

POPCORN (MICROWAVABLE) 4 FT SECTION

HQ DeCA PLANOGRAM

CLASS 1/2 STORES



Left-right

HQ DeCA PLANOGRAM APPROVED BY MERCHANDISING SPECIALIST JOEL SMALL.

14 FEBRUARY
2017

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 THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

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CLASS 1/2 STORES

				670 670 670 670 670 171 171 171 171 171 119 112 117 454 110 114 75 53 88 54 11 55 Ker Ker Ker Ker Ker Ker nel nel nel nel nel nel Sea Sea Sea Sea Sea Sea son son son son son son							
				Shelf: 1 KERNEL SEASONINGS RACK							
10.12 in	2700037231 Orville Gourmet Naturals Classic Butter & Sea Salt 3 Pk	2700037234 Orville Gourmet Naturals Simply Salted 3 Pk	281 900 080 6	KERNEL SEASONG RACK		670 171 880 40 Kern el	281900018 1 Jolly Time Mini Healthy Pop	2819000787 Jolly Time MW Popcorn Butter W / Smart Balance 3 Pk			
	Shelf: 2 Top										
10.12 in	2700048637 Orville Tender White Pop Up Bowl 3 Pk	270003724 4 Orville Movie Theater Butter 3 ct	7615023 245 Act II Butter Light	761502322 7 Act II Butter MW Popped Butter 3pk	2819000789 Jolly Time MW Popcorn Simply Popped Butter 3 pk	2819000784 Jolly Time Healthy Pop Crispy White 3 Pk	281900075 9 Jolly Time Blast O Butter				
	Shelf: 3										
10.12 in	2700049016 Orville Movie Theater Butter Pop Up Bowl	2700049008 Orville Kettle Korn Pop Up Bowl 3 Pk	270004903 0 Orville Butter Pop Up Bowl	7615023 258 Act II Butter Lovers	7615023 252 Act II Butter Lovers	2389649 990 Pop Secret Butter	238964977 0 Pop Secret Light Butter				
	Shelf: 4										
9.12 in	2700062317 Orville Movie Theater Butter 12 ct mini	270005238 0 Orville Butter 12 ct	2700052385 ORV MW POPCORN MOVIE THEATRE BUTTER 12PK	7615023 222 Act II Butter 6pk	238962468 0 Pop Secret Homestyle	2389657690 Pop Secret Movie Theatre Butter	2389624 500 Pop Secret Sea Salt				
	Shelf: 5										
11.12 in	2700062318 ORV MW POPCORN SMART POP MINIS	2700049017 Orville Movie Theatre Butter Pop Up Bowl	270004901 4 Orville Pop Up Bowl Ultimate Butter	2700062324 Skinny Girl MW Popcorn Butter n Sea salt	2700062325 Skinny Girl MW Popcorn Lime and Salt	238962469 0 Pop Secret Homestyle Popcorn 6 Ct	238965292 0 Pop Secret Movie Theatre Butter				
	Shelf: 6										
13.12 in	2700048 805 Orville Original Jar	27000607 16 Orville Oil Butter Flavored Topping	28190002 57 Jolly Time Bag Yellow	28190002 44 Jolly Time Bag White	2389616680 Pop Secret Extra Butter						
	Shelf: 7 Base										

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SHELF:1 KERNEL SEA...		WIDTH:12 in			MERCH HEIGHT:10.00 in			DEPTH:26 in			SPACE AVAIL:0.00 in			
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	67017111975	Kernel Season's Kettle Corn Seasoning	2.85OZ		1	K1	6	26	4.33	4.50 in	2.00 in	2.00 in	Front	
2	67017111233	Kernel Season's White Cheddar Seasoning	2.85OZ		1	K1	6	26	4.33	4.50 in	2.00 in	2.00 in	Front	
3	67017111788	Kernel Seasoning Ranch	2.85OZ		1	K1	6	26	4.33	4.50 in	2.00 in	2.00 in	Front	
4	67017145454	Kernel Season's Movie Theater Butter Seasoning	2.85OZ		1	K1	6	26	4.33	4.50 in	2.00 in	2.00 in	Front	
5	67017111011	Kernel Season's Parmesan and Garlic Seasoning	2.85OZ		1	K1	6	26	4.33	4.50 in	2.00 in	2.00 in	Front	
6	67017111455	Kernel Season's NACHO CHEESE Seasoning	2.85OZ		1	K1	6	26	4.33	4.50 in	2.00 in	2.00 in	Front	

SHELF:2 Top		WIDTH:48 in			MERCH HEIGHT:10.00 in			DEPTH:26 in			SPACE AVAIL:4.90 in			
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	2700037231	Orville Gourmet Naturals Classic Butter & Sea Sal...	8.07OZ		1	K1	12	20	1.67	4.60 in	6.25 in	2.40 in	Front	
2	2700037234	Orville Gourmet Naturals Simply Salted 3 Pk	8.07OZ		1	K1	12	20	1.67	4.60 in	6.25 in	2.40 in	Front	
3	2819000806	Jolly Time Salt Buttery Popcorn Seasoning	6.00OZ		1	K1	12	26	2.17	4.88 in	1.99 in	1.99 in	Front	
4	KERNEL SEA...		0.00		1		0	1	99999...	6.25 in	13.75 in	18.00 in	Front	
5	67017188040	Kernel Seasons Popcorn Spritzer	4.00OZ		1	K1	6	11	1.83	7.50 in	2.25 in	2.25 in	Front	
6	2819000181	Jolly Time Mini Healthy Pop	4.80OZ		1	K1	12	22	1.83	4.62 in	6.33 in	2.27 in	Front	
7	2819000787	Jolly Time MW Popcorn Butter W / Smart Balance...	10.00OZ		1	K1	12	22	1.83	4.63 in	6.28 in	2.29 in	Front	

SHELF:3		WIDTH:48 in			MERCH HEIGHT:10.00 in			DEPTH:26 in			SPACE AVAIL:4.17 in			
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	2700048637	Orville Tender White Pop Up Bowl 3 Pk	9.18OZ		1	K1	12	22	1.83	4.25 in	6.25 in	2.25 in	Front	
2	2700037244	Orville Movie Theater Butter 3 ct	9.87oz		1	K1	12	26	2.17	6.25 in	4.25 in	2.00 in	Front 90	
3	7615023245	Act II Butter Light	8.25OZ		1	K1	12	26	2.17	4.25 in	6.25 in	2.00 in	Front	
4	7615023227	Act II Butter MW Butter 3pk	8.25OZ		1	K1	12	26	2.17	4.25 in	6.25 in	2.00 in	Front	
5	2819000769	Jolly Time MW Popcorn Simply Popped Butter 3 pk	9.00OZ		1	K1/CH	12	22	1.83	4.19 in	6.25 in	2.25 in	Front	7/21/2016
6	2819000784	Jolly Time Healthy Pop Crispy White 3 Pk	9.00OZ		1	K1	12	22	1.83	4.63 in	6.25 in	2.25 in	Front	
7	2819000759	Jolly Time Blast O Butter	9.60OZ		1	K1	12	22	1.83	4.62 in	6.33 in	2.27 in	Front	

SHELF:4		WIDTH:48 in			MERCH HEIGHT:13.80 in			DEPTH:26 in			SPACE AVAIL:4.18 in			
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	2700049016	Orville Movie Theater Butter Pop Up Bowl	8.70OZ		1	K1	12	22	1.83	4.25 in	6.25 in	2.25 in	Front	
2	2700049008	Orville Kettle Korn Pop Up Bowl 3 Pk	8.70OZ		1	K1	12	22	1.83	4.25 in	6.25 in	2.25 in	Front	
3	2700049030	Orville Butter Pop Up Bowl	8.70OZ		1	K1	12	22	1.83	4.25 in	6.25 in	2.25 in	Front	
4	7615023258	Act II Butter Lovers	8.25OZ		1	K1	12	26	2.17	4.25 in	6.25 in	2.00 in	Front	
5	7615023252	Act II Butter Lovers	16.50OZ		1	K1	6	13	2.17	8.58 in	6.32 in	1.98 in	Front	
6	2389649990	Pop Secret Butter	9.60OZ		1	K1	12	20	1.67	4.50 in	6.25 in	2.50 in	Front	
7	2389649770	Pop Secret Light Butter	9.00OZ		1	K1	12	20	1.67	4.50 in	6.25 in	2.50 in	Front	

SHELF:5		WIDTH:48 in			MERCH HEIGHT:14.00 in			DEPTH:26 in			SPACE AVAIL:4.18 in			
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	2700062317	Orville Movie Theater Butter 12 ct mini	17.98oz		1	K1	6	8	1.33	8.38 in	6.25 in	3.13 in	Front	
2	2700052380	Orville Butter 12 ct	39.49oz		1	K1	6	6	1.00	8.25 in	6.25 in	4.25 in	Front	
3	2700052385	ORV MW POPCORN MOVIE THEATRE BUTTE...	12.00pk		1	K1	6	6	1.00	8.25 in	6.25 in	4.25 in	Front	
4	7615023222	Act II Butter 6pk	16.50OZ		1	K1	6	13	2.17	8.58 in	6.32 in	1.98 in	Front	
5	2389624680	Pop Secret Homestyle	9.60OZ		1	K1	12	20	1.67	4.50 in	6.25 in	2.50 in	Front	
6	2389657690	Pop Secret Movie Theatre Butter	9.60OZ		1	K1	12	20	1.67	4.50 in	6.25 in	2.50 in	Front	
7	2389624500	Pop Secret Sea Salt	9.60OZ		1	K1	12	20	1.67	4.50 in	6.25 in	2.50 in	Front	

SHELF:6		WIDTH:48 in			MERCH HEIGHT:14.00 in			DEPTH:26 in			SPACE AVAIL:4.25 in			
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	2700062318	ORV MW POPCORN SMART POP MINIS	12.00pk		1	K1	6	8	1.33	8.37 in	6.25 in	3.12 in	Front	
2	2700049017	Orville Movie Theatre Butter Pop Up Bowl	17.40OZ		1	K1	6	14	2.33	8.38 in	6.25 in	2.25 in	Front	
3	2700049014	Orville Pop Up Bowl Ultimate Butter	16.20OZ		1	K1	6	14	2.33	8.38 in	6.25 in	2.25 in	Front	
4	2700062324	Skinny Girl MW Popcorn Butter n Sea salt	15.00oz		1	K1	6	9	1.50	8.38 in	6.25 in	2.63 in	Front	
5	2700062325	Skinny Girl MW Popcorn Lime and Salt	15.00oz		1	K1	6	9	1.50	8.38 in	6.25 in	2.63 in	Front	

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6	2389624690	Pop Secret Homestyle Popcorn 6 Ct	21.00OZ	1	K1	8	14	1.75	8.00 in	6.25 in	2.25 in	Front	
7	2389652920	Pop Secret Movie Theatre Butter	17.50OZ	1	K1	6	10	1.67	6.43 in	6.25 in	3.81 in	Front	

SHELF:7 Base			WIDTH:48 in			MERCH HEIGHT:13.12 in			DEPTH:26 in			SPACE AVAIL:2.70 in		
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	2700048805	Orville Original Jar	30.00OZ		2	K1	12	24	2.00	6.56 in	3.98 in	3.92 in	Front	
2	2700060716	Orville Oil Butter Flavored Topping	16.00OZ		2	K1	6	22	3.67	8.75 in	2.95 in	2.22 in	Front	
3	2819000257	Jolly Time Bag Yellow	32.00OZ		1	K1	12	32	2.67	1.50 in	9.47 in	5.75 in	Front	
4	2819000244	Jolly Time Bag White	32.00OZ		1	K1	12	32	2.67	1.50 in	9.47 in	5.75 in	Front	
5	2389616680	Pop Secret Extra Butter	19.20OZ		2	K1	6	24	4.00	8.00 in	6.25 in	2.68 in	Front	