CATEGORY PLAN
(Publish 30 Days Prior to Category Review)

Category:
Category: Can Vegetables, Can Fruit, Can Tomatoes

Universe of Items Included (e.g. DIC/G codes):
41, 42, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 59, 60, 61, 62, 65,
69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 91

Planogram Name / Number:
*Category definition based on current and previous published planograms (to include items that have been phased out).
Regional items (Include / Exclude):
Excluded
Optional items (Include / Exclude):
Excluded
One-time buy/seasonal items (Include / Exclude):
Included
Club packs (Include / Exclude):
 Included

Category Segmentation (if different than DIC/G codes identified above):

Category Review Month (MM/YYYY):
04/2015

Data Last Completed (MM/YYYY):

Category Manager:
Steve Villeneuve

Implementation / Scorecard to be Managed by:
Darrell Clary, Merchandise Specialist

Category Role (e.g. Destination, Routine, Convenience):
Routine

Marketing Strategy:
To be determined by industry/DeCA during review. Discussion to include, but not limited to, topics below:
Number of Promotions Per Year:
TO BE DETERMINED
Seasonal Promotions?
YES
Theme Event?
EDLP
Method (i.e. Mandate):
MANDATE

Category Objectives:
Sku optimization
Update based on trends and retail best practices.

Examples of Objectives - increase/decrease # of SKU's, increase/decrease linear footage of section, streamline assortment, increase/decrease # of promotions, evaluate new item proposals, plan for trends and retail best practices, prioritize space for high velocity items, meet minimal pack out

Special Factors/Notes:
Business item line review covering performance data showing DeCA CONUS vs XAO, FY (2014) 52 week & current 26 weeks.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:
Current Category POG Size (in Linear Feet):

<table>
<thead>
<tr>
<th>Category</th>
<th>Can Vegetable</th>
<th>Can Fruit</th>
<th>Can Tomatoes</th>
</tr>
</thead>
<tbody>
<tr>
<td>K5 (e.g. 12ft)</td>
<td>16'</td>
<td>16'</td>
<td>08'</td>
</tr>
<tr>
<td>K4 (e.g. 12ft)</td>
<td>16'</td>
<td>16'</td>
<td>08'</td>
</tr>
<tr>
<td>K3 (e.g. 12ft)</td>
<td>16'</td>
<td>16'</td>
<td>08'</td>
</tr>
<tr>
<td>K2 (e.g. 12ft)</td>
<td>16'</td>
<td>12'</td>
<td>04'</td>
</tr>
<tr>
<td>K1 (e.g. 8ft)</td>
<td>08'</td>
<td>08'</td>
<td>04'</td>
</tr>
</tbody>
</table>

Preferred Period Ending for Data (MM/YYYY):
FY 2014/2015 & current 26 weeks

Preferred Timeframe for Data (e.g. 26 Weeks):
Conus

Data - Geography (e.g. Worldwide, ConUS):
Packages

Primary Ranking of Data (Packages, Dollars):
Dollars

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets):
RM & AOC

3/18/2015