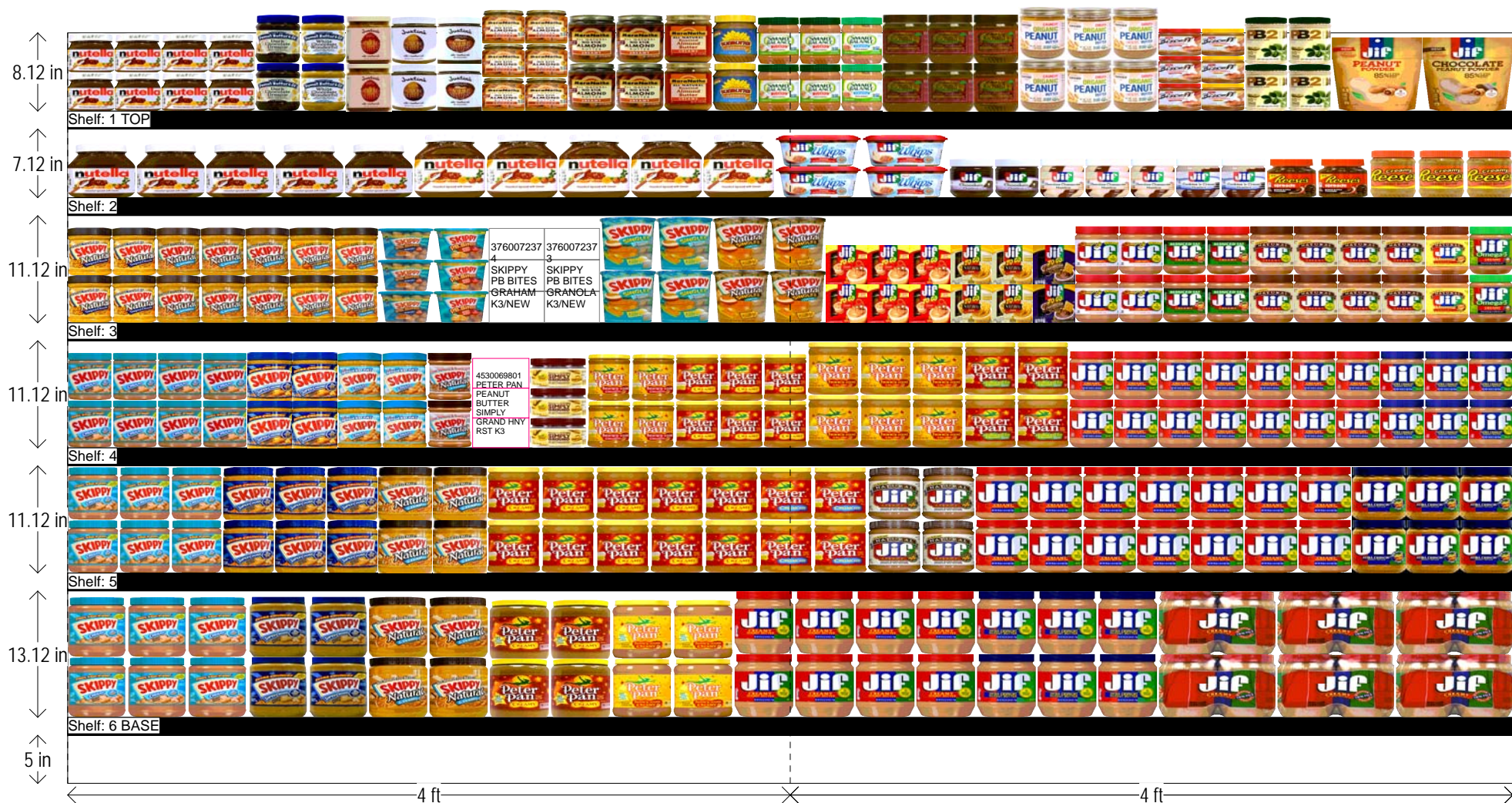


# PEANUT BUTTER 8 FT SECTION

CLASS 3 4 5 STORES  
HQ DeCA PLANOGRAM

DELETED SKIPPY 3760010549



376007237  
4  
SKIPPY  
PB BITES  
GRAHAM  
K3/NEW

376007237  
3  
SKIPPY  
PB BITES  
GRANOLA  
K3/NEW

4530069801  
PETER PAN  
PEANUT  
BUTTER  
SIMPLY  
GRAND HNY  
RST K3

Left-right	HQ DeCA/MBU PLANOGRAM APPROVED BY BUSINESS MANAGER, BARBARA MERRIWEATHER AND MERCHANDISING SPECIALIST, ALEX WALDON.
27 JANUARY 2017	FACINGS MAY BE ADJUSTED TO ACCOMMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.
Peanut-Butter 8 K3-4-5	

# PEANUT BUTTER 8 FT SECTION

CLASS 3 4 5 STORES

HQ DeCA PLANOGRAM

**DELETED SKIPPY  
3760010549**

8.12 in	0980089500 NUTELLA SPREAD K1	0980089525 NUTELLA HAZELNUT SPREAD K1	0980089220 NUTELLA HAZELNUT SPREAD K1	5150007544 JIF PEANUT BUTTER WHIPPED CREAMY K2	5150024102 JIF HAZELNUT	5150021047 JIF CHEESECAKE HAZELNUT	5150021042 JIF COOKIES N	3400012413 HERSHEY REESE'S	3400040012 HERSHEY REESE'S CREAMY PEANUT BUTTER						
7.12 in	Shelf: 2														
11.12 in	3760010503 SKIPPY PEANUT BUTTER NATURAL CHUNKY K2	3760010506 SKIPPY PEANUT BUTTER SMOOTH NATURAL K2	3760010508 SKIPPY PEANUT BUTTER CREAMY W HONEY K2	376004 9538 SKIPPY PEANUT PRETZ EL K3	376004 2374 SKIPPY PEANUT PRETZ EL K3	376007 2373 SKIPPY PEANUT PRETZ EL K3	376007 2373 SKIPPY PEANUT PRETZ EL K3	3760023475 SKIPPY PEANUT BUTTER CREAMY SINGLES K3	3760023478 SKIPPY PEANUT BUTTER CREAMY SINGLES K3	5150024136 JIF TO GO NATURAL CREAMY PK K2	5150024307 JIF TO GO NATURAL CREAMY PK K2	5150025527 JIF PEANUT BUTTER REDUCED FAT CREAMY K1	5150025518 JIF PEANUT BUTTER REDUCED FAT CREAMY K1	5150025565 JIF PEANUT BUTTER NATURAL CREAMY NO K1	5150051500 JIF PEANUT BUTTER 25578 25530
11.12 in	Shelf: 3														
11.12 in	3760011075 SKIPPY PEANUT BUTTER SMOOTH K1	3760011072 SKIPPY PEANUT BUTTER SMOOTH REDUCED FAT K2	3760010500 SKIPPY PEANUT BUTTER SMOOTH REDUCED FAT K2	3760010557 SKIPPY PEANUT BUTTER SMOOTH REDUCED FAT K2	453006 9801 PETER PAN PEANUT BUTTER ROAST K1	453006 9802 PETER PAN PEANUT BUTTER ROAST K2	4530000541 PETER PAN PEANUT BUTTER CRUNCHY HONEY ROAST K2	4530000549 PETER PAN PEANUT BUTTER CRUNCHY HONEY ROAST K1	4530000276 PETER PAN PEANUT BUTTER CRUNCHY HONEY ROAST K2	4530000220 PETER PAN PEANUT BUTTER CRUNCHY HONEY ROAST K2	5150025516 JIF PEANUT BUTTER CREAMY K1	5150025537 JIF PEANUT BUTTER CRUNCHY K1			
11.12 in	Shelf: 4														
11.12 in	3760010624 SKIPPY PEANUT BUTTER SMOOTH K1	3760010613 SKIPPY PEANUT BUTTER CHUNKY K1	3760010568 SKIPPY PEANUT BUTTER NATURAL CREAMY K3/UPG	4530000050 PETER PAN PEANUT BUTTER CREAMY K1	4530000055 PETER PAN PEANUT BUTTER CRUNCHY NATURAL CREAMY K1/NEW	5150024322 JIF PEANUT BUTTER NATURAL CREAMY K1/NEW	5150024177 JIF PEANUT BUTTER CREAMY K1	5150024163 JIF PEANUT BUTTER CRUNCHY K1							
11.12 in	Shelf: 5														
13.12 in	3760010625 SKIPPY PEANUT BUTTER SMOOTH K2	3760010618 SKIPPY PEANUT BUTTER CHUNKY K2	3760010617 SKIPPY PEANUT BUTTER NATURAL K3/NEW	4530000060 PETER PAN PEANUT BUTTER CREAMY K2	4530022223 PETER PAN PEANUT BUTTER HONEY ROAST PEANUT BUTTER K2	5150072001 JIF PEANUT BUTTER CREAMY K1	5150072002 JIF PEANUT BUTTER CRUNCHY K2	5150024769 JIF PEANUT BUTTER CREAMY TWIN PACK K1							
13.12 in	Shelf: 6 BASE														

Left-right HQ DeCA/MBU PLANOGRAM APPROVED BY BUSINESS MANAGER, BARBARA MERRIWEATHER AND MERCHANDISING SPECIALIST, ALEX WALDON.

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Peanut-Butter 8 K3-4-5

# PEANUT BUTTER 8 FT SECTION

SHELF:1 TOP		WIDTH:96 in	MERCH HEIGHT:11.00 in				DEPTH:22 in			SPACE AVAIL:0.47 in				
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	0980089500	NUTELLA SPREAD	13.00OZ		4	K1	15	56	3.73	4.03 in	3.10 in	3.10 in	Front	
2	85108700006	PEANUT BUTTER & CO DARK CHO...	16.00OZ		1	K2	6	14	2.33	5.00 in	3.00 in	3.00 in	Front	
3	85108700005	PEANUT BUTTER & CO WHITE CH...	16.00OZ		1	K2	6	14	2.33	5.00 in	3.00 in	3.00 in	Front	
4	89445500032	JUSTIN'S MAPLE ALMOND BUTTER	16.00OZ		1	K3	6	14	2.33	4.90 in	3.00 in	3.00 in	Front	
5	89445500031	JUSTIN'S CLASSIC ALMOND BUTT...	16.00OZ		1	K3	6	14	2.33	4.90 in	3.00 in	3.00 in	Front	
6	89445500049	JUSTIN'S CHOC HAZELNUT ALMO...	16.00OZ		1	K3	6	14	2.33	4.90 in	3.00 in	3.00 in	Front	
7	5165109369	MARANATHA NO STR CRNCH ALMN...	12.00OZ		2	K2	6	42	7.00	3.50 in	2.82 in	2.82 in	Front	
8	5165109368	MARANATHA NO STR CRMY ALMN...	12.00OZ		2	K2	6	24	4.00	5.00 in	3.19 in	3.19 in	Front	
9	5165106032	MARANATHA CREAMY RSTD ALM...	16.00OZ		1	K2	6	12	2.00	5.00 in	3.19 in	3.19 in	Front	
10	73753919120	SUNBELT SUNBUTTER	16.00OZ		1	K2	6	14	2.33	5.00 in	3.00 in	3.00 in	Front	
11	3377610030	SMART BALANCE OMEGA NATUR...	16.00OZ		2	K1	12	32	2.67	4.88 in	2.75 in	2.75 in	Front	
12	3377610035	SMART BALANCE OMEGA NATUR...	16.00OZ		1	K2	12	16	1.33	4.88 in	2.75 in	2.75 in	Front	
13	7482261063	CRAZY RICHARDS 100% NATURAL...	16.00OZ		2	K3	12	28	2.33	5.00 in	3.00 in	3.00 in	Front	
14	7482270659	CRAZY RICHARDS NATURAL CHU...	16.00OZ		1	K3	12	14	1.17	5.00 in	3.00 in	3.00 in	Front	
15	4256300912	WOODSTOCK ORGANIC PEANUT ...	16.00OZ		1	K2/NEW	12	14	1.17	5.39 in	3.07 in	3.07 in	Front	8/2/2016
16	4256300911	WOODSTOCK ORGANIC PEANUT ...	16.00OZ		1	K2/NEW	12	14	1.17	5.39 in	3.07 in	3.07 in	Front	8/2/2016
17	4256300913	WOODSTOCK ORGANIC PEANUT ...	16.00OZ		1	K2/NEW	12	14	1.17	5.39 in	3.07 in	3.07 in	Front	8/2/2016
18	2178850695	BISCOFF SPREAD CREAMY	14.10OZ		1	K3	8	12	1.50	2.85 in	2.85 in	4.60 in	Front	
19	2178851694	BISCOFF SPREAD CRUNCHY	13.40OZ		1	K3	8	12	1.50	2.85 in	2.85 in	4.60 in	Front	
20	85079100200	BELL PLANTATION POWDERED P...	6.50OZ		2	K2	12	20	1.67	4.88 in	2.88 in	3.81 in	Front	
21	5150021075	JIF PEANUT BUTTER POWDER 6.5...	6.50OZ		1	K1/NEW	6	11	1.83	7.65 in	6.00 in	2.00 in	Front	8/2/2016
22	5150021076	JIF PEANUT BUTTER CHOCOLATE...	6.50OZ		1	K3/NEW	6	11	1.83	7.65 in	6.00 in	2.00 in	Front	8/2/2016

SHELF:2		WIDTH:96 in	MERCH HEIGHT:20.00 in				DEPTH:24 in			SPACE AVAIL:2.51 in				
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	0980089525	NUTELLA HAZELNUT SPREAD	26.50OZ		5	K1	12	35	2.92	5.60 in	4.50 in	3.25 in	Front	
2	0980089220	NUTELLA HAZELNUT SPREAD	35.30OZ		5	K1	6	35	5.83	6.69 in	4.69 in	3.35 in	Front	
3	5150007544	JIF PEANUT BUTTER WHIPPED CR...	15.00OZ		2	K2	6	24	4.00	3.25 in	5.67 in	3.69 in	Front	
4	5150024102	JIF HAZELNUT CHOCOLATE SPRE...	13.00OZ		2	K2	6	16	2.67	4.05 in	2.90 in	2.90 in	Front	
5	5150021047	JIF CHEESECAKE HAZELNUT SPR...	13.00OZ		3	K2	6	24	4.00	4.05 in	2.90 in	2.90 in	Front	
6	5150021042	JIF COOKIES N CREAM HAZELNUT...	13.00OZ		2	K2	6	16	2.67	4.05 in	2.90 in	2.90 in	Front	
7	3400012413	HERSHEY REESE'S SPREAD	13.00OZ		2	K3	8	16	2.00	4.00 in	3.30 in	2.90 in	Front	
8	3400040012	HERSHEY REESE'S CREAMY PEA...	18.00OZ		3	K3	12	21	1.75	4.90 in	3.10 in	3.10 in	Front	

SHELF:3		WIDTH:96 in	MERCH HEIGHT:20.00 in				DEPTH:24 in			SPACE AVAIL:0.24 in				
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3760010503	SKIPPY PEANUT BUTTER NATURA...	15.00OZ		2	K2	12	32	2.67	4.94 in	2.94 in	2.94 in	Front	
2	3760010506	SKIPPY PEANUT BUTTER SMOOT...	15.00OZ		3	K2	12	48	4.00	4.94 in	2.94 in	2.94 in	Front	
3	3760010508	SKIPPY PEANUT BUTTER NATURA...	15.00OZ		2	K2	12	32	2.67	4.94 in	2.94 in	2.94 in	Front	
4	3760049538	SKIPPY PB PRETZEL	6.00OZ		1	K3	8	18	2.25	3.27 in	3.67 in	3.67 in	Front	
5	3760049548	SKIPPY DOUBLE PB BITES	6.00OZ		1	K3	8	18	2.25	3.27 in	3.67 in	3.67 in	Front	
6	3760072374	SKIPPY PB BITES GRAHAM	5.30OZ		1	K3/NEW	8	18	2.25	3.27 in	3.67 in	3.67 in	Front	8/2/2016
7	3760072373	SKIPPY PB BITES GRANOLA	5.30OZ		1	K3/NEW	8	18	2.25	3.27 in	3.67 in	3.67 in	Front	8/2/2016
8	3760023475	SKIPPY PEANUT BUTTER CREAM...	9.00OZ		2	K3	8	24	3.00	5.50 in	3.75 in	3.75 in	Front	
9	3760023478	SKIPPY PEANUT BUTTER NATURA...	9.00OZ		2	K3	8	24	3.00	5.50 in	3.75 in	3.75 in	Front	
10	5150024136	JIF TO GO CREAMY	12.00OZ		3	K2	6	24	4.00	4.00 in	2.75 in	5.50 in	Front	
11	5150024307	JIF TO GO NATURAL CREAMY 8 PK	12.00OZ		2	K2	6	16	2.67	4.00 in	2.75 in	5.50 in	Front	
12	5150024112	JIF TO GO CHOCOLATE SILK 8 PK	12.00OZ		1	K2	6	8	1.33	4.00 in	2.75 in	5.50 in	Front	
13	5150025527	JIF PEANUT BUTTER SIMPLY CRE...	16.00OZ		2	K2	12	32	2.67	5.01 in	2.90 in	2.90 in	Front	
14	5150025518	JIF PEANUT BUTTER REDUCED F...	16.00OZ		2	K1	12	32	2.67	5.01 in	2.90 in	2.90 in	Front	
15	5150025565	JIF PEANUT BUTTER NATURAL CR...	16.00OZ		4	K1	12	64	5.33	5.01 in	2.90 in	2.90 in	Front	
16	5150025578	JIF PEANUT NATURAL W/HONEY	16.00OZ		1	K2	12	16	1.33	5.01 in	2.90 in	2.90 in	Front	
17	5150025530	JIF PEANUT BUTTER CREAMY W ...	16.00OZ		1	K2	12	16	1.33	5.01 in	2.90 in	2.90 in	Front	

# PEANUT BUTTER 8 FT SECTION

SHELF:4		WIDTH:96 in	MERCH HEIGHT:12.12 in				DEPTH:24 in				SPACE AVAIL:1.46 in			
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3760011075	SKIPPY PEANUT BUTTER SMOOTH	16.30OZ		4	K1	12	64	5.33	4.94 in	2.94 in	2.94 in	Front	
2	3760011072	SKIPPY PEANUT BUTTER SUPER ...	16.30OZ		2	K1	12	32	2.67	4.94 in	2.94 in	2.94 in	Front	
3	3760010500	SKIPPY PEANUT BUTTER SMOOTH...	16.30OZ		2	K2	12	32	2.67	4.94 in	2.94 in	2.94 in	Front	
4	3760010557	SKIPPY PEANUT BUTTER NATURA...	15.00OZ		1	K2	12	16	1.33	4.94 in	2.94 in	2.94 in	Front	
5	4530069801	PETER PAN PEANUT BUTTER SIM...	15.00OZ		1	K3	6	18	3.00	3.10 in	3.76 in	3.76 in	Front	
6	4530069802	PETER PAN PEANUT BUTTER SIM...	15.00OZ		1	K3	6	18	3.00	3.10 in	3.76 in	3.76 in	Front	
7	4530000541	PETER PAN CRUNCHY HONEY RO...	16.30OZ		2	K2	12	32	2.67	4.88 in	2.88 in	2.88 in	Front	
8	4530000549	PETER PAN CREAMY PEANUT BU...	16.30OZ		3	K1	12	48	4.00	4.88 in	2.88 in	2.88 in	Front	
9	4530000276	PETER PAN CREAMY HONEY ROA...	28.00OZ		3	K2	12	42	3.50	5.50 in	3.42 in	3.42 in	Front	
10	4530000220	PETER PAN REDUCED FAT CREA...	28.00OZ		2	K2	12	24	2.00	5.50 in	3.45 in	3.54 in	Front	
11	5150025516	JIF PEANUT BUTTER CREAMY	16.00OZ		7	K1	12	112	9.33	5.01 in	2.90 in	2.90 in	Front	
12	5150025537	JIF PEANUT BUTTER CRUNCHY	16.00OZ		3	K1	12	48	4.00	5.01 in	2.90 in	2.90 in	Front	

SHELF:5		WIDTH:96 in	MERCH HEIGHT:11.12 in				DEPTH:26 in				SPACE AVAIL:1.96 in			
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3760010624	SKIPPY PEANUT BUTTER SMOOTH	28.00OZ		3	K1	12	42	3.50	5.50 in	3.37 in	3.37 in	Front	
2	3760010613	SKIPPY PEANUT BUTTER CHUNKY	28.00OZ		3	K1	12	42	3.50	5.50 in	3.37 in	3.37 in	Front	
3	3760010568	SKIPPY NATURAL CREAMY	26.50OZ		2	K3/UPG	12	28	2.33	5.50 in	3.52 in	3.52 in	Front	8/2/2016
4	4530000050	PETER PAN CREAMY	28.00OZ		5	K1	12	70	5.83	5.50 in	3.54 in	3.54 in	Front	
5	4530000055	PETER PAN CRUNCHY PEANUT B...	28.00OZ		2	K1	12	28	2.33	5.50 in	3.54 in	3.54 in	Front	
6	5150024322	JIF PEANUT BUTTER NATURAL CR...	28.00OZ		2	K1/NEW	10	28	2.80	5.50 in	3.50 in	3.50 in	Front	10/27/2016
7	5150024177	JIF PEANUT BUTTER CREAMY	28.00OZ		7	K1	10	98	9.80	5.50 in	3.50 in	3.50 in	Front	
8	5150024163	JIF PEANUT BUTTER CRUNCHY	28.00OZ		3	K1	10	42	4.20	5.50 in	3.50 in	3.50 in	Front	

SHELF:6 BASE		WIDTH:96 in	MERCH HEIGHT:15.00 in				DEPTH:26 in				SPACE AVAIL:2.53 in			
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3760010625	SKIPPY PEANUT BUTTER SMOOTH	40.00OZ		3	K2	8	36	4.50	6.25 in	3.88 in	3.88 in	Front	
2	3760010618	SKIPPY PEANUT BUTTER CHUNKY	40.00OZ		2	K2	8	24	3.00	6.25 in	3.88 in	3.88 in	Front	
3	3760010674	SKIPPY PEANUT BUTTER NATURAL	40.00OZ		2	K3/NEW	8	24	3.00	6.25 in	3.88 in	3.88 in	Front	8/2/2016
4	4530000060	PETER PAN PEANUT BUTTER CRE...	40.00OZ		2	K2	6	24	4.00	6.09 in	3.94 in	3.94 in	Front	
5	4530022223	PETER PAN CREAMY HONEY ROA...	40.00OZ		2	K2	6	24	4.00	6.10 in	3.94 in	3.94 in	Front	
6	5150072001	JIF PEANUT BUTTER CREAMY	40.00OZ		4	K1	8	48	6.00	6.55 in	3.90 in	4.00 in	Front	
7	5150072002	JIF PEANUT BUTTTER CRUNCHY	40.00OZ		3	K2	8	36	4.50	6.55 in	3.90 in	4.00 in	Front	
8	5150024769	JIF PEANUT BUTTER CREAMY TWI...	80.00OZ		3	K1	4	36	9.00	6.55 in	7.75 in	3.90 in	Front	