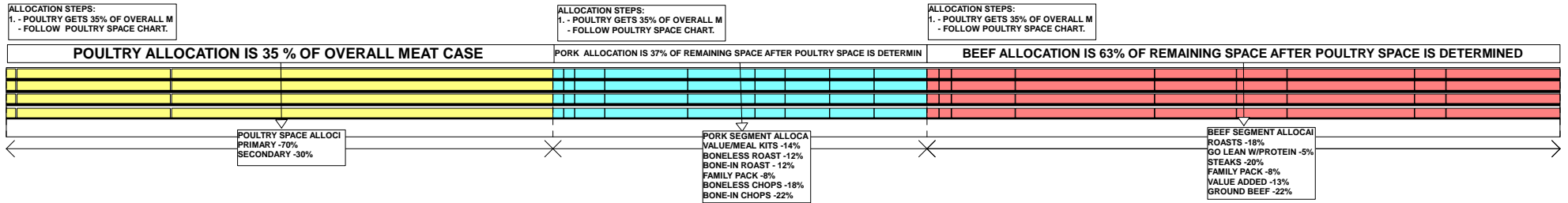


FALL / WINTER UPRIGHT MEAT CASE

HQ DeCA PLANOGRAM

PAGES 2, 3 & 4 SHOWS INDIVIDUAL PLANOGRAMS FOR POULTRY, BEEF & PORK



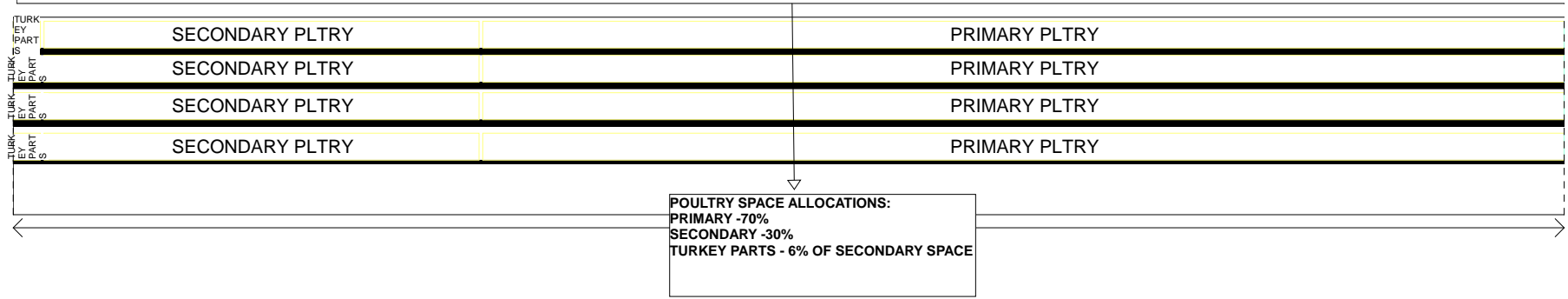
FALL / WINTER UPRIGHT MEAT CASE

HQ DeCA PLANOGRAM

PAGES 2, 3 & 4 SHOWS INDIVIDUAL PLANOGRAMS FOR POULTRY, BEEF & PORK

ALLOCATION STEPS:
 1. - POULTRY GETS 35% OF OVERALL MEAT CASE SPACE.
 - FOLLOW POULTRY SPACE CHART.
 2. - BEEF GETS 63% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.
 - FOLLOW BEEF SEGEMENT % CHART.
 3. - PORK GETS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.
 - FOLLOW PORK SEGMENT % CHART

POULTRY ALLOCATION IS 35 % OF OVERALL MEAT CASE



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 - FOLLOW PORK SEGMENT % CHART

PORK ALLOCATION IS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED

FRESH OFFAL	SMOKE D PORK	SPARERIBS	BONE-IN CHOPS	BONELESS CHOPS	FAMILY PACKS	BONE-IN ROAST	BONELESS ROAST	VALUE/MEAL KITS
FRESH OFFAL	SMOKE D PORK	SPARERIBS	BONE-IN CHOPS	BONELESS CHOPS	FAMILY PACKS	BONE-IN ROAST	BONELESS ROAST	VALUE/MEAL KITS
FRESH OFFAL	SMOKE D PORK	SPARERIBS	BONE-IN CHOPS	BONELESS CHOPS	FAMILY PACKS	BONE-IN ROAST	BONELESS ROAST	VALUE/MEAL KITS
FRESH OFFAL	SMOKE D PORK	SPARERIBS	BONE-IN CHOPS	BONELESS CHOPS	FAMILY PACKS	BONE-IN ROAST	BONELESS ROAST	VALUE/MEAL KITS

PORK SEGMENT ALLOCATIONS:
 VALUE/MEAL KITS -14%
 BONELESS ROAST -12%
 BONE-IN ROAST - 12%
 FAMILY PACK -8%
 BONELESS CHOPS -18%
 BONE-IN CHOPS -22%
 SPARERIBS - 8%
 SMOKED - 3%
 FRESH OFFAL -3%

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 2. - FOLLOW POULTRY SPACE CHART.
 3. - BEEF GETS 63% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.
 4. - FOLLOW BEEF SEGMENT % CHART.
 5. - PORK GETS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.
 6. - FOLLOW PORK SEGMENT % CHART

BEEF ALLOCATION IS 63% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED

LAMB & VEAL	BEEF OFFAL	SPECIALTY	GROUND BEEF	VALUE ADDED	FAMILY PACK	STEAKS	GOLEAN W/PROTEIN	ROASTS
LAMB & VEAL	BEEF OFFAL	SPECIALTY	GROUND BEEF	VALUE ADDED	FAMILY PACK	STEAKS	GOLEAN W/PROTEIN	ROASTS
LAMB & VEAL	BEEF OFFAL	SPECIALTY	GROUND BEEF	VALUE ADDED	FAMILY PACK	STEAKS	GOLEAN W/PROTEIN	ROASTS
LAMB & VEAL	BEEF OFFAL	SPECIALTY	GROUND BEEF	VALUE ADDED	FAMILY PACK	STEAKS	GOLEAN W/PROTEIN	ROASTS

BEEF SEGMENT ALLOCATIONS:
 ROASTS -18%
 GO LEAN W/PROTEIN -5%
 STEAKS -20%
 FAMILY PACK -8%
 VALUE ADDED -13%
 GROUND BEEF -22%
 SPECIALTY -10%
 BEEF OFFAL/BONES -2%
 LAMB & VEAL -2%