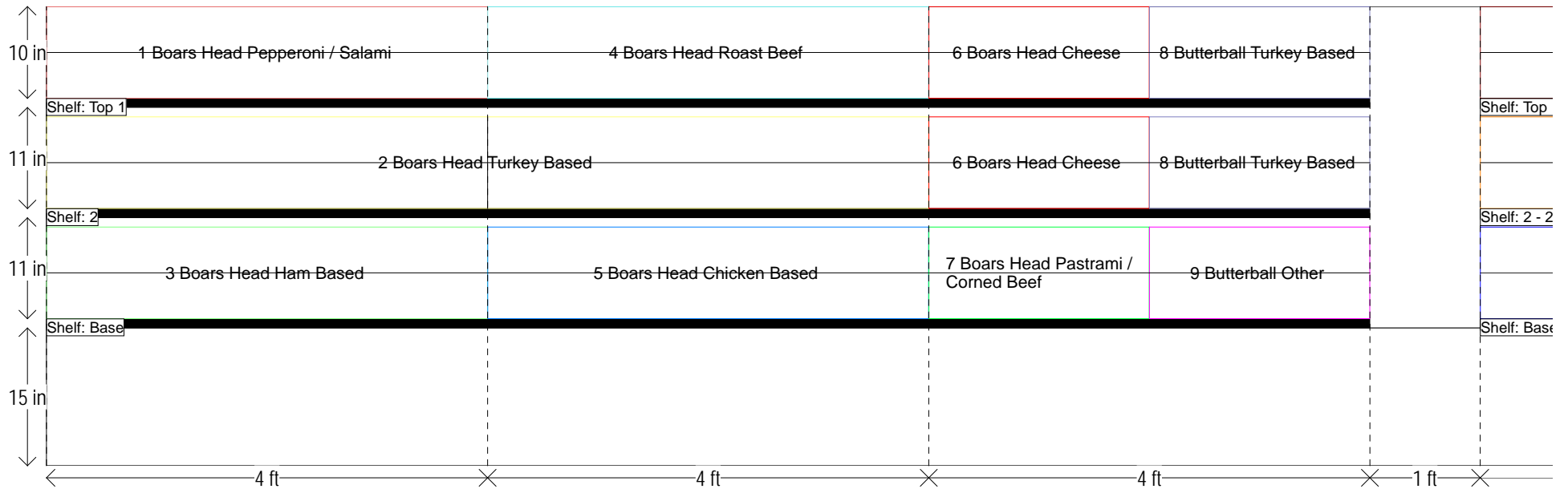


DELI LUNCHMEAT & CHEESE

DeCA HQ PLANOGRAM

ALL STORES



N/A

HQ DeCA/MBU PLANOGRAM APPROVED BY DAVE LEFFERT.

27 OCTOBER 2014

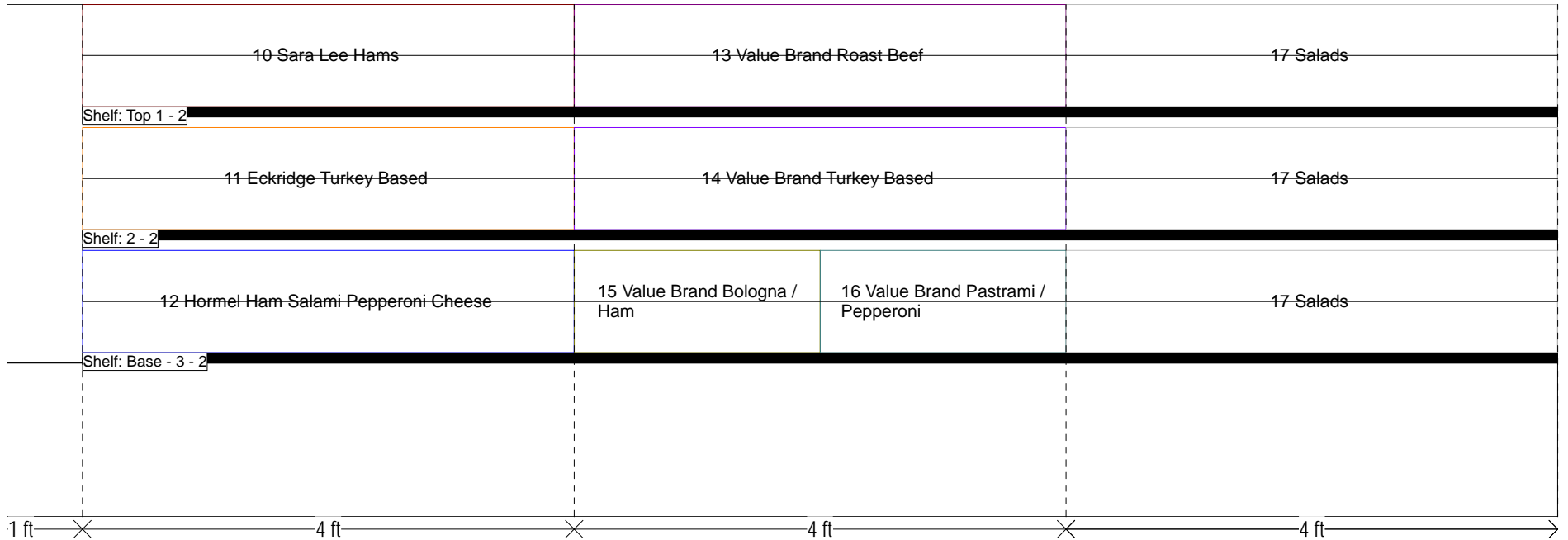
FACINGS OF FLAVORS CAN BE ADJUSTED TO ACCOMMODATE LOCAL & REGIONAL ITEMS. MARKET SHARE LEADER SHOULD BE PLACED FIRST IN FLOW. PROGRAM MANAGER APPROVAL MUST BE OBTAINED TO CHANGE MARKET SHARE LEADER POSITIONING, PERCENTAGE OF SPACE BY BRAND MUST BE OBSERVED UNLESS CHANGES HAVE BEEN APPROVED BY THE PROGRAM MANAGER.

Deli Lunchmeat and Cheese.psa

DELI LUNCHMEAT & CHEESE

DeCA HQ PLANOGRAM

ALL STORES



N/A

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DELI LUNCHMEAT & CHEESE

DeCA HQ PLANOGRAM

ALL STORES

↑ 10 in ↓	1 Boars Head Pepperoni / Salami	4 Boars Head Roast Beef	6 Boars Head Cheese	8 Butterball Turkey Based		10 Sara Lee Hams	13 Value Brand Roast Beef	17 Salads	
↑	Shelf: Top 1					Shelf: Top 1 - 2			
↓ 11 in ↑	2 Boars Head Turkey Based		6 Boars Head Cheese	8 Butterball Turkey Based		11 Eckridge Turkey Based	14 Value Brand Turkey Based	17 Salads	
↑	Shelf: 2					Shelf: 2 - 2			
↓ 11 in ↑	3 Boars Head Ham Based	5 Boars Head Chicken Based	7 Boars Head Pastrami / Corned Beef	9 Butterball Other		12 Hormel Ham Salami Pepperoni Cheese	15 Value Brand Bologna / Ham	16 Value Brand Pastrami / Pepperoni	17 Salads
↓	Shelf: Base					Shelf: Base - 3 - 2			
↓ 15 in ↓									

N/A

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2014

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Deli Lunchmeat
and Cheese.psa

DELI LUNCHMEAT & CHEESE

SHELF:Top 1		WIDTH:144 in	MERCH HEIGHT:10.00 in			DEPTH:35 in			SPACE AVAIL:0.00 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1	Boars Head Pepperoni / Salami	0.00		1		1	2	2.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
2	4	Boars Head Roast Beef	0.00		1		1	2	2.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
3	6	Boars Head Cheese	0.00		1		1	2	2.00	5.00 in	24.00 in	22.00 in	Front	10/27/2014
4	8	Butterball Turkey Based	0.00		1		1	2	2.00	5.00 in	24.00 in	22.00 in	Front	10/27/2014

SHELF:2		WIDTH:144 in	MERCH HEIGHT:20.00 in			DEPTH:35 in			SPACE AVAIL:0.00 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	2	Boars Head Turkey Based	0.00		2		1	4	4.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
3	6	Boars Head Cheese	0.00		1		1	2	2.00	5.00 in	24.00 in	22.00 in	Front	10/27/2014
4	8	Butterball Turkey Based	0.00		1		1	2	2.00	5.00 in	24.00 in	22.00 in	Front	10/27/2014

SHELF:Base		WIDTH:144 in	MERCH HEIGHT:13.00 in			DEPTH:45 in			SPACE AVAIL:0.00 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3	Boars Head Ham Based	0.00		1		1	4	4.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
2	5	Boars Head Chicken Based	0.00		1		1	4	4.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
3	7	Boars Head Pastrami / Corned Beef	0.00		1		1	4	4.00	5.00 in	24.00 in	22.00 in	Front	10/27/2014
4	9	Butterball Other	0.00		1		1	4	4.00	5.00 in	24.00 in	22.00 in	Front	10/27/2014

SHELF:Top 1 - 2		WIDTH:144 in	MERCH HEIGHT:10.00 in			DEPTH:35 in			SPACE AVAIL:0.00 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	10	Sara Lee Hams	0.00		1		1	2	2.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
2	13	Value Brand Roast Beef	0.00		1		1	2	2.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
3	17	Salads	0.00		1		1	2	2.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014

SHELF:2 - 2		WIDTH:144 in	MERCH HEIGHT:20.00 in			DEPTH:35 in			SPACE AVAIL:0.00 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	11	Eckridge Turkey Based	0.00		1		1	2	2.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
2	14	Value Brand Turkey Based	0.00		1		1	2	2.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
3	17	Salads	0.00		1		1	2	2.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014

SHELF:Base - 3 - 2		WIDTH:144 in	MERCH HEIGHT:13.00 in			DEPTH:45 in			SPACE AVAIL:0.00 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	12	Hormel Ham Salami Pepperoni Cheese	0.00		1		1	4	4.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
2	15	Value Brand Bologna / Ham	0.00		1		1	4	4.00	5.00 in	24.00 in	22.00 in	Front	10/27/2014
3	17	Salads	0.00		1		1	4	4.00	5.00 in	48.00 in	22.00 in	Front	10/27/2014
3	16	Value Brand Pastrami / Pepperoni	0.00		1		1	4	4.00	5.00 in	24.00 in	22.00 in	Front	10/27/2014