

HISPANIC FOODS 4 FT. SECTION

HQ DeCA PLANOGRAM

CLASS 1

Deleted
5210002110/Adjusted facing



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY BUSINESS MANAGER BARBARA MERRIWEATHER AND MERCHANDISING SPECIALIST NICHOLAS BUTORAC.

1 JUNE 2017

THIS IS A FACING SPECIFIC PLANOGRAM. FACINGS MAY BE ADJUSTED TO ACCOMMODATE NEW AND REGIONAL ITEMS BASED ON 1.5 CASE PACKOUT. ANY ITEMS ABOVE STORE CLASS MUST BE PLACED IN SPACE ALLOCATED TO SAME BRAND.

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8.12 in	4600028877 Old El Paso Mexican Less Salt Mix K1	4600028869 Old El Paso Mexican Seasoning Mix K1	4600028876 Old El Paso Mexican Taco Seasoning K1	2100003934 Taco Bell Taco Seasoning Mix K1	3900000820 Ortega Taco Seasoning K1	4600085021 Old El Paso Taco Sauce Mild K1	4600085141 Old El Paso Taco Sauce Medium K1	3900001893 Ortega Taco Sauce Mild K1	2100004720 Taco Bell Mild Restaurant Sauce K1
	Shelf: 1								
8.12 in	4600083251 Old El Paso Chili Pepper Mild Chopped K1	4600083201 Old El Paso Whole Green Chili Peppers K1	4600085281 Old El Paso Sliced Hot Jalapeno Pepper K1	3900001021 Ortega Chiles Diced K1	7152416007 La Preferida Diced Green Chiles Mild K1	7152416253 La Preferida Mexican Mild Jlpno Nacho Slc K1	4150108322 Ortega Clntr & Grn Chiles Skillet Sauce K1		
	Shelf: 2								
8.12 in	4156500017 Pace Picante Sauce Mild K1	4156500006 Pace Picante Sauce Medium K1	3760019591 Chi Chi Picante Salsa K1	4600086011 Old El Paso Enchilada Sauce Mild K1	4600086101 Old El Paso Enchilada Sauce Green Mild K1	4600086121 Old El Paso Enchilada Sauce Medium K1	4150111021 Las Palmas Med Enchilada K1		
	Shelf: 3								
8.12 in	4156514016 Pace Salsa Mild Thick & Chunky K1	4156514116 Pace Salsa Thick & Chunky Medium K1	4156514216 Pace Salsa Thick & Chunky Hot K1	4600085321 Old El Paso Thick & Chunky Salsa Mild K1	4600085331 Old El Paso Thick & Chunky Salsa Medium K1	3760012288 Chi Chi's Medium Salsa K1	3760015712 Chi Chi's Mild Salsa K1		
	Shelf: 4								
10.12 in	4600081151 Old El Paso Corn Taco Shell K1	4600027918 Old El Paso Stand & Stuff Taco Shells K1	4600081101 Old El Paso Paso Taco 12Ct 4.6Oz K1	4600027342 Old El Paso Tortilla Shell 8 Inch K1	4600027341 Old El Paso Tortilla Shell 6 Inch K1	4600043151 Old El Paso Sns Torillas K1			
	Shelf: 5								
8.12 in	4600028732 Old El Paso Soft Taco Dinner Kit K1	4600028734 Old El Paso Hard & Soft Taco Dinner Kit K1	4600028736 Old El Paso Stand N Stuff Taco Dinner Kit K1	4600028735 Old El Paso Taco Dinner Kit K1	2100004684 Taco Bell Hard Taco Kit K1				
	Shelf: 6								
9.12 in	4600082121 Old El Paso Refried Beans Mild K1	4600082011 Old El Paso Refried Beans Fat Free K1	4600084351 Old El Paso Vegetarian Refried Beans K1	4430010632 Rosarita Refried Beans K1	4430010622 Rosarita Refried Beans Fat Free K1	3900001095 Ortega Original Refried Beans K1	4150101700 Ortega Black Beans K1	3760021629 Hormel Tamales K1	
	Shelf: 7 (Base)								

4 ft

Left-right HQ DeCA/MBU PLANOGRAM APPROVED BY BUSINESS MANAGER BARBARA MERRIWEATHER AND MERCHANDISING SPECIALIST NICHOLAS BUTORAC.

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SHELF:1		WIDTH:48 in	MERCH HEIGHT:11.00 in			DEPTH:22 in			SPACE AVAIL:2.27 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600028877	Old El Paso Mexican Less Salt Mix	1.00OZ		1	K1	32	88	2.75	5.25 in	4.62 in	0.25 in	Front	
2	4600028869	Old El Paso Mexican Seasoning Mix	1.00OZ		1	K1	32	88	2.75	5.25 in	4.62 in	0.25 in	Front	
3	4600028876	Old El Paso Mexican Taco Seasoning	1.00OZ		1	K1	32	115	3.59	5.21 in	4.37 in	0.19 in	Front	
4	2100003934	Taco Bell Taco Seasoning Mix	1.00OZ		1	K1	24	88	3.67	5.25 in	4.16 in	0.25 in	Front	
5	3900000820	Ortega Taco Seasoning	1.25OZ		1	K1	24	48	2.00	5.05 in	4.32 in	0.45 in	Front	
6	4600085021	Old El Paso Taco Sauce Mild	16.00OZ		2	K1	12	14	1.17	5.91 in	2.79 in	2.77 in	Front	
7	4600085141	Old El Paso Taco Sauce Medium	16.00OZ		2	K1	12	14	1.17	5.91 in	2.79 in	2.77 in	Front	
8	3900001893	Ortega Taco Sauce Mild	16.00OZ		2	K1	12	18	1.50	7.57 in	4.12 in	2.40 in	Front	
9	2100004720	Taco Bell Mild Restaurant Sauce	7.50OZ		2	K1	12	20	1.67	7.25 in	2.12 in	2.14 in	Front	

SHELF:2		WIDTH:48 in	MERCH HEIGHT:13.00 in			DEPTH:24 in			SPACE AVAIL:1.76 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600083251	Old El Paso Chili Pepper Mild Chopped	4.00OZ		3	K1	24	96	4.00	1.97 in	2.67 in	2.67 in	Front	
2	4600083201	Old El Paso Whole Green Chili Peppers	4.00OZ		2	K1	24	64	2.67	1.97 in	2.67 in	2.67 in	Front	
3	4600085281	Old El Paso Sliced Hot Jalapeno Pepper	12.00OZ		2	K1	12	16	1.33	5.36 in	2.67 in	2.67 in	Front	
4	3900001021	Ortega Chiles Diced	4.00OZ		3	K1	24	96	4.00	1.97 in	2.67 in	2.67 in	Front	
5	7152416007	La Preferida Diced Green Chiles Mild	4.00OZ		2	K1	24	48	2.00	2.00 in	2.69 in	2.69 in	Front	
6	7152416253	La Preferida Mexican Mild Jlpno Nacho Slc	11.50OZ		2	K1	12	18	1.50	5.31 in	2.63 in	2.63 in	Front	
7	4150108322	Ortega Clntr & Grn Chiles Skillet Sauce	7.00OZ		2	K1	6	38	6.33	7.25 in	4.45 in	1.25 in	Front	

SHELF:3		WIDTH:48 in	MERCH HEIGHT:13.00 in			DEPTH:24 in			SPACE AVAIL:1.10 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4156500017	Pace Picante Sauce Mild	16.00OZ		2	K1	12	14	1.17	6.12 in	3.10 in	3.10 in	Front	
2	4156500006	Pace Picante Sauce Medium	16.00OZ		2	K1	12	14	1.17	6.12 in	3.10 in	3.10 in	Front	
3	3760019591	Chi Chi Picante Salsa	16.00OZ		2	K1	12	16	1.33	6.40 in	2.90 in	2.90 in	Front	
4	4600086011	Old El Paso Enchilada Sauce Mild	10.00OZ		3	K1	12	54	4.50	3.97 in	2.50 in	2.50 in	Front	
5	4600086101	Old El Paso Enchilada Sauce Green Mild	10.00OZ		2	K1	12	36	3.00	3.97 in	2.64 in	2.64 in	Front	
6	4600086121	Old El Paso Enchilada Sauce Medium	10.00OZ		3	K1	12	54	4.50	3.97 in	2.64 in	2.64 in	Front	
7	4150111021	Las Palmas Med Enchilada	28.00OZ		2	K1	12	12	1.00	4.65 in	4.00 in	4.00 in	Front	

SHELF:4		WIDTH:48 in	MERCH HEIGHT:10.00 in			DEPTH:24 in			SPACE AVAIL:0.92 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4156514016	Pace Salsa Mild Thick & Chunky	16.00OZ		2	K1	12	14	1.17	6.12 in	3.10 in	3.10 in	Front	
2	4156514116	Pace Salsa Medium Thick & Chunky	16.00OZ		3	K1	12	21	1.75	6.12 in	3.10 in	3.10 in	Front	
3	4156514216	Pace Salsa Thick & Chunky Hot	16.00OZ		2	K1	12	14	1.17	6.12 in	3.10 in	3.10 in	Front	
4	4600085321	Old El Paso Thick & Chunky Salsa Mild	16.00OZ		2	K1	12	14	1.17	6.00 in	3.08 in	3.08 in	Front	
5	4600085331	Old El Paso Thick & Chunky Salsa Medium	16.00OZ		2	K1	12	16	1.33	6.00 in	3.00 in	3.00 in	Front	
6	3760012288	Chi Chi's Medium Salsa	24.00OZ		2	K1	12	14	1.17	7.12 in	3.31 in	3.31 in	Front	
7	3760015712	Chi Chi's Mild Salsa	24.00OZ		2	K1	12	14	1.17	7.12 in	3.30 in	3.30 in	Front	

SHELF:5		WIDTH:48 in	MERCH HEIGHT:15.00 in			DEPTH:24 in			SPACE AVAIL:1.48 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600081151	Old El Paso Corn Taco Shell	6.80OZ		1	K1	12	21	1.75	5.50 in	8.83 in	1.84 in	Front	
2	4600027918	Old El Paso Stand & Stuff Taco Shells	4.70OZ		1	K1	12	19	1.58	5.90 in	7.04 in	2.05 in	Front	
3	4600081101	Old El Paso Taco 12Ct 4.6Oz	4.60OZ		1	K1	12	15	1.25	7.29 in	5.50 in	1.93 in	Front	
4	4600027342	Old El Paso Tortilla Shell 8 Inch	11.00OZ		1	K1	12	22	1.83	8.40 in	10.00 in	0.90 in	Top	
5	4600027341	Old El Paso Tortilla Shell 6 Inch	8.20OZ		1	K1	12	30	2.50	7.12 in	8.49 in	0.99 in	Top	
6	4600043151	Old El Paso Sns Torillas	6.70OZ		1	K1	8	15	1.88	2.75 in	6.66 in	4.55 in	Front	

SHELF:6		WIDTH:48 in	MERCH HEIGHT:16.00 in			DEPTH:26 in			SPACE AVAIL:4.89 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600028732	Old El Paso Soft Taco Dinner Kit	12.50OZ		1	K1	12	14	1.17	7.50 in	7.75 in	1.75 in	Front	
2	4600028734	Old El Paso Hard & Soft Taco Dinner Kit	11.40OZ		1	K1	12	16	1.33	5.50 in	8.77 in	2.03 in	Front	
3	4600028736	Old El Paso Stand N Stuff Taco Dinner Kit	8.80OZ		1	K1	12	10	0.83	5.87 in	8.85 in	2.50 in	Front	

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4	4600028735	Old El Paso Taco Dinner Kit	8.80	OZ	1	K1	12	14	1.17	5.50 in	9.32 in	2.46 in	Front	
5	2100004684	Taco Bell Hard Taco Kit	8.85	OZ	1	K1	12	16	1.33	5.50 in	8.42 in	2.13 in	Front	

SHELF:7 (Base)			WIDTH:48 in			MERCH HEIGHT:18.00 in			DEPTH:26 in			SPACE AVAIL:0.54 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600082121	Old El Paso Refried Beans Mild	16.00	OZ	2	K1	24	32	1.33	4.42 in	2.96 in	2.96 in	Front	
2	4600082011	Old El Paso Refried Beans Fat Free	16.00	OZ	2	K1	12	32	2.67	4.42 in	2.96 in	2.96 in	Front	
3	4600084351	Old El Paso Vegetarian Refried Beans	16.00	OZ	2	K1	12	32	2.67	4.42 in	2.96 in	2.96 in	Front	
4	4430010632	Rosarita Refried Beans	16.00	OZ	2	K1	24	32	1.33	4.41 in	2.96 in	2.96 in	Front	
5	4430010622	Rosarita Refried Beans Fat Free	16.00	OZ	2	K1	24	32	1.33	4.41 in	2.96 in	2.96 in	Front	
6	3900001095	Ortega Original Refried Beans	16.00	OZ	2	K1	12	32	2.67	4.44 in	3.00 in	3.00 in	Front	
7	4150101700	Ortega Black Beans	15.00	OZ	2	K1	12	32	2.67	4.44 in	3.00 in	3.00 in	Front	
8	3760021629	Hormel Tamales	15.00	OZ	2	K1	12	32	2.67	4.42 in	2.93 in	2.93 in	Front	