

SPRING / SUMMER COFFIN MEAT CASE - TOP VIEW

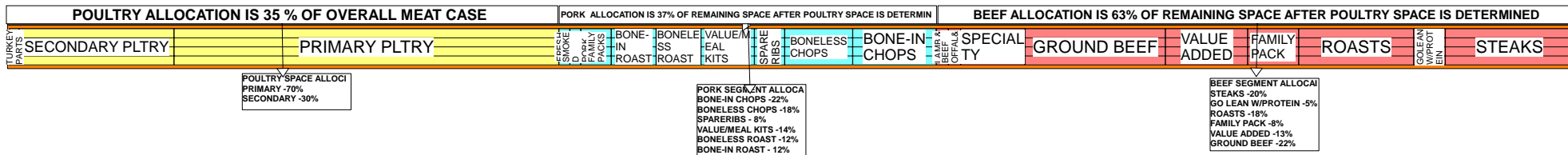
HQ DeCA PLANOGRAM

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

ALLOCATION STEPS:
1. - POULTRY GETS 35% OF OVERALL M
- FOLLOW POULTRY SPACE CHART.

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

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

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

LAMB & VEAL BEEF OFFAL & BONES	SPECIALTY	GROUND BEEF	VALUE ADDED	FAMILY PACK	ROASTS	GOLEAN W/PROTEIN	STEAKS
						IN	

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