FROZEN DESSERTS MAY 2010
CLASS 3 STORE

12.7 FEET

5 DOORS **152.5 INCHES**

	SCHWAN'S FOODS	SARA LEE	SMART ONES	CAMPBELL'S	MARIE CALLENDER	PET RITZ	REGIONAL OR T ITEMS	TULIP	DELIZZA	PINNACLE FOODS	
BASE INCHES	61.8	30.5	6.9	10.7	12.2	12.2	4.6	4.6	4.6	4.6	152.5
LINEAR IN.	**308.8**	**152.5**	**34.3**	**53.4**	**61.0**	**61.0**	**22.9**	**22.9**	**22.9**	**22.9**	
	40.50%	20.00%	4.50%	7.00%	8.00%	8.00%	3.00%	3.00%	3.00%	3.00%	100.00%
K3	31	17	5	6	1	2		4	3	3	72

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

18-May-10

HQ DeCA/MBU PLANOGRAM APPROVED BY CRAIG CLEAVLAND 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 & 1 UNIT PACKOUT
ANY ITEM ABOVE STORE CLASS MUST BE PLACED IN SPACE ALLOCATED TO SAME
BRAND. VALUE BRANDS SECTION BASE AND 4 SHELVES