

PREPARED DINNERS, 12 FT. SECTION

HQ DeCA PLANOGRAM

CLASS D STORES



Left-right	HQ DeCA/MBU PLANOGRAM APPROVED BY BUSINESS MANAGER, BARBARA MERRIWEATHER
14 SEPTEMBER 2015	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 STORE MANAGEMENT APPROVAL. ITEM'S POSITONS MUST NOT BE CHANGE AT ANY TIME.
Prepared-Dinners 12 Europe.psa	

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HQ DeCA PLANOGRAM

CLASS D STORES

↑ 8.12 in ↓	4100002246 Knorr Noodl Side Dsh Chkn Ns K1	4100002298 Knorr Noodl Side Dsh Crmy Chkn K3	4100002286 Knorr Noodl Side Dsh Chdr Brocc K1			1356230084 Annie's Mac N Chs Shells Wisc Chs K4	1356230004 Annie's Mac N Chs Shells Wht Cheddar K1	1600030200 BC Mix Pizza Crust Pouch K1	3997800394 Bob's Redmill Gf Pizza Crust Mix K2	1600026314 BC Tuna Helpr Creamy Pasta K1	1600026313 BC Tuna Helpr Pasta Cheesy K1	1600043581 BC Chkn Hlpr Fried Rice K1	1600043582 BC Chkn Hlpr Fett Alfredo K2	1600026316 BC Tuna Helpr Creamy Broccoli K3	1600044527 BC Ch Bold Cajun K1	5210002776 McCormick Skillet Sauce Sicilian Chicken K2		
Shelf: 01 TOP																		
↑ 9.12 in ↓	4100002253 Knorr Noodl Side Dsh Alfredo K1	4100002243 Knorr Noodl Side Dsh Alfrd Brocc K2	4100002249 Knorr Noodl Side Dsh Butr Ns K2	1356261001 Annie's Mac N Chs Pasta N Cheddar Gf K1	1356280011 Annie's Mac N Chs Lower Sodium K3	2100065886 Kraft Mac N Chs Dnr Delx K1	2100067189 Kraft Mac N Chs 2% Deluxe K1	2100065893 Kraft Velveeta Mac N Chs Shell K1	1600040244 BC CH Oven Creamy Chic Veg K2									
Shelf: 02																		
↑ 9.12 in ↓	4100002290 Knorr Noodl Side Dsh Crmy Grlc K3	4100002254 Knorr Noodl Side Dsh Strgnf Ns K1	4100021517 Knorr Pasta Parmesan Bacon Smokehaus K1	4100002255 Knorr Noodl Side Dsh Parm Ns K1	4100002251 Knorr Noodl Side Dsh Butr Herb K2	76928340008 Bin Shells & Cheese Organic White Cheddar K1	2100001255 Kraft Organic White Cheddar K2	2100001254 Kraft Organic Cheddar K1	2100065655 Kraft Mac N Chs 4 Chs Blend K1	2100065493 Kraft Mac N Chs Chdr Shrp Delx K1	2100002579 Kraft Velveeta Rotini N Chs Whl Grain K1	2100065889 Kraft Velveeta Mac N Chs Shells W Bacn K1	2100065492 Kraft Velveeta Mac N Chs Light K1					
Shelf: 03																		
↑ 10.12 in ↓	1530044051 Pasta Roni Pasta Angel Hair Hrb K1	1530044025 Pasta Roni Pasta Vermcli W Grc Olv Oil K1	1530044082 Pasta Roni Pasta Olive Oil Itln Hrb K2	2100002645 Kraft Mac N Chs Cheddar Explosion K1	2100005316 Kraft Mac N Chs Star Wars K1	2100065371 Kraft Mac N Chs Thick N Creamy Dnr K2	2100001254 Kraft Organic Cheddar K1	2100065897 Kraft Mac N Chs Spiral Dnr K3	2100001087 Kraft Mac N Chs Orig Ez Cups K1	2100005315 Kraft Mac N Chs Star Wars Ez Cups K1	2100003405 Kraft Velveeta Skillet Ultmt Chsbrgr K1	2100003982 Kraft Velveeta Cheesy Skillet Lasagna K1	2100003749 Kraft Velveeta Cheesy Skillet Beef Stroganoff K1	2100003751 Kraft Velveeta Cheesy Skillet Chkn Alfredo K1	1600040243 BC HH Oven Meatloaf K1			
Shelf: 04																		
↑ 10.12 in ↓	1530044049 Pasta Roni Pasta Angel Hair Parm Chs K1	1530044032 Pasta Roni Pasta Shells N Wht Chs Chedr K1	15300403635 Pasta Roni Pasta Butter Herb Milano K2	1530044035 Pasta Roni Pasta Fettuccini K1	2100002917 Kraft Mac N Chs Ez Sponge Bob 4Pk K1	2100001588 Kraft Mac N Chs Ez Cup 3 Cheese 4Pk K1	2100001253 Kraft Mac N Chs Ez Cup Original 4Pk K1	2100002339 Kraft Velveeta Mac N Chs Shells Cp 4Pk K1	2100002946 Kraft Velveeta Mac N Chs Shells 2 Pont 4Pk Cu K3	2100004317 Kraft Velveeta Cheesy Chl Shprds Pld K3	1600041625 BC Hmbrg Helpr Dbl Cheese Mac K1/New	1600040212 BC Hmbrg Helpr Chabrg Mac K1/New	1600026028 BC Hmbrg Helper Ult Chsebrgr K1	1600015972 BC Hmbrg Helper Three Chs K2	1600026368 BC Hmbrg Helper Chili Macaroni K1	1600028342 BC Hmbrg Helper Ched Chse Melt K3	1600028342 BC Hmbrg Helper Bacon Chse Mac K3	1600028382 BC Hmbrg Helper Shits Chz Ital K3
Shelf: 05																		
↑ 15.12 in ↓	1600044492 BC Suddenly Salad Creamy Macaroni K1	1600050330 BC Pasta Salad Noodle Side Dish K1	1600050940 BC Pasta Salad Ranch K1	2100065883 Kraft Mac N Chs Dinner K1	2100072540 Kraft Mac N Chs 4 Pk K1	2100067148 Kraft Mac N Chs Easy K2	1600047200 BC Hmbrg Helper Phily Chs Stk K2	1600041729 BC Hmbrg Helper Beef Pasta K1/New	1600041628 BC Hmbrg Helper Crmy Strgnf a K1/New	1600041751 BC Hmbrg Helper Lasagn a K1/New	1600028383 BC Hmbrg Helper Lasagna 4 Chse K1/Chg							
Shelf: 06 BASE																		
↑ 5 in ↓																		

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14 SEPTEMBER 2015	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 STORE MANAGEMENT APPROVAL. ITEM'S POSITIONS MUST NOT BE CHANGE AT ANY TIME.
Prepared-Dinners 12 Europe.psa	
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PREPARED DINNERS, 12 FT. SECTION

SHELF:01 TOP		WIDTH:144 in	MERCH HEIGHT:10.00 in			DEPTH:22 in			SPACE AVAIL:2.40 in					
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4100002246	Knorr Noodl Side Dsh Chkn Ns	4.00OZ		2	K1	12	36	3.00	7.55 in	5.70 in	1.20 in	Front	
2	4100002298	Knorr Noodl Side Dsh Crmy Chkn	4.00OZ		2	K3	12	36	3.00	7.55 in	5.70 in	1.20 in	Front	
3	4100002286	Knorr Noodl Side Dsh Chdr Brocc	5.00OZ		3	K1	12	54	4.50	7.55 in	5.70 in	1.20 in	Front	
4	1356230084	Annies Mac N Chs Shells Wisc Chs	7.00OZ		2	K4	12	34	2.83	7.20 in	3.55 in	1.50 in	Front	
5	1356200004	Annies Mac N Chs Shells Wht Cheddar	7.00OZ		2	K1	12	34	2.83	7.20 in	3.55 in	1.50 in	Front	
6	1600030200	BC Mix Pizza Crust Pouch	7.00OZ		2	K1	12	24	2.00	7.00 in	4.85 in	1.00 in	Front	
7	3997800394	Bob's Redmill Gf Pizza Crust Mix	16.00OZ		2	K2	4	12	3.00	8.00 in	4.00 in	2.50 in	Front	
8	1600026314	BC Tuna Helpr Creamy Pasta	6.00OZ		2	K1	12	26	2.17	7.60 in	4.85 in	2.00 in	Front	
9	1600026313	BC Tuna Helpr Pasta Cheesy	5.00OZ		2	K1	12	26	2.17	7.60 in	4.85 in	2.00 in	Front	
10	1600043581	BC Chkn Hlpr Fried Rice	7.00OZ		2	K1	12	32	2.67	7.60 in	4.85 in	1.50 in	Front	
11	1600043582	BC Chkn Hlpr Fett Alfredo	7.00OZ		2	K2	12	26	2.17	7.60 in	4.85 in	2.00 in	Front	
12	1600026316	BC Tuna Helpr Creamy Broccoli	6.00OZ		2	K3	12	26	2.17	7.60 in	4.85 in	2.00 in	Front	
13	1600044527	BC CH Bold Cajun	6.00OZ		2	K1	12	28	2.33	7.50 in	4.80 in	1.50 in	Front	
14	5210002776	McCormick Skillet Sauce Sicilian Chi...	9.00OZ		2	K2	12	20	1.67	6.30 in	4.72 in	2.13 in	Front	

SHELF:02		WIDTH:144 in	MERCH HEIGHT:10.12 in			DEPTH:24 in			SPACE AVAIL:2.96 in					
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4100002253	Knorr Noodl Side Dsh Alfredo	4.00OZ		3	K1	12	54	4.50	7.55 in	5.70 in	1.20 in	Front	
2	4100002243	Knorr Noodl Side Dsh Alfrd Brocc	5.00OZ		2	K2	12	36	3.00	7.55 in	5.70 in	1.20 in	Front	
3	4100002249	Knorr Noodl Side Dsh Butr Ns	5.00OZ		2	K2	12	36	3.00	7.55 in	5.70 in	1.20 in	Front	
4	1356261001	Annies Mac N Chs Pasta N Cheddar ...	6.00OZ		2	K1	12	38	3.17	7.20 in	3.55 in	1.50 in	Front	
5	1356230011	Annies Mac N Chs Lower Sodium	6.00OZ		2	K3	12	38	3.17	7.20 in	3.55 in	1.50 in	Front	
6	2100065886	Kraft Mac N Chs Dnr Delx	14.00OZ		4	K1	24	96	4.00	4.50 in	6.25 in	2.00 in	Front	
7	2100067189	Kraft Mac N Chs 2% Deluxe	12.00OZ		2	K1	24	48	2.00	4.50 in	6.25 in	2.00 in	Front	
8	2100065893	Kraft Velveeta Mac N Chs Shell	12.00OZ		6	K1	24	144	6.00	4.50 in	6.25 in	2.00 in	Front	
9	1600040244	BC CH Oven Creamy Chic Veg	6.00OZ		2	K2	12	32	2.67	7.50 in	4.80 in	1.50 in	Front	

SHELF:03		WIDTH:144 in	MERCH HEIGHT:11.00 in			DEPTH:24 in			SPACE AVAIL:0.76 in					
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4100002290	Knorr Noodl Side Dsh Crmy Grlc	5.00OZ		2	K3	12	36	3.00	7.55 in	5.70 in	1.20 in	Front	
2	4100002254	Knorr Noodl Side Dsh Strgnff Ns	4.00OZ		1	K1	12	18	1.50	7.55 in	5.70 in	1.20 in	Front	
3	4100021517	Knorr Pasta Parmesan Bacon Smoke...	4.00Oz		1	K1	12	18	1.50	7.55 in	5.70 in	1.20 in	Front	
4	4100002255	Knorr Noodl Side Dsh Parm Ns	4.00OZ		3	K1	12	54	4.50	7.55 in	5.70 in	1.20 in	Front	
5	4100002251	Knorr Noodl Side Dsh Butr Herb	4.00OZ		2	K2	12	36	3.00	7.55 in	5.70 in	1.20 in	Front	
6	75928340008	Btn Shells & Cheese Organic	6.00OZ		1	K1	12	19	1.58	7.15 in	3.55 in	1.50 in	Front	
7	2100001255	Kraft Organic White Cheddar	6.00OZ		1	K2	12	17	1.42	7.25 in	3.55 in	1.40 in	Front	
8	2100001254	Kraft Organic Cheddar	6.00OZ		2	K1	12	34	2.83	7.25 in	3.55 in	1.40 in	Front	
9	2100065655	Kraft Mac N Chs 4 Chs Blend	14.00OZ		3	K1	12	72	6.00	4.50 in	6.25 in	2.00 in	Front	
10	2100065493	Kraft Mac N Chs Chdr Shrp Delx	14.00OZ		2	K1	12	48	4.00	4.50 in	6.25 in	2.00 in	Front	
11	2100002579	Velveeta Rotini N Chs Whl Grain	10.00OZ		1	K1	12	24	2.00	4.50 in	6.25 in	2.00 in	Front	
12	2100065889	Kraft Velveeta Mac N Chs Shells W B...	10.00OZ		1	K1	12	24	2.00	4.50 in	6.25 in	2.00 in	Front	
13	2100065492	Kraft Velveeta Mac N Chs Light	12.00OZ		5	K1	12	120	10.00	4.50 in	6.25 in	2.00 in	Front	

SHELF:04		WIDTH:144 in	MERCH HEIGHT:10.00 in			DEPTH:26 in			SPACE AVAIL:0.86 in					
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1530044051	Pasta Roni Pasta Angel Hair Hrb	5.00OZ		3	K1	12	51	4.25	7.25 in	4.19 in	1.75 in	Front	
2	1530044025	Pasta Roni Pasta Vermcli W Grlc Olv...	5.00OZ		3	K1	12	51	4.25	7.25 in	4.19 in	1.75 in	Front	
3	1530044082	Pasta Roni Pasta Olive Oil Itln Hrb	5.00OZ		2	K2	12	34	2.83	7.40 in	4.95 in	1.75 in	Front	
4	2100002645	Kraft Mac N Chs Cheddar Explosion	6.00OZ		3	K1	24	63	2.63	7.25 in	3.55 in	1.40 in	Front	
5	2100005316	Kraft Mac N Chs Star Wars	6.00OZ		2	K1	12	36	3.00	7.25 in	3.55 in	1.40 in	Front	
6	2100065371	Kraft Mac N Chs Thick N Creamy Dnr	7.00OZ		3	K2	24	63	2.63	7.25 in	3.55 in	1.40 in	Front	
7	2100065897	Kraft Mac N Chs Spiral Dnr	6.00OZ		3	K3	24	72	3.00	7.18 in	3.55 in	1.41 in	Front	
8	2100001087	Kraft Mac N Chs Orig Ez Cups	3.00OZ		3	K1	10	54	5.40	2.80 in	4.05 in	4.05 in	Front	
9	2100005315	Kraft Mac N Chs Star Wars Ez Cups	2.00OZ		2	K1	10	36	3.60	2.80 in	4.05 in	4.05 in	Front	

PREPARED DINNERS, 12 FT. SECTION

10	2100003405	Velveeta Cheesy Skillet Ultmt Chsbrgr	13.00OZ	2	K1	6	22	3.67	7.81 in	5.50 in	2.25 in	Front	
11	2100003982	Velveeta Cheesy Skillet Lasagna	13.00OZ	2	K1	6	22	3.67	7.81 in	5.50 in	2.25 in	Front	
12	2100003749	Velveeta Cheesy Skillet Beef Strogan...	12.00OZ	2	K1	6	22	3.67	7.81 in	5.50 in	2.25 in	Front	
13	2100003751	Velveeta Cheesy Skillet Chkn Alfredo	13.00OZ	2	K1	6	22	3.67	7.81 in	5.50 in	2.25 in	Front	
14	1600040243	BC HH Oven Meatloaf	7.00OZ	1	K1	12	17	1.42	7.50 in	4.80 in	1.50 in	Front	

SHELF:05			WIDTH:144 in			MERCH HEIGHT:11.00 in			DEPTH:26 in			SPACE AVAIL:1.26 in		
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1530044049	Pasta Roni Pasta Angel Hair Parm Chs	5.00OZ	2	K1	12	34	2.83	7.25 in	4.19 in	1.75 in	Front		
2	1530044032	Pasta Roni Pasta Shells N Wht Chs ...	6.00OZ	2	K1	12	34	2.83	7.25 in	4.19 in	1.75 in	Front		
3	1530044036	Pasta Roni Pasta Butter Herb Itlano	6.00OZ	1	K2	12	17	1.42	7.25 in	4.88 in	1.75 in	Front		
4	1530044035	Pasta Roni Pasta Fettuccini	5.00OZ	1	K1	12	17	1.42	7.40 in	4.95 in	1.75 in	Front		
5	2100002917	Kraft Mac N Chs Ez Sponge Bob 4Pk	8.00OZ	1	K1	6	10	1.67	5.80 in	8.40 in	4.10 in	Front		
6	2100001588	Kraft Mac N Chs Ez Cup 3 Cheese 4Pk	8.00OZ	2	K1	6	20	3.33	5.80 in	8.40 in	4.10 in	Front		
7	2100001253	Kraft Mac N Chs Ez Cup Original 4Pk	8.00OZ	2	K1	6	20	3.33	5.80 in	8.40 in	4.10 in	Front		
8	2100002339	Velveeta Mac N Chs Shells Cp 4Pk	8.00OZ	2	K1	6	20	3.33	5.80 in	8.40 in	4.10 in	Front		
9	2100002946	Velveeta Mac N Chs Shells 2 Pcnt 4...	9.00OZ	1	K3	6	10	1.67	5.80 in	8.40 in	4.10 in	Front		
10	2100004317	Velveeta Cheesy Csrl Sheprds Pie	9.00OZ	1	K3	6	14	2.33	7.82 in	5.50 in	2.25 in	Front		
11	1600041625	BC Hmbrg Helpr Dbl Cheese Mac	6.00OZ	1	K1/New	12	20	1.67	7.50 in	4.81 in	1.50 in	Front	7/30/2015	
12	1600040212	BC Hmbrg Helpr Chsbrgr Mac	6.60OZ	1	K1/New	12	20	1.67	7.50 in	4.81 in	1.50 in	Front	7/30/2015	
13	1600026028	BC Hmbrg Helper Ult Chsebrgr	6.00OZ	2	K1	12	40	3.33	7.50 in	4.79 in	1.50 in	Front		
14	1600015972	BC Hmbrg Helpr Three Chs	6.00OZ	1	K2	12	20	1.67	7.60 in	4.85 in	1.50 in	Front		
15	1600026368	BC Hmbrg Helpr Chili Macaroni	5.00OZ	1	K1	12	20	1.67	7.60 in	4.85 in	1.50 in	Front		
16	1600028341	BC Hmbrg Helpr Ched Chse Melt	5.00OZ	1	K3	12	16	1.33	7.50 in	4.85 in	1.90 in	Front		
17	1600028342	BC Hmbrg Helpr Bacon Chse Mac	5.00OZ	1	K3	12	20	1.67	7.60 in	4.85 in	1.50 in	Front		
18	1600028382	BC Hmbrg Helpr Shlls Chz Ital	6.00OZ	1	K3	12	16	1.33	7.60 in	4.85 in	2.00 in	Front		

SHELF:06 BASE			WIDTH:144 in			MERCH HEIGHT:15.70 in			DEPTH:26 in			SPACE AVAIL:0.37 in		
Loca...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1600044492	BC Suddenly Salad Creamy Macaroni	7.00OZ	2	K1	12	58	4.83	7.50 in	4.80 in	1.50 in	Front		
2	1600050330	BC Pasta Salad Noodle Side Dish	8.00OZ	3	K1	12	84	7.00	7.57 in	4.85 in	1.60 in	Front		
3	1600050940	BC Pasta Salad Ranch	8.00OZ	3	K1	12	84	7.00	7.57 in	4.85 in	1.60 in	Front		
4	2100065883	Kraft Mac N Chs Dinner	7.00OZ	9	K1	35	324	9.26	7.25 in	3.55 in	1.40 in	Front		
5	2100072540	Kraft Mac N Chs 4 Pk	29.00OZ	4	K1	6	56	9.33	7.25 in	5.70 in	3.55 in	Front		
6	2100067148	Kraft Mac N Chs Easy	13.00OZ	3	K2	8	36	4.50	8.68 in	5.45 in	3.00 in	Front		
7	1600047200	BC Hmbrg Helpr Phily Chs Stk	7.00OZ	2	K2	12	38	3.17	7.60 in	4.85 in	2.40 in	Front		
8	1600041729	BC Hmbrg Helpr Beef Pasta	5.90OZ	1	K1/New	12	26	2.17	7.50 in	4.81 in	1.91 in	Front	7/30/2015	
9	1600041628	BC Hmbrg Helpr Crmy Strgnf	6.40OZ	1	K1/New	12	26	2.17	7.50 in	4.81 in	1.91 in	Front	7/30/2015	
10	1600041751	BC Hmbrg Helpr Lasagna	6.90OZ	1	K1/New	12	26	2.17	7.50 in	4.81 in	1.91 in	Front	7/30/2015	
11	1600028383	BC Hmbrg Helpr Lasagna 4 Chse	6.00OZ	2	K1/Chg	12	38	3.17	7.60 in	4.85 in	2.00 in	Front	7/8/2015	