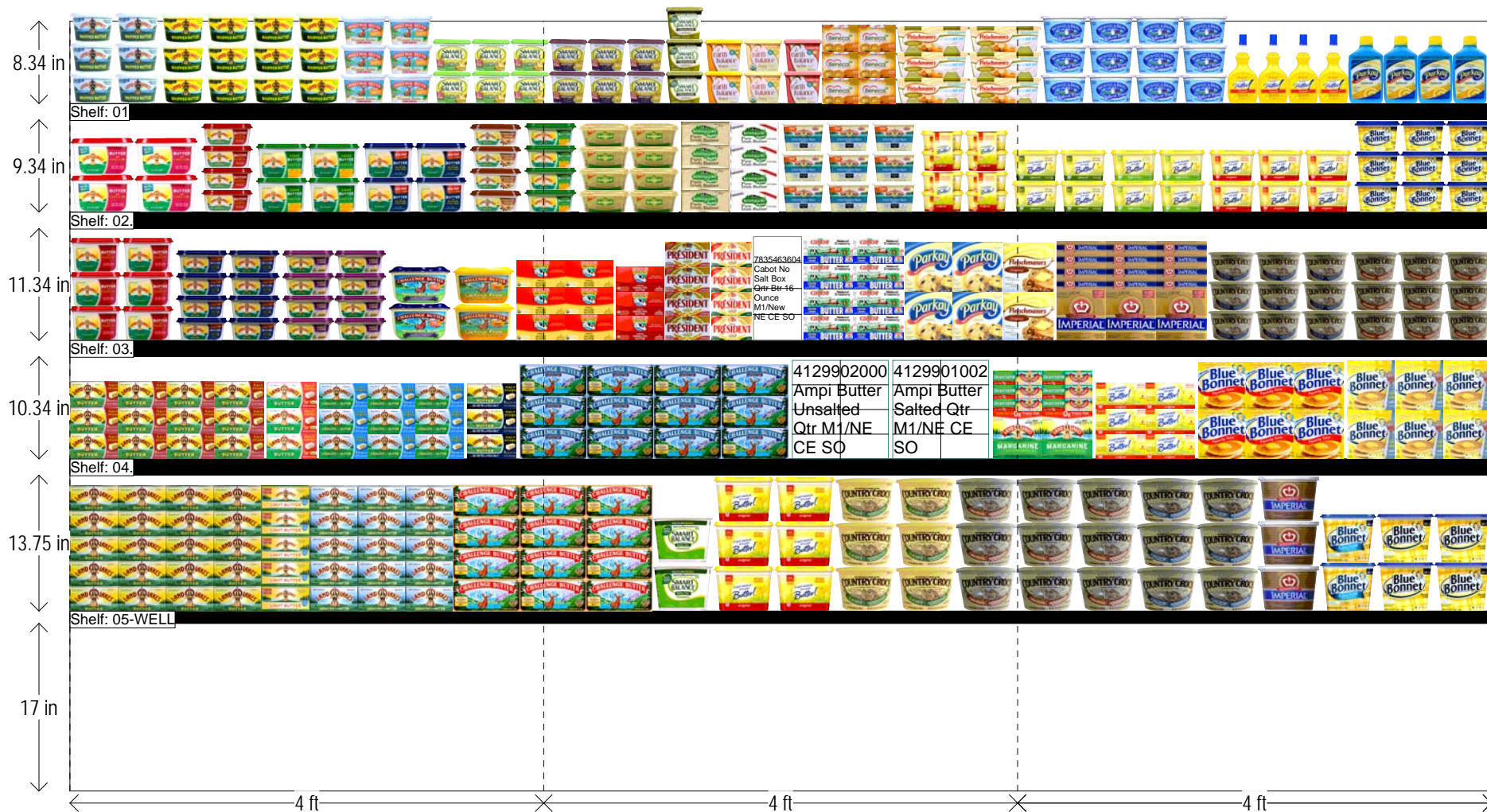


# BUTTER / MARGARINE / SPREADS 12 FT SECTION

HQ DeCA PLANOGRAM

CLASS 4 / 5 STORES - NORTHEAST/ CENTRAL/ SOUTHERN/ MIDWEST MARKETING AREAS



Left-right

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

9 SEPTEMBER  
2016

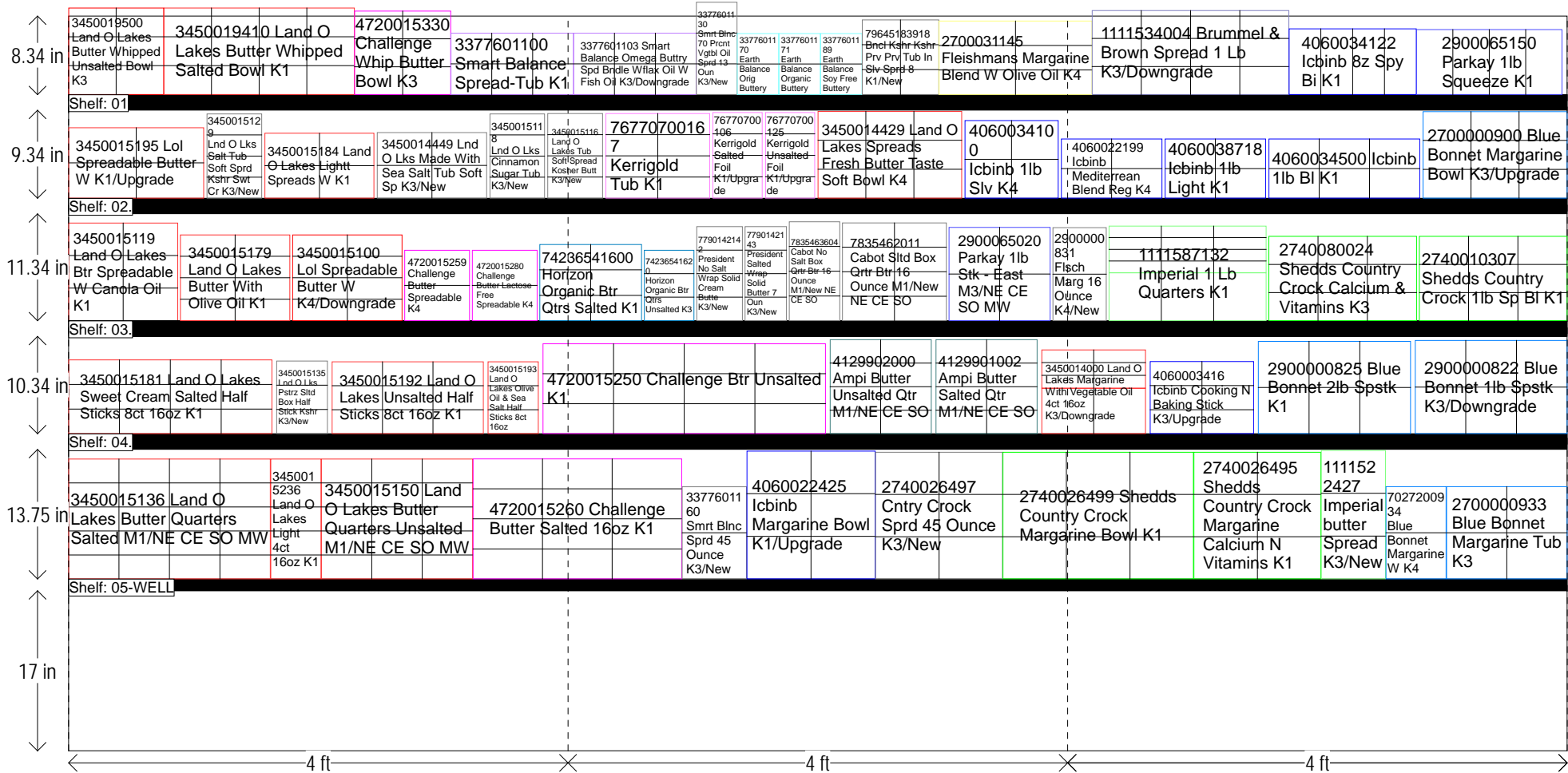
FACINGS MAY BE ADJUSTED TO ACCOMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

BUTTER /  
MARGARINE /  
SPREADS

# BUTTER / MARGARINE / SPREADS 12 FT SECTION

## HQ DeCA PLANOGRAM

### CLASS 4 / 5 STORES - NORTHEAST/ CENTRAL/ SOUTHERN/ MIDWEST MARKETING AREAS



Left-right	HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER STEVEN VILLENEUVE.
9 SEPTEMBER 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.
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:3.58 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		2	K1	12	36	3.00	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	7835463604	Cabot No Salt Box Qtrr Btr 16 Ounce	16.00OZ		1	M1/New ...	18	32	1.78	2.63 in	4.88 in	2.50 in	Front	
11	7835462011	Cabot Sltd Box Qtrr Btr 16 Ounce	1.00LB		2	M1/New ...	18	64	3.56	2.60 in	5.00 in	2.50 in	Front	
12	2900065020	Parkay 1lb Stk - East	16.00OZ		2	M3/NE C...	30	64	2.13	4.96 in	4.87 in	1.30 in	Front	
13	2900000831	Flsch Marg 16 Ounce	16.00OZ		1	K4/New	18	30	1.67	4.95 in	5.15 in	1.41 in	Front	
14	1111587132	Imperial 1 Lb Quarters	16.00OZ		3	K1	30	99	3.30	5.10 in	5.04 in	1.24 in	Front	
15	2740080024	Shedds Country Crock Calcium & Vitamins	15.00OZ		3	K3	24	36	1.50	2.99 in	4.74 in	4.74 in	Front	
16	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:4.32 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date

## BUTTER / MARGARINE / SPREADS 12 FT SECTION

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 Sltd Box Half Stick Kshr	8.00OZ	1	K3/New	12	48	4.00	2.58 in	4.89 in	1.34 in	Front	
3	3450015192	Land O Lakes Unsalted Half Sticks 8ct 16oz	16.00OZ	3	K1	12	72	6.00	2.55 in	4.85 in	2.70 in	Front	
4	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
5	4720015250	Challenge Btr Unsalted	16.00OZ	4	K1	12	156	13.00	3.19 in	6.79 in	1.64 in	Front	
6	4129902000	Ampi Butter Unsalted Qtr	16.00OZ	2	M1/NE C...	36	64	1.78	2.50 in	4.87 in	2.50 in	Front	6/26/2014
7	4129901002	Ampi Butter Salted Qtr	16.00OZ	2	M1/NE C...	36	64	1.78	2.50 in	4.87 in	2.50 in	Front	6/26/2014
8	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	
9	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	
10	2900000825	Blue Bonnet 2lb Spstk	32.00OZ	3	K1	12	36	3.00	4.91 in	4.88 in	3.22 in	Front	
11	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:0.21 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	3450015236	Land O Lakes Light 4ct 16oz	16.00OZ		1	K1	12	55	4.58	2.55 in	4.85 in	2.70 in	Front	6/26/2014
3	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	
4	4720015260	Challenge Butter Salted 16oz	16.00OZ		3	K1	30	216	7.20	3.19 in	6.69 in	1.64 in	Front	
5	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	
6	4060022425	Icbinb Margarine Bowl	45.00OZ		2	K1/Upgra...	6	30	5.00	4.53 in	6.17 in	5.09 in	Front	
7	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	
8	2740026499	Shedds Country Crock Margarine Bowl	45.00OZ		3	K1	12	36	3.00	4.49 in	6.11 in	6.11 in	Front	
9	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	
10	1111522427	Imperial butter Spread	45.00OZ		1	K3/New	6	15	2.50	4.55 in	6.20 in	5.11 in	Front	
11	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
12	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