

# HISPANIC FOODS 12 FT. SECTION

EUROPE PLANOGRAM

FOR CLASS D STORES



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY BUSINESS MANAGER JON SANDERS.

19 OCTOBER 2016

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.

Europe Hispanic

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## EUROPE PLANOGRAM

### FOR CLASS D STORES

9.12 in	721010115 La Victoria Green Taco Sliced Mild K2	721010115 La Victoria Red Taco Sliced Mild K2	3900001893 Ortega Taco Sauce Mild K1	4150101895 Ortega Taco Hot Sauce K3	4600085021 Old El Paso Taco Sauce Mild K1	4600085141 Old El Paso Taco Sauce Medium K1	778858200 Tapatio Picante Hot Sauce K4	497 497 330 338 910 001 1 1	4600028811 Old El Paso Enchilada Sauce Mild K1	4600086121 Old El Paso Enchilada Sauce Medium K1	4600086051 Old El Paso Enchilada Sauce Hot K3	4600086101 Old El Paso Enchilada Sauce Green Mild K1	4600083251 Old El Paso Chili Pepper Mild Chopped K1	3900001021 Ortega Chiles Whole Green K3	715241607 La Preferida Diced Green Chiles Mild K1	715240255 La Preferida Nacho Cheese Sauce K3	3760021629 Hormel Tamales K1	4600028869 Old El Paso Mexican Seasoning Mix K1	4600028877 Old El Paso Mexican Less Salt Mix K1	2100003934 Taco Bell Taco Seasoning Mix K1	5210002110 McCormick Co Mexican
9.12 in	4123500070 Mrs. Rerifro's Habanera Salsa K3	2066200053 Newmans Own Salsa Pineapple K3	2066200095 Newmans Own Salsa Mild K2	2066200096 Newmans Own Salsa Medium K2	4600027918 Old El Paso Stand & Stuff Taco Shells K1	4600081181 Old El Paso Super Size Taco Shell K2	4600081151 Old El Paso Corn Taco Shell K1	4600081101 Old El Paso Taco 12Ct 4.6Oz K1	4600081121 Old El Paso White Corn Taco Shell K3	4430010622 Rosarita Refried Beans Fat Free K1	4600082011 Old El Paso Refried Beans Fat Free K1	Shelf: 1 Top									
5.12 in	7253424880 Muir Organic Salsa Medium Cilantro K2	7253424847 Muir Glen Salsa Medium K2	7534604858 Embasa Pepper Chipotle K3	7013200200 Juanita's Menuedo K4	4600043151 Old El Paso Sns Torillas K1	4600043165 Old El Paso Sns Taco Kit K3	4600028736 Old El Paso Stand N Stuff Taco Dinner Kit K1	4150100803 Ortega 100% Whole Grain Corn Taco Shells K4	2100004684 Taco Bell Hard Taco Kit K1	4430010733 Rosarita Spicy Refried Beans K2	4600082121 Old El Paso Refried Beans Mild K1	Shelf: 2									
5.12 in	4156514116 Pace Salsa Medium Thick & Chunky K1	4156519311 Pace Salsa Con Queso K2	4600045331 Old El Paso Thick & Chunky Salsa Medium K1	4600045321 Old El Paso Thick & Chunky Salsa Mild K1	3760019591 Chi Chi Picante Salsa K1	72878 27533 Herdez Casera Salsa Verde K2	72878 27551 Herdez Casera Medium K2	72878 27559 Herdez Las Palmas Hot K3	4150111028 Las Palmas	4600028735 Old El Paso Taco Dinner Kit K1	4600028734 Old El Paso Hard & Soft Taco Dinner Kit K1	4600084351 Old El Paso Vegetarian Refried Beans K1	3900001095 Ortega Original Refried Beans K1	4150101700 Ortega Black Beans K1	Shelf: 3						
7.12 in	4156514016 Pace Salsa Mild Thick & Chunky K1	4156514216 Pace Salsa Thick & Chunky Hot K1	4156520789 Pace Chipotle & Jalapeno Salsa K3	3760015712 Chi Chi's Mild Salsa K1	4150111021 Las Palmas	4600028731 Old El Paso Soft Taco Bake Dinner Kit K3	4600028739 Old El Paso Enchilada Bake Dinner Kit K2	4600028732 Old El Paso Soft Taco Dinner Kit K1	7152410294 La Preferida Refried Beans Authentic Gluten Free K3	4430010632 Rosarita Refried Beans K1	Shelf: 4										
7.12 in	4156500017 Pace Picante Sauce Mild K1	4156500006 Pace Picante Sauce Medium K1	4156500019 Pace Picante Hot K3	3760089799 Chi Chi's Hot Salsa K2	4150108360 Ortega Taco Fiesta Flats Shell K3	4600028731 Old El Paso Soft Taco Bake Dinner Kit K3	4600028739 Old El Paso Enchilada Bake Dinner Kit K2	4600028732 Old El Paso Soft Taco Dinner Kit K1	7152410294 La Preferida Refried Beans Authentic Gluten Free K3	4430010632 Rosarita Refried Beans K1	Shelf: 5										
11.12 in	4156514164 Pace Salsa K3	Pace Medium	4156500058 Pace Picante Medium K3	4600027342 Old El Paso Tortilla Shell 8 Inch K1	4600027341 Old El Paso Tortilla Shell 6 Inch K1	4600028731 Old El Paso Soft Taco Bake Dinner Kit K3	4600028739 Old El Paso Enchilada Bake Dinner Kit K2	4600028732 Old El Paso Soft Taco Dinner Kit K1	7152410294 La Preferida Refried Beans Authentic Gluten Free K3	4430010632 Rosarita Refried Beans K1	Shelf: 6										
7 in	Shelf: 7 Base											Shelf: 7 Base									

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Europe Hispanic	

# HISPANIC FOODS 12 FT. SECTION

SHELF:1 Top		WIDTH:147 in	MERCH HEIGHT:10.00 in				DEPTH:22 in				SPACE AVAIL:2.99 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	7210101135	La Victoria Green Taco Sliced Mild	12.00OZ		2	K2	GD	12	16	1.33	8.64 in	2.48 in	2.51 in	Front	
2	7210101115	La Victoria Red Taco Sliced Mild	12.00OZ		2	K2	GD	12	16	1.33	8.64 in	2.48 in	2.51 in	Front	
3	3900001893	Ortega Taco Sauce Mild	16.00OZ		2	K1	GD	12	18	1.50	7.57 in	4.12 in	2.40 in	Front	
4	4150101895	Ortega Taco Hot Sauce	16.00OZ		1	K3	GD	12	9	0.75	7.56 in	4.13 in	2.44 in	Front	
5	4600085021	Old El Paso Taco Sauce Mild	16.00OZ		2	K1	GA	12	14	1.17	5.91 in	2.79 in	2.77 in	Front	
6	4600085141	Old El Paso Taco Sauce Medium	16.00OZ		2	K1	GC	12	14	1.17	5.91 in	2.79 in	2.77 in	Front	
7	7788588200	Tapatio Picante Hot Sauce	10.00OZ		2	K4	GC	12	18	1.50	8.15 in	2.37 in	2.37 in	Front	
8	4973309101	Cholula Hot Sauce	5.00OZ		1	P1	GA	12	12	1.00	7.50 in	1.75 in	1.75 in	Front	
9	4973380011	Cholula Chile Garlic Hot Sauce	5.00OZ		1	P3	GD	12	12	1.00	7.38 in	1.75 in	1.75 in	Front	
10	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	
11	4600086011	Old El Paso Enchilada Sauce Mild	10.00OZ		2	K1	GA	12	32	2.67	3.97 in	2.50 in	2.50 in	Front	
12	4600086121	Old El Paso Enchilada Sauce Medium	10.00OZ		2	K1	GC	12	32	2.67	3.97 in	2.64 in	2.64 in	Front	
13	4600086051	Old El Paso Enchilada Sauce Hot	10.00OZ		2	K3	GD	12	32	2.67	3.97 in	2.64 in	2.64 in	Front	
14	4600086101	Old El Paso Enchilada Sauce Green Mild	10.00OZ		2	K1	GB	12	32	2.67	3.97 in	2.64 in	2.64 in	Front	
15	4600083251	Old El Paso Chili Pepper Mild Chopped	4.00OZ		3	K1	GA	24	120	5.00	1.97 in	2.67 in	2.67 in	Front	
16	4600085281	Old El Paso Sliced Hot Jalapeno Pepper	12.00OZ		3	K1	GA	12	24	2.00	5.36 in	2.67 in	2.67 in	Front	
17	3900001021	Ortega Chiles Diced	4.00OZ		3	K1	GB	24	120	5.00	1.97 in	2.67 in	2.67 in	Front	
18	3900001001	Ortega Chiles Whole Green	4.00OZ		2	K3	GC	24	80	3.33	1.97 in	2.67 in	2.67 in	Front	
19	7152416007	La Preferida Diced Green Chiles Mild	4.00OZ		2	K1		24	80	3.33	2.00 in	2.69 in	2.69 in	Front	
20	7152430255	La Preferida Mexican Nacho Cheese Sauce	15.00OZ		2	K3		12	28	2.33	4.44 in	2.93 in	3.00 in	Front	
21	3760021629	Hormel Tamales	15.00OZ		2	K1	GA	12	28	2.33	4.42 in	2.93 in	2.93 in	Front	
22	4600028869	Old El Paso Mexican Seasoning Mix	1.00OZ		2	K1	GA	32	176	5.50	5.25 in	4.62 in	0.25 in	Front	
23	4600028877	Old El Paso Mexican Less Salt Mix	1.00OZ		2	K1	GC	32	176	5.50	5.25 in	4.62 in	0.25 in	Front	
24	2100003934	Taco Bell Taco Seasoning Mix	1.00OZ		2	K1	GD	24	176	7.33	5.25 in	4.16 in	0.25 in	Front	
25	5210002110	McCormick n Co Mexican Rice	8.00OZ		1	K1	GD	12	13	1.08	6.20 in	3.84 in	1.58 in	Front	

SHELF:2		WIDTH:49 in	MERCH HEIGHT:10.12 in				DEPTH:26 in				SPACE AVAIL:2.20 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4123500070	Mrs. Renfro's Habanera Salsa	16.00OZ		4	K3	GD	6	32	5.33	5.13 in	3.25 in	3.25 in	Front	
2	2066200053	Newmans Own Salsa Pineapple	16.00OZ		3	K3	GD	12	42	3.50	4.38 in	3.38 in	3.38 in	Front	
3	2066200095	Newmans Own Salsa Mild	16.00OZ		4	K2	GD	12	56	4.67	4.38 in	3.38 in	3.38 in	Front	
4	2066200096	Newmans Own Salsa Medium	16.00OZ		3	K2	GD	12	42	3.50	4.38 in	3.38 in	3.38 in	Front	

SHELF:3		WIDTH:49 in	MERCH HEIGHT:5.12 in				DEPTH:26 in				SPACE AVAIL:1.80 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	72534248800	Muir Glen Organic Salsa Medium Garlic Cilantro	16.00OZ		4	K2	GC	12	28	2.33	4.18 in	3.40 in	3.40 in	Front	
2	72534248470	Muir Glen Salsa Medium	16.00OZ		4	K2	GC	12	28	2.33	4.18 in	3.40 in	3.40 in	Front	
3	7538604858	Embasa Pepper Chipotle	7.00OZ		3	K3	GD	12	18	1.50	4.70 in	4.00 in	4.00 in	Front	
4	7013200200	Juanita's Menudo	29.50OZ		2	K4	GC	12	12	1.00	4.75 in	4.00 in	4.00 in	Front	

SHELF:4		WIDTH:49 in	MERCH HEIGHT:7.12 in				DEPTH:26 in				SPACE AVAIL:2.68 in				
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4156514116	Pace Salsa Medium Thick & Chunky	16.00OZ		2	K1	GA	12	16	1.33	6.12 in	3.10 in	3.10 in	Front	
2	4156519311	Pace Salsa Con Queso	15.00OZ		2	K2	GD	6	14	2.33	4.68 in	3.43 in	3.43 in	Front	
3	4600085331	Old El Paso Thick & Chunky Salsa Medium	16.00OZ		2	K1	GB	12	16	1.33	6.00 in	3.00 in	3.00 in	Front	
4	4600085321	Old El Paso Thick & Chunky Salsa Mild	16.00OZ		2	K1	GB	12	16	1.33	6.00 in	3.08 in	3.08 in	Front	
5	3760019591	Chi Chi Picante Salsa	16.00OZ		2	K1		12	16	1.33	6.40 in	2.90 in	2.90 in	Front	
6	7287827533	Herdez Salsa Verde Mexican Picante	7.00OZ		1	K3	GD	12	20	1.67	3.00 in	2.60 in	2.60 in	Front	
7	7287827551	Herdez Casera Mild	16.00OZ		1	K2	GD	12	8	0.67	6.30 in	2.90 in	2.90 in	Front	
8	7287827555	Herdez Casera Medium	16.00OZ		1	K2	GD	12	8	0.67	6.30 in	2.90 in	2.90 in	Front	
9	7287827559	Herdez Casera Hot	16.00OZ		1	K3	GD	12	8	0.67	6.30 in	2.90 in	2.90 in	Front	
10	4150111028	Las Palmas Mild Enchilada	28.00OZ		1	K2	GD	12	6	0.50	4.65 in	4.00 in	4.00 in	Front	

SHELF:5		WIDTH:49 in	MERCH HEIGHT:8.12 in				DEPTH:26 in				SPACE AVAIL:4.26 in				
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# HISPANIC FOODS 12 FT. SECTION

Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4156514016	Pace Salsa Mild Thick & Chunky	16.00OZ		3	K1	GA	12	24	2.00	6.12 in	3.10 in	3.10 in	Front	
2	4156514216	Pace Salsa Thick & Chunky Hot	16.00OZ		4	K1	GA	12	32	2.67	6.12 in	3.10 in	3.10 in	Front	
3	4156520789	Pace Chipolte & Jalapeno Salsa	16.00OZ		4	K3	GD	6	32	5.33	6.26 in	3.11 in	3.11 in	Front	
4	3760015712	Chi Chi's Mild Salsa	24.00OZ		2	K1	GB	12	14	1.17	7.12 in	3.30 in	3.30 in	Front	
5	4150111021	Las Palmas Med Enchilada	28.00OZ		1	K1	GD	12	6	0.50	4.65 in	4.00 in	4.00 in	Front	

SHELF:6		WIDTH:49 in	MERCH HEIGHT:7.12 in	DEPTH:26 in				SPACE AVAIL:2.10 in							
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4156500017	Pace Picante Sauce Mild	16.00OZ		4	K1	GA	12	32	2.67	6.12 in	3.10 in	3.10 in	Front	
2	4156500006	Pace Picante Sauce Medium	16.00OZ		6	K1	GA	12	48	4.00	6.12 in	3.10 in	3.10 in	Front	
3	4156500019	Pace Picante Hot	16.00OZ		3	K3	GA	12	24	2.00	6.12 in	3.10 in	3.10 in	Front	
4	3760039799	Chi Chi's Hot Salsa	16.00OZ		2	K2	GB	12	14	1.17	6.40 in	3.30 in	3.31 in	Front	

SHELF:7 Base		WIDTH:147 in	MERCH HEIGHT:11.12 in	DEPTH:27 in				SPACE AVAIL:3.21 in							
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4156514164	Pace Medium Salsa	64.00OZ		4	K3	GA	8	24	3.00	10.72 in	5.40 in	3.96 in	Front	
2	4156500058	Pace Picante Medium	64.00OZ		3	K3	GA	8	18	2.25	10.72 in	5.40 in	3.96 in	Front	
3	4600027342	Old El Paso Tortilla Shell 8 Inch	11.00OZ		6	K1	GA	12	216	18.00	8.40 in	10.00 in	0.90 in	Top	
4	4600027341	Old El Paso Tortilla Shell 6 Inch	8.20OZ		4	K1	GB	12	156	13.00	7.12 in	8.49 in	0.99 in	Front	
5	4430010637	Rosarita Refried Beans	30.00OZ		3	K2	GC	12	36	3.00	4.66 in	4.01 in	4.01 in	Front	

SHELF:8		WIDTH:98 in	MERCH HEIGHT:9.12 in	DEPTH:26 in				SPACE AVAIL:2.42 in							
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4600027918	Old El Paso Stand & Stuff Taco Shells	4.70OZ		3	K1	GC	12	48	4.00	5.90 in	7.04 in	2.05 in	Front	
2	4600081181	Old El Paso Super Size Taco Shell	6.60OZ		2	K2	GC	12	24	2.00	7.27 in	6.72 in	2.12 in	Front	
3	4600081151	Old El Paso Corn Taco Shell	6.80OZ		2	K1	GA	12	36	3.00	5.50 in	8.83 in	1.84 in	Front	
4	4600081101	Old El Paso Taco 12Ct 4.6Oz	4.60OZ		2	K1	GC	12	26	2.17	7.29 in	5.50 in	1.93 in	Front	
5	4600081121	Old El Paso White Corn Taco Shell	4.60OZ		2	K3	GD	12	34	2.83	5.47 in	7.30 in	1.91 in	Front	
6	4430010622	Rosarita Refried Beans Fat Free	16.00OZ		3	K1	GC	24	48	2.00	4.41 in	2.96 in	2.96 in	Front	
7	4600082011	Old El Paso Refried Beans Fat Free	16.00OZ		3	K1	GB	12	48	4.00	4.42 in	2.96 in	2.96 in	Front	

SHELF:9		WIDTH:98 in	MERCH HEIGHT:9.12 in	DEPTH:26 in				SPACE AVAIL:1.50 in							
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4600043151	Old El Paso Sns Torillas	6.70OZ		2	K1	GD	8	30	3.75	2.75 in	6.66 in	4.55 in	Front	
2	4600043165	Old El Paso Sns Taco Kit	10.90OZ		2	K3	GD	8	20	2.50	3.62 in	6.72 in	4.55 in	Front	
3	4600028736	Old El Paso Stand N Stuff Taco Dinner Kit	8.80OZ		2	K1	GC	12	28	2.33	5.87 in	8.85 in	2.50 in	Front	
4	4150100803	Ortega 100% Whole Grain Corn Taco Shells	4.80OZ		2	K4	GC	12	20	1.67	6.80 in	7.27 in	2.39 in	Front	
5	2100004684	Taco Bell Hard Taco Kit	8.85OZ		2	K1	GC	12	32	2.67	5.50 in	8.42 in	2.13 in	Front	
6	4430010733	Rosarita Spicy Refried Beans	16.00OZ		3	K2	GC	12	48	4.00	4.42 in	2.94 in	2.94 in	Front	
7	4600082121	Old El Paso Refried Beans Mild	16.00OZ		4	K1	GA	24	64	2.67	4.42 in	2.96 in	2.96 in	Front	

SHELF:10		WIDTH:98 in	MERCH HEIGHT:9.12 in	DEPTH:26 in				SPACE AVAIL:2.12 in							
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4600028735	Old El Paso Taco Dinner Kit	8.80OZ		3	K1	GC	12	42	3.50	5.50 in	9.32 in	2.46 in	Front	
2	4600028734	Old El Paso Hard & Soft Taco Dinner Kit	11.40OZ		4	K1	GB	12	64	5.33	5.50 in	8.77 in	2.03 in	Front	
3	4600084351	Old El Paso Vegetarian Refried Beans	16.00OZ		4	K1	GC	12	64	5.33	4.42 in	2.96 in	2.96 in	Front	
4	3900001095	Ortega Original Refried Beans	16.00OZ		4	K1	OC	12	64	5.33	4.44 in	3.00 in	3.00 in	Front	
5	4150101700	Ortega Black Beans	15.00OZ		3	K1	OC	12	48	4.00	4.44 in	3.00 in	3.00 in	Front	

SHELF:11		WIDTH:98 in	MERCH HEIGHT:12.12 in	DEPTH:26 in				SPACE AVAIL:4.87 in							
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL HQ	RSL EU	CS/PK	PK OUT	Cases	H	W	D	Orientation	Add Date
1	4150108360	Ortega Taco Fiesta Flats Shell	5.60OZ		2	K3	OC	12	24	2.00	6.50 in	5.50 in	3.00 in	Front	
2	4600028731	Old El Paso Soft Taco Bake Dinner Kit	8.40OZ		1	K3	GC	12	20	1.67	8.37 in	10.00 in	1.75 in	Front	
3	4600028739	Old El Paso Enchilada Bake Dinner Kit	14.00OZ		3	K2	GC	12	60	5.00	7.50 in	7.75 in	1.75 in	Front	
4	4600028732	Old El Paso Soft Taco Dinner Kit	12.50OZ		4	K1	GB	12	80	6.67	7.50 in	7.75 in	1.75 in	Front	
5	7152410294	La Preferida Refried Beans Authentic Gluten Free	16.00OZ		3	K3		24	48	2.00	4.44 in	3.00 in	3.00 in	Front	

HISPANIC FOODS 12 FT. SECTION

6	4430010632	Rosarita Refried Beans	16.00	OZ	3	K1	GA	24	48	2.00	4.41 in	2.96 in	2.96 in	Front
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