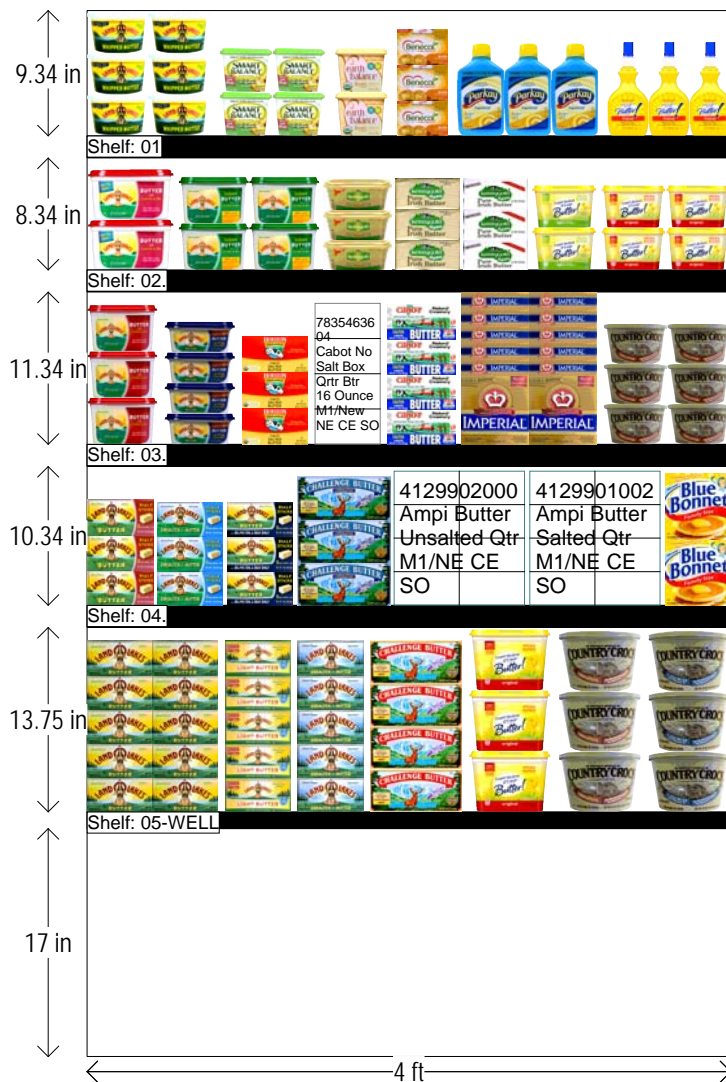


BUTTER / MARGARINE / SPREADS 4 FT SECTION

HQ DeCA PLANOGRAM

CLASS 1 / 2 STORES - NORTHEAST/ CENTRAL/ SOUTHERN MARKETING AREAS



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER STEVEN VILLENEUVE.

9 SEPTEMBER
2016

FACINGS MAY BE ADJUSTED TO ACCOMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

BUTTER /
MARGARINE /
SPREADS

BUTTER / MARGARINE / SPREADS 4 FT SECTION

HQ DeCA PLANOGRAM

CLASS 1 / 2 STORES - NORTHEAST/ CENTRAL/ SOUTHERN MARKETING AREAS

9.34 in	3450019410 Land O Lakes Butter Whipped Salted Bowl K1	3377601100 Smart Balance Spread-Tub K1	3377601171 Earth Balance Organic Buttery Spread K1/Upgrade	79645183918 Bncl Kshr Kshr Prv Prv Tub In Slv Sprd 8 K1/New	2900065150 Parkay 1lb Squeeze K1	4060034122 Icbimb 8z Spy Bi K1
Shelf: 01						
8.34 in	3450015195 Lol Spreadable Butter W K1/Upgrade	3450015184 Land O Lakes Lightt Spreads W K1	76770700167 Kerrigold Tub K1	76770700106 Kerrigold Salted Foil K1/Upgrade	76770700125 Kerrigold Unsalted Foil K1/Upgrade	4060038718 Icbimb 1lb Light K1
Shelf: 02						
11.34 in	3450015119 Land O Lakes Btr Spreadable W Canola Oil K1	3450015179 Land O Lakes Butter With Olive Oil K1	74236541600 Horizon Organic Btr Qtrs Salted K1	7835463604 Cabot No Salt Box Qtr Btr 16 Ounce M1/New NE CE SO	7835462011 Cabot Slted Box Qtr Btr 16 Ounce M1/New NE CE SO	1111587132 Imperial 1 Lb Quarters K1
Shelf: 03						
10.34 in	3450015181 Land O Lakes Sweet Cream Salted Half Sticks 8ct 16oz K1	3450015192 Land O Lakes Unsalted Half Sticks 8ct 16oz K1	3450015193 Land O Lakes Olive Oil & Sea Salt Half Sticks 8ct 16oz K1/Upgrade	4720015250 Challenge Btr Unsalted K1	4129902000 Amp Butter Unsalted Qtr M1/NE CE SO	4129901002 Amp Butter Salted Qtr M1/NE CE SO
Shelf: 04						
13.75 in	3450015136 Land O Lakes Butter Quarters Salted M1/NE CE SO MW	3450015236 Land O Lakes Light 4ct 16oz K1	3450015150 Land O Lakes Butter Quarters Unsalted M1/NE CE SO MW	4720015260 Challenge Butter Salted 16oz K1	4060022425 Icbimb Margarine Bowl K1/Upgrade	2740026499 Shedd Country Crock Margarine Bowl K1
Shelf: 05-WELL						
17 in						

4 ft

Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER STEVEN VILLENEUVE.

9 SEPTEMBER 2016

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BUTTER / MARGARINE / SPREADS

BUTTER / MARGARINE / SPREADS 4 FT SECTION

SHELF:01		WIDTH:48 in	MERCH HEIGHT:10.00 in			DEPTH:22 in			SPACE AVAIL:3.61 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450019410	Land O Lakes Butter Whipped Salted Bowl	8.00OZ		2	K1	12	24	2.00	3.07 in	4.58 in	4.58 in	Front	
2	3377601100	Smart Balance Spread-Tub	15.00OZ		2	K1	6	20	3.33	3.27 in	3.93 in	3.96 in	Front	
3	3377601171	Earth Balance Organic Buttery Spread	13.00OZ		1	K1/Upgra...	6	10	1.67	3.25 in	4.00 in	4.00 in	Front	6/26/2014
4	79645183918	Bncl Kshr Kshr Prv Prv Tub In Slv Sprd 8	8.00OZ		1	K1/New	12	15	1.25	2.65 in	3.69 in	3.69 in	Front	
5	2900065150	Parkay 1lb Squeeze	12.00OZ		3	K1	24	36	1.50	6.91 in	3.50 in	1.71 in	Front	
6	4060034122	Icbinb 8z Spy Bi	8.00OZ		3	K1	20	42	2.10	6.99 in	3.06 in	1.50 in	Front	

SHELF:02.		WIDTH:48 in	MERCH HEIGHT:12.34 in			DEPTH:22 in			SPACE AVAIL:1.96 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015195	Lol Spreadable Butter W	24.00OZ		1	K1/Upgra...	6	10	1.67	3.75 in	6.50 in	4.00 in	Front	
2	3450015184	Land O Lakes Lightt Spreads W	15.00OZ		2	K1	12	24	2.00	3.46 in	5.25 in	3.26 in	Front	
3	76770700167	Kerrigold Tub	8.00OZ		1	K1	16	21	1.31	2.25 in	5.00 in	3.00 in	Front	
4	76770700106	Kerrigold Salted Foil	8.00OZ		1	K1/Upgra...	20	48	2.40	2.28 in	4.76 in	1.30 in	Front	6/26/2014
5	76770700125	Kerrigold Unsalted Foil	8.00OZ		1	K1/Upgra...	20	48	2.40	2.28 in	4.76 in	1.30 in	Front	6/26/2014
6	4060038718	Icbinb 1lb Light	15.00OZ		1	K1	8	10	1.25	3.15 in	4.84 in	3.69 in	Front	
7	4060034500	Icbinb 1lb Bl	15.00OZ		2	K1	12	20	1.67	3.15 in	4.84 in	3.69 in	Front	

SHELF:03.		WIDTH:48 in	MERCH HEIGHT:12.34 in			DEPTH:22 in			SPACE AVAIL:3.14 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015119	Land O Lakes Btr Spreadable W Canola Oil	15.00OZ		1	K1	12	18	1.50	3.46 in	5.25 in	3.26 in	Front	
2	3450015179	Land O Lakes Butter With Olive Oil	7.00OZ		1	K1	12	24	2.00	2.28 in	5.27 in	3.27 in	Front	
3	74236541600	Horizon Organic Btr Qtrs Salted	16.00OZ		1	K1	18	24	1.33	2.70 in	4.90 in	2.60 in	Front	
4	7835463604	Cabot No Salt Box Qtr Btr 16 Ounce	16.00OZ		1	M1/New ...	18	32	1.78	2.63 in	4.88 in	2.50 in	Front	
5	7835462011	Cabot Slt'd Box Qtr Btr 16 Ounce	1.00LB		1	M1/New ...	18	32	1.78	2.60 in	5.00 in	2.50 in	Front	
6	1111587132	Imperial 1 Lb Quarters	16.00OZ		2	K1	30	74	2.47	5.10 in	5.04 in	1.24 in	Front	
7	2740010307	Shedds Country Crock 1lb Sp Bl	15.00OZ		2	K1	24	24	1.00	2.99 in	4.74 in	4.74 in	Front	

SHELF:04.		WIDTH:48 in	MERCH HEIGHT:10.00 in			DEPTH:22 in			SPACE AVAIL:2.26 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015181	Land O Lakes Sweet Cream Salted Half Sticks 8c...	16.00OZ		1	K1	12	48	4.00	2.62 in	4.89 in	1.34 in	Front	
2	3450015192	Land O Lakes Unsalted Half Sticks 8ct 16oz	16.00OZ		1	K1	12	24	2.00	2.55 in	4.85 in	2.70 in	Front	
3	3450015193	Land O Lakes Olive Oil & Sea Salt Half Sticks 8ct ...	16.00OZ		1	K1/Upgra...	12	24	2.00	2.55 in	4.85 in	2.70 in	Front	6/26/2014
4	4720015250	Challenge Btr Unsalted	16.00OZ		1	K1	12	39	3.25	3.19 in	6.79 in	1.64 in	Front	
5	4129902000	Ampi Butter Unsalted Qtr	16.00OZ		2	M1/NE C...	36	64	1.78	2.50 in	4.87 in	2.50 in	Front	6/26/2014
6	4129901002	Ampi Butter Salted Qtr	16.00OZ		2	M1/NE C...	36	64	1.78	2.50 in	4.87 in	2.50 in	Front	6/26/2014
7	2900000825	Blue Bonnet 2lb Spstk	32.00OZ		1	K1	12	12	1.00	4.91 in	4.88 in	3.22 in	Front	

SHELF:05-WELL		WIDTH:48 in	MERCH HEIGHT:15.00 in			DEPTH:30 in			SPACE AVAIL:3.52 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015136	Land O Lakes Butter Quarters Salted	16.00OZ		2	M1/NE C...	36	110	3.06	2.55 in	4.85 in	2.70 in	Front	
2	3450015236	Land O Lakes Light 4ct 16oz	16.00OZ		1	K1	12	55	4.58	2.55 in	4.85 in	2.70 in	Front	6/26/2014
3	3450015150	Land O Lakes Butter Quarters Unsalted	16.00OZ		1	M1/NE C...	18	55	3.06	2.55 in	4.85 in	2.70 in	Front	
4	4720015260	Challenge Butter Salted 16oz	16.00OZ		1	K1	30	72	2.40	3.19 in	6.69 in	1.64 in	Front	
5	4060022425	Icbinb Margarine Bowl	45.00OZ		1	K1/Upgra...	6	15	2.50	4.53 in	6.17 in	5.09 in	Front	
6	2740026499	Shedds Country Crock Margarine Bowl	45.00OZ		1	K1	12	12	1.00	4.49 in	6.11 in	6.11 in	Front	
7	2740026495	Shedds Country Crock Margarine Calcium N Vita...	45.00OZ		1	K1	12	12	1.00	4.49 in	6.11 in	6.11 in	Front	