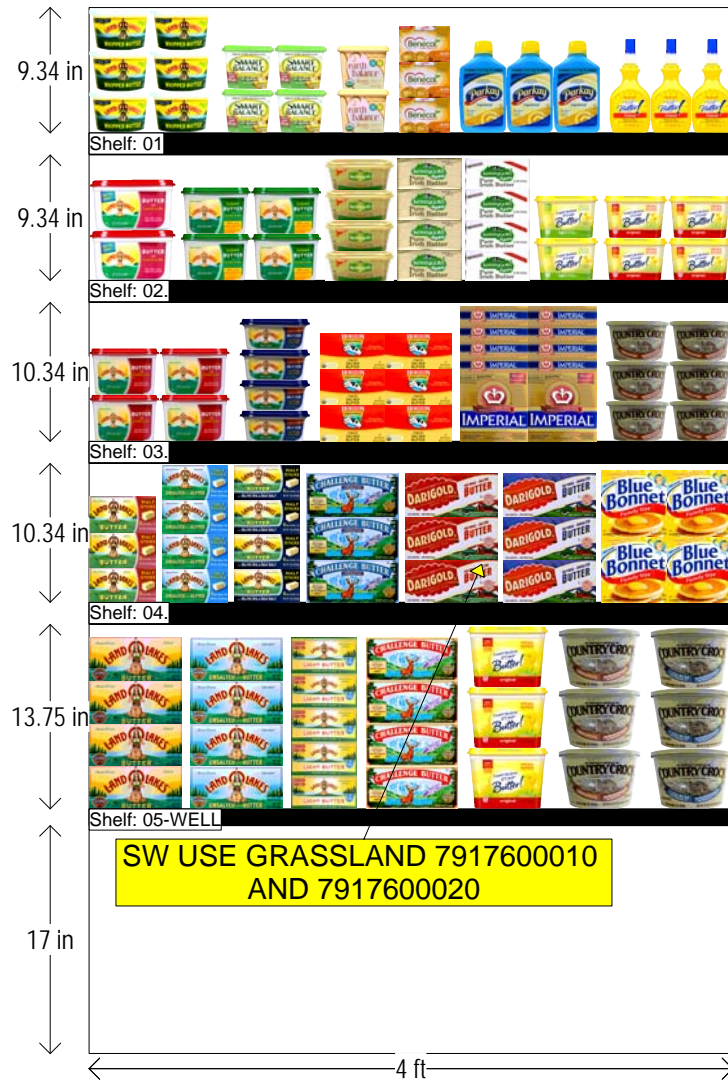


# BUTTER / MARGARINE / SPREADS 4 FT SECTION

HQ DeCA PLANOGRAM

CLASS 1 / 2 STORES - NORTHWEST/ SOUTHWEST MARKETING AREAS



Left-right

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

18 OCTOBER 2016

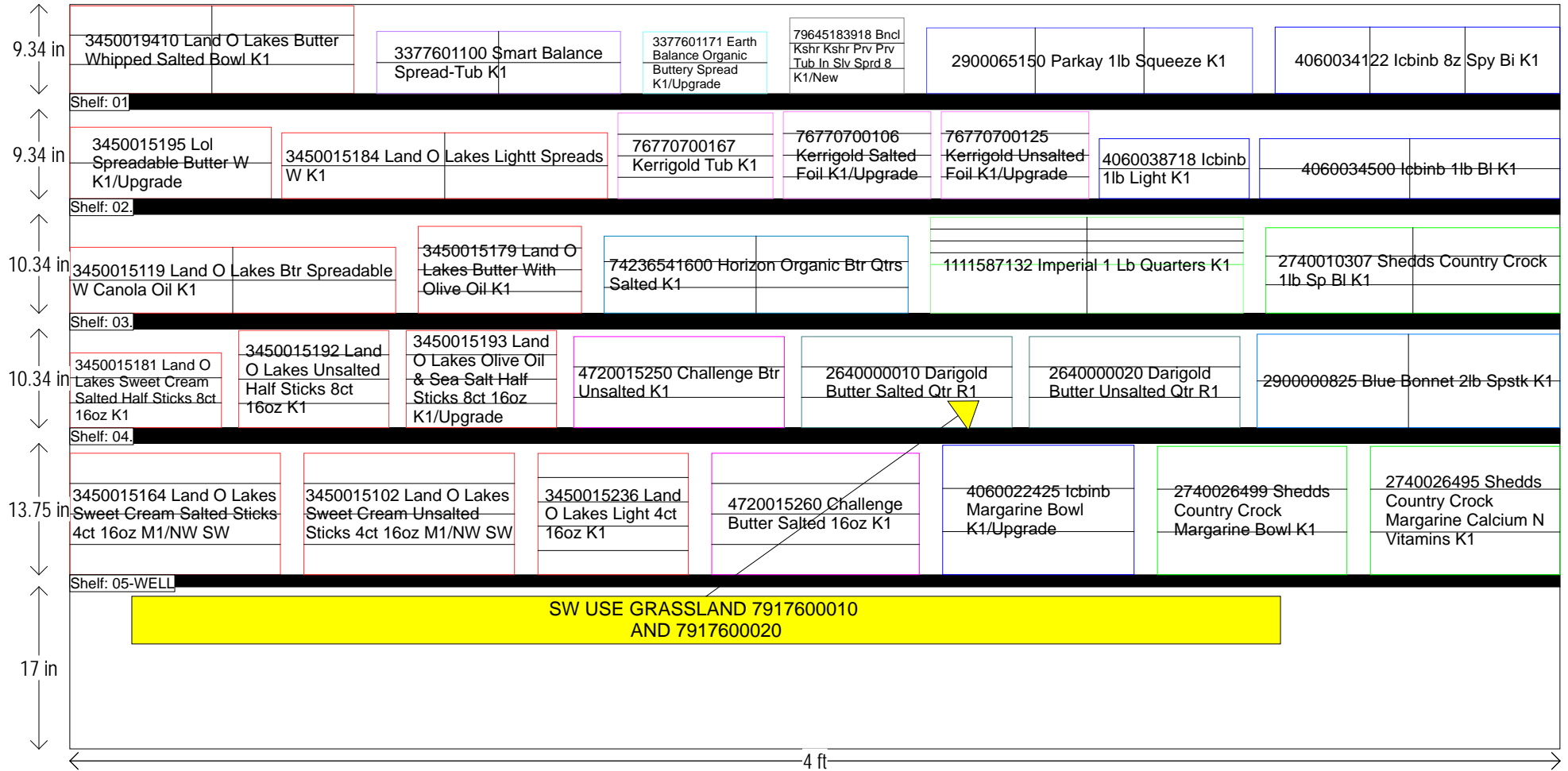
FACINGS MAY BE ADJUSTED TO ACCOMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

BUTTER /  
MARGARINE /  
SPREADS

# BUTTER / MARGARINE / SPREADS 4 FT SECTION

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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:11.00 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	28	1.75	2.25 in	5.00 in	3.00 in	Front	
4	76770700106	Kerrigold Salted Foil	8.00OZ		1	K1/Upgra...	20	64	3.20	2.28 in	4.76 in	1.30 in	Front	6/26/2014
5	76770700125	Kerrigold Unsalted Foil	8.00OZ		1	K1/Upgra...	20	64	3.20	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:10.40 in			DEPTH:22 in			SPACE AVAIL:2.87 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		2	K1	12	24	2.00	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		2	K1	18	48	2.67	2.70 in	4.90 in	2.60 in	Front	
4	1111587132	Imperial 1 Lb Quarters	16.00OZ		2	K1	30	66	2.20	5.10 in	5.04 in	1.24 in	Front	
5	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:10.34 in			DEPTH:22 in			SPACE AVAIL:3.28 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	32	2.67	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	32	2.67	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	2640000010	Darigold Butter Salted Qtr	16.00OZ		1	R1	18	39	2.17	3.19 in	6.79 in	1.64 in	Front	6/26/2014
6	2640000020	Darigold Butter Unsalted Qtr	16.00OZ		1	R1	36	39	1.08	3.19 in	6.79 in	1.64 in	Front	6/26/2014
7	2900000825	Blue Bonnet 2lb Spstk	32.00OZ		2	K1	12	24	2.00	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:4.49 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015164	Land O Lakes Sweet Cream Salted Sticks 4ct 16oz	16.00OZ		1	M1/NW SW	18	72	4.00	3.19 in	6.79 in	1.64 in	Front	
2	3450015102	Land O Lakes Sweet Cream Unsalted Sticks 4ct 1...	16.00OZ		1	M1/NW SW	18	72	4.00	3.19 in	6.79 in	1.64 in	Front	
3	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
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	