PWDR GS	12.70	OZ	1	Active	K 1	6	0.167	1	4.71	4.07	4.07	7/2/2003
1	3	12	0007007455964	ISOMIL	BABY FORMULA SOY PWDR	12.40	OZ	1	Active	K 1	6	0.833	5	4.47	4.06	4.06	6/30/2003
1	3	13	0007007455958	SIMILAC	BABY FORMULA ADV PWDR W IRON	12.40	OZ	1	Active	K 1	6	0.833	5	4.47	4.06	4.06	4/16/2002
1	3	14	0007007457541	SIMILAC	BABY FORMULA PWDR SENSITIVE	12.60	OZ	1	Active	K 1	6	0.833	5	4.74	4.06	4.06	2/10/2004
1	3	15	0007007462600	SIMILAC	BABY FORMULA TOTAL CMFRT PWDR	12.60	OZ	1	Active	K 1	6	0.833	5	4.74	4.06	4.06	3/11/2013
1	3	16	0007007457431	NEOSURE	BABY FORMULA NEOSURE PWDR	13.10	OZ	1	Active	K 1	6	0.833	5	4.47	4.06	4.06	11/14/2002
1	3	17	0030087512208	ENFAMIL	BABY NEUROPRO ENFACARE PWD	12.80	OZ	1	Active	K 1	6	0.833	5	4.85	4.09	4.09	9/4/2018
1	3	18	0030087121441	ENFAMIL	BF LIPIL PWDR	12.90	OZ	1	Active	K 1	6	1	6	4.45	4	4	2/12/2003
1	3	19	0002392310044	EARTHSBEST	BABY FORMULA DAIRY W IRON	23.20	OZ	1	Active	K 1	4	3	12	4.92	5.18	5.18	10/1/2012
1	4	20	0007007468123	SIMILAC	TOTAL CARE SENS POWDER	30.20	OZ	1	Active	K 1	6	0.667	4	6.5	5.13	5.13	1/9/2023
1	4	21	0007007468117	SIMILAC	TOTAL CARE POWDER	30.80	OZ	1	Active	K 1	6	0.667	4	6.5	5.13	5.13	1/9/2023
1	4	22	0007007458586	SIMILAC	BABY FORMULA STAGE 2 POWDER	30.80	OZ	1	Active	K 1	6	0.667	4	6.5	5.13	5.13	4/17/2014
1	4	23	0007007468140	SIMILAC	TOTAL CARE 6PK	48.00	OZ	1	Active	K 1	4	1.25	5	5.44	6.93	4.62	5/13/2022
1	4	24	0007007468159	SIMILAC	BABY FORMULA TOTAL CARE SENSITIVE 6PK	48.00	OZ	1	Active	K 1	4	1.25	5	5.44	6.93	4.62	5/10/2022

Bay	Shelf	Loc ID	UPC	Brand	Description	Size	UOM	NOF	Product Status	R S L	CS/PK	COS	Packout	Height	Width	Depth	Add Date
1	4	25	0007007468146	SIMILAC	TOTAL CARE RTD	32.00	OZ	1	Active	K 1	6	1	6	8.37	3.3	3.95	1/9/2023
1	4	26	0007007468161	SIMILAC	TOTAL CARE SENS RTD	32.00	OZ	1	Active	K 1	6	1	6	8.37	3.3	3.95	1/9/2023
1	4	27	0007007468064	SIMILAC	SIMILAC 360 TOTAL CARE 20.6 OZ POWDER	20.60	OZ	1	Active	K 1	4	1.25	5	5	5.95	4.32	3/27/2023
1	4	28	0007007468071	SIMILAC	SIMILAC 360 TOTAL CARE SEN 20.1 OZ POWDER	20.10	OZ	1	Active	K 1	4	1.25	5	5	5.95	4.32	3/27/2023
1	4	29	0030087511413	ENFAGROW	TODDLER NUTRITIONAL DRINK PWD	32.00	OZ	1	Active	K 1	4	1	4	6.5	5.19	5.19	10/28/2021
1	4	30	0030087512111	ENFAMIL	BABY NEUROPRO INFANT PWD REFILL BOX	31.40	OZ	1	Active	K 1	4	1.5	6	9.75	5.9	3.7	3/12/2018
1	4	31	0030087512123	ENFAMIL	BABY GENTLEASE PWD BOX	30.40	OZ	1	Active	K 1	4	1.5	6	9.8	5.9	3.85	3/12/2018
1	4	32	0003680049743	TIPPYTOES	BABY FORMULA NON GMO GENTLE POWDER	33.20	OZ	1	Active	K 1	4	1	4	6.75	5.19	5.19	5/11/2022
1	4	33	0003680049662	TIPPYTOES	BABY FORMULA NON GMO ADVANTAGE POWDER	34.00	OZ	1	Active	K 1	4	1	4	6.75	5.19	5.19	5/11/2022
2	4	53	0030087511978	ENFAMIL	GENTLEASE PWD CAN	19.90	OZ	1	Active	K 1	4	2	8	4.9	5.18	5.18	5/2/2017
2	4	54	0030087512119	ENFAMIL	BABY NEUROPRO GENTLEASE PWD TUB	19.50	OZ	1	Active	K 1	4	1.25	5	5.48	6.27	4.44	3/12/2018
1	5	34	0007007457513	ALIMENTUM	BABY FORMULA ALIMENTUM RTF	32.00	OZ	1	Active	K 1	6	1	6	8.37	3.3	3.95	7/22/2003
1	5	35	0007007455968	ISOMIL	BABY FORMULA SOY RTF	32.00	OZ	1	Active	K 1	4	1.5	6	8.37	3.3	3.95	1/9/2003
1	5	36	0007007453364	SIMILAC	BF RTF W EARLY SHLD	32.00	OZ	1	Active	K 1	6	1	6	8.37	3.3	3.95	7/24/2008
1	5	37	0030087511562	ENFAMIL	BABY FORMULA GENTLEASE RTU	32.00	OZ	1	Active	K 1	6	1	6	9.55	3.5	3.5	7/27/2016
1	5	38	0505159400681	APTAMIL	STAGE 1 INFANT FORMULA	28.20	OZ	1	Active	K 1	6	0.833	5	7.85	5.1	4.7	10/28/2022
1	5	39	0935859800012	CAREA2	INFANT FORMULA PREMIUM	28.20	OZ	1	Active	K 1	6	0.667	4	6.75	5	5	11/8/2022
1	6	40	0007007480365	PEDIALYTE	FRUIT FLAVOR	33.80	OZ	3	Active	K 1	8	2.25	18	8.25	3.44	3.44	7/8/1992
1	6	41	0003680014583	TIPPYTOES	PED ORAL ELECTROLYTE FRUIT W/ ZINC	33.80	OZ	3	Active	K 1	6	3.5	21	8.5	3.45	3.35	7/10/2019
1	6	42	0007007480240	PEDIALYTE	GRAPE FLAVOR	33.80	OZ	3	Active	K 1	8	2.25	18	8.25	3.44	3.44	10/27/1995
1	6	43	0003680064871	TIPPYTOES	ORAL ELECTROLYTE GRAPE WITH ZINC	33.80	OZ	2	Active	K 1	6	2	12	8.45	3.4	3.45	9/3/2020
1	6	44	0007007480336	PEDIALYTE	BABY NEED ELECTROLYTE UNFLAVORED	32.00	OZ	2	Active	K 1	8	1.75	14	8.45	3.4	3.4	12/18/2001
1	6	45	0007007464302	PEDIALYTE	BABY NEED STRAWBERRY LEMONADE	33.80	OZ	2	Active	K 1	4	3	12	8.25	3.44	3.44	7/27/2015
1	6	46	0003680050037	TOPCARE	ORAL ELCTROLT STRWBRY LMND	33.80	OZ	2	Active	K 1	1	14	14	8.4	3.38	3.38	3/22/2023
1	6	47	0007007463058	PEDIALYTE	BABY NEED ADV CARE CHERRY PNCH	33.80	OZ	2	Active	K 1	8	1.5	12	8.25	3.44	3.44	9/9/2013

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1	6	48	0007007464308	PEDIALYTE	BABY NEED TROPICAL FRUIT	33.80	OZ	2	Active	K 1	4	3	12	8.25	3.44	3.44	7/27/2015
1	6	49	0003680050034	TOPCARE	ORAL ELCTROLT PREBIOTIC CHERRY PUNCH	33.80	OZ	2	Active	K 1	1	14	14	8.4	3.38	3.38	3/22/2023
1	6	50	0007007463060	PEDIALYTE	BABY NEED ADV CARE BLU RASP	33.80	OZ	2	Active	K 1	8	1.5	12	8.25	3.44	3.44	9/9/2013
1	6	51	0003680041366	TIPPYTOES	PED ORAL ELCTRYTE PREBIOTIC BLUE RASP	33.80	OZ	3	Active	K 1	6	3.5	21	8.4	3.4	3.4	7/10/2019