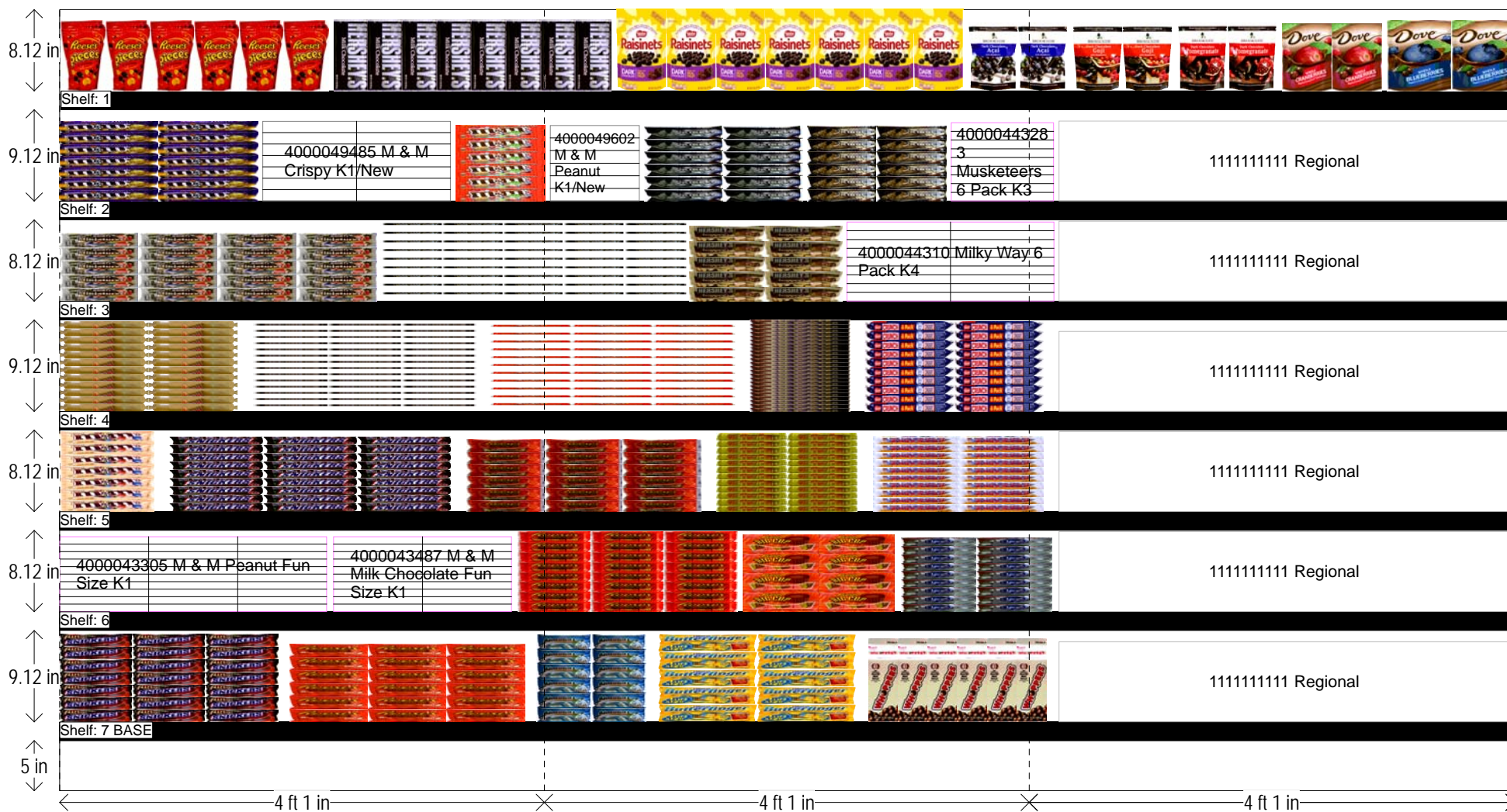


# CHOCOLATE CANDY 12 FT 3 IN SECTION

EUROPE PLANOGRAM

CLASS D STORES

Updated planogram



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER ARNIELLE FERNANDEZ AND MERCHANDISING SPECIALIST JOEL SMALL.

11 SEPTEMBER 2015

FACINGS MAY BE ADJUSTED TO ACCOMMODATE LOCAL AND REGIONAL ITEMS ( END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND-CAO MUST BE INVOLVED IN THE THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

Europe Chocolate 12FT 3 IN D

# CHOCOLATE CANDY 12 FT 3 IN SECTION

## EUROPE PLANOGRAM

### CLASS D STORES

Updated planogram

8.12 in	3400011420 Hershey Reese Pieces Pouch K4	3400017038 Hershey Milk Chocolate Bar K1	2800017816 Nestle Dark Raisinets Stand-up Bag K3	6843738971 Hershey Brookside Dark Chocolate Blueberry K1	6843738350 Hershey Brookside Dark Chocolate Goji w/Raspberry K3	6843738908 Hershey Brookside Dark Chocolate Pomegranate K3	4000049096 Dove Cranberry Whole Supreme K1	4000049098 Dove Blueberry Whole Supreme K1		
Shelf: 1										
9.12 in	4000031290 M & M Dark Chocolate Peanut K1/New	4000049485 M & M Crispy K1/New	4000049604 M & M Peanut Butter K3/New	4000049602 M & M Peanut K1/New	3400013000 Hershey Kisses Chocolate Bag K1	3400013231 Hershey Kisses w/Almonds Bag K1	4000044328 Musketeers 6 Pack K3	111111111 Regional		
Shelf: 2										
8.12 in	3400021303 Hershey Miniatures Bag K1	3400029105 Hershey Almond Milk Chocolate K1	3400001620 Hershey Almond Nuggets K3	4000044310 Milky Way 6 Pack K4					111111111 Regional	
Shelf: 3										
9.12 in	4000035470 Twix Caramel Cookie Bar K1	3400029005 Hershey Milk Chocolate K1	3400029605 Hershey Kit Kat K1	1070006090 Hershey Heath Original P5	2800062329 Nestle Crunch 6 Pack K4					111111111 Regional
Shelf: 4										
8.12 in	4000026428 M & M Almond K3/New	4000044327 Snickers 6 Pack K1	3400044860 Hershey Reeses Peanut Butter Cup Miniatures Bag K1	3400029305 Hershey Mr Goodbar K4	1070050736 Hershey Pay Day K1					111111111 Regional
Shelf: 5										
8.12 in	4000043305 M & M Peanut Fun Size K1	4000043487 M & M Milk Chocolate Fun Size K1	3400049005 Hershey Reeses Peanut Butter Cups K1	3400043054 Hershey Reeses Peanut Butter Big Cup K4	3400004752 Hershey York Mint Peppermint Patty K1					111111111 Regional
Shelf: 6										
9.12 in	4000015140 Snickers Fun Size K1	3400040211 Hershey Reeses Peanut Butter Cups Snack Size K1	3400002040 Hershey Almond Joy Snack Size K1	2800021168 Nestle Butterfinger Bag K1	1070050180 Hershey Whoppers K1					111111111 Regional
Shelf: 7 BASE										

Left-right HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER ARNIELLE FERNANDEZ AND MERCHANDISING SPECIALIST JOEL SMALL.

11 SEPTEMBER 2015 FACINGS MAY BE ADJUSTED TO ACCOMMODATE LOCAL AND REGIONAL ITEMS ( END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND-CAO MUST BE INVOLVED IN THE THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

Europe Chocolate 12FT 3 IN D

# CHOCOLATE CANDY 12 FT 3 IN SECTION

SHELF:1		WIDTH:147 in			MERCH HEIGHT:11.00 in			DEPTH:22 in			SPACE AVAIL:4.00 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	3400011420	Hershey Reese Pieces Pouch	11.00OZ		6	K4	GC	12	54	4.50	7.00 in	4.50 in	2.37 in	Front	
2	3400017038	Hershey Milk Chocolate Bar	4.00OZ		8	K1	KC	12	456	38.00	3.50 in	7.10 in	0.38 in	Front 90	
3	2800017816	Nestle Dark Raisinets Stand-up Bag	11.00OZ		7	K3	KC	12	56	4.67	8.15 in	5.00 in	2.50 in	Front	
4	6843738971	Hershey Brookside Dark Chocolate Blueberry	7.00OZ		2	K1	KB	12	22	1.83	6.88 in	5.00 in	2.00 in	Front	
5	6843738350	Hershey Brookside Dark Chocolate Goji w/Raspb...	7.00OZ		2	K3		12	22	1.83	6.88 in	5.00 in	2.00 in	Front	
6	6843738908	Hershey Brookside Dark Chocolate Pomegranate	7.00OZ		2	K3	KB	12	22	1.83	6.88 in	5.00 in	2.00 in	Front	
7	4000049096	Dove Cranberry Whole Supreme	6.00OZ		2	K1		8	28	3.50	6.73 in	5.00 in	1.50 in	Front	
8	4000049098	Dove Blueberry Whole Supreme	6.00OZ		2	K1		8	16	2.00	7.00 in	6.50 in	2.52 in	Front	

SHELF:2		WIDTH:147 in			MERCH HEIGHT:8.62 in			DEPTH:26 in			SPACE AVAIL:3.69 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4000031290	M & M Dark Chocolate Peanut	19.20OZ		2	K1/New	KC	12	56	4.67	1.14 in	10.00 in	5.98 in	Front	6/15/2015
2	4000049485	M & M Crispy	9.90OZ		2	K1/New	KC	12	70	5.83	1.14 in	9.49 in	4.76 in	Front	6/15/2015
3	4000049604	M & M Peanut Butter	10.20OZ		1	K3/New		24	30	1.25	1.26 in	9.02 in	4.76 in	Front	5/19/2015
4	4000049602	M & M Peanut	11.40OZ		1	K1/New		24	30	1.25	1.26 in	9.02 in	4.76 in	Front	5/19/2015
5	3400013000	Hershey Kisses Chocolate Bag	12.00OZ		2	K1	KA	24	60	2.50	1.25 in	7.96 in	5.05 in	Front	
6	3400013231	Hershey Kisses w/Almonds Bag	11.00OZ		2	K1	KA	12	60	5.00	1.25 in	7.00 in	5.05 in	Front	
7	4000044328	3 Musketeers 6 Pack	11.52OZ		1	K3	KA	12	36	3.00	0.87 in	10.37 in	6.13 in	Front	
8	1111111111	Regional	16.00OZ		1			12	10	0.83	8.00 in	46.00 in	2.50 in	Front	1/25/2013

SHELF:3		WIDTH:147 in			MERCH HEIGHT:8.62 in			DEPTH:26 in			SPACE AVAIL:1.96 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	3400021303	Hershey Miniatures Bag	12.00OZ		4	K1	KA	24	120	5.00	1.36 in	8.00 in	4.00 in	Front	
2	3400029105	Hershey Almond Milk Chocolate	9.00OZ		5	K1	KA	24	180	7.50	0.86 in	6.14 in	5.26 in	Front	
3	3400001620	Hershey Almond Nuggets	12.00OZ		2	K3		12	50	4.17	1.50 in	7.70 in	4.50 in	Front	
4	4000044310	Milky Way 6 Pack	11.04OZ		2	K4	KA	12	90	7.50	0.88 in	10.47 in	4.75 in	Front	
8	1111111111	Regional	16.00OZ		1			12	10	0.83	8.00 in	46.00 in	2.50 in	Front	1/25/2013

SHELF:4		WIDTH:147 in			MERCH HEIGHT:9.62 in			DEPTH:26 in			SPACE AVAIL:7.90 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4000035470	Twix Caramel Cookie Bar	11.00OZ		2	K1	KB	12	96	8.00	5.81 in	9.00 in	0.75 in	Top	
2	3400029005	Hershey Milk Chocolate	9.00OZ		3	K1	KA	24	168	7.00	0.62 in	7.47 in	5.57 in	Front	
3	3400029605	Hershey Kit Kat	9.00OZ		3	K1	KA	24	231	9.63	0.78 in	8.20 in	3.69 in	Front	
4	1070006090	Hershey Heath Original	8.00OZ		1	P5	KD	12	120	10.00	0.38 in	10.09 in	5.19 in	Front	
5	2800062329	Nestle Crunch 6 Pack	2.70OZ		2	K4	KC	24	200	8.33	2.55 in	9.00 in	0.90 in	Top	
8	1111111111	Regional	16.00OZ		1			12	10	0.83	8.00 in	46.00 in	2.50 in	Front	1/25/2013

SHELF:5		WIDTH:147 in			MERCH HEIGHT:9.62 in			DEPTH:26 in			SPACE AVAIL:7.91 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4000026428	M & M Almond	15.90OZ		1	K3/New	KC	12	28	2.33	1.14 in	9.49 in	5.98 in	Front	6/15/2015
2	4000044327	Snickers 6 Pack	11.16OZ		3	K1	KA	12	135	11.25	0.83 in	9.50 in	4.75 in	Front	
3	3400044860	Hershey Reeses Peanut Butter Cup Miniatures Bag	12.00OZ		3	K1	KA	24	90	3.75	1.20 in	7.88 in	4.75 in	Front	
4	3400029305	Hershey Mr Goodbar	11.00OZ		2	K4	KC	24	96	4.00	0.65 in	7.13 in	5.57 in	Front	
5	1070050736	Hershey Pay Day	11.00OZ		2	K1	KC	12	80	6.67	0.75 in	8.60 in	6.00 in	Front	
8	1111111111	Regional	16.00OZ		1			12	10	0.83	8.00 in	46.00 in	2.50 in	Front	1/25/2013

SHELF:6		WIDTH:147 in			MERCH HEIGHT:9.62 in			DEPTH:26 in			SPACE AVAIL:3.41 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4000043305	M & M Peanut Fun Size	11.00OZ		3	K1	KB	24	90	3.75	0.75 in	9.00 in	6.87 in	Front	
2	4000043487	M & M Milk Chocolate Fun Size	11.00OZ		2	K1	KB	24	60	2.50	0.75 in	9.00 in	6.87 in	Front	
3	3400049005	Hershey Reeses Peanut Butter Cups	9.00OZ		3	K1	KA	24	120	5.00	1.00 in	7.35 in	4.70 in	Front	
4	3400043054	Hershey Reeses Peanut Butter Big Cup	8.00OZ		2	K4	KC	12	48	4.00	1.93 in	7.64 in	4.00 in	Front	
5	3400004752	Hershey York Mini Peppermint Patty	12.00OZ		2	K1	KB	12	90	7.50	0.82 in	7.63 in	4.64 in	Front	
8	1111111111	Regional	16.00OZ		1			12	10	0.83	8.00 in	46.00 in	2.50 in	Front	1/25/2013

# CHOCOLATE CANDY 12 FT 3 IN SECTION

SHELF:7 BASE		WIDTH:147 in		MERCH HEIGHT:9.00 in			DEPTH:27 in			SPACE AVAIL:6.25 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4000015140	Snickers Fun Size	11.00	OZ	3	K1	KA	24	84	3.50	1.25 in	7.35 in	6.00 in	Front	
2	3400040211	Hershey Reeses Peanut Butter Cups Snack Size	11.00	OZ	3	K1	KA	24	72	3.00	1.30 in	7.90 in	5.90 in	Front	
3	3400002040	Hershey Almond Joy Snack Size	11.00	OZ	2	K1	KC	12	48	4.00	1.45 in	5.50 in	6.37 in	Front	
4	2800021168	Neslte Butterfinger Bag	11.50	OZ	2	K1	KC	12	30	2.50	1.75 in	10.00 in	6.85 in	Front	
5	1070050180	Hershey Whoppers	12.00	OZ	6	K1	GA	12	48	4.00	8.30 in	3.00 in	3.15 in	Front	
8	1111111111	Regional	16.00	OZ	1			12	10	0.83	8.00 in	46.00 in	2.50 in	Front	1/25/2013