

# FRESHPET PLANOGRAM

CLASS 3-5 STORES

HQ DeCA PLANOGRAM



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER, DARRELL CLARY AND CATEGORY BUYER JANET BERRY.

15 AUGUST 2016

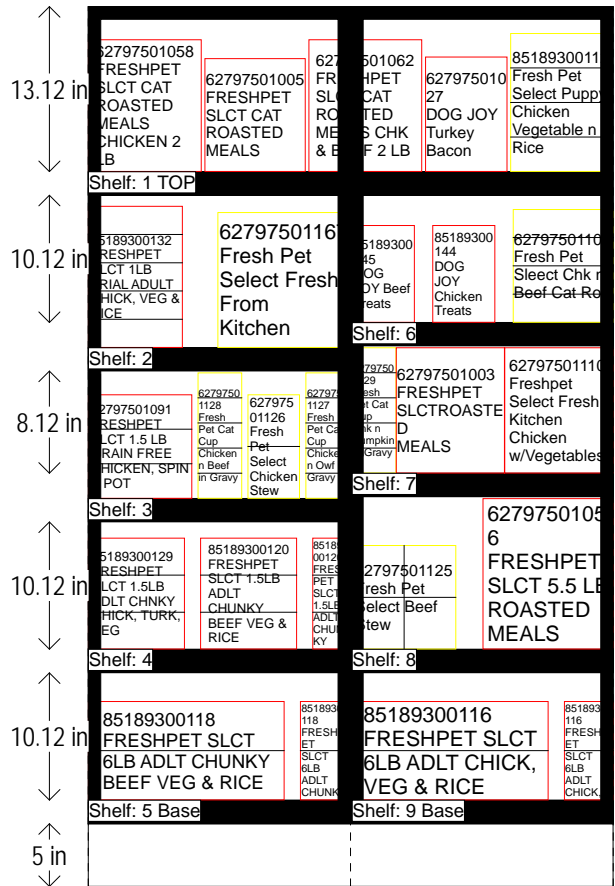
FACINGS MAY BE ADJUSTED TO ACCOMMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

Fresh Pet.psa

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Fresh Pet.psa

# FRESHPET PLANOGRAM

SHELF:1 TOP		WIDTH:42 in	MERCH HEIGHT:11.00 in			DEPTH:16 in			SPACE AVAIL:1.10 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	62797501058	FRESHPET SLCT CAT ROASTED MEALS CHIC...	2.00LB		1	M4	4	5	1.25	10.50 in	9.00 in	3.25 in	Front	
2	62797501005	FRESHPET SLCT CAT ROASTED MEALS	1.00LB		1	M4	6	5	0.83	9.00 in	8.00 in	3.00 in	Front	
3	62797501062	FRESHPET SLCT CAT ROASTED MEALS CHK ...	2.00LB		1	M4	4	5	1.25	10.50 in	9.00 in	3.25 in	Front	
4	62797501027	DOG JOY Turkey Bacon	3.00OZ		1	M3	6	4	0.67	9.13 in	6.50 in	3.38 in	Front	
5	85189300112	Fresh Pet Select Puppy Chicken Vegetable n Rice	1.50LB		1	M3	8	20	2.50	2.75 in	8.00 in	2.75 in	Front	8/4/2016

SHELF:2		WIDTH:21 in	MERCH HEIGHT:12.00 in			DEPTH:16 in			SPACE AVAIL:2.80 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	85189300132	FRESHPET SLCT 1LB TRIAL ADULT CHICK, VE...	1.00LB		1	M3	12	35	2.92	2.25 in	7.50 in	2.25 in	Front	
2	62797501167	Fresh Pet Select Fresh From Kitchen	4.50LB		1	M3/NEW	3	4	1.33	10.75 in	10.50 in	3.38 in	Front	8/4/2016

SHELF:3		WIDTH:21 in	MERCH HEIGHT:13.00 in			DEPTH:16 in			SPACE AVAIL:1.42 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	62797501091	FRESHPET SLCT 1.5 LB GRAIN FREE CHICKE...	1.50LB		1	M4	8	15	1.88	2.75 in	8.25 in	2.75 in	Front	
2	62797501128	Fresh Pet Cat Cup Chicken n Beef in Gravy	4.50OZ		1	M3/NEW	8	20	2.50	2.00 in	3.50 in	3.50 in	Front	8/4/2016
3	62797501126	Fresh Pet Select Chicken Stew	10.25OZ		1	M3/NEW	8	12	1.50	4.13 in	4.13 in	2.50 in	Front	8/4/2016
4	62797501127	Fresh Pet Cat Cup Chicken n Owf in Gravy	4.50OZ		1	M3/NEW	8	20	2.50	2.00 in	3.50 in	3.50 in	Front	8/4/2016

SHELF:4		WIDTH:21 in	MERCH HEIGHT:13.00 in			DEPTH:16 in			SPACE AVAIL:2.51 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	85189300129	FRESHPET SLCT 1.5LB ADLT CHNKY CHICK, T...	1.50LB		1	M3	8	15	1.88	2.95 in	7.67 in	2.95 in	Front	
2	85189300120	FRESHPET SLCT 1.5LB ADLT CHUNKY BEEF V...	1.50LB		1	M3	8	15	1.88	2.95 in	7.67 in	2.95 in	Front	
3	85189300120	FRESHPET SLCT 1.5LB ADLT CHUNKY BEEF V...	1.50LB		1	M3	8	6	0.75	2.95 in	7.67 in	2.95 in	Side	

SHELF:5 Base		WIDTH:21 in	MERCH HEIGHT:13.00 in			DEPTH:16 in			SPACE AVAIL:1.27 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	85189300118	FRESHPET SLCT 6LB ADLT CHUNKY BEEF VE...	6.00LB		1	M3	4	8	2.00	3.93 in	15.60 in	3.93 in	Front	
2	85189300118	FRESHPET SLCT 6LB ADLT CHUNKY BEEF VE...	6.00LB		1	M3	4	2	0.50	3.93 in	15.60 in	3.93 in	Side	

SHELF:6		WIDTH:21 in	MERCH HEIGHT:12.00 in			DEPTH:16 in			SPACE AVAIL:2.88 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	85189300145	DOG JOY Beef Treats	0.50LB		1	M3	6	6	1.00	7.72 in	4.96 in	2.36 in	Front	
2	85189300144	DOG JOY Chicken Treats	0.50LB		1	M3	6	6	1.00	7.72 in	4.96 in	2.36 in	Front	
3	62797501104	Fresh Pet Sleect Chk n Beef Cat Roll	1.00LB		1	M3/NEW	8	28	3.50	2.25 in	8.00 in	2.25 in	Front	8/4/2016

SHELF:7		WIDTH:21 in	MERCH HEIGHT:13.00 in			DEPTH:16 in			SPACE AVAIL:0.00 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	62797501129	Fresh Pet Cat Cup Chk n Pumpkin in Gravy	4.50OZ		1	M3/NEW	8	20	2.50	2.00 in	3.50 in	3.50 in	Front	8/4/2016
2	62797501003	FRESHPET SLCTROASTED MEALS	1.75LB		1	M4	4	5	1.25	10.00 in	8.62 in	3.00 in	Front	
3	62797501110	Freshpet Select Fresh Kitchen Chicken w/Vegeta...	1.75LB		1	M4	4	5	1.25	10.00 in	8.68 in	3.00 in	Front	

SHELF:8		WIDTH:21 in	MERCH HEIGHT:13.00 in			DEPTH:16 in			SPACE AVAIL:2.14 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	62797501125	Fresh Pet Select Beef Stew	10.25OZ		2	M3/NEW	8	24	3.00	4.13 in	4.13 in	2.50 in	Front	8/4/2016
2	62797501056	FRESHPET SLCT 5.5 LB ROASTED MEALS	5.50LB		1	M4	4	4	1.00	12.00 in	10.40 in	3.75 in	Front	

SHELF:9 Base		WIDTH:21 in	MERCH HEIGHT:13.00 in			DEPTH:16 in			SPACE AVAIL:1.27 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	85189300116	FRESHPET SLCT 6LB ADLT CHICK, VEG & RICE	6.00LB		1	M3	4	8	2.00	3.93 in	15.60 in	3.93 in	Front	
2	85189300116	FRESHPET SLCT 6LB ADLT CHICK, VEG & RICE	6.00LB		1	M3	4	2	0.50	3.93 in	15.60 in	3.93 in	Side	