

FROZEN SEAFOOD - 7 + 1 DOMESTIC DOORS

HQ DeCA PLANOGRAM

CLASS 2 STORES - NE CE SO



N/A

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

15 SEPTMEBER
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

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HQ DeCA PLANOGRAM

CLASS 2 STORES - NE CE SO

11.4 in	88263902104 Shrimp Wild Am Pld 50 70 Ct K2-DOM DOOR	4440015650 Fish Sticks Crunchy K1	4440015270 Fish Lemon Crk Peppercrn Arti K2	4440016400 Shrimp Popcorn K1	1116210278 Cod Custed Herb M1/NE CE	1116210250 Beer Battered Fish Fillet M1/NE CE SO	4132210926 Shrimp Poppers K2	4132210870 Clam Strips K1	4132210930 Shrimp Tempura Ovn Crnchy K2	4132211080 Shrimp Scampi K1	79447104279 Scallops Large K1	79447104220 Mahi Mahi Fillets K1	79447104149 Cod Fillets K1	79447104402 Fish Tuna Steaks K1	5255263223 Fish Tilapia Fillets K2	9697920200 Fish Catfish Fil Unbrdd K1	8169752632 Shrimp Pld Cln Tail On 26 30 K1	72162428600 Lobster Tails K2	72162422598 Crabmeat Initiation K1	72162429022 Scallops Bay K1	89015000220 Fish Barramundi Fillet K2
	Shelf: 1 Dom	Shelf: 1 Top																			
10.8 in	88263902101 Shrimp Wild Am Pld 26 35 Ct K1/DOM DOOR	4440015450 Fish Fillets Crunchy K1	4440013990 Shrimp Butterfly Premium K2	4440017600 Fish Fillets Blackened K1	1116211127 Fish Sticks Breaded M1/NE CE SO	1116210262 Fish Sticks Crunchy XI M2/NE CE SO	4132210855 Shrimp Popcorn K2	4132210900 Shrimp Butterfly K1	4132230606 Shrimp Jumbo Btrfly K2	4132210920 Shrimp Jumbo Coconut K2	79447104225 Mussels Half Shell K1	79447104258 Fish Salmon Coko Fillets K1	79447104399 Fish Tilapia Fillet K1	7539196781 Tilapia Fillets K2	72857596719 Fish Salmon Wild Caught K1	8169726172 Shrimp Unckd Peeled Cleaned K1	8169747012 Shrimp Ckd Pt Tailoff K1	72162400310 Shrimp Large Cook Salad K1	72162400920 Shrimp Jumbo Cook Tail On K1		
	Shelf: 2 Dom	Shelf: 2																			
10.8 in	88263902000 Shrimp Wild Am HdLss 16 25 Ct K1-DOM DOOR	4440015350 Fish Fillets Beer Batter K1	4440018400 Fish Salmon Grilled K2	4440018680 Fish Tilapia Grild Sign K2	7495125857 Fish Sticks Gf K1/Chg	1115203318 Milkfish Baby Marinated Split K1	1115203317 Milkfish Deboned Belly K2	1115203316 Milkfish Baby Smkd Deboned K1	79447104223 Milkfish Butterfly K2	7218550752 Squid K2	7544410825 Tilapia Filets K2	72857594102 Salmon Fillets K2	8169700163 Shrimp Ckd Pld Cln 41 60 Ct K1	72162400812 Shrimp Ring W	72162400311 Shrimp Large Cook Tail Off K1						
	Shelf: 3 Dom	Shelf: 3																			
11.4 in	88263902002 Shrimp Wild Am HdLss 26 35 Ct M2/NE CE SO MW DOOR	4440015750 Fish Fillets Batter Crisp K1	4440015460 Fish Sticks Crunchy K1	82994401222 Fish Cod Pacific Fillets K2	82994401344 Fish Swai Pacific Fillets K2	82994401319 Fish Tilapia Fillet K1	79447106399 Tilapia Fillets Ivp K1	72857599927 Fish Tilapia Fillets K1	72857599945 Fish Tilapia Parm Encrstd K1	8169700162 Shrimp Unckd Pld Cln 51 60 Ct K1	72162400502 Shrimp Large Raw Tail On K1	72162471321 Shrimp Medium Cook Tail On K1									
	Shelf: 4 Dom	Shelf: 4																			
11.75 in	95371203300 Catfish Fillets Usa Iqf M2/NE CE SO MW DOOR	4440019400 Fish Fillets Crnchy Brdd K2	4440010350 Fish Sticks Crunchy K1	4440010270 Fish Sticks Crunchy Golden K1	82994401365 Flounder Fillet Arrowtooth K1	82994401397 Fish Salmon Keta Fillets K1	79447104221 Milkfish Whole K1	79447104400 Fish Tilapia Whole K1	72857598966 Crab Snow Clusters K1	8169753416 Shrimp Cooked Peeled Tail On K1	8169706477 Shrimp Cooked Party Platter K2/New	72162400702 Shrimp Raw Ez Peel K1									
	Shelf: 5 Dom	Shelf: 5 Base																			

N/A

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FROZEN SEAFOOD - 7 + 1 DOMESTIC DOORS

SHELF:1 Dom		WIDTH:30 in		MERCH HEIGHT:12.00 in		DEPTH:22 in		SPACE AVAIL:2.00 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	88263902104	NEWORLEANS	Shrimp Wild Am Pld 50 70 Ct	16.00OZ		4	K2-DOM ...	10	44	4.40	9.20 in	7.00 in	2.00 in	Front	

SHELF:1 Top		WIDTH:210 in		MERCH HEIGHT:12.00 in		DEPTH:22 in		SPACE AVAIL:5.62 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440015650	GORTONS	Fish Sticks Crunchy	11.40OZ		1	K1	12	20	1.67	6.12 in	8.76 in	1.89 in	Front	
2	4440015270	GORTONS	Fish Lemon Crkd Peppercrn Arti	11.00OZ		1	K2	12	20	1.67	6.12 in	8.76 in	1.89 in	Front	
3	4440016400	GORTONS	Shrimp Popcorn	14.00OZ		1	K1	12	17	1.42	7.54 in	8.77 in	1.58 in	Front	
4	1116210278	MRSPAULS	Cod Garlic Cursted Herb	9.00OZ		1	M1/NE C...	8	19	2.38	6.00 in	7.50 in	1.62 in	Front	
5	1116210250	MRSPAULS	Fish Fillet Beer Battered	19.10OZ		1	M1/NE C...	12	15	1.25	7.56 in	10.11 in	1.84 in	Front	
6	4132210926	SEAPA2	Shrimp Poppers	23.00OZ		1	K2	6	14	2.33	9.75 in	7.75 in	1.81 in	Front	
7	4132210870	SEAPAK	Clam Strips	9.00OZ		1	K1	8	17	2.13	5.76 in	7.33 in	1.84 in	Front	
8	4132210930	SEAPA2	Shrimp Tempura Ovn Crnchy	8.20OZ		1	K2	10	22	2.20	6.77 in	7.36 in	1.31 in	Front	
9	4132211080	SEAPA2	Shrimp Scampi	12.00OZ		1	K1	10	17	1.70	6.73 in	7.38 in	1.51 in	Front	
10	79447104279	COLESONSCA	Scallops Large	12.00OZ		1	K1	12	13	1.08	5.86 in	8.52 in	2.15 in	Front	
11	79447104220	COLESONSCA	Mahi Mahi Fillets	12.00OZ		1	K1	12	17	1.42	5.86 in	8.52 in	1.85 in	Front	
12	79447104149	COLESONSCA	Cod Fillets	12.00OZ		1	K1	12	17	1.42	5.86 in	8.52 in	1.85 in	Front	
13	79447104402	COLESONSCA	Fish Tuna Steaks	12.00OZ		2	K1	12	38	3.17	5.86 in	8.52 in	1.65 in	Front	
14	5255263223	SCHOONER	Fish Tilapia Fillets	32.00OZ		2	K2	10	18	1.80	10.00 in	7.78 in	2.25 in	Front	
15	9697920200	HEARTLAND	Fish Catfish Fil Unbrdd	32.00OZ		2	K1	8	14	1.75	11.20 in	7.78 in	2.95 in	Front	
16	8169752632	CONTESSA	Shrimp Pld Clin Tail On 26 30	12.00OZ		2	K1	12	16	1.33	7.75 in	6.00 in	2.45 in	Front	
17	72162428600	RAINBOW	Lobster Tails	12.00OZ		2	K2	12	20	1.67	9.08 in	7.49 in	2.10 in	Front	
18	72162422598	RAINBOW	Crabmeat Imitation	14.00OZ		1	K1	12	21	1.75	5.75 in	7.49 in	1.45 in	Front	
19	72162429022	RAINBOW	Scallops Bay	10.00OZ		1	K1	12	14	1.17	8.21 in	7.49 in	1.75 in	Front	
20	89015000220	AUSTRALIS	Fish Barramundi Fillet	12.00OZ		2	K2	12	34	2.83	11.26 in	7.49 in	1.25 in	Front	

SHELF:2		WIDTH:210 in		MERCH HEIGHT:12.00 in		DEPTH:22 in		SPACE AVAIL:1.43 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440015450	GORTONS	Fish Fillets Crunchy	19.00OZ		2	K1	8	16	2.00	8.87 in	7.50 in	2.72 in	Front	
2	4440013930	GORTONS	Shrimp Butterfly Premium	9.20OZ		1	K2	8	18	2.25	7.50 in	8.15 in	1.50 in	Front	
3	4440017600	GORTONS	Fish Fillets Cajun Blackened	7.10OZ		1	K1	12	42	3.50	4.85 in	7.70 in	1.04 in	Front	
4	1116211127	MRSPAULS	Fish Sticks Breaded	24.60OZ		1	M1/NE C...	12	13	1.08	7.56 in	10.11 in	1.84 in	Front	
5	1116210262	MRSPAULS	Fish Sticks Crunchy XI	23.00OZ		1	M2/NE C...	12	12	1.00	7.63 in	10.25 in	2.06 in	Front	
6	4132210855	SEAPA2	Shrimp Popcorn	18.00OZ		1	K2	6	12	2.00	6.99 in	7.52 in	2.27 in	Front	
7	4132210900	SEAPA2	Shrimp Butterfly	9.00OZ		1	K1	10	20	2.00	6.73 in	7.38 in	1.51 in	Front	
8	4132230606	SEAPA2	Shrimp Jumbo Bttrfly	32.00OZ		1	K2	6	14	2.33	7.80 in	10.00 in	1.81 in	Front	
9	4132210920	SEAPA2	Shrimp Jumbo Coconut	18.00OZ		1	K2	8	16	2.00	7.76 in	9.76 in	1.70 in	Front	
10	79447104225	KONO	Mussels Half Shell	24.00OZ		2	K1	15	22	1.47	7.28 in	8.75 in	2.50 in	Front	
11	79447104258	COLESONSCA	Fish Salmon Coho Fillets	12.00OZ		1	K1	12	14	1.17	5.86 in	8.52 in	1.85 in	Front	
12	79447104399	COLESONSCA	Fish Tilapia Fillet	12.00OZ		2	K1	12	40	3.33	5.50 in	9.83 in	1.75 in	Front	
13	7539196781	SEABEST	Tilapia Fillets	16.00OZ		1	K2	10	11	1.10	11.00 in	7.50 in	2.00 in	Front	
14	72857596719	TREASURESF	Fish Salmon Wild Caught	40.00OZ		2	K1	10	14	1.40	11.00 in	7.78 in	2.95 in	Front	
15	8169726172	CONTESSA	Shrimp Unckd Peeled Cleaned	12.00OZ		2	K1	12	20	1.67	7.75 in	6.00 in	2.10 in	Front	
16	8169747012	CONTESSA	Shrimp Ckd Pt Tailoff	12.00OZ		2	K1	12	20	1.67	7.75 in	6.00 in	2.10 in	Front	
17	72162400310	RAINBOW	Shrimp Large Cook Salad	14.00OZ		2	K1	12	18	1.50	8.28 in	7.49 in	2.33 in	Front	
18	72162400920	RAINBOW	Shrimp Jumbo Cook Tail On	20.00OZ		2	K1	12	18	1.50	9.67 in	7.49 in	2.35 in	Front	

SHELF:2 Dom		WIDTH:30 in		MERCH HEIGHT:12.00 in		DEPTH:22 in		SPACE AVAIL:2.00 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	88263902101	NEWORLEANS	Shrimp Wild Am Pld 26 35 Ct	16.00OZ		4	K1/DOM ...	10	44	4.40	9.20 in	7.00 in	2.00 in	Front	

SHELF:3		WIDTH:210 in		MERCH HEIGHT:11.40 in		DEPTH:22 in		SPACE AVAIL:3.91 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440015350	GORTONS	Fish Fillets Beer Batter	18.20OZ		2	K1	8	16	2.00	8.87 in	7.50 in	2.72 in	Front	
2	4440018400	GORTONS	Fish Salmon Grilled	6.30OZ		1	K2	12	42	3.50	4.85 in	7.70 in	1.04 in	Front	
3	4440018650	GORTONS	Fish Tilapia GrILD Signtr	6.30OZ		1	K2	12	42	3.50	4.85 in	7.70 in	1.04 in	Front	
4	74951258575	IANS	Fish Sticks Gf	8.00OZ		2	K1/Chg	12	30	2.50	6.00 in	4.90 in	2.30 in	Front	
5	1115203318	SARANGANIB	Milkfish Baby Marinated Split	17.10OZ		2	K1	30	34	1.13	11.00 in	9.68 in	1.25 in	Front	
6	1115203317	SARANGANIB	Milkfish Deboned Belly	14.00OZ		2	K2	33	34	1.03	11.00 in	9.68 in	1.25 in	Front	

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7	1115203316	SARANGANIB	Milkfish Baby Smkd Deboned	14.60OZ	2	K1	34	36	1.06	8.78 in	9.68 in	1.20 in	Front
8	79447104223	COLESONSCA	Milkfish Butterfly	16.00OZ	2	K2	28	34	1.21	11.00 in	9.83 in	1.25 in	Front
9	7218550752	SEAWAVE	Squid	48.00OZ	1	K2	12	16	1.33	5.50 in	8.68 in	2.75 in	Front
10	75444108251	GREATFISHC	Tilapia Filets	48.00OZ	2	K2	10	22	2.20	11.00 in	7.30 in	2.00 in	Front
11	72857594102	ODYSSEY	Salmon Fillets	32.00OZ	2	K2	15	18	1.20	10.83 in	7.78 in	2.35 in	Front
12	8169700163	CONTESSA	Shrimp Ckd Pld Cln 41 60 Ct	20.00OZ	2	K1	12	14	1.17	9.31 in	5.93 in	3.10 in	Front
13	72162400812	RAINBOW	Shrimp Ring W Sauce	10.00OZ	1	K1	8	9	1.13	7.32 in	7.49 in	2.25 in	Front
14	72162400311	RAINBOW	Shrimp Large Cook Tail Off	14.00OZ	4	K1	12	36	3.00	8.28 in	7.49 in	2.35 in	Front

SHELF:3 Dom		WIDTH:30 in		MERCH HEIGHT:12.00 in		DEPTH:22 in		SPACE AVAIL:2.12 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	88263902000	NEWORLEANS	Shrimp Wild Am HdLss 16 25 Ct	16.00OZ		4	K1-DOM ...	10	44	4.40	9.20 in	7.00 in	2.00 in	Front	

SHELF:4		WIDTH:210 in		MERCH HEIGHT:14.00 in		DEPTH:22 in		SPACE AVAIL:1.37 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440015750	GORTONS	Fish Fillets Batter Crisp	19.00OZ		2	K1	8	18	2.25	8.54 in	7.50 in	2.39 in	Front	
2	4440015460	GORTONS	Fish Sticks Crunchy	19.00OZ		2	K1	8	16	2.00	8.87 in	7.50 in	2.72 in	Front	
3	82994401222	GREATAMERI	Fish Cod Pacific Fillets	40.00OZ		2	K2	12	14	1.17	11.00 in	9.68 in	3.00 in	Front	
4	82994401344	GREATAMERI	Fish Swai Pacific Fillets	40.00OZ		2	K2	12	16	1.33	11.50 in	9.68 in	2.75 in	Front	
5	82994401319	GREATAMERI	Fish Tilapia Fillet	48.00OZ		2	K1	10	16	1.60	11.67 in	9.68 in	2.75 in	Front	
6	79447106399	COLESONSCA	Tilapia Fillets lvp	32.00OZ		4	K1	15	36	2.40	10.24 in	9.83 in	2.25 in	Front	
7	72857599927	TREASURESF	Fish Tilapia Fillets	48.00OZ		2	K1	8	14	1.75	11.25 in	7.78 in	2.78 in	Front	
8	72857599945	TREASURESF	Fish Tilapia Parm Encrstd	40.00OZ		2	K1	14	14	1.00	11.02 in	7.78 in	2.78 in	Front	
9	8169700162	CONTESSA	Shrimp Unckd Pld Cln 51 60 Ct	20.00OZ		2	K1	12	18	1.50	11.00 in	7.32 in	2.28 in	Front	
10	72162400502	RAINBOW	Shrimp Large Raw Tail On	20.00OZ		3	K1	12	27	2.25	9.67 in	7.49 in	2.35 in	Front	
11	72162471321	RAINBOW	Shrimp Medium Cook Tail On	32.00OZ		2	K1	5	16	3.20	11.00 in	6.50 in	2.67 in	Front	

SHELF:4 Dom		WIDTH:30 in		MERCH HEIGHT:12.00 in		DEPTH:22 in		SPACE AVAIL:2.00 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	88263902002	NEWORLEANS	Shrimp Wild Am HdLss 26 35 Ct	16.00OZ		4	M2/NE C...	10	44	4.40	9.20 in	7.00 in	2.00 in	Front	

SHELF:5 Base		WIDTH:210 in		MERCH HEIGHT:14.00 in		DEPTH:25 in		SPACE AVAIL:6.07 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4440019400	GORTONS	Fish Fillets Crnchy Brdd	58.10OZ		2	K2	8	12	1.50	3.00 in	9.00 in	12.50 in	Front	
2	4440010350	GORTONS	Fish Sticks Crunchy	60.00OZ		2	K1	8	12	1.50	3.00 in	8.50 in	11.00 in	Front	
3	4440010270	GORTONS	Fish Sticks Crunchy Golden	24.50OZ		2	K1	12	20	1.67	2.02 in	7.60 in	9.07 in	Front	
4	82994401365	GREATAMERI	Flounder Fillet Arrowtooth	48.00OZ		2	K1	10	12	1.20	11.30 in	9.68 in	3.78 in	Front	
5	82994401397	GREATAMERI	Fish Salmon Keta Fillets	32.00OZ		2	K1	15	16	1.07	11.67 in	9.68 in	2.85 in	Front	
6	79447104221	COLESONSCA	Milkfish Whole	22.80OZ		4	K1	27	40	1.48	2.17 in	5.13 in	11.00 in	Front	
7	79447104400	COLESONSCA	Fish Tilapia Whole	16.00OZ		4	K1	38	48	1.26	1.86 in	5.00 in	11.00 in	Front	
8	72857598966	TREASURESF	Crab Snow Clusters	32.00OZ		2	K1	10	16	1.60	2.86 in	9.14 in	11.00 in	Front	
9	8169753416	CONTESSA	Shrimp Cooked Peeled Tail On	32.00OZ		2	K1	16	18	1.13	10.00 in	9.48 in	2.67 in	Front	
10	8169706477	CONTESSA	Shrimp Cooked Party Platter	40.00OZ		1	K2/New	6	6	1.00	3.50 in	11.25 in	11.25 in	Front	
11	72162400702	RAINBOW	Shrimp Raw Ez Peel	32.00OZ		4	K1	10	36	3.60	10.00 in	6.50 in	2.67 in	Front	

SHELF:5 Dom		WIDTH:30 in		MERCH HEIGHT:15.00 in		DEPTH:25 in		SPACE AVAIL:0.00 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	9537120300	NEWORLEANS	Catfish Fillets Usa lqf	32.00OZ		4	M2/NE C...	12	36	3.00	9.70 in	7.50 in	2.62 in	Front	