

# FALL / WINTER COFFIN MEAT CASE - TOP VIEW

## HQ DeCA PLANOGRAM

PAGES 2, 3 & 4 SHOWS INDIVIDUAL PLANOGRAMS FOR POULTRY, BEEF & PORK

|  |   |  |                                      |  |   |
|--|---|--|--------------------------------------|--|---|
| ALLOCATION STEPS:<br>1. - POULTRY GETS 35% OF OVERALL M<br>- FOLLOW POULTRY SPACE CHART. |   | ALLOCATION STEPS:<br>1. - POULTRY GETS 35% OF OVERALL M<br>- FOLLOW POULTRY SPACE CHART. |                                      | ALLOCATION STEPS:<br>1. - POULTRY GETS 35% OF OVERALL M<br>- FOLLOW POULTRY SPACE CHART.   |   |
| <b>POULTRY ALLOCATION IS 35 % OF OVERALL MEAT CASE</b>                                   |   |  |                                      | <b>PORK ALLOCATION IS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED</b>   |   |
| TURKEY PARTS   | SECONDARY PLTRY                                       | PRIMARY PLTRY  | RESULTS<br>SMOKE<br>D. SPARE<br>RIBS | BONE-IN<br>CHOPS   | BONELESS<br>CHOPS   |
|  |   |  |                                      | FAMILY<br>PACKS  | BONE-<br>IN<br>ROAST  |
|  |   |  |                                      | BONELE-<br>SS<br>ROAST   | VALUE/M<br>EAL<br>KITS  |
|  |   |  |                                      |  | SPECIAL<br>TY   |
|  |   |  |                                      |  | GROUND BEEF   |
|  |   |  |                                      |  | VALUE<br>ADDED  |
|  |   |  |                                      |  | FAMILY<br>PACK  |
|  |   |  |                                      |  | STEAKS  |
|  |   |  |                                      |  | GO LEAN<br>W/PROT<br>EIN  |
|  |   |  |                                      |  | ROASTS  |
|  | POULTRY SPACE ALLOC<br>PRIMARY -70%<br>SECONDARY -30% |  |                                      | PORK SEGMENT ALLOCA<br>VALUE/MEAL KITS -14%<br>BONELESS ROAST -12%<br>BONE-IN ROAST -12%<br>FAMILY PACK -8%<br>BONELESS CHOPS -18%<br>BONE-IN CHOPS -22% |   |
|  |   |  |                                      |  | BEEF SEGMENT ALLOCA<br>ROASTS -18%<br>GO LEAN W/PROTEIN -5%<br>STEAKS -20%<br>FAMILY PACK -8%<br>VALUE ADDED -13%<br>GROUND BEEF -22% |

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**ALLOCATION STEPS:**  
 1. - POULTRY GETS 35% OF OVERALL MEAT CASE SPACE.  
 - FOLLOW POULTRY SPACE CHART.  
 2. - BEEF GETS 63% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.  
 - FOLLOW BEEF SEGMENT % CHART.  
 3. - PORK GETS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.  
 - FOLLOW PORK SEGMENT % CHART

### POULTRY ALLOCATION IS 35 % OF OVERALL MEAT CASE

|              |                 |               |
|--------------|-----------------|---------------|
| TURKEY PARTS | SECONDARY PLTRY | PRIMARY PLTRY |
|              |                 |               |

**POULTRY SPACE ALLOCATIONS:**  
 PRIMARY -70%  
 SECONDARY -30%  
 TURKEY PARTS - 6% OF SECONDARY SPACE

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- FOLLOW BEEF SEGEMENT % CHART.
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- FOLLOW PORK SEGMENT % CHART

**PORK ALLOCATION IS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED**

|             |             |           |               |                |              |               |                |                 |
|-------------|-------------|-----------|---------------|----------------|--------------|---------------|----------------|-----------------|
| FRESH OFFAL | SMOKED PORK | SPARERIBS | BONE-IN CHOPS | BONELESS CHOPS | FAMILY PACKS | BONE-IN ROAST | BONELESS ROAST | VALUE/MEAL KITS |
|-------------|-------------|-----------|---------------|----------------|--------------|---------------|----------------|-----------------|

**PORK SEGMENT ALLOCATIONS:**

- VALUE/MEAL KITS -14%
- BONELESS ROAST -12%
- BONE-IN ROAST - 12%
- FAMILY PACK -8%
- BONELESS CHOPS -18%
- BONE-IN CHOPS -22%
- SPARERIBS - 8%
- SMOKED - 3%
- FRESH OFFAL -3%

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### BEEF ALLOCATION IS 63% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED

|                                      |           |             |             |             |        |                     |        |
|--------------------------------------|-----------|-------------|-------------|-------------|--------|---------------------|--------|
| LAMB & VEAL<br>BEEF<br>OFFAL & BONES | SPECIALTY | GROUND BEEF | VALUE ADDED | FAMILY PACK | STEAKS | GOLEAN<br>W/PROTEIN | ROASTS |
|                                      |           |             |             |             |        | IN                  |        |

**BEEF SEGMENT ALLOCATIONS:**  
 ROASTS -18%  
 GO LEAN W/PROTEIN -5%  
 STEAKS -20%  
 FAMILY PACK -8%  
 VALUE ADDED -13%  
 GROUND BEEF -22%  
 SPECIALTY -10%  
 BEEF OFFAL/BONES -2%  
 LAMB & VEAL -2%