FROZEN PREPARED CHICKEN
NE/CE/SO/MW
2 DOORS 61"

	Tyson/Tastybird	Banquet	Tenderbird	Milford Valley 2
BASE	**40.3**	**14.4**	**3.4**	**3.0**
LINEAR	**201.5**	**72.0**	**17.2**	**15.0**
K1	**66.0%**	**23.60%**	**5.50%**	**5.00%**

Traffic left to right>>>>>>>>>>>>>>>

6-Oct-10

HQ DeCA/MBU PLANOGRAM APPROVED BY CRAIG CLEAVELAND CATEGORY BUYER.
BRAND PLACEMENT AND ITEM FLOW ARE NOT SUBJECT TO REVISION. FACINGS MAY
BE ADJUSTED TO ACCOMMODATE NEW AND REGIONAL ITEMS BASED ON 1 CASE PACK OUT
ANY ITEM ABOVE STORE CLASS MUST BE PLACED IN SPACE ALLOCATED TO SAME BRAND