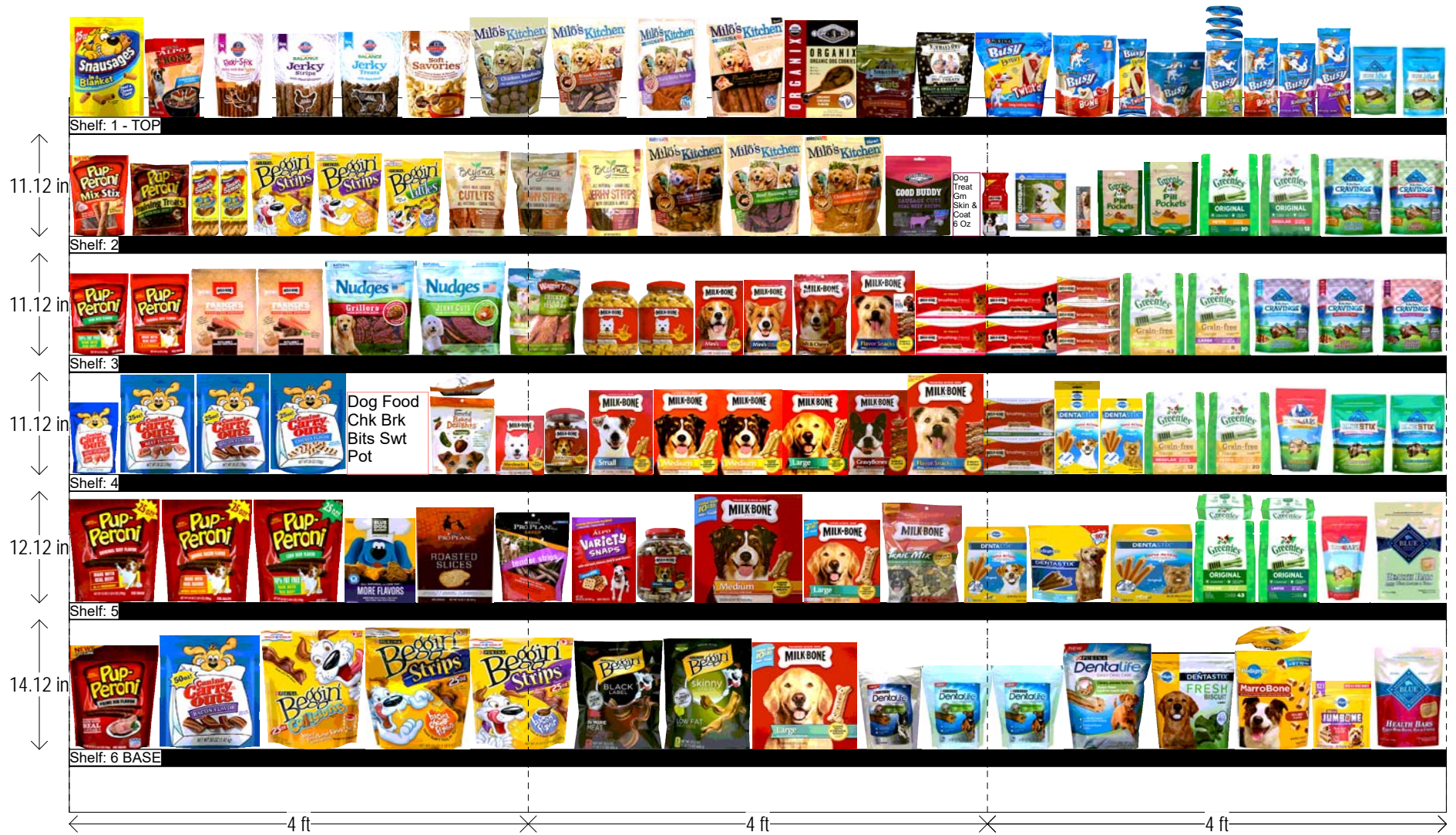


DOG TREATS 12 FT. SECTION

HQ DeCA PLANOGRAM

CLASS 3 / 4



Left-right

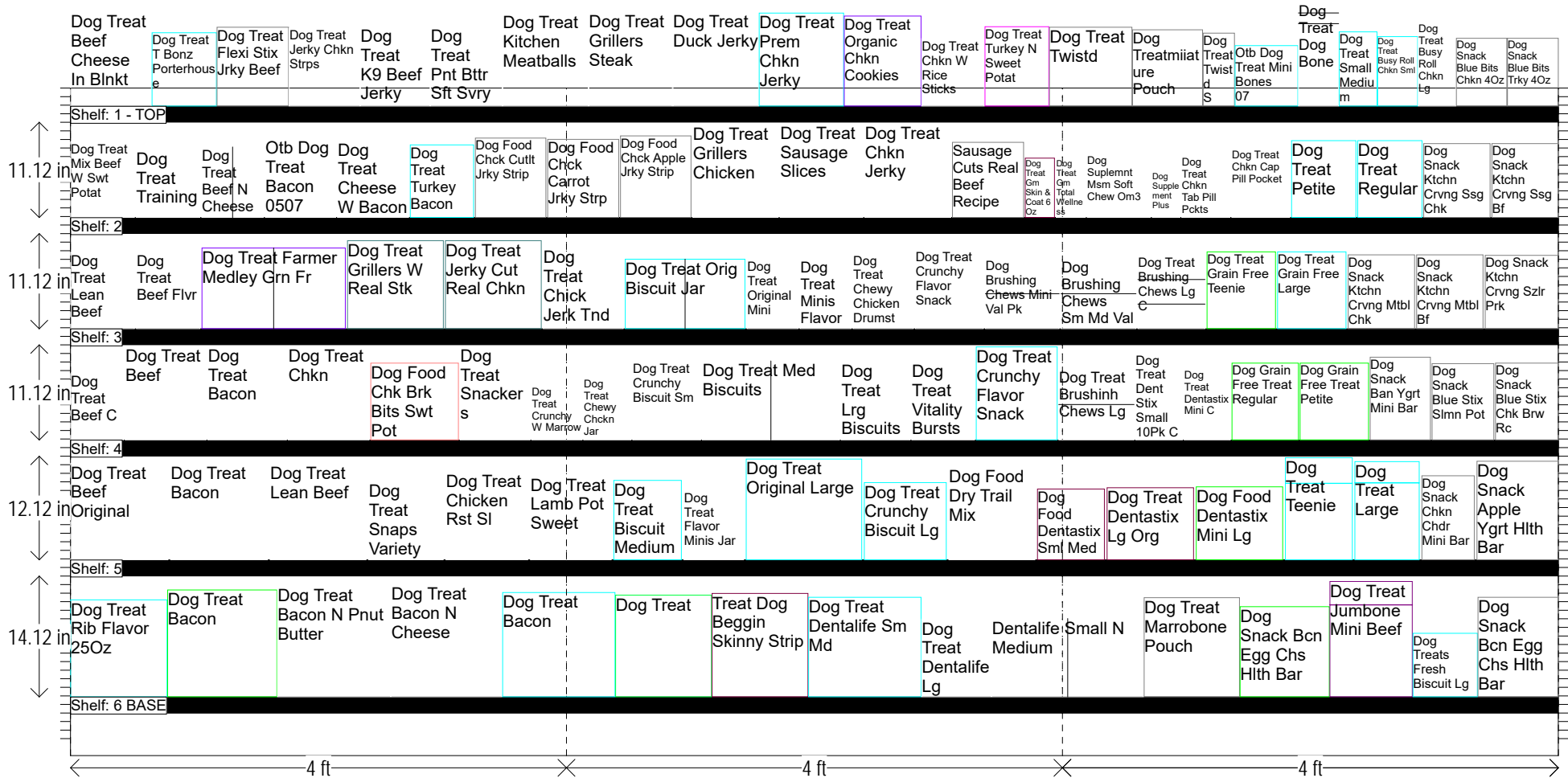
HQ DeCA/MBU PLANOGRAM APPROVED BY DARRELL CLARY, CATEGORY MANAGER AND JANET BERRY, MERCHANDISING SPECIALIST.

10 JULY 2017

DOG TREATS 12 FT. SECTION

HQ DeCA PLANOGRAM

CLASS 3 / 4



Left-right HQ DeCA/MBU PLANOGRAM APPROVED BY DARRELL CLARY, CATEGORY MANAGER AND JANET BERRY, MERCHANDISING SPECIALIST.

10 JULY 2017

DOG TREATS 12 FT. SECTION

SHELF:1 - TOP		WIDTH:144 in		MERCH HEIGHT:13.00 in		DEPTH:24 in		SPACE AVAIL:0.82 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7910050273	SN AUSAGES	Dog Treat Beef Cheese In Blnkt	25.00OZ		1	K3	6	7	1.17	11.00 in	7.85 in	3.30 in	Front	
2	1113217097	PURINA	Dog Treat T Bonz Porterhouse	10.00OZ		1	K2	6	8	1.33	8.60 in	6.25 in	3.00 in	Front	
3	5274236820	HILLSCIENC	Dog Treat Flexi Stix Jrky Beef	7.10OZ		1	K3	12	12	1.00	9.25 in	6.95 in	1.95 in	Front	
4	5274218770	HILLSSCIEN	Dog Treat Jerky Chkn Strps	7.10OZ		1	K1	12	9	0.75	9.15 in	6.85 in	2.45 in	Front	
5	5274218740	HILLS	Dog Treat K9 Beef Jerky	7.10OZ		1	K1	12	9	0.75	9.35 in	6.75 in	2.60 in	Front	
6	5274233600	HILLSSCIEN	Dog Treat Pnt Bttr Sft Svry	8.80OZ		1	K3	12	12	1.00	9.35 in	6.95 in	2.00 in	Front	
7	7910050890	MILOSKITCH	Dog Treat Kitchen Meatballs	18.00OZ		1	K3	4	8	2.00	10.95 in	8.30 in	2.85 in	Front	
8	7910051822	MILOSKITCH	Dog Treat Grillers Steak	18.00OZ		1	K3	4	7	1.75	11.00 in	8.10 in	3.30 in	Front	
9	7910052382	MILOSKITCH	Dog Treat Duck Jerky	15.00OZ		1	K2	4	7	1.75	11.00 in	8.30 in	3.25 in	Front	
10	7910052893	MILOSKITCH	Dog Treat Prem Chkn Jerky	12.50OZ		1	K3	4	7	1.75	10.90 in	8.20 in	3.25 in	Front	
11	78087208012	CASTORPOLL	Dog Treat Organic Chkn Cookies	12.00OZ		1	K3	8	12	1.50	10.55 in	7.45 in	1.95 in	Front	
12	75764561400	NEWMANSOWN	Dog Treat Chkn W Rice Sticks	4.00OZ		1	K3	12	14	1.17	7.90 in	6.10 in	1.70 in	Front	
13	75764561340	NEWMANSOWN	Dog Treat Turkey N Sweet Potat	10.00OZ		1	K3	6	9	1.50	9.30 in	6.20 in	2.55 in	Front	
14	3810017397	BUSYBONE	Dog Treat Twistd	21.00OZ		1	K1	4	8	2.00	9.25 in	8.00 in	3.00 in	Front	
15	3810014493	BUSYBONE	Dog Treatmiature Pouch	21.00OZ		1	K1	4	7	1.75	8.95 in	6.80 in	3.15 in	Front	
16	3810017391	BUSYBONE	Dog Treat Twist S	7.00OZ		1	K1	6	17	2.83	8.55 in	3.05 in	1.35 in	Front	
17	3810012891	BUSYBONE	Otb Dog Treat Mini Bones 07	6.50OZ		1	K3	8	11	1.38	7.10 in	6.10 in	2.05 in	Front	
18	3810013012	PURINA	Dog Treat Dog Bone	4.00OZ		1	K3	12	25	2.08	8.40 in	3.90 in	1.25 in	Front	
19	3810003295	PURINA	Dog Treat Small Medium	7.00OZ		1	K3	8	15	1.88	8.70 in	3.68 in	1.54 in	Front	
20	7000203079	PURINA	Dog Treat Busy Roll Chkn Sml	4.00OZ		1	K1	12	22	1.83	8.15 in	3.90 in	1.05 in	Front	
21	7000203077	PURINA	Dog Treat Busy Roll Chkn Lg	6.00OZ		1	K3	12	17	1.42	9.80 in	3.65 in	1.35 in	Front	
22	85961000518	BLUEBUFFAL	Dog Snack Blue Bits Chkn 4Oz	4.00OZ		1	K1	8	15	1.88	7.95 in	4.90 in	1.55 in	Front	
23	85961000520	BLUEBUFFAL	Dog Snack Blue Bits Trky 4Oz	4.00OZ		1	K3	8	24	3.00	7.95 in	4.95 in	1.00 in	Front	

SHELF:2		WIDTH:144 in		MERCH HEIGHT:12.00 in		DEPTH:24 in		SPACE AVAIL:3.20 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7910051236	PUPPERONI	Dog Treat Mix Beef W Swt Potat	5.60OZ		1	K3	8	13	1.63	8.85 in	6.20 in	1.75 in	Front	
2	7910052089	PUPPERONI	Dog Treat Training	5.60OZ		1	K2	8	16	2.00	8.00 in	6.20 in	1.50 in	Front	
3	7910010507	NAWSOMES	Dog Treat Beef N Cheese	9.75OZ		2	K3	10	16	1.60	8.25 in	3.00 in	3.00 in	Front	
4	3810049621	BEGGINSTRI	Otb Dog Treat Bacon 0507	6.00OZ		1	K1	6	11	1.83	9.25 in	6.85 in	2.15 in	Front	
5	3810053578	BEGGINSTRI	Dog Treat Cheese W Bacon	6.00OZ		1	K1	6	10	1.67	9.06 in	6.90 in	2.25 in	Front	
6	3810053303	PURINA	Dog Treat Turkey Bacon	6.00OZ		1	K2	6	7	1.17	8.50 in	6.15 in	3.10 in	Front	
7	1780017236	BEYOND	Dog Food Chck Cutlt Jrky Strip	9.00OZ		1	K3	4	7	1.75	9.30 in	6.85 in	3.30 in	Front	
8	1780017232	BEYOND	Dog Food Chck Carrot Jrky Strp	9.00OZ		1	K3	4	7	1.75	9.15 in	6.90 in	3.10 in	Front	
9	1780017241	BEYOND	Dog Food Chck Apple Jrky Strip	9.00OZ		1	K3	4	8	2.00	9.55 in	6.85 in	2.80 in	Front	
10	7910051908	MILOSKITCH	Dog Treat Grillers Chicken	15.00OZ		1	K2	4	8	2.00	10.85 in	8.30 in	2.75 in	Front	
11	7910050893	MILOSKITCH	Dog Treat Sausage Slices	18.00OZ		1	K1	4	6	1.50	11.00 in	8.05 in	3.55 in	Front	
12	7910051924	MILOSKITCH	Dog Treat Chkn Jerky	15.00OZ		1	K1	4	8	2.00	11.00 in	8.35 in	2.85 in	Front	
13	78087251074	GOODBUDDY	Sausage Cuts Real Beef Recipe	5.00OZ		1	K3	6	13	2.17	8.80 in	6.90 in	1.75 in	Front	
14	7910000813	MILKBONE	Dog Treat Gm Skin & Coat 6 Oz	6.00OZ		1	K3/NEW	4	8	2.00	6.95 in	2.85 in	2.85 in	Front	3/30/2017
15	7910000810	MILKBONE	Dog Treat Gm Total Wellness 6 C	6.00OZ		1	K2	4	8	2.00	6.95 in	2.85 in	2.85 in	Front	
16	75597042001	COSEQUIN	Dog Suplemnt Msm Soft Chew Om3	60.00CT		1	K3	12	8	0.67	7.35 in	6.15 in	2.80 in	Front	
17	75597040721	COSEQUIN	Dog Supplement Plus Msm Chew	60.00CT		1	K3	4	8	2.00	5.45 in	2.70 in	2.75 in	Front	
18	64286304539	GREENIES	Dog Treat Chkn Tab Pill Pckts	3.20OZ		1	K3	6	17	2.83	7.20 in	4.70 in	1.40 in	Front	
19	64286304541	GREENIES	Dog Treat Chkn Cap Pill Pocket	7.90OZ		1	K2	6	12	2.00	8.05 in	5.65 in	2.00 in	Front	
20	64286304124	GREENIES	Dog Treat Petite	12.00OZ		1	K1	6	9	1.50	9.00 in	6.25 in	2.50 in	Front	
21	64286304117	GREENIES	Dog Treat Regular	12.00OZ		1	K1	6	9	1.50	9.00 in	6.25 in	2.50 in	Front	
22	84024310240	BLUEBUFFAL	Dog Snack Ktchn Crvng Ssg Chk	6.00OZ		1	K3	8	11	1.38	8.65 in	6.45 in	2.15 in	Front	
23	84024310241	BLUEBUFFAL	Dog Snack Ktchn Crvng Ssg Bf	6.00OZ		1	K2	8	11	1.38	8.65 in	6.45 in	2.15 in	Front	

SHELF:3		WIDTH:144 in		MERCH HEIGHT:11.00 in		DEPTH:24 in		SPACE AVAIL:3.25 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7910051022	PUPPERONI	Dog Treat Lean Beef	5.60OZ		1	K1	8	12	1.50	8.95 in	6.20 in	1.85 in	Front	
2	7910051021	PUPPERONI	Dog Treat Beef Flvr	5.60OZ		1	K2	8	13	1.63	8.90 in	6.15 in	1.75 in	Front	

DOG TREATS 12 FT. SECTION

3	7910072016	MILK BONE	Dog Treat Farmer Medley Grn Fr	12.00OZ	2	K2/NEW	12	16	1.33	9.45 in	6.95 in	2.85 in	Front	5/9/2017
4	3140006303	NUDGES	Dog Treat Grillers W Real Stk	18.00OZ	1	K3	4	10	2.50	10.30 in	9.30 in	2.40 in	Front	
5	3140005263	NUDGES	Dog Treat Jerky Cut Real Chkn	18.00OZ	1	K3	4	8	2.00	10.30 in	9.30 in	2.70 in	Front	
6	80702016081	PURINA	Dog Treat Chick Jerk Tnd	11.00OZ	1	K1	5	9	1.80	9.50 in	7.75 in	2.50 in	Front	
7	7910092327	MILKBONE	Dog Treat Orig Biscuit Jar	40.00OZ	2	K1	6	8	1.33	8.15 in	5.80 in	5.80 in	Front	
8	7910050855	MILKBONE	Dog Treat Original Mini	15.00OZ	1	K3	12	12	1.00	8.15 in	4.95 in	2.00 in	Front	
9	7910050856	MILKBONE	Dog Treat Minis Flavor	15.00OZ	1	K2	12	12	1.00	8.20 in	4.95 in	1.95 in	Front	
10	7910090212	MILKBONE	Dog Treat Chewy Chicken Drumst	5.60OZ	1	K1	10	11	1.10	8.85 in	5.85 in	2.15 in	Front	
11	7910090237	MILKBONE	Dog Treat Crunchy Flavor Snack	24.00OZ	1	K2	12	9	0.75	9.25 in	6.60 in	2.65 in	Front	
12	7910000610	MILKBONE	Dog Brushing Chews Mini Val Pk	14.14OZ	1	K2	6	10	1.67	4.10 in	7.15 in	4.35 in	Front	
13	7910000620	MILKBONE	Dog Brushing Chews Sm Md Val	14.14OZ	1	K3	6	10	1.67	4.10 in	7.25 in	4.45 in	Front	
14	7910000600	MILKBONE	Dog Treat Brushing Chews Lg C	6.74OZ	1	K3	12	24	2.00	2.88 in	6.50 in	2.88 in	Front	
15	64286310459	GREENIES	Dog Treat Grain Free Teenie	12.00OZ	1	K1	24	7	0.29	9.00 in	6.65 in	3.10 in	Front	
16	64286310462	GREENIES	Dog Treat Grain Free Large	12.00OZ	1	K1	24	8	0.33	9.00 in	6.65 in	2.90 in	Front	
17	84024310238	BLUEBUFFAL	Dog Snack Ktchn Crvng Mtbl Chk	6.00OZ	1	K3	8	11	1.38	8.65 in	6.45 in	2.15 in	Front	
18	84024310237	BLUEBUFFAL	Dog Snack Ktchn Crvng Mtbl Bf	6.00OZ	1	K3	8	11	1.38	8.65 in	6.45 in	2.15 in	Front	
19	84024310281	BLUEBUFFAL	Dog Snack Ktchn Crvng Szlrr Prk	6.00OZ	1	K2	8	9	1.13	8.60 in	7.10 in	2.65 in	Front	

SHELF:4		WIDTH:144 in		MERCH HEIGHT:12.12 in		DEPTH:26 in		SPACE AVAIL:2.75 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7910051254	CANINECARR	Dog Treat Beef C	5.00OZ		1	K2	12	15	1.25	7.90 in	5.15 in	1.70 in	Front	
2	7910050154	CANINECARR	Dog Treat Beef	25.00OZ		1	K2	6	8	1.33	10.95 in	7.85 in	3.05 in	Front	
3	7910050155	CANINECARR	Dog Treat Bacon	25.00OZ		1	K3	6	7	1.17	11.00 in	7.65 in	3.55 in	Front	
4	7910050938	CANINECARR	Dog Treat Chkn	25.00OZ		1	K3	6	8	1.33	11.00 in	7.85 in	2.95 in	Front	
5	1780016833	BENEFUL	Dog Food Chk Brk Bits Swt Pot	14.00OZ		1	K2/NEW	4	8	2.00	9.00 in	8.50 in	3.00 in	Front	3/16/2017
6	1780016542	PURINA	Dog Treat Snackers	9.50OZ		1	K1	5	13	2.60	8.55 in	6.80 in	2.45 in	Front	
7	7910090207	MILKBONE	Dog Treat Crunchy W Marrow	10.00OZ		1	K3	12	14	1.17	6.35 in	4.90 in	1.80 in	Front	
8	7910090304	MILKBONE	Dog Treat Chewy Chckn Jar	25.00OZ		1	K1	6	5	0.83	7.30 in	4.60 in	4.85 in	Front	
9	7910090202	MILKBONE	Dog Treat Crunchy Biscuit Sm	24.00OZ		1	K1	12	9	0.75	9.20 in	6.60 in	2.70 in	Front	
10	7910051410	MILKBONE	Dog Treat Med Biscuits	24.00OZ		2	K1	12	18	1.50	9.25 in	6.65 in	2.70 in	Front	
11	7910051411	MILKBONE	Dog Treat Lrg Biscuits	24.00OZ		1	K3	12	8	0.67	9.20 in	6.70 in	3.25 in	Front	
12	7910094203	MILKBONE	Dog Treat Vitality Bursts	19.00OZ		1	K2	12	11	0.92	9.20 in	6.10 in	2.30 in	Front	
13	7910082239	MILKBONE	Dog Treat Crunchy Flavor Snack	60.00OZ		1	K2	6	5	0.83	10.90 in	7.85 in	4.45 in	Front	
14	7910000630	MILKBONE	Dog Treat Brushinh Chews Lg	18.86OZ		1	K2	6	10	1.67	4.15 in	7.30 in	4.35 in	Front	
15	2310085339	PEDIGREE	Dog Treat Dent Stix Small 10Pk C	5.57OZ		1	K2	7	16	2.29	8.30 in	4.55 in	1.90 in	Front	
16	2310027789	PEDIGREE	Dog Treat Dentastix Mini C	6.00OZ		1	K3	7	14	2.00	8.30 in	4.50 in	1.85 in	Front	
17	64286310461	GREENIES	Dog Grain Free Treat Regular	12.00OZ		1	K1	24	8	0.33	9.00 in	6.45 in	2.90 in	Front	
18	64286310460	GREENIES	Dog Grain Free Treat Petite	12.00OZ		1	K1	24	8	0.33	9.00 in	6.65 in	3.10 in	Front	
19	85961000514	BLUEBUFFAL	Dog Snack Ban Ygrt Mini Bar	8.00OZ		1	K3	6	8	1.33	9.70 in	5.85 in	2.90 in	Front	
20	85961000841	BLUEBUFFAL	Dog Snack Blue Stix Slmn Pot	6.00OZ		1	K3	8	16	2.00	8.95 in	6.00 in	1.60 in	Front	
21	85961000839	BLUEBUFFAL	Dog Snack Blue Stix Chk Brw Rc	6.00OZ		1	K1	8	16	2.00	9.00 in	6.10 in	1.60 in	Front	

SHELF:5		WIDTH:144 in		MERCH HEIGHT:13.00 in		DEPTH:26 in		SPACE AVAIL:3.90 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7910058371	PUPPERONI	Dog Treat Beef Original	25.00OZ		1	K1	4	11	2.75	11.30 in	9.45 in	2.20 in	Front	
2	7910050164	PUPPERONI	Dog Treat Bacon	25.00OZ		1	K2	4	8	2.00	11.25 in	9.40 in	2.95 in	Front	
3	7910044895	PUPPERONI	Dog Treat Lean Beef	25.00OZ		1	K1	4	8	2.00	11.25 in	9.30 in	3.25 in	Front	
4	65922324064	PURINA	Dog Treat Snaps Variety	20.00CT		1	K2	6	9	1.50	9.20 in	7.25 in	2.70 in	Front	
5	3810014297	PURINA	Dog Treat Chicken Rst Sl	16.00OZ		1	K3	4	8	2.00	10.35 in	7.95 in	3.25 in	Front	
6	3810016260	PURINA	Dog Treat Lamb Pot Sweet	16.00OZ		1	K1	4	8	2.00	9.90 in	7.85 in	3.05 in	Front	
7	1113200392	PURINA	Dog Treat Biscuit Medium	32.00OZ		1	K3	4	8	2.00	9.30 in	6.55 in	3.05 in	Front	
8	7910052799	MILKBONE	Dog Treat Flavor Minis Jar	36.00OZ		1	K3	6	4	0.67	8.15 in	5.80 in	5.80 in	Front	
9	7910092501	MILKBONE	Dog Treat Original Large	160.00OZ		1	K2	1	3	3.00	11.80 in	11.20 in	8.20 in	Front	
10	7910090244	MILKBONE	Dog Treat Crunchy Biscuit Lg	4.00LB		1	K3	2	4	2.00	9.05 in	7.95 in	6.45 in	Front	
11	7910051860	MILKBONE	Dog Food Dry Trail Mix	20.00OZ		1	K3	4	9	2.25	10.90 in	8.35 in	2.65 in	Front	
12	2310039606	PEDIGREE	Dog Food Dentastix Sml Med	14.11OZ		1	K2	4	8	2.00	8.30 in	6.50 in	3.00 in	Front	
13	5849604350	PEDIGREE	Dog Treat Dentastix Lg Org	15.56OZ		1	K1	4	8	2.00	8.45 in	8.40 in	3.10 in	Front	

DOG TREATS 12 FT. SECTION

14	2310010224	PEDIGREE	Dog Food Dentastix Mini Lg	13.97OZ	1	K2	4	8	2.00	8.55 in	8.40 in	3.00 in	Front	
15	64286304131	GREENIES	Dog Treat Teenie	12.00OZ	1	K1	6	10	1.67	8.95 in	6.50 in	3.00 in	Front	
16	64286304110	GREENIES	Dog Treat Large	12.00OZ	1	K1	6	12	2.00	9.00 in	6.25 in	2.50 in	Front	
17	85961000516	BLUEBUFFAL	Dog Snack Chkn Chdr Mini Bar	8.00OZ	1	K3	6	9	1.50	9.85 in	5.10 in	2.80 in	Front	
18	84024310561	BLUEBUFFAL	Dog Snack Apple Ygrt Hlth Bar	16.00OZ	1	K1	12	9	0.75	11.55 in	7.90 in	2.85 in	Front	

SHELF:6 BASE		WIDTH:144 in		MERCH HEIGHT:21.12 in		DEPTH:26 in		SPACE AVAIL:0.55 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7910052837	PUPPERONI	Dog Treat Rib Flavor 25Oz	25.00OZ		1	K2	4	7	1.75	11.35 in	9.35 in	3.40 in	Front	
2	7910050482	CANINECARR	Dog Treat Bacon	50.00OZ		1	K3	4	5	1.25	12.50 in	10.60 in	4.95 in	Front	
3	3810014852	BEGGINSTRI	Dog Treat Bacon N Pnut Butter	25.00OZ		1	K2	4	5	1.25	13.00 in	10.95 in	4.35 in	Front	
4	3810011144	PURINA	Dog Treat Bacon N Cheese	25.00OZ		1	K1	4	6	1.50	13.20 in	10.75 in	4.15 in	Front	
5	3810001617	BEGGINSTRI	Dog Treat Bacon	25.00OZ		1	K1	4	5	1.25	12.20 in	10.90 in	4.40 in	Front	
6	3810016919	BLUEDOGBAK	Dog Treat	23.50OZ		1	K1/NEW	4	6	1.50	11.90 in	9.30 in	4.20 in	Front	3/14/2017
7	3810016915	BEGGINSTRI	Treat Dog Beggin Skinny Strip	23.50OZ		1	K2/NEW	4	6	1.50	12.10 in	9.30 in	3.95 in	Front	3/14/2017
8	7910092502	MILKBONE	Dog Treat Dentalife Sm Md	160.00OZ		1	K1	1	3	3.00	11.65 in	10.90 in	8.50 in	Front	
9	1780017422	PURINA	Dog Treat Dentalife Lg	7.00OZ		1	K1	4	8	2.00	9.10 in	6.75 in	3.25 in	Front	
10	1780017415	PURINA	Dentalife Small N Medium	7.80OZ		2	K3	4	16	4.00	9.15 in	7.35 in	3.15 in	Front	
11	1780017413	PURINA	Dog Treat Marrobone Pouch	20.70OZ		1	K3	4	7	1.75	11.60 in	9.25 in	3.60 in	Front	
12	2310011010	PEDIGREE	Dog Snack Bcn Egg Chs Hlth Bar	1.00LB		1	K1	4	7	1.75	10.55 in	8.65 in	3.40 in	Front	
13	2310010046	PEDIGREE	Dog Treat Jumbone Mini Beef	24.00OZ		1	K2	8	11	1.38	10.75 in	8.00 in	2.75 in	Front	
14	2310011650	PEDIGREE	Dog Treats Fresh Biscuit Lg	7.20OZ		1	K3	8	17	2.13	7.45 in	6.25 in	1.45 in	Front	
15	84024310633	BLUEBUFFAL	Dog Snack Bcn Egg Chs Hlth Bar	16.00OZ		1	K1	12	8	0.67	11.65 in	7.80 in	3.05 in	Front	