

FROZEN SEAFOOD **K2** STORE

HQ DeCA PLANOGRAM

15.25

Feet

183

Base Inches

6 DOORS 30.5 inches

TOTAL 7 DOORS

915

In. inches

	1 DOOR											
REGIONAL M CODES	RAINBOW	CONTESSA	SEAPAK	SINGLETON	GREAT AMERICAN	GREAT AMERICAN	SARANGANI BAY	COLESON	ODYSSEY, AMERICAN PRIDE, PHILLIPS, MATLAWS	GORTONS	PINNACLE FOC	
base inches	0.0	30.7	16.5	18.9	1.8	9.0	5.9	30.7	18.8	45.4	5.1	100.00%
In. inches	0.0	153.7	82.4	94.7	9.2	44.8	29.7	153.7	94.2	226.9	25.6	915.0
K2 ITEMS	14	11	7	12	1	3	3	15	8	24	3	87

Traffic left to right>>>>>
 19-Sep-11
 5:00PM

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HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY BUYER CRAIG CLEVELAND. BRAND PLACEMENT & ITEM FLOW ARE NOT SUBJECT TO REVISION. FACING MAY BE ADJUSTED TO ACCOMMODATE NEW & REGIONAL ITEMS BASED ON 1 CASE PLUS ONE PACKOUT. ANY ITEMS ABOVE STORE CLASS MUST BE PLACED IN SPACE ALLOCATED SAME BRANDS CONUS USAGES ONLY. TO DETERMINE PERCENTAGES OF SPACE BY BRANDS IN OCONUS MARKETS, "INDIVIDUAL STORE MOVEMENT NUMBERS WILL BE USED. CONUS AND OCONUS FLOW WILL NOT CHANGE