

# FROZEN SEAFOOD - 5 DOORS

HQ DeCA PLANOGRAM

CLASS 1 STORES - NW SW MW



N/A

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

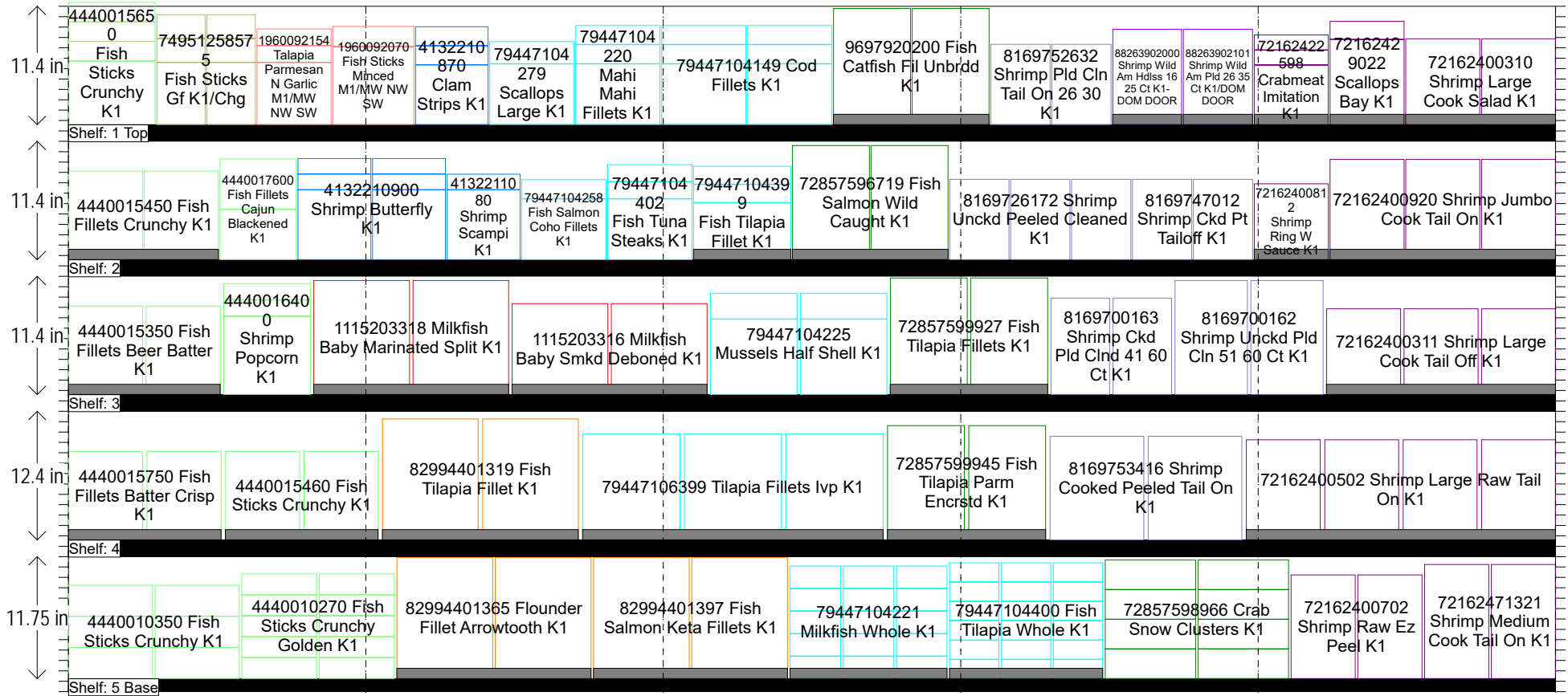
21 SEPTEMBER 2017

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

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SHELF:1 Top		WIDTH:150 in		MERCH HEIGHT:12.00 in		DEPTH:22 in		SPACE AVAIL:2.84 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	1960092154	VANDEKAMPS	Talapia Parmesan N Garlic	9.00OZ		1	M1/MW ...	8	19	2.38	6.00 in	7.50 in	1.62 in	Front	
4	1960092070	VANDEKAMPS	Fish Sticks Minced	24.60OZ		1	M1/MW ...	12	13	1.08	7.52 in	8.20 in	1.96 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	79447104279	COLESONSCA	Scallops Large	12.00OZ		1	K1	12	13	1.08	5.86 in	8.52 in	2.15 in	Front	
7	79447104220	COLESONSCA	Mahi Mahi Fillets	12.00OZ		1	K1	12	17	1.42	5.86 in	8.52 in	1.85 in	Front	
8	79447104149	COLESONSCA	Cod Fillets	12.00OZ		2	K1	12	34	2.83	5.86 in	8.52 in	1.85 in	Front	
9	9697920200	HEARTLAND	Fish Catfish Fil Unbrdd	32.00OZ		2	K1	8	14	1.75	11.20 in	7.78 in	2.95 in	Front	
10	8169752632	CONTESSA	Shrimp Pld Cln Tail On 26 30	12.00OZ		2	K1	12	16	1.33	7.75 in	6.00 in	2.45 in	Front	
11	88263902000	NEWORLEANS	Shrimp Wild Am Hdls 16 25 Ct	16.00OZ		1	K1-DOM ...	10	11	1.10	9.20 in	7.00 in	2.00 in	Front	
12	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	
13	72162422598	RAINBOW	Crabmeat Imitation	14.00OZ		1	K1	12	21	1.75	5.75 in	7.49 in	1.45 in	Front	
14	72162429022	RAINBOW	Scallops Bay	10.00OZ		1	K1	12	14	1.17	8.21 in	7.49 in	1.75 in	Front	
15	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:2.77 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	4132210900	SEAPA2	Shrimp Butterfly	9.00OZ		2	K1	10	40	4.00	6.73 in	7.38 in	1.51 in	Front	
4	4132211080	SEAPA2	Shrimp Scampi	12.00OZ		1	K1	10	17	1.70	6.73 in	7.38 in	1.51 in	Front	
5	79447104258	COLESONSCA	Fish Salmon Coho Fillets	12.00OZ		1	K1	12	14	1.17	5.86 in	8.52 in	1.85 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	79447104399	COLESONSCA	Fish Tilapia Fillet	12.00OZ		1	K1	12	20	1.67	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		3	K1	12	30	2.50	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	72162400812	RAINBOW	Shrimp Ring W Sauce	10.00OZ		1	K1	8	9	1.13	7.32 in	7.49 in	2.25 in	Front	
12	72162400920	RAINBOW	Shrimp Jumbo Cook Tail On	20.00OZ		3	K1	12	27	2.25	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	72162400311	RAINBOW	Shrimp Large Cook Tail Off	14.00OZ		3	K1	12	27	2.25	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	
3	82994401365	GREATAMERI	Flounder Fillet Arrowtooth	48.00OZ		2	K1	10	12	1.20	11.30 in	9.68 in	3.78 in	Front	

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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