FROZEN PREPARED CHICKEN NW/SW
5 DOORS 152.5"

	Tyson/Tastybird	Banquet	Fast Fixin	Tenderbird	Foster Farms	M.V./Barber's 8	
BASE	**75.8**	**37.7**	**6.1**	**3.1**	**16.8**	**13.0**	
LINEAR	**379.0**	**188.5**	**30.5**	**15.5**	**84.0**	**65.0**	
K3	**50.0%**	**25.00%**	**4.00%**	**2.00%**	**11.00%**	**8.50%**	100.5%

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