

# DIPS/SOUR CREAM/COTTAGE CHEESE 4 FT SECTION

HQ DeCA PLANOGRAM

CLASS 1 / 2 STORES NORTHEAST CENTRAL SOUTHERN MARKETING AREA

DELETED 73570103033



Left-right	HQ DeCA PLANOGRAM APPROVED BY CATEGORY MANAGER DAIRY STEVE VILLENEUVE
9 November 2016	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 THE STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.
K1-2 NE/C/S Dips/Sour Cream Cottage Cheese	

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8.12 in	7342000006 Daisy - S. Crm. K1		7342000005 Daisy - S. Crm. Light K1		7357013000 H. Good - Dip French Onion M1/NE CE SO		7357011481 H. Good - Dip Greek Yogurt Ranch M1/NE CE SO		7357011480 H. Good - Dip Greek Yogurt French Onion M1/NE CE SO		0000000001 Regional		2100065352 Kraft - Horseradish Prepared K1			
	Shelf: 1															
9.12 in	7342001614 Daisy - S. Crm. Squeeze K1			7342000011 Daisy - S. Crm. K1				2100030165 BS - S. Crm. M1/NE CE SO MW								
	Shelf: 2															
9.12 in	7342000024 Daisy - S. Crm. K1				7342000025 Daisy - S. Crm. Light K1			7342000015 Daisy - S. Crm. Light K1			2100012164 BS - S. Crm. Light M1/NE CE SO MW					
	Shelf: 3															
8.12 in	7104002115 Polly O - Ch. Ricotta Whl M1/NE CE SO		7104002133 Polly O - Ch. Ricotta Part Skim M1/NE CE SO		2100030088 BS - Ch. Ricotta M1/NE CE SO MW		2100000667 BS - Cot C. Dbl 100 Cal Pineapple M1/NE CE SO MW		2100000668 BS - Cot C. Dbl 100 Cal Straw M1/NE CE SO MW		2100000669 BS - Cot C. Dbl 100 Cal Peach M1/NE CE SO MW		2100001328 BS - Cot. Ch. Liveactive 4Pk M1/NE CE SO MW		2100012382 BS - Cot. Ch. Creamy Sm Curd M1/NE CE SO MW	
	Shelf: 4															
14 in	7403010300 Galbani - Ch. Ricotta Whl Milk K1	7403010195 Galbani - Ch. Ricotta PS Milk K1/New	7403020300 Galbani - Ch. Ricotta W M Deli K1		7403010285 Galbani - Ch. Ricotta K1	7342052440 Daisy - Cot. Ch. 4 Pct Sm Crd K1	7342052420 Daisy - Cot. Ch. 2 Pct Sm Crd Lf K1	2100012285 BS - Cot. Ch. Smooth Cmy Lrg M1/NE CE SO MW	2100012277 BS - Cot. Ch. Smth Crmy S Crd M1/NE CE SO MW	2100012284 BS - Cot. Ch. Smooth N Creamy M1/NE CE SO MW	2100012354 BS - Cot. Ch. Smooth Crmy Lf M1/NE CE SO MW	2100003045 BS - Cot. Ch. 2% Red Sod M1/NE CE SO MW				
	Shelf: 5 WELL															
15 in																
	4 ft															

Left-right

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K1-2 NE/C/S  
Dips/Sour  
Cream Cottage  
Cheese

# DIPS/SOUR CREAM/COTTAGE CHEESE 4 FT SECTION

SHELF:1		WIDTH:48 in		MERCH HEIGHT:8.00 in		DEPTH:20 in		SPACE AVAIL:1.96 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7342000006	Daisy	Daisy - S. Crm.	8.00OZ		3	K1	12	45	3.75	2.15 in	3.80 in	3.80 in	Front	
2	7342000005	Daisy	Daisy - S. Crm. Light	8.00OZ		2	K1	12	30	2.50	2.15 in	3.80 in	3.80 in	Front	
3	7357013000	Heluva Good	H. Good - Dip French Onion	12.00OZ		1	M1/NE C...	12	12	1.00	2.25 in	4.52 in	4.52 in	Front	
4	7357011481	Heluva Good	H. Good - Dip Greek Yogurt Ranch	12.00OZ		1	M1/NE C...	6	12	2.00	2.25 in	4.56 in	4.56 in	Front	
5	7357011480	Heluva Good	H. Good - Dip Greek Yogurt French Onion	12.00OZ		1	M1/NE C...	6	12	2.00	2.25 in	4.52 in	4.52 in	Front	
6	0000000001	REGIONAL	Regional	16.00OZ		2		12	16	1.33	3.00 in	4.40 in	4.50 in	Front	
7	2100065352	Kraft	Kraft - Horseradish Prepared	5.00OZ		2	K1	12	20	1.67	5.50 in	2.32 in	1.84 in	Front	

SHELF:2		WIDTH:48 in		MERCH HEIGHT:9.00 in		DEPTH:20 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	7342001614	Daisy	Daisy - S. Crm. Squeeze	14.00OZ		2	K1	12	20	1.67	7.90 in	4.00 in	2.00 in	Front	
2	7342000011	Daisy	Daisy - S. Crm.	16.00OZ		6	K1	12	60	5.00	4.35 in	3.80 in	3.80 in	Front	
3	2100030165	Breakstone	BS - S. Crm.	16.00OZ		4	M1/NE C...	12	40	3.33	4.25 in	3.80 in	3.80 in	Front	

SHELF:3		WIDTH:48 in		MERCH HEIGHT:10.00 in		DEPTH:20 in		SPACE AVAIL:1.80 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7342000024	Daisy	Daisy - S. Crm.	24.00OZ		4	K1	6	32	5.33	4.50 in	4.60 in	4.60 in	Front	
2	7342000025	Daisy	Daisy - S. Crm. Light	24.00OZ		2	K1	6	16	2.67	4.50 in	4.60 in	4.60 in	Front	
3	7342000015	Daisy	Daisy - S. Crm. Light	16.00OZ		3	K1	12	30	2.50	4.35 in	3.70 in	3.80 in	Front	
4	2100012164	Breakstone	BS - S. Crm. Light	16.00OZ		2	M1/NE C...	12	20	1.67	4.25 in	3.75 in	3.80 in	Front	

SHELF:4		WIDTH:48 in		MERCH HEIGHT:9.00 in		DEPTH:20 in		SPACE AVAIL:2.10 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7104002115	PollyO	Polly O - Ch. Ricotta Whl	15.00OZ		2	M1/NE C...	12	20	1.67	3.95 in	3.70 in	3.70 in	Front	
2	7104002133	PollyO	Polly O - Ch. Ricotta Part Skim	15.00OZ		2	M1/NE C...	12	20	1.67	3.95 in	3.70 in	3.70 in	Front	
3	2100030088	Breakstone	BS - Ch. Ricotta	15.00OZ		2	M1/NE C...	6	20	3.33	3.95 in	3.70 in	3.70 in	Front	
4	2100000667	Breakstone	BS - Cot C. Dbl 100 Cal Pinapple	3.90OZ		1	M1/NE C...	12	24	2.00	1.32 in	4.60 in	4.60 in	Front	
5	2100000668	Breakstone	BS - Cot C. Dbl 100 Cal Straw	3.90OZ		1	M1/NE C...	12	24	2.00	1.32 in	4.60 in	4.60 in	Front	
6	2100000669	Breakstone	BS - Cot C. Dbl 100 Cal Peach	3.90OZ		1	M1/NE C...	12	24	2.00	1.32 in	4.60 in	4.60 in	Front	
7	2100001328	Breakstone	BS - Cot. Ch. Liveactive 4Pk	16.00OZ		1	M1/NE C...	8	12	1.50	2.70 in	4.95 in	4.95 in	Front	
8	2100012382	Breakstone	BS - Cot. Ch. Creamy Sm Curd	16.00OZ		1	M1/NE C...	8	12	1.50	2.70 in	4.95 in	4.95 in	Front	

SHELF:5 WELL		WIDTH:48 in		MERCH HEIGHT:14.00 in		DEPTH:30 in		SPACE AVAIL:0.05 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7403010300	Sorrento	Galbani - Ch. Ricotta Whl Milk	15.00OZ		1	K1	12	24	2.00	4.00 in	3.60 in	3.60 in	Front	
2	7403010195	Sorrento	Galbani - Ch. Ricotta PS Milk	15.00OZ		1	K1/New	12	24	2.00	4.00 in	3.60 in	3.60 in	Front	
3	7403020300	Sorrento	Galbani - Ch. Ricotta W M Deli	32.00OZ		1	K1	6	12	2.00	5.35 in	4.55 in	4.55 in	Front	
4	7403010285	Sorrento	Galbani - Ch. Ricotta	32.00OZ		1	K1	6	12	2.00	5.35 in	4.55 in	4.55 in	Front	
5	7342052440	Daisy	Daisy - Cot. Ch. 4 Pct Sm Crd	24.00OZ		1	K1	6	18	3.00	4.50 in	4.60 in	4.60 in	Front	
6	7342052420	Daisy	Daisy - Cot. Ch. 2 Pct Sm Crd Lf	24.00OZ		1	K1	6	18	3.00	4.50 in	4.55 in	4.55 in	Front	
7	2100012285	Breakstone	BS - Cot. Ch. Smooth Crmy Lrg	24.00OZ		1	M1/NE C...	12	18	1.50	4.45 in	4.55 in	4.55 in	Front	
8	2100012277	Breakstone	BS - Cot. Ch. Smth Crmy S Crd	24.00OZ		1	M1/NE C...	12	18	1.50	4.40 in	4.55 in	4.55 in	Front	
9	2100012284	Breakstone	BS - Cot. Ch. Smooth N Creamy	24.00OZ		1	M1/NE C...	12	18	1.50	4.40 in	4.60 in	4.60 in	Front	
10	2100012354	Breakstone	BS - Cot. Ch. Smoth Crmy Lf	24.00OZ		1	M1/NE C...	12	18	1.50	4.40 in	4.55 in	4.55 in	Front	
11	2100003045	Breakstone	BS - Cot. Ch. 2% Red Sod	16.00OZ		1	M1/NE C...	12	28	2.33	3.00 in	4.25 in	4.25 in	Front	