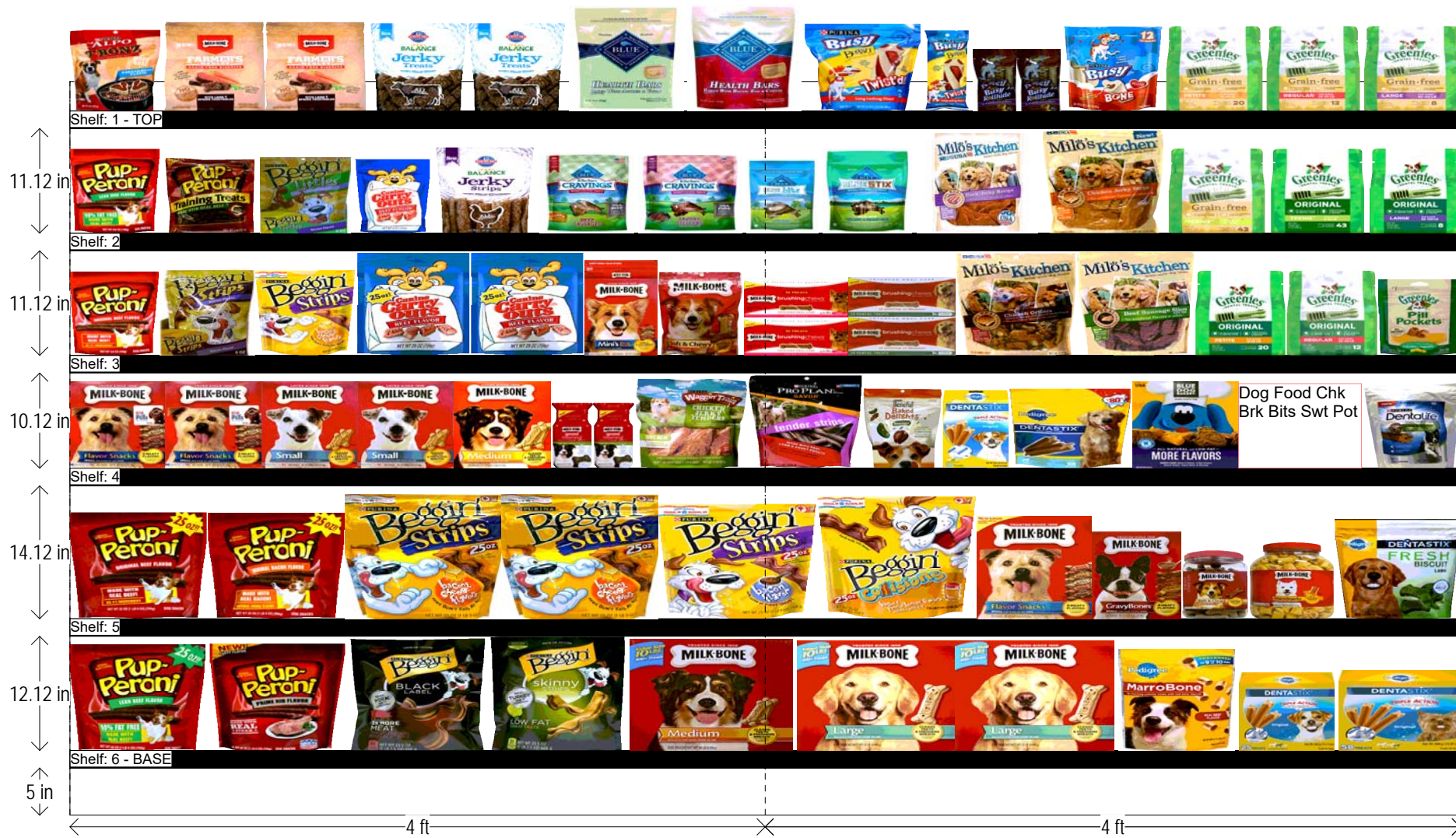


DOG TREATS 8FT. SECTION

HQ DeCA PLANOGRAM

CLASS 2



Left-right

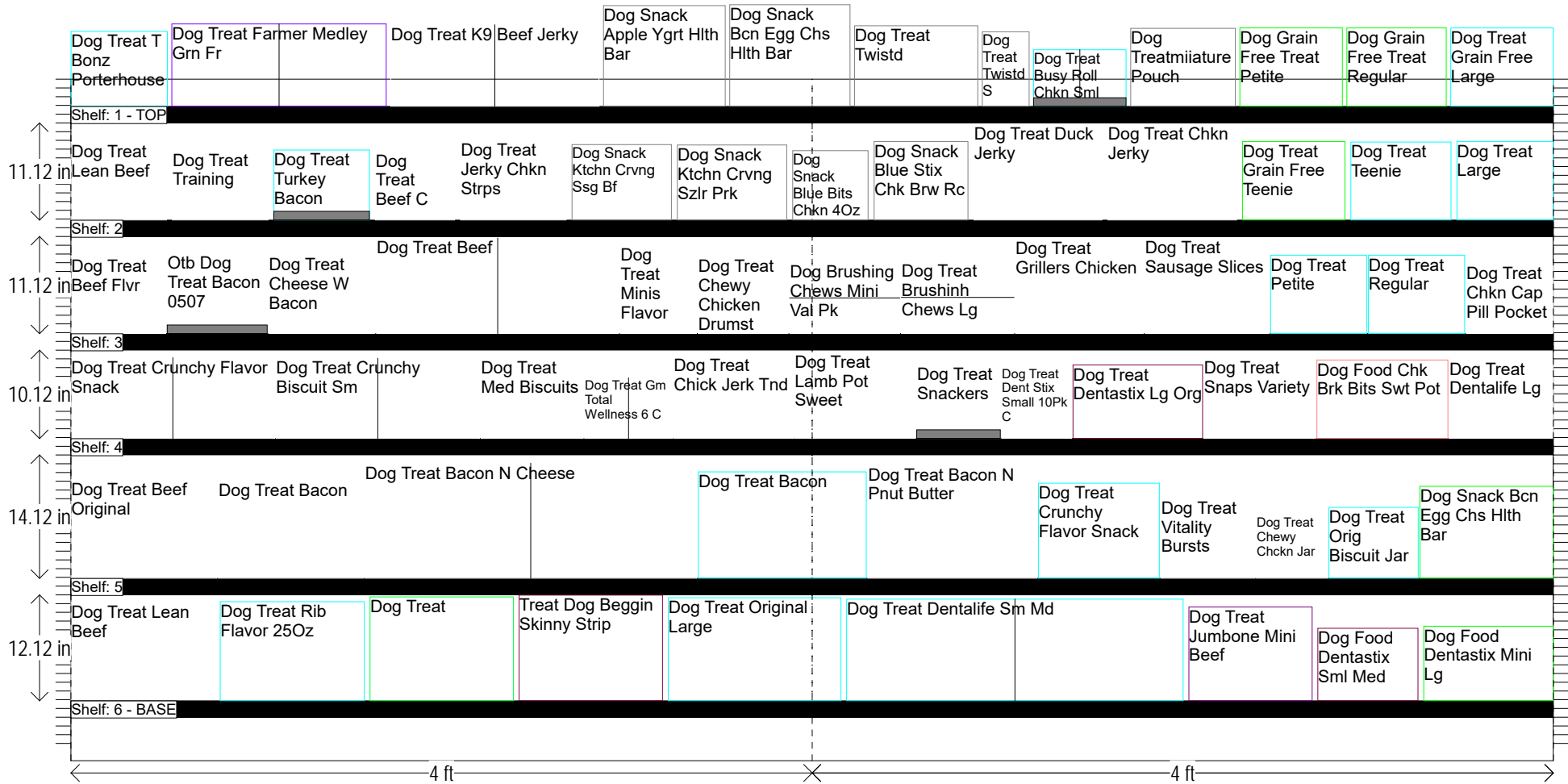
HQ DeCA/MBU PLANOGRAM APPROVED BY DARRELL CLARY, CATEGORY MANAGER AND JANET BERRY, MERCHANDISING SPECIALIST.

10 JULY 2017

DOG TREATS 8 FT. SECTION

HQ DeCA PLANOGRAM

CLASS 2



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY DARRELL CLARY, CATEGORY MANAGER AND JANET BERRY, MERCHANDISING SPECIALIST.

10 JULY 2017

DOG TREATS 8 FT. SECTION

| SHELF:1 - TOP | | WIDTH:96 in | MERCH HEIGHT:13.00 in | DEPTH:24 in | SPACE AVAIL:3.05 in | | | | | | | | | | |
|---------------|-------------|-------------|--------------------------------|-------------|---------------------|-----|--------|-------|---------|-------|----------|---------|---------|-------------|----------|
| Loca... | UPC | Brand | NAME | SIZE | UOM | NOF | RSL | CS/PK | PACKOUT | Cases | H | W | D | Orientation | Add Date |
| 1 | 1113217097 | PURINA | Dog Treat T Bonz Porterhouse | 10.00OZ | | 1 | K2 | 6 | 8 | 1.33 | 8.60 in | 6.25 in | 3.00 in | Front | |
| 2 | 7910072016 | MILK BONE | Dog Treat Farmer Medley Grm Fr | 12.00OZ | | 2 | K2/NEW | 12 | 16 | 1.33 | 9.45 in | 6.95 in | 2.85 in | Front | 5/9/2017 |
| 3 | 5274218740 | HILLS | Dog Treat K9 Beef Jerky | 7.10OZ | | 2 | K1 | 12 | 18 | 1.50 | 9.35 in | 6.75 in | 2.60 in | Front | |
| 4 | 84024310561 | BLUEBUFFAL | Dog Snack Apple Ygrt Hlth Bar | 16.00OZ | | 1 | K1 | 12 | 8 | 0.67 | 11.55 in | 7.90 in | 2.85 in | Front | |
| 5 | 84024310633 | BLUEBUFFAL | Dog Snack Bcn Egg Chs Hlth Bar | 16.00OZ | | 1 | K1 | 12 | 7 | 0.58 | 11.65 in | 7.80 in | 3.05 in | Front | |
| 6 | 3810017397 | BUSYBONE | Dog Treat Twistd | 21.00OZ | | 1 | K1 | 4 | 8 | 2.00 | 9.25 in | 8.00 in | 3.00 in | Front | |
| 7 | 3810017391 | BUSYBONE | Dog Treat Twistd S | 7.00OZ | | 1 | K1 | 6 | 17 | 2.83 | 8.55 in | 3.05 in | 1.35 in | Front | |
| 8 | 7000203079 | PURINA | Dog Treat Busy Roll Chkn Sml | 4.00OZ | | 2 | K1 | 12 | 36 | 3.00 | 8.15 in | 3.90 in | 1.05 in | Front | |
| 9 | 3810014493 | BUSYBONE | Dog Treatmiature Pouch | 21.00OZ | | 1 | K1 | 4 | 7 | 1.75 | 8.95 in | 6.80 in | 3.15 in | Front | |
| 10 | 64286310460 | GREENIES | Dog Grain Free Treat Petite | 12.00OZ | | 1 | K1 | 24 | 7 | 0.29 | 9.00 in | 6.65 in | 3.10 in | Front | |
| 11 | 64286310461 | GREENIES | Dog Grain Free Treat Regular | 12.00OZ | | 1 | K1 | 24 | 8 | 0.33 | 9.00 in | 6.45 in | 2.90 in | Front | |
| 12 | 64286310462 | GREENIES | Dog Treat Grain Free Large | 12.00OZ | | 1 | K1 | 24 | 8 | 0.33 | 9.00 in | 6.65 in | 2.90 in | Front | |

| SHELF:2 | | WIDTH:96 in | MERCH HEIGHT:12.00 in | DEPTH:24 in | SPACE AVAIL:4.80 in | | | | | | | | | | |
|---------|-------------|-------------|--------------------------------|-------------|---------------------|-----|-----|-------|---------|-------|----------|---------|---------|-------------|----------|
| Loca... | UPC | Brand | NAME | SIZE | UOM | NOF | RSL | CS/PK | PACKOUT | Cases | H | W | D | Orientation | Add Date |
| 1 | 7910051022 | PUPPERONI | Dog Treat Lean Beef | 5.60OZ | | 1 | K1 | 8 | 12 | 1.50 | 8.95 in | 6.20 in | 1.85 in | Front | |
| 2 | 7910052089 | PUPPERONI | Dog Treat Training | 5.60OZ | | 1 | K2 | 8 | 16 | 2.00 | 8.00 in | 6.20 in | 1.50 in | Front | |
| 3 | 3810053303 | PURINA | Dog Treat Turkey Bacon | 6.00OZ | | 1 | K2 | 6 | 12 | 2.00 | 8.50 in | 6.15 in | 3.10 in | Front | |
| 4 | 7910051254 | CANINECARR | Dog Treat Beef C | 5.00OZ | | 1 | K2 | 12 | 14 | 1.17 | 7.90 in | 5.15 in | 1.70 in | Front | |
| 5 | 5274218770 | HILLSSCIEN | Dog Treat Jerky Chkn Strps | 7.10OZ | | 1 | K1 | 12 | 9 | 0.75 | 9.15 in | 6.85 in | 2.45 in | Front | |
| 6 | 84024310241 | BLUEBUFFAL | Dog Snack Ktchn Crvng Ssg Bf | 6.00OZ | | 1 | K2 | 8 | 11 | 1.38 | 8.65 in | 6.45 in | 2.15 in | Front | |
| 7 | 84024310281 | BLUEBUFFAL | Dog Snack Ktchn Crvng Szlr Prk | 6.00OZ | | 1 | K2 | 8 | 9 | 1.13 | 8.60 in | 7.10 in | 2.65 in | Front | |
| 8 | 85961000518 | BLUEBUFFAL | Dog Snack Blue Bits Chkn 4Oz | 4.00OZ | | 1 | K1 | 8 | 15 | 1.88 | 7.95 in | 4.90 in | 1.55 in | Front | |
| 9 | 85961000839 | BLUEBUFFAL | Dog Snack Blue Stix Chk Brw Rc | 6.00OZ | | 1 | K1 | 8 | 15 | 1.88 | 9.00 in | 6.10 in | 1.60 in | Front | |
| 10 | 7910052382 | MILOSKITCH | Dog Treat Duck Jerky | 15.00OZ | | 1 | K2 | 4 | 7 | 1.75 | 11.00 in | 8.30 in | 3.25 in | Front | |
| 11 | 7910051924 | MILOSKITCH | Dog Treat Chkn Jerky | 15.00OZ | | 1 | K1 | 4 | 8 | 2.00 | 11.00 in | 8.35 in | 2.85 in | Front | |
| 12 | 64286310459 | GREENIES | Dog Treat Grain Free Teenie | 12.00OZ | | 1 | K1 | 24 | 7 | 0.29 | 9.00 in | 6.65 in | 3.10 in | Front | |
| 13 | 64286304131 | GREENIES | Dog Treat Teenie | 12.00OZ | | 1 | K1 | 6 | 8 | 1.33 | 8.95 in | 6.50 in | 3.00 in | Front | |
| 14 | 64286304110 | GREENIES | Dog Treat Large | 12.00OZ | | 1 | K1 | 6 | 9 | 1.50 | 9.00 in | 6.25 in | 2.50 in | Front | |

| SHELF:3 | | WIDTH:96 in | MERCH HEIGHT:11.00 in | DEPTH:24 in | SPACE AVAIL:1.02 in | | | | | | | | | | |
|---------|-------------|-------------|--------------------------------|-------------|---------------------|-----|-----|-------|---------|-------|----------|---------|---------|-------------|----------|
| Loca... | UPC | Brand | NAME | SIZE | UOM | NOF | RSL | CS/PK | PACKOUT | Cases | H | W | D | Orientation | Add Date |
| 1 | 7910051021 | PUPPERONI | Dog Treat Beef Flvr | 5.60OZ | | 1 | K2 | 8 | 13 | 1.63 | 8.90 in | 6.15 in | 1.75 in | Front | |
| 2 | 3810049621 | BEGGINSTRI | Otb Dog Treat Bacon 0507 | 6.00OZ | | 1 | K1 | 6 | 12 | 2.00 | 9.25 in | 6.85 in | 2.15 in | Front | |
| 3 | 3810053578 | BEGGINSTRI | Dog Treat Cheese W Bacon | 6.00OZ | | 1 | K1 | 6 | 10 | 1.67 | 9.06 in | 6.90 in | 2.25 in | Front | |
| 4 | 7910050154 | CANINECARR | Dog Treat Beef | 25.00OZ | | 2 | K2 | 6 | 14 | 2.33 | 10.95 in | 7.85 in | 3.05 in | Front | |
| 5 | 7910050856 | MILKBONE | Dog Treat Minis Flavor | 15.00OZ | | 1 | K2 | 12 | 14 | 1.17 | 8.20 in | 4.95 in | 1.95 in | Front | |
| 6 | 7910090212 | MILKBONE | Dog Treat Chewy Chicken Drumst | 5.60OZ | | 1 | K1 | 10 | 11 | 1.10 | 8.85 in | 5.85 in | 2.15 in | Front | |
| 7 | 7910000610 | MILKBONE | Dog Brushing Chews Mini Val Pk | 14.14OZ | | 1 | K2 | 6 | 10 | 1.67 | 4.10 in | 7.15 in | 4.35 in | Front | |
| 8 | 7910000630 | MILKBONE | Dog Treat Brushinh Chews Lg | 18.86OZ | | 1 | K2 | 6 | 10 | 1.67 | 4.15 in | 7.30 in | 4.35 in | Front | |
| 9 | 7910051908 | MILOSKITCH | Dog Treat Grillers Chicken | 15.00OZ | | 1 | K2 | 4 | 8 | 2.00 | 10.85 in | 8.30 in | 2.75 in | Front | |
| 10 | 7910050893 | MILOSKITCH | Dog Treat Sausage Slices | 18.00OZ | | 1 | K1 | 4 | 6 | 1.50 | 11.00 in | 8.05 in | 3.55 in | Front | |
| 11 | 64286304124 | GREENIES | Dog Treat Petite | 12.00OZ | | 1 | K1 | 6 | 9 | 1.50 | 9.00 in | 6.25 in | 2.50 in | Front | |
| 12 | 64286304117 | GREENIES | Dog Treat Regular | 12.00OZ | | 1 | K1 | 6 | 9 | 1.50 | 9.00 in | 6.25 in | 2.50 in | Front | |
| 13 | 64286304541 | GREENIES | Dog Treat Chkn Cap Pill Pocket | 7.90OZ | | 1 | K2 | 6 | 12 | 2.00 | 8.05 in | 5.65 in | 2.00 in | Front | |

| SHELF:4 | | WIDTH:96 in | MERCH HEIGHT:25.00 in | DEPTH:26 in | SPACE AVAIL:0.77 in | | | | | | | | | | |
|---------|-------------|-------------|---------------------------------|-------------|---------------------|-----|-----|-------|---------|-------|---------|---------|---------|-------------|----------|
| Loca... | UPC | Brand | NAME | SIZE | UOM | NOF | RSL | CS/PK | PACKOUT | Cases | H | W | D | Orientation | Add Date |
| 1 | 7910090237 | MILKBONE | Dog Treat Crunchy Flavor Snack | 24.00OZ | | 2 | K2 | 12 | 18 | 1.50 | 9.25 in | 6.60 in | 2.65 in | Front | |
| 2 | 7910090202 | MILKBONE | Dog Treat Crunchy Biscuit Sm | 24.00OZ | | 2 | K1 | 12 | 18 | 1.50 | 9.20 in | 6.60 in | 2.70 in | Front | |
| 3 | 7910051410 | MILKBONE | Dog Treat Med Biscuits | 24.00OZ | | 1 | K1 | 12 | 9 | 0.75 | 9.25 in | 6.65 in | 2.70 in | Front | |
| 4 | 7910000810 | MILKBONE | Dog Treat Gm Total Wellness 6 C | 6.00OZ | | 2 | K2 | 4 | 18 | 4.50 | 6.95 in | 2.85 in | 2.85 in | Front | |
| 5 | 80702016081 | PURINA | Dog Treat Chick Jerk Tnd | 11.00OZ | | 1 | K1 | 5 | 10 | 2.00 | 9.50 in | 7.75 in | 2.50 in | Front | |
| 6 | 3810016260 | PURINA | Dog Treat Lamb Pot Sweet | 16.00OZ | | 1 | K1 | 4 | 8 | 2.00 | 9.90 in | 7.85 in | 3.05 in | Front | |

DOG TREATS 8 FT. SECTION

| | | | | | | | | | | | | | | |
|----|-------------|----------|----------------------------------|---------|---|--------|---|----|------|---------|---------|---------|-------|-----------|
| 7 | 1780016542 | PURINA | Dog Treat Snackers | 9.50OZ | 1 | K1 | 5 | 10 | 2.00 | 8.55 in | 6.80 in | 2.45 in | Front | |
| 8 | 2310085339 | PEDIGREE | Dog Treat Dent Stix Small 10Pk C | 5.57OZ | 1 | K2 | 7 | 13 | 1.86 | 8.30 in | 4.55 in | 1.90 in | Front | |
| 9 | 5849604350 | PEDIGREE | Dog Treat Dentastix Lg Org | 15.56OZ | 1 | K1 | 4 | 8 | 2.00 | 8.45 in | 8.40 in | 3.10 in | Front | |
| 10 | 65922324064 | PURINA | Dog Treat Snaps Variety | 20.00CT | 1 | K2 | 6 | 9 | 1.50 | 9.20 in | 7.25 in | 2.70 in | Front | |
| 11 | 1780016833 | BENEFUL | Dog Food Chk Brk Bits Swt Pot | 14.00OZ | 1 | K2/NEW | 4 | 8 | 2.00 | 9.00 in | 8.50 in | 3.00 in | Front | 3/16/2017 |
| 12 | 1780017422 | PURINA | Dog Treat Dentalife Lg | 7.00OZ | 1 | K1 | 4 | 8 | 2.00 | 9.10 in | 6.75 in | 3.25 in | Front | |

| SHELF:5 | | | | | | | | | | | | | | | |
|-------------|------------|------------|--------------------------------|---------|-----|-------------|-----|-------|---------------------|-------|----------|----------|---------|-------------|----------|
| WIDTH:96 in | | | MERCH HEIGHT:13.20 in | | | DEPTH:26 in | | | SPACE AVAIL:0.80 in | | | | | | |
| Loca... | UPC | Brand | NAME | SIZE | UOM | NOF | RSL | CS/PK | PACKOUT | Cases | H | W | D | Orientation | Add Date |
| 1 | 7910058371 | PUPPERONI | Dog Treat Beef Original | 25.00OZ | | 1 | K1 | 4 | 11 | 2.75 | 11.30 in | 9.45 in | 2.20 in | Front | |
| 2 | 7910050164 | PUPPERONI | Dog Treat Bacon | 25.00OZ | | 1 | K2 | 4 | 8 | 2.00 | 11.25 in | 9.40 in | 2.95 in | Front | |
| 3 | 3810011144 | PURINA | Dog Treat Bacon N Cheese | 25.00OZ | | 2 | K1 | 4 | 12 | 3.00 | 13.20 in | 10.75 in | 4.15 in | Front | |
| 4 | 3810001617 | BEGGINSTRI | Dog Treat Bacon | 25.00OZ | | 1 | K1 | 4 | 5 | 1.25 | 12.20 in | 10.90 in | 4.40 in | Front | |
| 5 | 3810014852 | BEGGINSTRI | Dog Treat Bacon N Pnut Butter | 25.00OZ | | 1 | K2 | 4 | 5 | 1.25 | 13.00 in | 10.95 in | 4.35 in | Front | |
| 6 | 7910082239 | MILKBONE | Dog Treat Crunchy Flavor Snack | 60.00OZ | | 1 | K2 | 6 | 5 | 0.83 | 10.90 in | 7.85 in | 4.45 in | Front | |
| 7 | 7910094203 | MILKBONE | Dog Treat Vitality Bursts | 19.00OZ | | 1 | K2 | 12 | 11 | 0.92 | 9.20 in | 6.10 in | 2.30 in | Front | |
| 8 | 7910090304 | MILKBONE | Dog Treat Chewy Chckn Jar | 25.00OZ | | 1 | K1 | 6 | 5 | 0.83 | 7.30 in | 4.60 in | 4.85 in | Front | |
| 9 | 7910092327 | MILKBONE | Dog Treat Orig Biscuit Jar | 40.00OZ | | 1 | K1 | 6 | 4 | 0.67 | 8.15 in | 5.80 in | 5.80 in | Front | |
| 10 | 2310011010 | PEDIGREE | Dog Snack Bcn Egg Chs Hlth Bar | 1.00LB | | 1 | K1 | 4 | 7 | 1.75 | 10.55 in | 8.65 in | 3.40 in | Front | |

| SHELF:6 - BASE | | | | | | | | | | | | | | | |
|----------------|------------|------------|-------------------------------|----------|-----|-------------|--------|-------|---------------------|-------|----------|----------|---------|-------------|-----------|
| WIDTH:96 in | | | MERCH HEIGHT:22.12 in | | | DEPTH:26 in | | | SPACE AVAIL:2.85 in | | | | | | |
| Loca... | UPC | Brand | NAME | SIZE | UOM | NOF | RSL | CS/PK | PACKOUT | Cases | H | W | D | Orientation | Add Date |
| 1 | 7910044895 | PUPPERONI | Dog Treat Lean Beef | 25.00OZ | | 1 | K1 | 4 | 8 | 2.00 | 11.25 in | 9.30 in | 3.25 in | Front | |
| 2 | 7910052837 | PUPPERONI | Dog Treat Rib Flavor 25Oz | 25.00OZ | | 1 | K2 | 4 | 7 | 1.75 | 11.35 in | 9.35 in | 3.40 in | Front | |
| 3 | 3810016919 | BLUEDOGBAK | Dog Treat | 23.50OZ | | 1 | K1/NEW | 4 | 6 | 1.50 | 11.90 in | 9.30 in | 4.20 in | Front | 3/14/2017 |
| 4 | 3810016915 | BEGGINSTRI | Treat Dog Beggin Skinny Strip | 23.50OZ | | 1 | K2/NEW | 4 | 6 | 1.50 | 12.10 in | 9.30 in | 3.95 in | Front | 3/14/2017 |
| 5 | 7910092501 | MILKBONE | Dog Treat Original Large | 160.00OZ | | 1 | K2 | 1 | 3 | 3.00 | 11.80 in | 11.20 in | 8.20 in | Front | |
| 6 | 7910092502 | MILKBONE | Dog Treat Dentalife Sm Md | 160.00OZ | | 2 | K1 | 1 | 6 | 6.00 | 11.65 in | 10.90 in | 8.50 in | Front | |
| 7 | 2310010046 | PEDIGREE | Dog Treat Jumbone Mini Beef | 24.00OZ | | 1 | K2 | 8 | 9 | 1.13 | 10.75 in | 8.00 in | 2.75 in | Front | |
| 8 | 2310039606 | PEDIGREE | Dog Food Dentastix Sml Med | 14.11OZ | | 1 | K2 | 4 | 8 | 2.00 | 8.30 in | 6.50 in | 3.00 in | Front | |
| 9 | 2310010224 | PEDIGREE | Dog Food Dentastix Mini Lg | 13.97OZ | | 1 | K2 | 4 | 8 | 2.00 | 8.55 in | 8.40 in | 3.00 in | Front | |