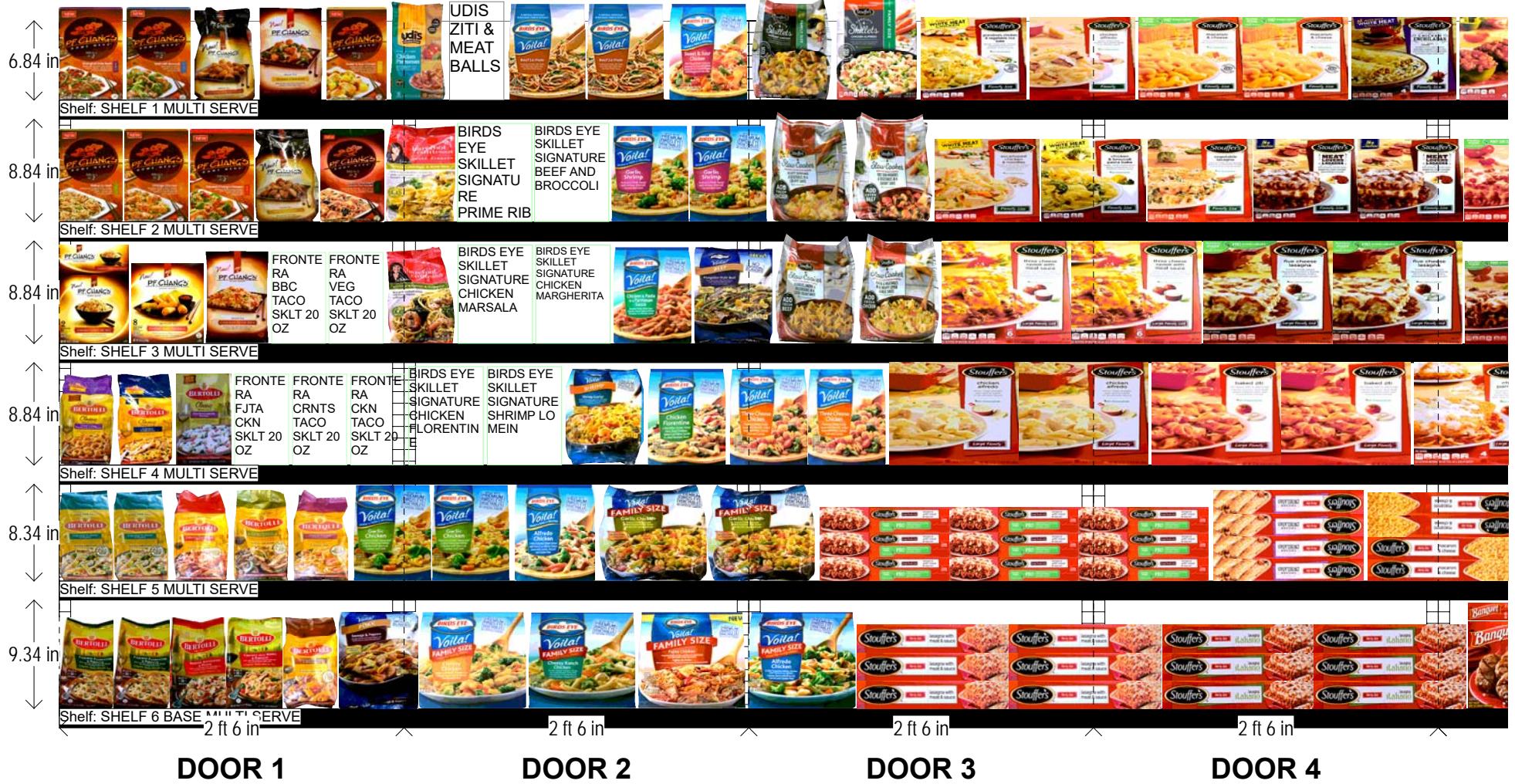


FROZEN PREPARED MULTI SERVE MEALS - 5 DOORS 30"

HQ DeCA PLANOGRAM

CLASS 3 STORES



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY JAMES TAYLOR/ IVEENA HENDERSON

27 JUNE 2017

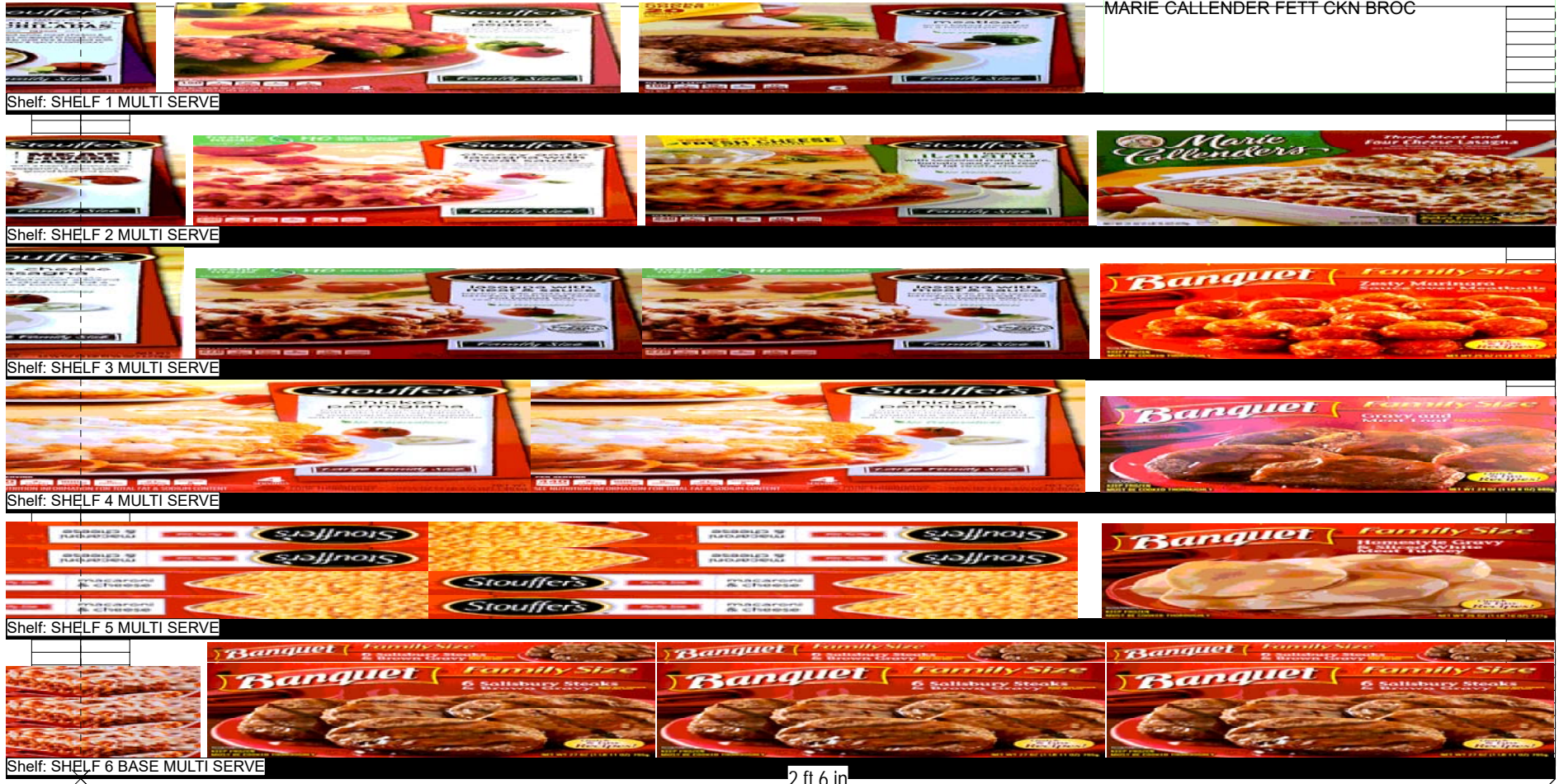
ITEM SHELF POSITIONING MUST NOT BE CHANGED AT ANY TIME. PRODUCT FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND USING STORE SPECIFIC DATA BUT MUST BE APPROVED BY HEADQUARTERS BEFORE IMPLEMENTING AT STORE LEVEL

Frozen PMeals
Multi Serve 03-02-16.psa

FROZEN PREPARED MULTI SERVE MEALS - 5 DOORS 30"

HQ DeCA PLANOGRAM

CLASS 3 STORES



MARIE CALLENDER FETT CKN BROC

DOOR 5

Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY JAMES TAYLOR/ IVEENA HENDERSON

27 JUNE 2017

ITEM SHELF POSITIONING MUST NOT BE CHANGED AT ANY TIME. PRODUCT FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND USING STORE SPECIFIC DATA BUT MUST BE APPROVED BY HEADQUARTERS BEFORE IMPLEMENTING AT STORE LEVEL

Frozen PMeals
Multi Serve 03-02-
16.psa

FROZEN PREPARED MULTI SERVE MEALS - 5 DOORS 30"

HQ DeCA PLANOGRAM

CLASS 3 STORES



Multi Serve Meals shelving is at different heights than Single Serve, due to the large boxes.

Stouffer's Large Meals stand up on top 4 shelves.

Left-right	HQ DeCA/MBU PLANOGRAM APPROVED BY JAMES TAYLOR/ IVEENA HENDERSON
27 JUNE 2017	ITEM SHELF POSITIONING MUST NOT BE CHANGED AT ANY TIME. PRODUCT FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND USING STORE SPECIFIC DATA BUT MUST BE APPROVED BY HEADQUARTERS BEFORE IMPLEMENTING AT STORE LEVEL
Frozen PMeals Multi Serve 03-02-16.psa	

FROZEN PREPARED MULTI SERVE MEALS - 5 DOORS 30"

SHELF:SHELF 1 MULTI SERVE		WIDTH:150 in	MERCH HEIGHT:8.50 in	DEPTH:22 in	SPACE AVAIL:6.52 in										
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3100067000	PF CHANGS	PF CHANGS MONGOLIAN STYLE B...	22.00OZ		1	K1	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	5/29/2013
2	3100067001	PF CHANGS	PF CHANGS BEEF W BROCCOLI	22.00OZ		1	K1	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	5/29/2013
3	3100067023	PF CHANGS	PF CHANGS CHKN SPICY	22.00OZ		1	K3	4	7	1.75	8.00 in	5.25 in	3.05 in	Front	5/19/2015
4	3100070001	PF CHANGS	PF CHANGS CHKN SESAME	22.00OZ		1	K3	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	9/4/2014
5	3100067006	PF CHANGS	PF CHANGS SWEET N SOUR CHIC...	22.00OZ		1	K1	4	7	1.75	8.00 in	5.15 in	3.05 in	Front	5/29/2013
6	69899780764	UDIS	UDIS CHICKEN PRM & PENNE	18.00OZ		1	K2/New	6	7	1.17	8.50 in	4.75 in	3.00 in	Front	11/16/2016
7	69899780763	UDIS	UDIS ZITI & MEATBALLS	18.00OZ		1	K2/New	6	7	1.17	8.50 in	4.75 in	3.00 in	Front	11/16/2016
8	1450001253	BIRDS EYE VOILA	BIRDS EYE VOILA BEEF LO MEIN ...	21.00OZ		2	K1	6	18	3.00	8.30 in	6.80 in	2.40 in	Front	2/25/2008
9	1450001317	BIRDS EYE VOILA	BIRDS EYE VOILA CHICKEN SWEE...	21.00OZ		1	K2	6	9	1.50	8.30 in	6.80 in	2.40 in	Front	11/18/2008
10	1380079622	STOUFFER'S SKILLETS	STOUFFER'S SKILLETS HARVEST ...	40.00OZ		1	K3	4	5	1.25	9.00 in	7.00 in	4.00 in	Front	6/27/2016
11	1380022516	STOUFFER'S SKILLETS	STOUFFER'S SKILLETS CHKN ALF...	40.00OZ		1	K3	4	5	1.25	9.00 in	7.00 in	4.00 in	Front	6/27/2016
12	1380019086	STOUFFERS	STOUFFERS CHICKEN N RICE GR...	36.00OZ		1	K2	6	10	1.67	7.13 in	9.07 in	2.07 in	Front	8/22/2011
13	1380042595	STOUFFERS	STOUFFERS CHKN ALFREDO	31.00OZ		1	K3	6	10	1.67	7.13 in	9.07 in	2.07 in	Front	8/27/2013
14	1380010334	STOUFFERS	STOUFFERS MAC N CHEESE ENTR	40.00OZ		2	K1	6	20	3.33	7.13 in	9.07 in	2.07 in	Front	6/1/1992
15	1380055173	STOUFFERS	STOUFFERS ENCHILADAS CHICK...	30.00OZ		1	K1	6	10	1.67	7.13 in	9.07 in	2.07 in	Front	10/7/2008
16	1380019021	STOUFFERS	STOUFFERS PEPPERS GRN STUF...	32.00OZ		1	K1	6	10	1.67	7.13 in	9.07 in	2.07 in	Front	6/3/1999
17	1380019020	STOUFFERS	STOUFFERS MEATLOAF N GRAVY	33.00OZ		1	K1	6	10	1.67	7.13 in	9.07 in	2.07 in	Front	4/30/2001
18	2113130158	MARIE CALLENDER	MARIE CALLENDER FETT CKN BR...	26.00OZ		1	K2/NEW	8	11	1.38	7.50 in	9.19 in	1.88 in	Front	7/30/2010

SHELF:SHELF 2 MULTI SERVE		WIDTH:150 in	MERCH HEIGHT:8.50 in	DEPTH:22 in	SPACE AVAIL:3.23 in										
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3100067005	PF CHANGS	PF CHANGS SHRIMP LO MEIN	22.00OZ		1	K1	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	5/29/2013
2	3100067002	PF CHANGS	PF CHANGS ORANGE CHICKEN	22.00OZ		1	K1	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	5/29/2013
3	3100067007	PF CHANGS	PF CHANGS GEN CHANGS CHICK...	22.00OZ		1	K1	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	5/29/2013
4	3100067024	PF CHANGS	PF CHANGS CHKN HONEY	22.00OZ		1	K3	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	5/19/2015
5	3100067008	PF CHANGS	PF CHANGS GARLIC CHICKEN	22.00OZ		1	K3	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	5/29/2013
6	8169700374	CONTESSA	CONTESSA LEMON CHKN W BOW ...	22.00OZ		1	K3	4	6	1.50	8.35 in	6.00 in	3.50 in	Front	5/19/2015
7	1450001702	BIRDS EYE SKILLET SL...	BIRDS EYE SKILLET SIGNATURE P...	21.00OZ		1	K3/NEW	6	9	1.50	8.50 in	6.50 in	2.40 in	Front	5/16/2017
8	1450001707	BIRDS EYE SKILLET SL...	BIRDS EYE SKILLET SIGNATURE B...	21.00OZ		1	K3/NEW	6	9	1.50	8.50 in	6.50 in	2.40 in	Front	5/16/2017
9	1450000727	BIRDS EYE VOILA	BIRDS EYE VOILA SHRIMP GARLI...	21.00OZ		2	K2	6	18	3.00	8.30 in	6.80 in	2.40 in	Front	7/14/1999
10	1380075804	STOUFFERS	STOUFFERS CHKN & DMPLG SLW ...	26.00OZ		1	K1/New	5	7	1.40	9.50 in	7.00 in	3.00 in	Front	11/1/2016
11	1380075803	STOUFFERS	STOUFFERS BEEF POT ROAST SL...	26.00OZ		1	K2/New	5	7	1.40	9.50 in	7.00 in	3.00 in	Front	11/1/2016
12	1380010136	STOUFFERS	STOUFFERS ESCALLOPED CHICK...	40.00OZ		1	K3	6	10	1.67	7.13 in	9.07 in	2.07 in	Front	8/7/2012
13	1380019074	STOUFFERS	STOUFFERS CHICKEN BROCC PA...	40.00OZ		1	K1	6	10	1.67	7.13 in	9.07 in	2.07 in	Front	3/24/2010
14	1380055510	STOUFFERS	STOUFFERS LASAGNA VEGETABLE	37.50OZ		1	K3	6	10	1.67	7.13 in	9.07 in	2.07 in	Front	8/9/2010
15	1380083662	STOUFFERS	STOUFFERS LASAGNA MEAT LOV...	34.00OZ		2	K2	6	20	3.33	7.13 in	9.07 in	2.07 in	Front	3/20/2014
16	1380044677	STOUFFERS	STOUFFERS CHEESY LASAGNA W...	35.00OZ		1	K2	6	10	1.67	7.13 in	9.00 in	2.07 in	Front	5/20/2008
17	1380014331	STOUFFERS	STOUFFERS LASAGNA ITALIANO ...	38.00OZ		1	K1	6	10	1.67	7.13 in	9.00 in	2.07 in	Front	3/16/2006
18	2113135015	MARIE CALLENDER	MARIE CALLENDER LASAGNA 3 M...	31.00OZ		1	K1	8	11	1.38	7.55 in	9.32 in	1.93 in	Front	7/30/2010

SHELF:SHELF 3 MULTI SERVE		WIDTH:150 in	MERCH HEIGHT:8.50 in	DEPTH:22 in	SPACE AVAIL:3.87 in										
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3100070008	PF CHANGS	PF CHANGS RICE VEG FRIED SIG...	16.00OZ		1	K3	8	11	1.38	6.00 in	6.00 in	2.50 in	Front	5/19/2015
2	3100070004	PF CHANGS	PF CHANGS EGG ROLLS CHKN MINI	8.80OZ		1	K2	12	13	1.08	6.90 in	6.20 in	1.65 in	Front	9/4/2014
3	3100070000	PF CHANGS	PF CHANGS CHKN FRIED RICE	22.00OZ		1	K3	4	7	1.75	8.00 in	5.50 in	3.05 in	Front	9/4/2014
4	0418320504	FRONTERA	FRONTERA BBC TACO SKLT 20 OZ	20.00OZ		1	K1/NEW	4	6	1.50	7.87 in	4.72 in	3.37 in	Front	7/30/2010
5	0481320502	FRONTERA	FRONTERA VEG TACO SKLT 20 OZ	20.00OZ		1	K2/NEW	4	6	1.50	7.87 in	4.72 in	3.37 in	Front	7/30/2010
6	8169700337	CONTESSA	CONTESSA SHRIMP SCAMPI LING...	22.00OZ		1	K2	4	6	1.50	8.35 in	6.00 in	3.50 in	Front	9/11/2013
7	1450001705	BIRDS EYE SKILLET SL...	BIRDS EYE SKILLET SIGNATURE ...	21.00OZ		1	K3/NEW	6	9	1.50	8.50 in	6.50 in	2.40 in	Front	5/16/2017
8	1450001704	BIRDS EYE SKILLET SL...	BIRDS EYE SKILLET SIGNATURE ...	21.00OZ		1	K3/NEW	6	9	1.50	8.50 in	6.50 in	2.40 in	Front	5/16/2017
9	1450001254	BIRDS EYE VOILA	BIRDS EYE VOILA CHICKEN PARM...	21.00OZ		1	K3	6	9	1.50	8.30 in	6.80 in	2.40 in	Front	2/25/2008
10	1450001594	BIRDS EYE VOILA	BIRDS EYE MONGOLIAN BEEF	21.00OZ		1	K3	6	9	1.50	8.30 in	6.80 in	2.40 in	Front	3/29/2016
11	1380084312	STOUFFERS	STOUFFERS BEEF STROG SLW CK	26.00OZ		1	K3/New	5	7	1.40	9.50 in	7.00 in	3.00 in	Front	11/1/2016
12	1380088400	STOUFFERS	STOUFFERS LMN GRLC CKN SLW ...	26.00OZ		1	K3/New	5	7	1.40	9.50 in	7.00 in	3.00 in	Front	11/1/2016

FROZEN PREPARED MULTI SERVE MEALS - 5 DOORS 30"

13	1380044480	STOUFFERS	STOUFFERS RAVIOLI THREE CHE...	52.88OZ	2	K1	6	20	3.33	8.85 in	11.25 in	2.12 in	Front	6/16/2014
14	1380044460	STOUFFERS	STOUFFERS LASAGNA FIVE CHEE...	61.38OZ	2	K3	6	20	3.33	8.85 in	11.25 in	2.12 in	Front	5/9/2012
15	1380014333	STOUFFERS	STOUFFERS LASAGNA MEAT FAM...	38.00OZ	2	K1	6	20	3.33	7.13 in	9.07 in	2.07 in	Front	12/13/2004
16	3100011352	BANQUET	BANQUET ZESTY MARINARA OVE...	25.00OZ	1	K2	6	13	2.17	7.55 in	9.25 in	1.58 in	Front	3/23/2010

SHELF:SHELF 4 MULTI SERVE		WIDTH:150 in	MERCH HEIGHT:8.50 in		DEPTH:22 in			SPACE AVAIL:4.64 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3100065046	BERTOLLI	BERTOLLI TORTELLINI THREE CH...	24.00OZ		1	K3	4	6	1.50	7.85 in	4.75 in	3.20 in	Front	5/18/2015
2	3100065047	BERTOLLI	BERTOLLI CHKN CARBONARA	24.00OZ		1	K3	4	6	1.50	7.85 in	4.75 in	3.20 in	Front	5/18/2015
3	3100090023	BERTOLLI	BERTOLLI RAVIOLI RICOTTA LOBS...	24.00OZ		1	K1	4	6	1.50	7.85 in	4.75 in	3.20 in	Front	3/14/2013
4	0418320500	FRONTERA	FRONTERA FJTA CKN SKLT 20 OZ	20.00OZ		1	K1/NEW	4	6	1.50	7.87 in	4.72 in	3.37 in	Front	7/30/2010
5	0418320501	FRONTERA	FRONTERA CRNTS TACO SKLT 20...	20.00OZ		1	K2/NEW	4	6	1.50	7.87 in	4.72 in	3.37 in	Front	7/30/2010
6	0481320503	FRONTERA	FRONTERA CKN TACO SKLT 20 OZ	20.00OZ		1	K3/NEW	4	6	1.50	7.87 in	4.72 in	3.37 in	Front	7/30/2010
7	1450001706	BIRDS EYE SKILLET SI...	BIRDS EYE SKILLET SIGNATURE ...	21.00OZ		1	K3/NEW	6	9	1.50	8.50 in	6.50 in	2.40 in	Front	5/16/2017
8	1450001701	BIRDS EYE SKILLET SI...	BIRDS EYE SKILLET SIGNATURE S...	21.00OZ		1	K3/NEW	6	9	1.50	8.50 in	6.50 in	2.40 in	Front	5/16/2017
9	1450001172	BIRDS EYE VOILA	BIRDS EYE VOILA SHRIMP SCAMP...	21.00OZ		1	K1	6	9	1.50	8.30 in	6.80 in	2.40 in	Front	10/11/2006
10	1450001384	BIRDS EYE VOILA	BIRDS EYE VOILA CHICKEN FLOR...	21.00OZ		1	K3	6	9	1.50	8.30 in	6.80 in	2.40 in	Front	6/3/2015
11	1450000713	BIRDS EYE VOILA	BIRDS EYE VOILA CHICKEN THRE...	21.00OZ		2	K1	6	18	3.00	8.30 in	6.80 in	2.40 in	Front	8/20/1998
12	1380023270	STOUFFERS	STOUFFERS CHICKEN ALFREDO ...	57.00OZ		2	K2	6	20	3.33	8.85 in	11.25 in	2.12 in	Front	3/24/2010
13	1380019736	STOUFFERS	STOUFFERS BAKED ZITI	57.00OZ		2	K1	6	20	3.33	8.85 in	11.25 in	2.12 in	Front	6/16/2014
14	1380023280	STOUFFERS	STOUFFERS CHICKEN PARMESA...	52.50OZ		2	K3	6	20	3.33	8.85 in	11.25 in	2.12 in	Front	4/18/2012
15	3100078888	BANQUET	BANQUET MEAT LOAF W FAM GR...	24.00OZ		1	K3	6	13	2.17	7.55 in	9.25 in	1.58 in	Front	9/11/2013

SHELF:SHELF 5 MULTI SERVE		WIDTH:150 in	MERCH HEIGHT:8.50 in		DEPTH:22 in			SPACE AVAIL:4.65 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3100065009	BERTOLLI	BERTOLLI CHICKEN ALFREDO PE...	24.00OZ		2	K1	4	12	3.00	7.85 in	4.75 in	3.20 in	Front	6/10/2013
2	3100065011	BERTOLLI	BERTOLLI CHICKEN PARM AND P...	24.00OZ		1	K1	4	6	1.50	7.85 in	4.75 in	3.20 in	Front	6/10/2013
3	3100065016	BERTOLLI	BERTOLLI CHICKEN MARSALA RD...	24.00OZ		1	K2	4	6	1.50	7.85 in	4.75 in	3.20 in	Front	6/10/2013
4	3100065010	BERTOLLI	BERTOLLI SHRIMP SCAMPI LINGU...	24.00OZ		1	K1	4	6	1.50	7.85 in	4.75 in	3.20 in	Front	6/10/2013
5	1450000711	BIRDS EYE VOILA	BIRDS EYE VOILA CHICKEN GARLI...	21.00OZ		2	K1	6	18	3.00	8.30 in	6.80 in	2.40 in	Front	8/20/1998
6	1450000717	BIRDS EYE VOILA	BIRDS EYE VOILA CHICKEN ALFR...	21.00OZ		1	K1	6	9	1.50	8.30 in	6.80 in	2.40 in	Front	1/29/1999
7	1450001421	BIRDS EYE VOILA	BIRDS EYE VOILA GARLIC CHICKE...	42.00OZ		2	K1	4	10	2.50	8.30 in	9.40 in	3.85 in	Front	2/28/2011
8	1380023260	STOUFFERS	STOUFFERS LASAGNA W MEAT S...	57.00OZ		3	K1	6	18	3.00	8.85 in	11.25 in	2.12 in	Top	2/14/2005
9	1380019023	STOUFFERS	STOUFFERS CHICKEN ENCHILAD...	57.00OZ		1	K1	6	8	1.33	10.70 in	13.00 in	1.95 in	Top	4/30/2001
10	1380019003	STOUFFERS	STOUFFERS MAC N CHEESE ENT...	76.00OZ		2	K1	6	16	2.67	10.67 in	13.20 in	1.90 in	Base	4/6/2004
11	3100011303	BANQUET	BANQUET TURKEY N GRVY SLCD ...	26.00OZ		1	K1	6	13	2.17	7.55 in	9.25 in	1.58 in	Front	6/20/1994

SHELF:SHELF 6 BASE MULTI S...		WIDTH:150 in	MERCH HEIGHT:10.00 in		DEPTH:25 in			SPACE AVAIL:1.65 in							
Loca...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3100065012	BERTOLLI	BERTOLLI CHICKEN FLORENTINE ...	24.00OZ		2	K1	4	14	3.50	7.85 in	4.75 in	3.20 in	Front	6/10/2013
2	3100065013	BERTOLLI	BERTOLLI SHRIMP ASPARAGUS A...	24.00OZ		1	K1	4	7	1.75	7.85 in	4.75 in	3.20 in	Front	6/10/2013
3	3100065014	BERTOLLI	BERTOLLI CHICKEN ALLA VODKA ...	24.00OZ		1	K1	4	7	1.75	7.85 in	4.75 in	3.20 in	Front	6/10/2013
4	3100065008	BERTOLLI	BERTOLLI ITALIAN SAUSAGE RIG...	24.00OZ		1	K1	4	7	1.75	7.85 in	4.75 in	3.20 in	Front	6/10/2013
5	1450001595	BIRDS EYE VOILA	BIRDS EYE SAUSAGE W PEPPERS	21.00OZ		1	K3	6	10	1.67	8.30 in	6.80 in	2.40 in	Front	3/29/2016
6	1450001420	BIRDS EYE VOILA	BIRDS EYE VOILA CHEESY CHICK...	42.00OZ		1	K3	4	6	1.50	8.30 in	9.35 in	3.85 in	Front	2/28/2011
7	1450001435	BIRDS EYE VOILA	BIRDS EYE VOILA CHICKEN CHEE...	42.00OZ		1	K3	4	6	1.50	8.30 in	9.40 in	3.85 in	Front	4/18/2012
8	1450001513	BIRDS EYE VOILA	BIRDS EYE VOILA CHKN FAJITA F...	42.00OZ		1	K3	4	6	1.50	8.30 in	9.40 in	3.85 in	Front	4/8/2014
9	1450001419	BIRDS EYE VOILA	BIRDS EYE VOILA CHICKEN ALFR...	42.00OZ		1	K1	4	6	1.50	8.30 in	9.40 in	3.85 in	Front	2/28/2011
10	1380055131	STOUFFERS	STOUFFERS LASAGNA W MEAT F...	90.00OZ		2	K1	6	12	2.00	10.67 in	13.20 in	2.40 in	Base	2/11/2009
11	1380020031	STOUFFERS	STOUFFERS LASAGNA ITALIANO	90.00OZ		2	K1	6	12	2.00	10.67 in	13.20 in	2.40 in	Base	4/27/2007
12	3100011305	BANQUET	BANQUET SALSBURY STEAK W G...	27.00OZ		3	K1	6	54	9.00	7.55 in	9.15 in	1.58 in	Front	6/11/1992