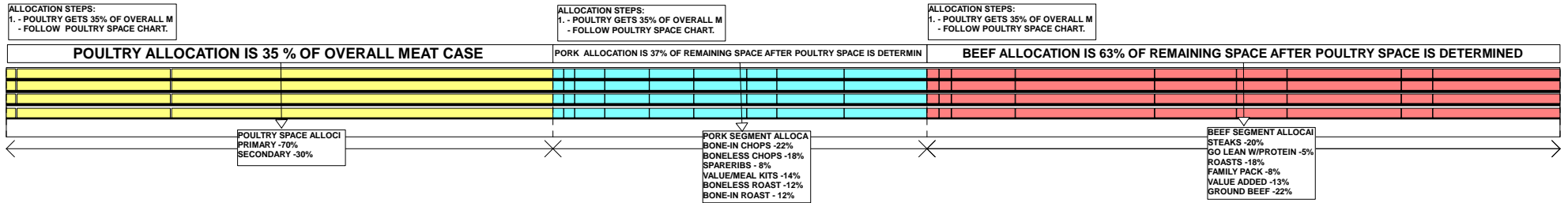


SPRING / SUMMER UPRIGHT MEAT CASE

HQ DeCA PLANOGRAM

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



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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 SEGMENT % 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

TURKEY PARTS	SECONDARY PLTRY		PRIMARY PLTRY
TURKEY PARTS	SECONDARY PLTRY		PRIMARY PLTRY
TURKEY PARTS	SECONDARY PLTRY		PRIMARY PLTRY
TURKEY PARTS	SECONDARY PLTRY		PRIMARY PLTRY

POULTRY SPACE ALLOCATIONS:
 PRIMARY -70%
 SECONDARY -30%
 TURKEY PARTS - 6% OF SECONDARY SPACE



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

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

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

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