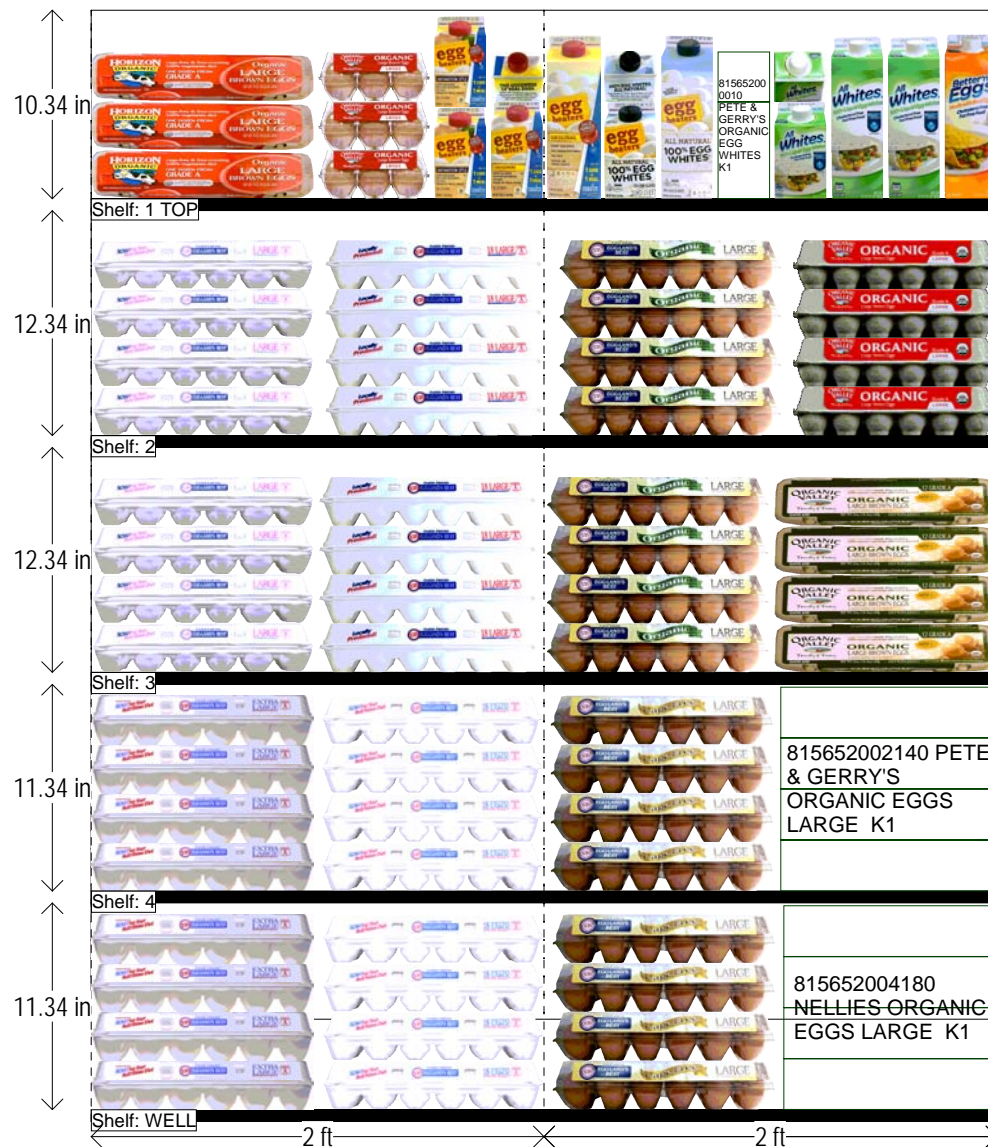


SPECIALTY EGGS

HQ DeCA PLANOGRAM

CLASS 1/ 2/ STORES



Left-right

HQ DeCA PLANOGRAM APPROVED BY STEVE VILLENEUVE

25 APRIL 2016

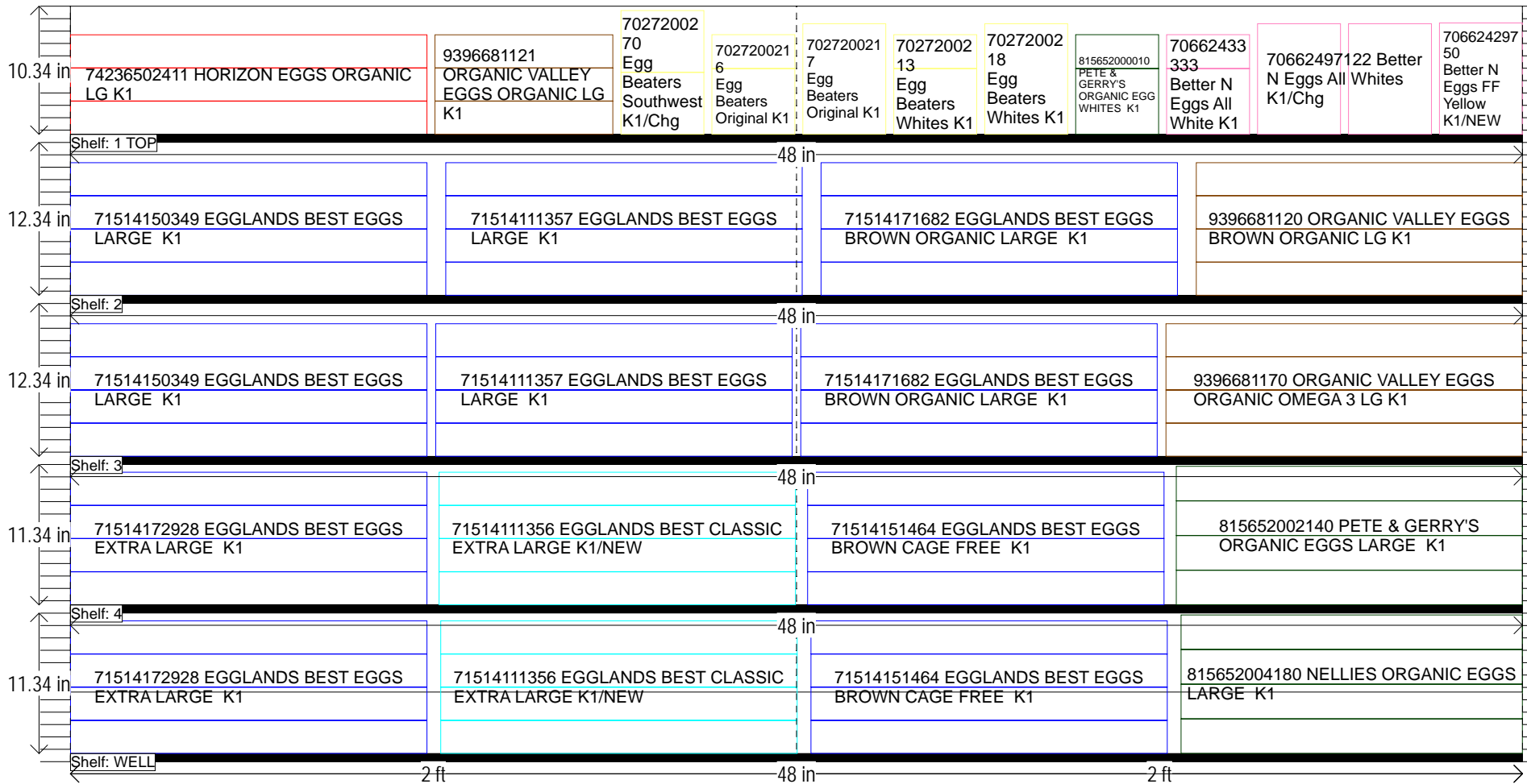
FACINGS MAY BE ADJUSTED TO ACCOMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

Chill Eggs-
Specialty Shelve
K1-psa

SPECIALTY EGGS

HQ DeCA PLANOGRAM

CLASS 1/ 2/ STORES



Left-right

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Chill Eggs-
Specialty
Shelve K1-psa

SPECIALTY EGGS

SHELF:1 TOP		WIDTH:48 in	MERCH HEIGHT:10.34 in			DEPTH:22 in		SPACE AVAIL:2.82 in					
Locatio...	UPC	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	74236502411	HORIZON EGGS ORGANIC LG	1.00DZ	1	K1	15	15	1.00	2.68 in	11.79 in	3.98 in	Front	
2	9396681121	ORGANIC VALLEY EGGS ORGANI...	6.00CT	1	K1	12	15	1.25	2.68 in	5.89 in	3.98 in	Front	
3	7027200270	Egg Beaters Southwest	15.00OZ	1	K1/Chg	12	16	1.33	5.00 in	2.75 in	2.75 in	Front	
4	7027200216	Egg Beaters Original	16.00OZ	1	K1	12	12	1.00	5.31 in	2.75 in	2.75 in	Front	
5	7027200217	Egg Beaters Original	32.00OZ	1	K1	12	8	0.67	8.94 in	2.75 in	2.75 in	Front	
6	7027200213	Egg Beaters Whites	16.00OZ	1	K1	12	12	1.00	5.31 in	2.75 in	2.75 in	Front	
7	7027200218	Egg Beaters Whites	32.00OZ	1	K1	12	8	0.67	8.94 in	2.75 in	2.75 in	Front	
8	815652000010	PETE & GERRY'S ORGANIC EGG ...	16.00OZ	1	K1	6	12	2.00	5.31 in	2.75 in	2.75 in	Front	
9	70662433333	Better N Eggs All White	16.00OZ	1	K1	12	12	1.00	5.31 in	2.75 in	2.75 in	Front	
10	70662497122	Better N Eggs All Whites	32.00OZ	2	K1/Chg	12	16	1.33	8.94 in	2.75 in	2.75 in	Front	
11	70662429750	Better N Eggs FF Yellow	32.00OZ	1	K1/NEW	6	8	1.33	9.00 in	2.75 in	2.75 in	Front	11/18/2013

SHELF:2		WIDTH:48 in	MERCH HEIGHT:24.00 in			DEPTH:22 in		SPACE AVAIL:1.84 in					
Locatio...	UPC	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	71514150349	EGGLANDS BEST EGGS LARGE	1.00DZ	1	K1	30	20	0.67	3.98 in	11.79 in	2.68 in	Base	
2	71514111357	EGGLANDS BEST EGGS LARGE	18.00DZ	1	K1	10	12	1.20	2.68 in	11.79 in	6.00 in	Front	
3	71514171682	EGGLANDS BEST EGGS BROWN ...	1.00DZ	1	K1	15	20	1.33	2.68 in	11.79 in	3.98 in	Front	
4	93966811120	ORGANIC VALLEY EGGS BROWN ...	1.00DZ	1	K1	15	20	1.33	2.68 in	10.79 in	3.98 in	Front	

SHELF:3		WIDTH:48 in	MERCH HEIGHT:24.00 in			DEPTH:22 in		SPACE AVAIL:0.84 in					
Locatio...	UPC	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	71514150349	EGGLANDS BEST EGGS LARGE	1.00DZ	1	K1	30	20	0.67	3.98 in	11.79 in	2.68 in	Base	
2	71514111357	EGGLANDS BEST EGGS LARGE	18.00DZ	1	K1	10	12	1.20	2.68 in	11.79 in	6.00 in	Front	
3	71514171682	EGGLANDS BEST EGGS BROWN ...	1.00DZ	1	K1	15	20	1.33	2.68 in	11.79 in	3.98 in	Front	
4	93966811170	ORGANIC VALLEY EGGS ORGANI...	1.00DZ	1	K1	15	20	1.33	2.68 in	11.79 in	3.98 in	Front	

SHELF:4		WIDTH:48 in	MERCH HEIGHT:34.00 in			DEPTH:25 in		SPACE AVAIL:1.18 in					
Locatio...	UPC	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	71514172928	EGGLANDS BEST EGGS EXTRA L...	1.00DZ	1	K1	15	24	1.60	2.68 in	11.79 in	3.98 in	Front	
2	71514111356	EGGLANDS BEST CLASSIC EXTRA...	18.00CT	1	K1/NEW	10	16	1.60	5.68 in	11.79 in	2.68 in	Base	8/27/2013
3	71514151464	EGGLANDS BEST EGGS BROWN ...	1.00DZ	1	K1	15	24	1.60	2.68 in	11.79 in	3.98 in	Front	
4	815652002140	PETE & GERRY'S ORGANIC EGGS ...	1.00DZ	1	K1	9	24	2.67	2.80 in	11.45 in	4.00 in	Front	

SHELF:WELL		WIDTH:48 in	MERCH HEIGHT:34.00 in			DEPTH:25 in		SPACE AVAIL:1.34 in					
Locatio...	UPC	NAME	SIZE UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	71514172928	EGGLANDS BEST EGGS EXTRA L...	1.00DZ	1	K1	15	24	1.60	2.68 in	11.79 in	3.98 in	Front	
2	71514111356	EGGLANDS BEST CLASSIC EXTRA...	18.00CT	1	K1/NEW	10	16	1.60	5.68 in	11.79 in	2.68 in	Base	8/27/2013
3	71514151464	EGGLANDS BEST EGGS BROWN ...	1.00DZ	1	K1	15	24	1.60	2.68 in	11.79 in	3.98 in	Front	
4	815652004180	NELLIES ORGANIC EGGS LARGE	1.00DZ	1	K1	9	32	3.56	2.80 in	11.29 in	3.00 in	Front	