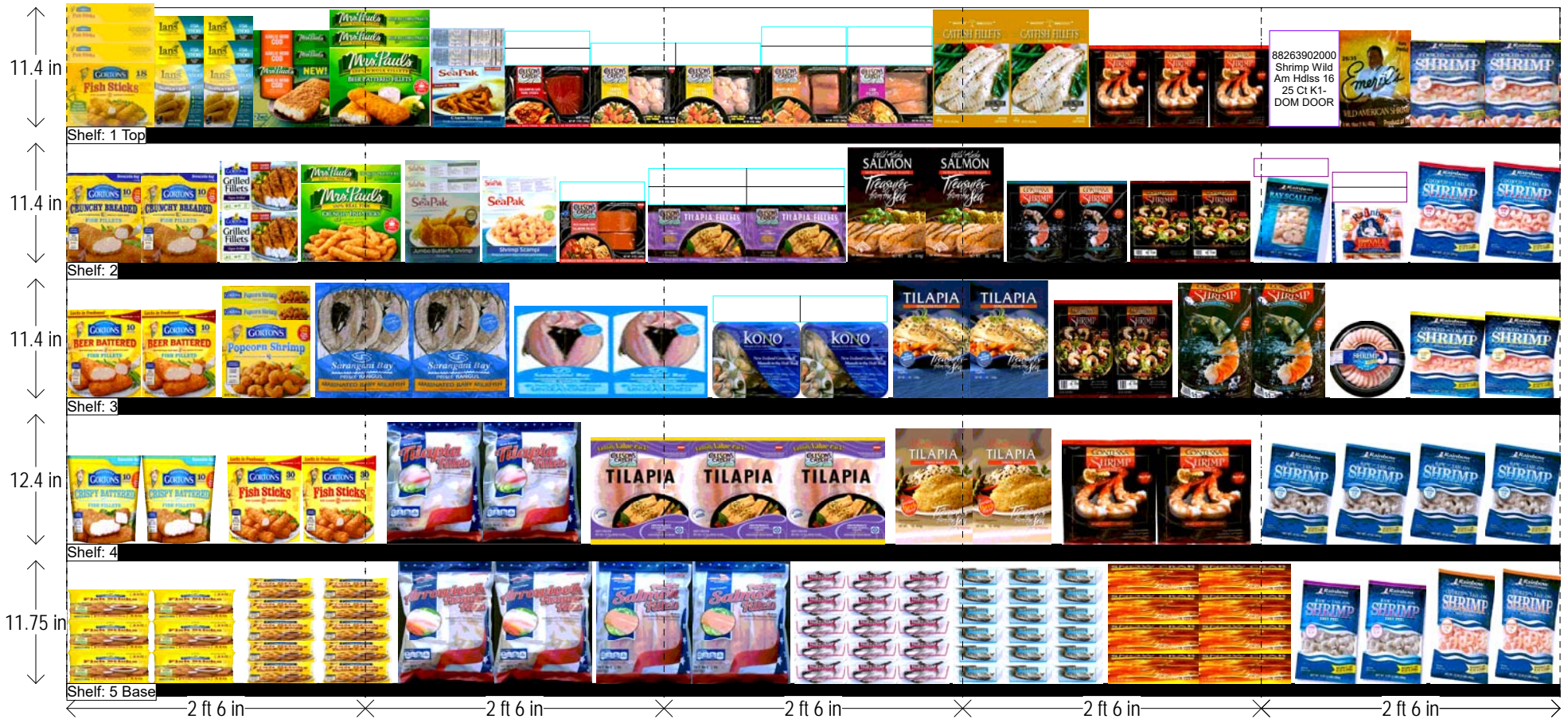


FROZEN SEAFOOD - 5 DOORS

HQ DeCA PLANOGRAM

CLASS 1 STORES - NE CE SO



N/A

HQ DeCA/MBU PLANOGRAM APPROVED BY JAMES TAYLOR/IVEENA HENDERSON

21 SEPTEMBER
2017

ITEM SHELF POSITIONING MUST NOT BE CHANGED AT ANY TIME. PRODUCT FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND USING STORE SPECIFIC DATA BUT MUST BE APPROVED BY HEADQUARTERS BEFORE IMPLEMENTING AT STORE LEVEL

FROZEN SEAFOOD - 5 DOORS

HQ DeCA PLANOGRAM

CLASS 1 STORES - NE CE SO

11.4 in	4440015650 Fish Sticks Crunchy K1	7495125857 Fish Sticks Gf K1/Chg	1116210278 Cod Garlic Cursted Herb M1/NE CE SO	1116210250 Fish Fillet Beer Battered M1/NE CE SO	4132210870 Clam Strips K1	79447104402 Fish Tuna Steaks K1	79447104279 Scallops Large K1	79447104220 Mahi Mahi Fillets K1	79447104149 Cod Fillets K1	9697920200 Fish Catfish Fil Unbrdd K1	8169752632 Shrimp Pld Cln Tail On 26 30 K1	88263902000 Shrimp Wild Am Hdls 16 25 Ct K1-DOM DOOR	88263902101 Shrimp Wild Am Pld 26 35 Ct K1/DOM DOOR	72162400310 Shrimp Large Cook Salad K1	
Shelf: 1 Top															
11.4 in	4440015450 Fish Fillets Crunchy K1	4440017600 Fish Fillets Cajun Blackened K1	1116211127 Fish Sticks Breaded M1/NE CE SO	4132210900 Shrimp Butterfly K1	4132211080 Shrimp Scampi K1	79447104258 Fish Salmon Coho Fillets K1	79447104399 Fish Tilapia Fillet K1	72857596719 Fish Salmon Wild Caught K1	8169726172 Shrimp Unckd Peeled Cleaned K1	8169747012 Shrimp Ckd Pt Tailoff K1	72162429022 Shrimp Scallop Bay K1	72162422598 Crabmeat Imitation K1	72162400920 Shrimp Jumbo Cook Tail On K1		
Shelf: 2															
11.4 in	4440015350 Fish Fillets Beer Batter K1	4440016400 Shrimp Popcorn K1	1115203318 Milkfish Baby Marinated Split K1	1115203316 Milkfish Baby Smkd Deboned K1	79447104225 Mussels Half Shell K1	72857599927 Fish Tilapia Fillets K1	8169700163 Shrimp Ckd Pld Cln 41 60 Ct K1	8169700162 Shrimp Unckd Pld Cln 51 60 Ct K1	72162400812 Shrimp Ring W Sauce K1	72162400311 Shrimp Large Cook Tail Off K1					
Shelf: 3															
12.4 in	4440015750 Fish Fillets Batter Crisp K1	4440015460 Fish Sticks Crunchy K1	82994401319 Fish Tilapia Fillet K1	79447106399 Tilapia Fillets lvp K1	72857599945 Fish Tilapia Parm Encrstd K1	8169753416 Shrimp Cooked Peeled Tail On K1	72162400502 Shrimp Large Raw Tail On K1								
Shelf: 4															
11.75 in	4440010350 Fish Sticks Crunchy K1	4440010270 Fish Sticks Crunchy Golden K1	82994401365 Flounder Fillet Arrowtooth K1	82994401397 Fish Salmon Keta Fillets K1	79447104221 Milkfish Whole K1	79447104400 Fish Tilapia Whole K1	72857598966 Crab Snow Clusters K1	72162400702 Shrimp Raw Ez Peel K1	72162471321 Shrimp Medium Cook Tail On K1						
Shelf: 5 Base															

N/A HQ DeCA/MBU PLANOGRAM APPROVED BY JAMES TAYLOR/IVEENA HENDERSON

21 SEPTEMBER 2017 ITEM SHELF POSITIONING MUST NOT BE CHANGED AT ANY TIME. PRODUCT FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND USING STORE SPECIFIC DATA BUT MUST BE APPROVED BY HEADQUARTERS BEFORE IMPLEMENTING AT STORE LEVEL

FROZEN SEAFOOD - 5 DOORS

SHELF:1 Top		WIDTH:150 in	MERCH HEIGHT:12.00 in	DEPTH:22 in			SPACE AVAIL:1.36 in							
Locatio...	UPC	Brand	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440015650	GORTONS	Fish Sticks Crunchy	11.40OZ	1	K1	12	20	1.67	6.12 in	8.76 in	1.89 in	Front	
2	74951258575	IANS	Fish Sticks Gf	8.00OZ	2	K1/Chg	12	30	2.50	6.00 in	4.90 in	2.30 in	Front	
3	1116210278	MRS PAULS	Cod Garlic Cursted Herb	9.00OZ	1	M1/NE C...	8	19	2.38	6.00 in	7.50 in	1.62 in	Front	
4	1116210250	MRS PAULS	Fish Fillet Beer Battered	19.10OZ	1	M1/NE C...	12	15	1.25	7.56 in	10.11 in	1.84 in	Front	
5	4132210870	SEAPAK	Clam Strips	9.00OZ	1	K1	8	17	2.13	5.76 in	7.33 in	1.84 in	Front	
6	79447104402	COLESONSCA	Fish Tuna Steaks	12.00OZ	1	K1	12	19	1.58	5.86 in	8.52 in	1.65 in	Front	
7	79447104279	COLESONSCA	Scallops Large	12.00OZ	2	K1	12	26	2.17	5.86 in	8.52 in	2.15 in	Front	
8	79447104220	COLESONSCA	Mahi Mahi Fillets	12.00OZ	1	K1	12	17	1.42	5.86 in	8.52 in	1.85 in	Front	
9	79447104149	COLESONSCA	Cod Fillets	12.00OZ	1	K1	12	17	1.42	5.86 in	8.52 in	1.85 in	Front	
10	9697920200	HEARTLAND	Fish Catfish Fil Unbrdd	32.00OZ	2	K1	8	14	1.75	11.20 in	7.78 in	2.95 in	Front	
11	8169752632	CONTESSA	Shrimp Pld Cln Tail On 26 30	12.00OZ	3	K1	12	24	2.00	7.75 in	6.00 in	2.45 in	Front	
12	88263902000	NEWORLEANS	Shrimp Wild Am Hdlss 16 25 Ct	16.00OZ	1	K1-DOM ...	10	11	1.10	9.20 in	7.00 in	2.00 in	Front	
13	88263902101	NEWORLEANS	Shrimp Wild Am Pld 26 35 Ct	16.00OZ	1	K1/DOM ...	10	11	1.10	9.20 in	7.00 in	2.00 in	Front	
14	72162400310	RAINBOW	Shrimp Large Cook Salad	14.00OZ	2	K1	12	18	1.50	8.28 in	7.49 in	2.33 in	Front	

SHELF:2		WIDTH:150 in	MERCH HEIGHT:12.00 in	DEPTH:22 in			SPACE AVAIL:4.73 in							
Locatio...	UPC	Brand	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440015450	GORTONS	Fish Fillets Crunchy	19.00OZ	2	K1	8	16	2.00	8.87 in	7.50 in	2.72 in	Front	
2	4440017600	GORTONS	Fish Fillets Cajun Blackened	7.10OZ	1	K1	12	42	3.50	4.85 in	7.70 in	1.04 in	Front	
3	1116211127	MRS PAULS	Fish Sticks Breaded	24.60OZ	1	M1/NE C...	12	13	1.08	7.56 in	10.11 in	1.84 in	Front	
4	4132210900	SEAPA2	Shrimp Butterfly	9.00OZ	1	K1	10	20	2.00	6.73 in	7.38 in	1.51 in	Front	
5	4132211080	SEAPA2	Shrimp Scampi	12.00OZ	1	K1	10	17	1.70	6.73 in	7.38 in	1.51 in	Front	
6	79447104258	COLESONSCA	Fish Salmon Coho Fillets	12.00OZ	1	K1	12	14	1.17	5.86 in	8.52 in	1.85 in	Front	
7	79447104399	COLESONSCA	Fish Tilapia Fillet	12.00OZ	2	K1	12	40	3.33	5.50 in	9.83 in	1.75 in	Front	
8	72857596719	TREASURESF	Fish Salmon Wild Caught	40.00OZ	2	K1	10	14	1.40	11.00 in	7.78 in	2.95 in	Front	
9	8169726172	CONTESSA	Shrimp Unckd Peeled Cleaned	12.00OZ	2	K1	12	20	1.67	7.75 in	6.00 in	2.10 in	Front	
10	8169747012	CONTESSA	Shrimp Ckd Pt Tailoff	12.00OZ	2	K1	12	20	1.67	7.75 in	6.00 in	2.10 in	Front	
11	72162429022	RAINBOW	Scallops Bay	10.00OZ	1	K1	12	14	1.17	8.21 in	7.49 in	1.75 in	Front	
12	72162422598	RAINBOW	Crabmeat Imitation	14.00OZ	1	K1	12	21	1.75	5.75 in	7.49 in	1.45 in	Front	
13	72162400920	RAINBOW	Shrimp Jumbo Cook Tail On	20.00OZ	2	K1	12	18	1.50	9.67 in	7.49 in	2.35 in	Front	

SHELF:3		WIDTH:150 in	MERCH HEIGHT:11.40 in	DEPTH:22 in			SPACE AVAIL:5.48 in							
Locatio...	UPC	Brand	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440015350	GORTONS	Fish Fillets Beer Batter	18.20OZ	2	K1	8	16	2.00	8.87 in	7.50 in	2.72 in	Front	
2	4440016400	GORTONS	Shrimp Popcorn	14.00OZ	1	K1	12	17	1.42	7.54 in	8.77 in	1.58 in	Front	
3	1115203318	SARANGANIB	Milkfish Baby Marinated Split	17.10OZ	2	K1	30	34	1.13	11.00 in	9.68 in	1.25 in	Front	
4	1115203316	SARANGANIB	Milkfish Baby Smkd Deboned	14.60OZ	2	K1	34	36	1.06	8.78 in	9.68 in	1.20 in	Front	
5	79447104225	KONO	Mussels Half Shell	24.00OZ	2	K1	15	22	1.47	7.28 in	8.75 in	2.50 in	Front	
6	72857599927	TREASURESF	Fish Tilapia Fillets	48.00OZ	2	K1	8	14	1.75	11.25 in	7.78 in	2.78 in	Front	
7	8169700163	CONTESSA	Shrimp Ckd Pld Cln 41 60 Ct	20.00OZ	2	K1	12	14	1.17	9.31 in	5.93 in	3.10 in	Front	
8	8169700162	CONTESSA	Shrimp Unckd Pld Cln 51 60 Ct	20.00OZ	2	K1	12	18	1.50	11.00 in	7.32 in	2.28 in	Front	
9	72162400812	RAINBOW	Shrimp Ring W Sauce	10.00OZ	1	K1	8	9	1.13	7.32 in	7.49 in	2.25 in	Front	
10	72162400311	RAINBOW	Shrimp Large Cook Tail Off	14.00OZ	2	K1	12	18	1.50	8.28 in	7.49 in	2.35 in	Front	

SHELF:4		WIDTH:150 in	MERCH HEIGHT:14.00 in	DEPTH:22 in			SPACE AVAIL:6.67 in							
Locatio...	UPC	Brand	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440015750	GORTONS	Fish Fillets Batter Crisp	19.00OZ	2	K1	8	18	2.25	8.54 in	7.50 in	2.39 in	Front	
2	4440015460	GORTONS	Fish Sticks Crunchy	19.00OZ	2	K1	8	16	2.00	8.87 in	7.50 in	2.72 in	Front	
3	82994401319	GREATAMERI	Fish Tilapia Fillet	48.00OZ	2	K1	10	16	1.60	11.67 in	9.68 in	2.75 in	Front	
4	79447106399	COLESONSCA	Tilapia Fillets lvp	32.00OZ	3	K1	15	27	1.80	10.24 in	9.83 in	2.25 in	Front	
5	72857599945	TREASURESF	Fish Tilapia Parm Encrstd	40.00OZ	2	K1	14	14	1.00	11.02 in	7.78 in	2.78 in	Front	
6	8169753416	CONTESSA	Shrimp Cooked Peeled Tail On	32.00OZ	2	K1	16	16	1.00	10.00 in	9.48 in	2.67 in	Front	
7	72162400502	RAINBOW	Shrimp Large Raw Tail On	20.00OZ	4	K1	12	36	3.00	9.67 in	7.49 in	2.35 in	Front	

SHELF:5 Base		WIDTH:150 in	MERCH HEIGHT:14.00 in	DEPTH:25 in			SPACE AVAIL:4.41 in							
Locatio...	UPC	Brand	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440010350	GORTONS	Fish Sticks Crunchy	60.00OZ	2	K1	8	12	1.50	3.00 in	8.50 in	11.00 in	Front	
2	4440010270	GORTONS	Fish Sticks Crunchy Golden	24.50OZ	2	K1	12	20	1.67	2.02 in	7.60 in	9.07 in	Front	

FROZEN SEAFOOD - 5 DOORS

3	82994401365	GREATAMERI	Flounder Fillet Arrowtooth	48.00OZ	2	K1	10	12	1.20	11.30 in	9.68 in	3.78 in	Front
4	82994401397	GREATAMERI	Fish Salmon Keta Fillets	32.00OZ	2	K1	15	16	1.07	11.67 in	9.68 in	2.85 in	Front
5	79447104221	COLESONSCA	Milkfish Whole	22.80OZ	3	K1	27	30	1.11	2.17 in	5.13 in	11.00 in	Front
6	79447104400	COLESONSCA	Fish Tilapia Whole	16.00OZ	3	K1	38	36	0.95	1.86 in	5.00 in	11.00 in	Front
7	72857598966	TREASURESF	Crab Snow Clusters	32.00OZ	2	K1	10	16	1.60	2.86 in	9.14 in	11.00 in	Front
8	72162400702	RAINBOW	Shrimp Raw Ez Peel	32.00OZ	2	K1	10	18	1.80	10.00 in	6.50 in	2.67 in	Front
9	72162471321	RAINBOW	Shrimp Medium Cook Tail On	32.00OZ	2	K1	5	18	3.60	11.00 in	6.50 in	2.67 in	Front