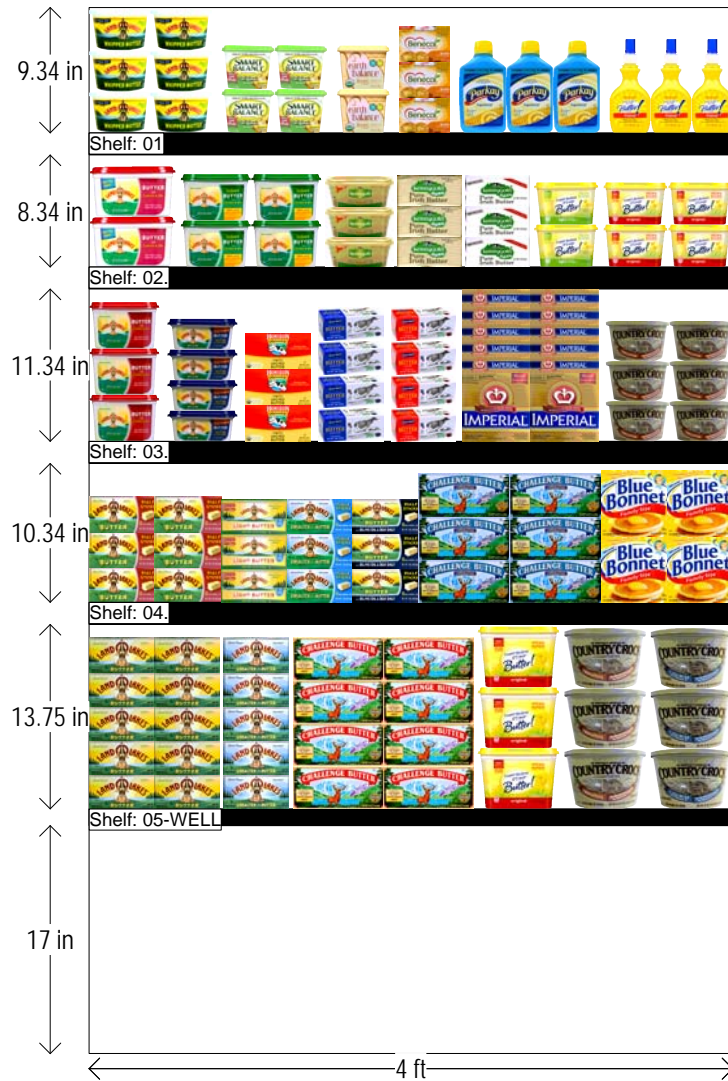


# BUTTER / MARGARINE / SPREADS 4 FT SECTION

HQ DeCA PLANOGRAM

CLASS 1 / 2 STORES - MIDWEST MARKETING AREAS



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER STEVEN VILLENEUVE.

15 November 2016

FACINGS MAY BE ADJUSTED TO ACCOMODATE 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.

BUTTER /  
MARGARINE /  
SPREADS

# BUTTER / MARGARINE / SPREADS 4 FT SECTION

## HQ DeCA PLANOGRAM

### CLASS 1 / 2 STORES - MIDWEST MARKETING AREAS

9.34 in	3450019410 Land O Lakes Butter Whipped Salted Bowl K1	3377601100 Smart Balance Spread-Tub K1	3377601171 Earth Balance Organic Buttery Spread K1/Upgrade	79645183918 Bncl Kshr Kshr Priv Priv Tub In Slv Sprd 8 K1/New	2900065150 Parkay 1lb Squeeze K1	4060034122 Icbimb 8z Spy Bi K1	
	Shelf: 01						
8.34 in	3450015195 Lol Spreadable Butter W K1/Upgrade	3450015184 Land O Lakes Lightt Spreads W K1	76770700167 Kerrigold Tub K1	76770700106 Kerrigold Salted Foil K1/Upgrade	76770700125 Kerrigold Unsalted Foil K1/Upgrade	4060038718 Icbimb 1lb Light K1	4060034500 Icbimb 1lb BI K1
	Shelf: 02						
11.34 in	3450015119 Land O Lakes Btr Spreadable W Canola Oil K1	3450015179 Land O Lakes Butter With Olive-Oil K1	74236541600 Horizon Organic Btr Qtrs Salted K1	7917600020 Grassland Butter Unsalted Qtr M1/MW SW	7917600010 Grassland Butter Aa Salted Qtr M1/MW SW	1111587132 Imperial 1 Lb Quarters K1	2740010307 Shedd Country Crock 1lb Sp BI K1
	Shelf: 03						
10.34 in	3450015181 Land O Lakes Sweet Cream Salted Half Sticks 8ct 16oz K1	3450015236 Land O Lakes Light 4ct 16oz K1	3450015192 Land O Lakes Unsalted Half Sticks 8ct 16oz K1	3450015193 Land O Lakes Olive Oil & Sea Salt Half Sticks 8ct 16oz K1/Upgrade	4720015250 Challenge Btr Unsalted K1	2900000825 Blue Bonnet 2lb Spstk K1	
	Shelf: 04						
13.75 in	3450015136 Land O Lakes Butter Quarters Salted M1/NE CE SO MW	3450015150 Land O Lakes Butter Quarters Unsalted M1/NE CE SO MW	4720015260 Challenge Butter Salted 16oz K1	4060022425 Icbimb Margarine Bowl K1/Upgrade	2740026499 Shedd Country Crock Margarine Bowl K1	2740026495 Shedd Country Crock Margarine Calcium N Vitamins K1	
	Shelf: 05-WELL						
17 in							

4 ft

Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER STEVEN VILLENEUVE.

15 November 2016

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BUTTER / MARGARINE / SPREADS

# BUTTER / MARGARINE / SPREADS 4 FT SECTION

SHELF:01		WIDTH:48 in	MERCH HEIGHT:10.00 in			DEPTH:22 in			SPACE AVAIL:3.61 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450019410	Land O Lakes Butter Whipped Salted Bowl	8.00OZ		2	K1	12	24	2.00	3.07 in	4.58 in	4.58 in	Front	
2	3377601100	Smart Balance Spread-Tub	15.00OZ		2	K1	6	20	3.33	3.27 in	3.93 in	3.96 in	Front	
3	3377601171	Earth Balance Organic Buttery Spread	13.00OZ		1	K1/Upgra...	6	10	1.67	3.25 in	4.00 in	4.00 in	Front	6/26/2014
4	79645183918	Bncl Kshr Kshr Prv Prv Tub In Slv Sprd 8	8.00OZ		1	K1/New	12	15	1.25	2.65 in	3.69 in	3.69 in	Front	
5	2900065150	Parkay 1lb Squeeze	12.00OZ		3	K1	24	36	1.50	6.91 in	3.50 in	1.71 in	Front	
6	4060034122	Icbinb 8z Spy Bi	8.00OZ		3	K1	20	42	2.10	6.99 in	3.06 in	1.50 in	Front	

SHELF:02.		WIDTH:48 in	MERCH HEIGHT:12.34 in			DEPTH:22 in			SPACE AVAIL:1.96 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015195	Lol Spreadable Butter W	24.00OZ		1	K1/Upgra...	6	10	1.67	3.75 in	6.50 in	4.00 in	Front	
2	3450015184	Land O Lakes Lightt Spreads W	15.00OZ		2	K1	12	24	2.00	3.46 in	5.25 in	3.26 in	Front	
3	76770700167	Kerrigold Tub	8.00OZ		1	K1	16	21	1.31	2.25 in	5.00 in	3.00 in	Front	
4	76770700106	Kerrigold Salted Foil	8.00OZ		1	K1/Upgra...	20	48	2.40	2.28 in	4.76 in	1.30 in	Front	6/26/2014
5	76770700125	Kerrigold Unsalted Foil	8.00OZ		1	K1/Upgra...	20	48	2.40	2.28 in	4.76 in	1.30 in	Front	6/26/2014
6	4060038718	Icbinb 1lb Light	15.00OZ		1	K1	8	10	1.25	3.15 in	4.84 in	3.69 in	Front	
7	4060034500	Icbinb 1lb Bl	15.00OZ		2	K1	12	20	1.67	3.15 in	4.84 in	3.69 in	Front	

SHELF:03.		WIDTH:48 in	MERCH HEIGHT:12.34 in			DEPTH:22 in			SPACE AVAIL:3.40 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015119	Land O Lakes Btr Spreadable W Canola Oil	15.00OZ		1	K1	12	18	1.50	3.46 in	5.25 in	3.26 in	Front	
2	3450015179	Land O Lakes Butter With Olive Oil	7.00OZ		1	K1	12	24	2.00	2.28 in	5.27 in	3.27 in	Front	
3	74236541600	Horizon Organic Btr Qtrs Salted	16.00OZ		1	K1	18	24	1.33	2.70 in	4.90 in	2.60 in	Front	
4	7917600020	Grassland Butter Unsalted Qtr	16.00OZ		1	M1/MW S...	18	32	1.78	2.50 in	4.87 in	2.50 in	Front	6/26/2014
5	7917600010	Grassland Butter Aa Salted Qtr	16.00OZ		1	M1/MW S...	18	32	1.78	2.50 in	4.75 in	2.50 in	Front	6/26/2014
6	1111587132	Imperial 1 Lb Quarters	16.00OZ		2	K1	30	74	2.47	5.10 in	5.04 in	1.24 in	Front	
7	2740010307	Shedds Country Crock 1lb Sp Bl	15.00OZ		2	K1	24	24	1.00	2.99 in	4.74 in	4.74 in	Front	

SHELF:04.		WIDTH:48 in	MERCH HEIGHT:10.00 in			DEPTH:22 in			SPACE AVAIL:0.33 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015181	Land O Lakes Sweet Cream Salted Half Sticks 8c...	16.00OZ		2	K1	12	96	8.00	2.62 in	4.89 in	1.34 in	Front	
2	3450015236	Land O Lakes Light 4ct 16oz	16.00OZ		1	K1	12	24	2.00	2.55 in	4.85 in	2.70 in	Front	6/26/2014
3	3450015192	Land O Lakes Unsalted Half Sticks 8ct 16oz	16.00OZ		1	K1	12	24	2.00	2.55 in	4.85 in	2.70 in	Front	
4	3450015193	Land O Lakes Olive Oil & Sea Salt Half Sticks 8ct ...	16.00OZ		1	K1/Upgra...	12	24	2.00	2.55 in	4.85 in	2.70 in	Front	6/26/2014
5	4720015250	Challenge Btr Unsalted	16.00OZ		2	K1	12	78	6.50	3.19 in	6.79 in	1.64 in	Front	
6	2900000825	Blue Bonnet 2lb Spstk	32.00OZ		2	K1	12	24	2.00	4.91 in	4.88 in	3.22 in	Front	

SHELF:05-WELL		WIDTH:48 in	MERCH HEIGHT:15.00 in			DEPTH:30 in			SPACE AVAIL:1.68 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3450015136	Land O Lakes Butter Quarters Salted	16.00OZ		2	M1/NE C...	36	110	3.06	2.55 in	4.85 in	2.70 in	Front	
2	3450015150	Land O Lakes Butter Quarters Unsalted	16.00OZ		1	M1/NE C...	18	55	3.06	2.55 in	4.85 in	2.70 in	Front	
3	4720015260	Challenge Butter Salted 16oz	16.00OZ		2	K1	30	144	4.80	3.19 in	6.69 in	1.64 in	Front	
4	4060022425	Icbinb Margarine Bowl	45.00OZ		1	K1/Upgra...	6	15	2.50	4.53 in	6.17 in	5.09 in	Front	
5	2740026499	Shedds Country Crock Margarine Bowl	45.00OZ		1	K1	12	12	1.00	4.49 in	6.11 in	6.11 in	Front	
6	2740026495	Shedds Country Crock Margarine Calcium N Vita...	45.00OZ		1	K1	12	12	1.00	4.49 in	6.11 in	6.11 in	Front	