

BUTTER / MARGARINE / SPREADS 12 FT SECTION

HQ DeCA PLANOGRAM

CLASS 4 / 5 STORES - MIDWEST MARKETING AREAS



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER STEVEN VILLENEUVE.

15 November 2016

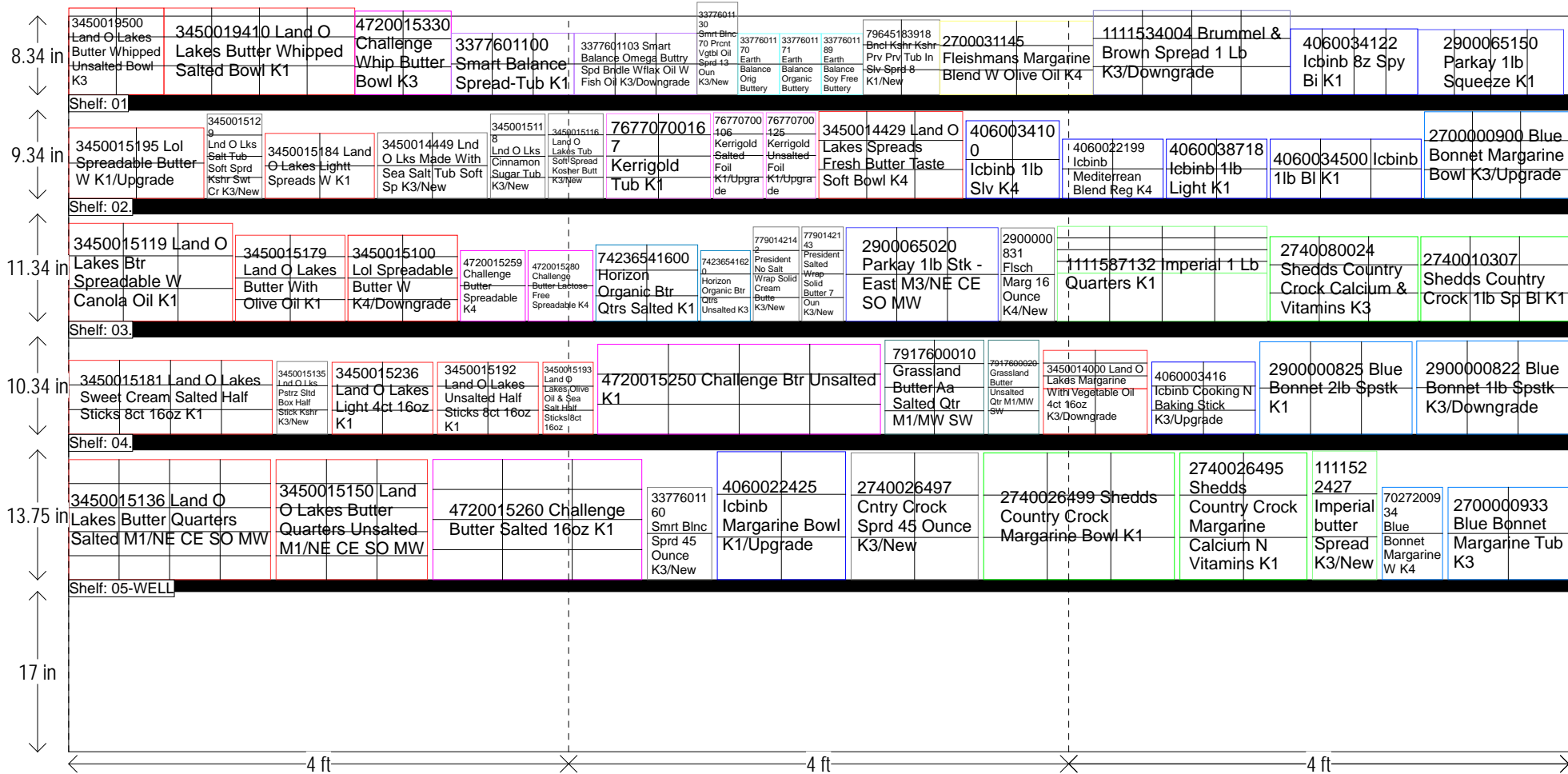
FACINGS MAY BE ADJUSTED TO ACCOMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

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BUTTER / MARGARINE / SPREADS	

BUTTER / MARGARINE / SPREADS 12 FT SECTION

SHELF:01		WIDTH:144 in	MERCH HEIGHT:10.00 in			DEPTH:22 in			SPACE AVAIL:0.49 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450019500	Land O Lakes Butter Whipped Unsalted Bowl	8.00OZ		2	K3	12	24	2.00	3.07 in	4.58 in	4.58 in	Front	
2	3450019410	Land O Lakes Butter Whipped Salted Bowl	8.00OZ		4	K1	12	48	4.00	3.07 in	4.58 in	4.58 in	Front	
3	4720015330	Challenge Whip Butter Bowl	8.00OZ		2	K3	12	24	2.00	2.96 in	4.63 in	4.63 in	Front	
4	3377601100	Smart Balance Spread-Tub	15.00OZ		3	K1	6	30	5.00	3.27 in	3.93 in	3.96 in	Front	
5	3377601103	Smart Balance Omega Buttry Spd Bndle Wflax Oil...	15.00OZ		3	K3/Down...	6	30	5.00	3.27 in	3.93 in	3.96 in	Front	
6	3377601130	Smrt Blnc 70 Prcnt Vgtbl Oil Sprd 13 Oun	13.00OZ		1	K3/New	6	15	2.50	3.27 in	3.93 in	3.96 in	Front	
7	3377601170	Earth Balance Orig Buttery Spread	15.00OZ		1	K4/Down...	6	10	1.67	3.25 in	4.00 in	4.00 in	Front	6/26/2014
8	3377601171	Earth Balance Organic Buttery Spread	13.00OZ		1	K1/Upgra...	6	10	1.67	3.25 in	4.00 in	4.00 in	Front	6/26/2014
9	3377601189	Earth Balance Soy Free Buttery Spread	15.00OZ		1	K3	6	10	1.67	3.25 in	4.00 in	4.00 in	Front	6/26/2014
10	79645183918	Bncl Kshr Kshr Prv Prv Tub In Slv Sprd 8	8.00OZ		2	K1/New	12	30	2.50	2.65 in	3.69 in	3.69 in	Front	
11	2700031145	Fleishmans Margarine Blend W Olive Oil	12.30OZ		2	K4	18	30	1.67	2.61 in	7.36 in	3.69 in	Front	
12	1111534004	Brummel & Brown Spread 1 Lb	15.00OZ		4	K3/Down...	18	48	2.67	2.98 in	4.73 in	4.73 in	Front	
13	4060034122	Icbinb 8z Spy Bi	8.00OZ		4	K1	20	56	2.80	6.99 in	3.06 in	1.50 in	Front	
14	2900065150	Parkay 1lb Squeeze	12.00OZ		4	K1	24	48	2.00	6.91 in	3.50 in	1.71 in	Front	

SHELF:02.		WIDTH:144 in	MERCH HEIGHT:11.00 in			DEPTH:22 in			SPACE AVAIL:4.05 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015195	Lol Spreadable Butter W	24.00OZ		2	K1/Upgra...	6	20	3.33	3.75 in	6.50 in	4.00 in	Front	
2	3450015129	Lnd O Lks Salt Tub Soft Sprd Kshr Swt Cr	8.00OZ		1	K3/New	12	24	2.00	2.24 in	5.28 in	3.24 in	Front	
3	3450015184	Land O Lakes Lightt Spreads W	15.00OZ		2	K1	12	24	2.00	3.46 in	5.25 in	3.26 in	Front	
4	3450014449	Lnd O Lks Made With Sea Salt Tub Soft Sp	13.00OZ		2	K3/New	12	24	2.00	3.49 in	5.27 in	3.25 in	Front	
5	3450015118	Lnd O Lks Cinnamon Sugar Tub	6.50OZ		1	K3/New	12	32	2.67	2.24 in	5.27 in	2.45 in	Front	
6	3450015116	Land O Lakes Tub Soft Spread Kosher Butt	8.00OZ		1	K3/New	12	24	2.00	2.25 in	5.29 in	3.19 in	Front	
7	76770700167	Kerrigold Tub	8.00OZ		2	K1	16	56	3.50	2.25 in	5.00 in	3.00 in	Front	
8	76770700106	Kerrigold Salted Foil	8.00OZ		1	K1/Upgra...	20	64	3.20	2.28 in	4.76 in	1.30 in	Front	6/26/2014
9	76770700125	Kerrigold Unsalted Foil	8.00OZ		1	K1/Upgra...	20	64	3.20	2.28 in	4.76 in	1.30 in	Front	6/26/2014
10	3450014429	Land O Lakes Spreads Fresh Butter Taste Soft B...	15.00OZ		3	K4	18	36	2.00	3.08 in	4.61 in	4.61 in	Front	6/26/2014
11	4060034100	Icbinb 1lb Slv	15.00OZ		2	K4	6	24	4.00	4.13 in	4.49 in	3.15 in	Front	10/9/2014
12	4060022199	Icbinb Mediterrean Blend Reg	15.00OZ		2	K4	8	20	2.50	3.15 in	4.84 in	3.69 in	Front	
13	4060038718	Icbinb 1lb Light	15.00OZ		2	K1	8	20	2.50	3.15 in	4.84 in	3.69 in	Front	
14	4060034500	Icbinb 1lb Bl	15.00OZ		3	K1	12	30	2.50	3.15 in	4.84 in	3.69 in	Front	
15	2700000900	Blue Bonnet Margarine Bowl	15.00OZ		3	K3/Upgra...	18	36	2.00	3.07 in	4.62 in	4.62 in	Front	

SHELF:03.		WIDTH:144 in	MERCH HEIGHT:11.00 in			DEPTH:22 in			SPACE AVAIL:3.30 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015119	Land O Lakes Btr Spreadable W Canola Oil	15.00OZ		3	K1	12	54	4.50	3.46 in	5.25 in	3.26 in	Front	
2	3450015179	Land O Lakes Butter With Olive Oil	7.00OZ		2	K1	12	48	4.00	2.28 in	5.27 in	3.27 in	Front	
3	3450015100	Lol Spreadable Butter W	6.50OZ		2	K4/Down...	12	48	4.00	2.28 in	5.27 in	3.27 in	Front	6/26/2014
4	4720015259	Challenge Butter Spreadable	15.00OZ		1	K4	8	12	1.50	3.75 in	6.25 in	3.50 in	Front	
5	4720015280	Challenge Butter Lactose Free Spreadable	15.00OZ		1	K4	8	12	1.50	3.75 in	6.25 in	3.50 in	Front	1/28/2015
6	74236541600	Horizon Organic Btr Qtrs Salted	16.00OZ		2	K1	18	48	2.67	2.70 in	4.90 in	2.60 in	Front	
7	74236541620	Horizon Organic Btr Qtrs Unsalted	16.00OZ		1	K3	18	24	1.33	2.50 in	4.80 in	2.50 in	Front	
8	7790142142	President No Salt Wrap Solid Cream Butte	7.00OZ		1	K3/New	20	68	3.40	2.50 in	4.41 in	1.24 in	Front	
9	7790142143	President Salted Wrap Solid Butter 7 Oun	7.00OZ		1	K3/New	20	48	2.40	2.50 in	4.00 in	1.75 in	Front	
10	2900065020	Parkay 1lb Stk - East	16.00OZ		3	M3/NE C...	30	96	3.20	4.96 in	4.87 in	1.30 in	Front	
11	2900000831	Fisch Marg 16 Ounce	16.00OZ		1	K4/New	18	30	1.67	4.95 in	5.15 in	1.41 in	Front	
12	1111587132	Imperial 1 Lb Quarters	16.00OZ		4	K1	30	132	4.40	5.10 in	5.04 in	1.24 in	Front	
13	2740080024	Shedds Country Crock Calcium & Vitamins	15.00OZ		3	K3	24	36	1.50	2.99 in	4.74 in	4.74 in	Front	
14	2740010307	Shedds Country Crock 1lb Sp Bl	15.00OZ		3	K1	24	36	1.50	2.99 in	4.74 in	4.74 in	Front	

SHELF:04.		WIDTH:144 in	MERCH HEIGHT:10.00 in			DEPTH:22 in			SPACE AVAIL:4.58 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015181	Land O Lakes Sweet Cream Salted Half Sticks 8c...	16.00OZ		4	K1	12	192	16.00	2.62 in	4.89 in	1.34 in	Front	
2	3450015135	Lnd O Lks Pstrz Slted Box Half Stick Kshr	8.00OZ		1	K3/New	12	48	4.00	2.58 in	4.89 in	1.34 in	Front	

BUTTER / MARGARINE / SPREADS 12 FT SECTION

3	3450015236	Land O Lakes Light 4ct 16oz	16.00OZ	2	K1	12	48	4.00	2.55 in	4.85 in	2.70 in	Front	6/26/2014
4	3450015192	Land O Lakes Unsalted Half Sticks 8ct 16oz	16.00OZ	2	K1	12	48	4.00	2.55 in	4.85 in	2.70 in	Front	
5	3450015193	Land O Lakes Olive Oil & Sea Salt Half Sticks 8ct ...	16.00OZ	1	K1/Upgra...	12	24	2.00	2.55 in	4.85 in	2.70 in	Front	6/26/2014
6	4720015250	Challenge Btr Unsalted	16.00OZ	4	K1	12	156	13.00	3.19 in	6.79 in	1.64 in	Front	
7	7917600010	Grassland Butter Aa Salted Qtr	16.00OZ	2	M1/MW S...	18	64	3.56	2.50 in	4.75 in	2.50 in	Front	6/26/2014
8	7917600020	Grassland Butter Unsalted Qtr	16.00OZ	1	M1/MW S...	18	32	1.78	2.50 in	4.87 in	2.50 in	Front	6/26/2014
9	3450014000	Land O Lakes Margarine With Vegetable Oil 4ct 1...	16.00OZ	2	K3/Down...	30	56	1.87	4.84 in	4.99 in	1.36 in	Front	
10	4060003416	Icbinb Cooking N Baking Stick	16.00OZ	2	K3/Upgra...	20	48	2.40	2.58 in	4.98 in	2.56 in	Top	
11	2900000825	Blue Bonnet 2lb Spstk	32.00OZ	3	K1	12	36	3.00	4.91 in	4.88 in	3.22 in	Front	
12	2900000822	Blue Bonnet 1lb Spstk	16.00OZ	3	K3/Down...	30	96	3.20	4.96 in	4.87 in	1.30 in	Front	

SHELF:05-WELL		WIDTH:144 in		MERCH HEIGHT:15.00 in			DEPTH:30 in			SPACE AVAIL:5.06 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015136	Land O Lakes Butter Quarters Salted	16.00OZ		4	M1/NE C...	36	220	6.11	2.55 in	4.85 in	2.70 in	Front	
2	3450015150	Land O Lakes Butter Quarters Unsalted	16.00OZ		3	M1/NE C...	18	165	9.17	2.55 in	4.85 in	2.70 in	Front	
3	4720015260	Challenge Butter Salted 16oz	16.00OZ		3	K1	30	216	7.20	3.19 in	6.69 in	1.64 in	Front	
4	3377601160	Smrt Blnc Sprd 45 Ounce	45.00OZ		1	K3/New	6	8	1.33	4.90 in	6.21 in	6.21 in	Front	
5	4060022425	Icbinb Margarine Bowl	45.00OZ		2	K1/Upgra...	6	30	5.00	4.53 in	6.17 in	5.09 in	Front	
6	2740026497	Cntry Crock Sprd 45 Ounce	45.00OZ		2	K3/New	12	24	2.00	4.49 in	6.11 in	6.11 in	Front	
7	2740026499	Shedds Country Crock Margarine Bowl	45.00OZ		3	K1	12	36	3.00	4.49 in	6.11 in	6.11 in	Front	
8	2740026495	Shedds Country Crock Margarine Calcium N Vita...	45.00OZ		2	K1	12	24	2.00	4.49 in	6.11 in	6.11 in	Front	
9	1111522427	Imperial butter Spread	45.00OZ		1	K3/New	6	15	2.50	4.55 in	6.20 in	5.11 in	Front	
10	7027200934	Blue Bonnet Margarine W	45.00OZ		1	K4	6	10	1.67	4.91 in	5.80 in	5.80 in	Front	6/26/2014
11	2700000933	Blue Bonnet Margarine Tub	45.00OZ		2	K3	6	20	3.33	4.91 in	5.80 in	5.80 in	Front	9/25/2013