

# HISPANIC FOODS 8 FT. SECTION

HQ DeCA PLANOGRAM

CLASS 2

Deleted  
5210002110/Adjusted facing



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY BUSINESS MANAGER BARBARA MERRIWEATHER AND MERCHANDISING SPECIALIST NICHOLAS BUTORAC .

1 JUNE 2017

THIS IS A FACING SPECIFIC PLANOGRAM. FACINGS MAY BE ADJUSTED TO ACCOMMODATE NEW AND REGIONAL ITEMS BASED ON 1.5 CASE PACKOUT. ANY ITEMS ABOVE STORE CLASS MUST BE PLACED IN SPACE ALLOCATED TO SAME BRAND.

# HISPANIC FOODS 8 FT. SECTION

## HQ DeCA PLANOGRAM

### CLASS 2

Deleted 5210002110/Adjusted facing

8.12 in	4156519311 Pace Salsa Con Queso K2	4156521395 Pace Beer Cheese Dip K2	2066200353 Newmans Own Con Queso K2	4600028877 Old El Paso Mexican Less Salt Mix K1	4600028969 Old El Paso Mexican Seasoning Mix K1	4600028876 Old El Paso Mexican Taco Seasoning K1	4600028873 Old El Paso Mexican Fajita K2	4600028875 Old El Paso Mexican Hot & Spicy Mix K2	4150100824 Ortega Taco Seasoning Mix 40g/oz Less	4600085021 Old El Paso Pasd Taco Sauce Mild K1	4600085141 Old El Paso Pasd Taco Sauce Medium K1	3900001893 Ortega Taco Sauce Mild K1	2100004720 Taco Bell Mild Restaurant Sauce K1	7210101135 La Victoria Green Taco Sliced Mild K2	7210101115 La Victoria Red Taco Sliced Mild K2	4150108322 Ortega Clntr & Grn Chiles Skillet Sauce K1							
6.24 in	Shelf: 1 (Top)																						
	4600083251 Old El Paso Chili Pepper Mid Chopped K1	4600083201 Old El Paso White Green Chili Peppers K1	4600085381 Old El Paso Sliced Hot Jalapeno Pepper K1	3900001021 Ortega Chile Diced K1	7152416007 La Preferida Diced Green Chiles Mild K1	7152416253 La Preferida Mexican Mild Jirajo Nacho Slic K1	2100003934 Taco Bell Taco Seasoning Mix K1	3900000820 Ortega Taco Seasoning K1	4600027918 Old El Paso Stand & Stuff Taco Shells K1	4600081151 Old El Paso Corn Taco Shell K1	4600081101 Old El Paso Paso Taco 12Ct 4.6Oz K1	2100004694 Taco Bell Crunchy Taco Shells K2											
	Shelf: 2																						
	4600086011 Old El Paso Enchilada Sauce Mild K1	4600086101 Old El Paso Enchilada Sauce Green Mild K1	4600086121 Old El Paso Enchilada Sauce Medium K1	4150111028 Las Palmas Mild Enchilada K2	4150111021 Las Palmas Med Enchilada K1	7210101525 La Victoria Traditional Enchilada Sauce K2	7210101529 La Victoria Green Enchilada Sauce K2	Shelf: 8									4600027342 Old El Paso Tortilla Shell 8 Inch K1	4600027341 Old El Paso Tortilla Shell 6 Inch K1	4600043151 Old El Paso Sns Tortillas K1	4600028735 Old El Paso Taco Dinner Kit K1	2100004684 Taco Bell Hard Taco Kit K1		
	Shelf: 3																						
	4156500017 Pace Picante Sauce Mild K1	4156500006 Pace Picante Sauce Medium K1	3760019591 Chi Chi Picante Salsa K1	7253424894 Muir Glen Organic Salsa Medium Chipotle K2	7253424880 Muir Glen Organic Salsa Medium Garlic Cilantro K2	7253424870 Muir Glen Salsa Medium K2	Shelf: 9										4600028732 Old El Paso Soft Taco Dinner Kit K1	4600028734 Old El Paso Hard & Soft Taco Dinner Kit K1	4600045395 Old El Paso Bold Shell Nacho Cheese Kit K2	4600045396 Old El Paso Stand Stuff Dinner Kit K2	4600028736 Old El Paso Stand N Stuff Taco Dinner Kit K1	4600028739 Old El Paso Enchilada Bake Dinner Kit K2	
6 in	Shelf: 4																						
	4156521299 Pace Peach Mango Salsa K2	4156521300 Pace Citrus Pineapple Salsa K2	3760012288 Chi Chi's Medium Salsa K1	3760015712 Chi Chi's Mild Salsa K1	4600085321 Old El Paso Thick & Chunky Salsa Mild K1	4600085331 Old El Paso Thick & Chunky Salsa Medium K1	7210101260 La Victoria Salsa Verde Medium K2	Shelf: 10									4600082121 Old El Paso Refried Beans Mild K1	4600082011 Old El Paso Refried Beans Fat Free K1	4150101700 Ortega Black Beans K1	3900001095 Ortega Original Refried Beans K1	4430010632 Rosarita Refried Beans K1	4430010622 Rosarita Refried Beans Fat Free K1	4430010733 Rosarita Spicy Refried Beans K2
8 in	Shelf: 5																						
	4156514016 Pace Salsa Mild Thick & Chunky K1	4156519388 Pace Salsa Restaurant Style K2	7287827551 Herdez Casera Mild K2	7287827555 Herdez Casera Medium K2	7287827570 Herdez Salsa Verde K2	Shelf: 11										4600041359 Old El Paso Black Refried Beans K2	4600084351 Old El Paso Vegetarian Refried Beans K1	4600082131 Old El Paso Refried Beans K2	3900001092 Ortega Fat Free Refried Beans K2	3760021629 Hormel Vegetarian Tamales K1	4430010625 Rosarita Vegetarian Refried Beans K2	4430010637 Rosarita Refried Beans K2	
9.12 in	Shelf: 6																						
	4156514116 Pace Salsa Medium Thick & Chunky K1	4156514216 Pace Salsa Thick & Chunky Hot K1	3760039799 Chi Chi's Hot Salsa K2	2066200095 Newmans Own Salsa Mild K2	2066200096 Newmans Own Salsa Medium K2	2066200350 Newmans Own Salsa Mango K2	Shelf: 12 (Base)										4600041359 Old El Paso Black Refried Beans K2	4600084351 Old El Paso Vegetarian Refried Beans K1	4600082131 Old El Paso Refried Beans K2	3900001092 Ortega Fat Free Refried Beans K2	3760021629 Hormel Vegetarian Tamales K1	4430010625 Rosarita Vegetarian Refried Beans K2	4430010637 Rosarita Refried Beans K2
	Shelf: 7 (Base)																						

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# HISPANIC FOODS 8 FT. SECTION

SHELF:1 (Top)		WIDTH:96 in	MERCH HEIGHT:11.00 in			DEPTH:22 in			SPACE AVAIL:0.56 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4156519311	Pace Salsa Con Queso	15.00OZ		2	K2	6	24	4.00	4.68 in	3.43 in	3.43 in	Front	
2	4156521395	Pace Beer Cheese Dip	15.00OZ		2	K2	6	24	4.00	4.68 in	3.44 in	3.44 in	Front	
3	2066200353	Newmans Own Con Queso	16.00OZ		2	K2	12	24	2.00	4.38 in	3.35 in	3.35 in	Front	
4	4600028877	Old El Paso Mexican Less Salt Mix	1.00OZ		1	K1	32	88	2.75	5.25 in	4.62 in	0.25 in	Front	
5	4600028869	Old El Paso Mexican Seasoning Mix	1.00OZ		1	K1	32	88	2.75	5.25 in	4.62 in	0.25 in	Front	
6	4600028876	Old El Paso Mexican Taco Seasoning	1.00OZ		1	K1	32	115	3.59	5.21 in	4.37 in	0.19 in	Front	
7	4600028873	Old El Paso Seasoning Mix Fajita	1.00OZ		1	K2	32	48	1.50	5.05 in	4.62 in	0.45 in	Front	
8	4600028875	Old El Paso Mexican Hot & Spicy Mix	1.00OZ		1	K2	32	88	2.75	5.25 in	4.10 in	0.25 in	Front	
9	4150100824	Ortega Taco Seasoning Mix 40prcent Less Sodium	1.00OZ		1	K2	24	88	3.67	5.25 in	4.63 in	0.25 in	Front	
10	4600085021	Old El Paso Taco Sauce Mild	16.00OZ		3	K1	12	21	1.75	5.91 in	2.79 in	2.77 in	Front	
11	4600085141	Old El Paso Taco Sauce Medium	16.00OZ		3	K1	12	21	1.75	5.91 in	2.79 in	2.77 in	Front	
12	3900001893	Ortega Taco Sauce Mild	16.00OZ		2	K1	12	18	1.50	7.57 in	4.12 in	2.40 in	Front	
13	2100004720	Taco Bell Mild Restaurant Sauce	7.50OZ		2	K1	12	20	1.67	7.25 in	2.12 in	2.14 in	Front	
14	7210101135	La Victoria Green Taco Sliced Mild	12.00OZ		2	K2	12	16	1.33	8.64 in	2.48 in	2.51 in	Front	
15	7210101115	La Victoria Red Taco Sliced Mild	12.00OZ		2	K2	12	16	1.33	8.64 in	2.48 in	2.51 in	Front	
16	4150108322	Ortega Clntr & Grn Chiles Skillet Sauce	7.00OZ		2	K1	6	34	5.67	7.25 in	4.45 in	1.25 in	Front	

SHELF:2		WIDTH:48 in	MERCH HEIGHT:10.12 in			DEPTH:24 in			SPACE AVAIL:2.18 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600083251	Old El Paso Chili Pepper Mild Chopped	4.00OZ		3	K1	24	72	3.00	1.97 in	2.67 in	2.67 in	Front	
2	4600083201	Old El Paso Whole Green Chili Peppers	4.00OZ		2	K1	24	48	2.00	1.97 in	2.67 in	2.67 in	Front	
3	4600085281	Old El Paso Sliced Hot Jalapeno Pepper	12.00OZ		2	K1	12	16	1.33	5.36 in	2.67 in	2.67 in	Front	
4	3900001021	Ortega Chiles Diced	4.00OZ		3	K1	24	72	3.00	1.97 in	2.67 in	2.67 in	Front	
5	7152416007	La Preferida Diced Green Chiles Mild	4.00OZ		2	K1	24	48	2.00	2.00 in	2.69 in	2.69 in	Front	
6	7152416253	La Preferida Mexican Mild Jlpno Nacho Slc	11.50OZ		2	K1	12	18	1.50	5.31 in	2.63 in	2.63 in	Front	
7	2100003934	Taco Bell Taco Seasoning Mix	1.00OZ		1	K1	24	96	4.00	5.25 in	4.16 in	0.25 in	Front	
8	3900000820	Ortega Taco Seasoning	1.25OZ		1	K1	24	53	2.21	5.05 in	4.32 in	0.45 in	Front	

SHELF:3		WIDTH:48 in	MERCH HEIGHT:10.12 in			DEPTH:24 in			SPACE AVAIL:0.88 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600086011	Old El Paso Enchilada Sauce Mild	10.00OZ		2	K1	12	36	3.00	3.97 in	2.50 in	2.50 in	Front	
2	4600086101	Old El Paso Enchilada Sauce Green Mild	10.00OZ		2	K1	12	36	3.00	3.97 in	2.64 in	2.64 in	Front	
3	4600086121	Old El Paso Enchilada Sauce Medium	10.00OZ		2	K1	12	36	3.00	3.97 in	2.64 in	2.64 in	Front	
4	4150111028	Las Palmas Mild Enchilada	28.00OZ		2	K2	12	24	2.00	4.65 in	4.00 in	4.00 in	Front	
5	4150111021	Las Palmas Med Enchilada	28.00OZ		2	K1	12	24	2.00	4.65 in	4.00 in	4.00 in	Front	
6	7210101525	La Victoria Traditional Enchilada Sauce	28.00OZ		2	K2	12	24	2.00	4.75 in	3.89 in	3.89 in	Front	
7	7210101529	La Victoria Green Enchilada Sauce	28.00OZ		2	K2	12	24	2.00	4.75 in	3.89 in	3.89 in	Front	

SHELF:4		WIDTH:48 in	MERCH HEIGHT:10.00 in			DEPTH:24 in			SPACE AVAIL:0.10 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4156500017	Pace Picante Sauce Mild	16.00OZ		3	K1	12	21	1.75	6.12 in	3.10 in	3.10 in	Front	
2	4156500006	Pace Picante Sauce Medium	16.00OZ		4	K1	12	28	2.33	6.12 in	3.10 in	3.10 in	Front	
3	3760019591	Chi Chi Picante Salsa	16.00OZ		2	K1	12	16	1.33	6.40 in	2.90 in	2.90 in	Front	
4	72534248940	Muir Glen Organic Salsa Medium Chipotle	16.00OZ		2	K2	12	28	2.33	4.18 in	3.40 in	3.40 in	Front	
5	72534248800	Muir Glen Organic Salsa Medium Garlic Cilantro	16.00OZ		2	K2	12	28	2.33	4.18 in	3.40 in	3.40 in	Front	
6	72534248470	Muir Glen Salsa Medium	16.00OZ		2	K2	12	28	2.33	4.18 in	3.40 in	3.40 in	Front	

SHELF:5		WIDTH:48 in	MERCH HEIGHT:15.00 in			DEPTH:24 in			SPACE AVAIL:1.18 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4156521299	Pace Peach Mango Salsa	16.00OZ		2	K2	6	14	2.33	6.26 in	3.11 in	3.11 in	Front	
2	4156521300	Pace Citrus Pineapple Salsa	16.00OZ		2	K2	6	14	2.33	6.26 in	3.11 in	3.11 in	Front	
3	3760012288	Chi Chi's Medium Salsa	24.00OZ		2	K1	12	14	1.17	7.12 in	3.31 in	3.31 in	Front	
4	3760015712	Chi Chi's Mild Salsa	24.00OZ		2	K1	12	14	1.17	7.12 in	3.30 in	3.30 in	Front	
5	4600085321	Old El Paso Thick & Chunky Salsa Mild	16.00OZ		3	K1	12	21	1.75	6.00 in	3.08 in	3.08 in	Front	

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6	4600085331	Old El Paso Thick & Chunky Salsa Medium	16.00OZ	2	K1	12	16	1.33	6.00 in	3.00 in	3.00 in	Front	
7	7210101260	La Victoria Salsa Verde Medium	16.00OZ	2	K2	12	14	1.17	6.10 in	2.96 in	3.03 in	Front	

SHELF:6			WIDTH:48 in			MERCH HEIGHT:16.00 in			DEPTH:26 in			SPACE AVAIL:2.66 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4156514016	Pace Salsa Mild Thick & Chunky	16.00OZ		4	K1	12	32	2.67	6.12 in	3.10 in	3.10 in	Front	
2	4156519388	Pace Salsa Restaurant Style	16.00OZ		4	K2	12	32	2.67	6.26 in	3.11 in	3.11 in	Front	
3	7287827551	Herdez Casera Mild	16.00OZ		3	K2	12	24	2.00	6.30 in	2.90 in	2.90 in	Front	
4	7287827555	Herdez Casera Medium	16.00OZ		2	K2	12	16	1.33	6.30 in	2.90 in	2.90 in	Front	
5	7287827570	Herdez Salsa Verde	16.00OZ		2	K2	12	16	1.33	6.37 in	3.00 in	3.00 in	Front	

SHELF:7 (Base)			WIDTH:48 in			MERCH HEIGHT:18.00 in			DEPTH:26 in			SPACE AVAIL:2.58 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4156514116	Pace Salsa Medium Thick & Chunky	16.00OZ		3	K1	12	24	2.00	6.12 in	3.10 in	3.10 in	Front	
2	4156514216	Pace Salsa Thick & Chunky Hot	16.00OZ		3	K1	12	24	2.00	6.12 in	3.10 in	3.10 in	Front	
3	3760039799	Chi Chi's Hot Salsa	16.00OZ		2	K2	12	14	1.17	6.40 in	3.30 in	3.31 in	Front	
4	2066200095	Newmans Own Salsa Mild	16.00OZ		2	K2	12	28	2.33	4.38 in	3.38 in	3.38 in	Front	
5	2066200096	Newmans Own Salsa Medium	16.00OZ		2	K2	12	28	2.33	4.38 in	3.38 in	3.38 in	Front	
6	2066200350	Newmans Own Salsa Mango	16.00OZ		2	K2	12	28	2.33	4.38 in	3.35 in	3.35 in	Front	

SHELF:8			WIDTH:48 in			MERCH HEIGHT:12.24 in			DEPTH:24 in			SPACE AVAIL:0.44 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600081181	Old El Paso Super Size Taco Shell	6.60OZ		2	K2	12	34	2.83	7.27 in	6.72 in	2.12 in	Front	
2	4600027918	Old El Paso Stand & Stuff Taco Shells	4.70OZ		1	K1	12	22	1.83	5.90 in	7.04 in	2.05 in	Front	
3	4600081151	Old El Paso Corn Taco Shell	6.80OZ		1	K1	12	26	2.17	5.50 in	8.83 in	1.84 in	Front	
4	4600081101	Old El Paso Taco 12Ct 4.6Oz	4.60OZ		2	K1	12	36	3.00	7.29 in	5.50 in	1.93 in	Front	
5	2100004694	Taco Bell Crunchy Taco Shells	4.50OZ		1	K2	12	22	1.83	5.48 in	7.25 in	2.13 in	Front	

SHELF:9			WIDTH:48 in			MERCH HEIGHT:11.12 in			DEPTH:24 in			SPACE AVAIL:5.11 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600027342	Old El Paso Tortilla Shell 8 Inch	11.00OZ		1	K1	12	22	1.83	8.40 in	10.00 in	0.90 in	Top	
2	4600027341	Old El Paso Tortilla Shell 6 Inch	8.20OZ		1	K1	12	30	2.50	7.12 in	8.49 in	0.99 in	Top	
3	4600043151	Old El Paso Sns Torillas	6.70OZ		1	K1	8	15	1.88	2.75 in	6.66 in	4.55 in	Front	
4	4600028735	Old El Paso Taco Dinner Kit	8.80OZ		1	K1	12	13	1.08	5.50 in	9.32 in	2.46 in	Front	
5	2100004684	Taco Bell Hard Taco Kit	8.85OZ		1	K1	12	19	1.58	5.50 in	8.42 in	2.13 in	Front	

SHELF:10			WIDTH:48 in			MERCH HEIGHT:10.88 in			DEPTH:24 in			SPACE AVAIL:0.07 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600028732	Old El Paso Soft Taco Dinner Kit	12.50OZ		1	K1	12	16	1.33	7.50 in	7.75 in	1.75 in	Front	
2	4600028734	Old El Paso Hard & Soft Taco Dinner Kit	11.40OZ		1	K1	12	19	1.58	5.50 in	8.77 in	2.03 in	Front	
3	4600045395	Old El Paso Bold Shell Nacho Cheese Kit	5.40OZ		1	K2	12	11	0.92	5.88 in	6.00 in	2.06 in	Front	
4	4600045396	Old El Paso Stand Stuff Dinner Kit	9.50OZ		1	K2	12	18	1.50	5.50 in	8.81 in	2.40 in	Front	
5	4600028736	Old El Paso Stand N Stuff Taco Dinner Kit	8.80OZ		1	K1	12	17	1.42	5.87 in	8.85 in	2.50 in	Front	
6	4600028739	Old El Paso Enchilada Bake Dinner Kit	14.00OZ		1	K2	12	16	1.33	7.50 in	7.75 in	1.75 in	Front	

SHELF:11			WIDTH:48 in			MERCH HEIGHT:16.00 in			DEPTH:26 in			SPACE AVAIL:0.52 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4600082121	Old El Paso Refried Beans Mild	16.00OZ		3	K1	24	48	2.00	4.42 in	2.96 in	2.96 in	Front	
2	4600082011	Old El Paso Refried Beans Fat Free	16.00OZ		2	K1	12	32	2.67	4.42 in	2.96 in	2.96 in	Front	
3	4150101700	Ortega Black Beans	15.00OZ		2	K1	12	32	2.67	4.44 in	3.00 in	3.00 in	Front	
4	3900001095	Ortega Original Refried Beans	16.00OZ		2	K1	12	32	2.67	4.44 in	3.00 in	3.00 in	Front	
5	4430010632	Rosarita Refried Beans	16.00OZ		3	K1	24	48	2.00	4.41 in	2.96 in	2.96 in	Front	
6	4430010622	Rosarita Refried Beans Fat Free	16.00OZ		2	K1	24	32	1.33	4.41 in	2.96 in	2.96 in	Front	
7	4430010733	Rosarita Spicy Refried Beans	16.00OZ		2	K2	12	32	2.67	4.42 in	2.94 in	2.94 in	Front	

SHELF:12 (Base)			WIDTH:48 in			MERCH HEIGHT:18.00 in			DEPTH:26 in			SPACE AVAIL:2.30 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date

# HISPANIC FOODS 8 FT. SECTION

1	4600041359	Old El Paso Black Refried Beans	16.00OZ	2	K2	12	32	2.67	4.43 in	3.00 in	3.00 in	Front
2	4600084351	Old El Paso Vegetarian Refried Beans	16.00OZ	2	K1	12	32	2.67	4.42 in	2.96 in	2.96 in	Front
3	4600082131	Old El Paso Refried Beans	31.00OZ	2	K2	12	24	2.00	4.66 in	4.01 in	4.01 in	Front
4	3900001092	Ortega Fat Free Refried Beans	16.00OZ	2	K2	12	32	2.67	4.44 in	3.00 in	3.00 in	Front
5	3760021629	Hormel Tamales	15.00OZ	2	K1	12	32	2.67	4.42 in	2.93 in	2.93 in	Front
6	4430010625	Rosarita Vegetarian Refried Beans	16.00OZ	2	K2	12	32	2.67	4.42 in	2.94 in	2.94 in	Front
7	4430010637	Rosarita Refried Beans	30.00OZ	2	K2	12	24	2.00	4.66 in	4.01 in	4.01 in	Front