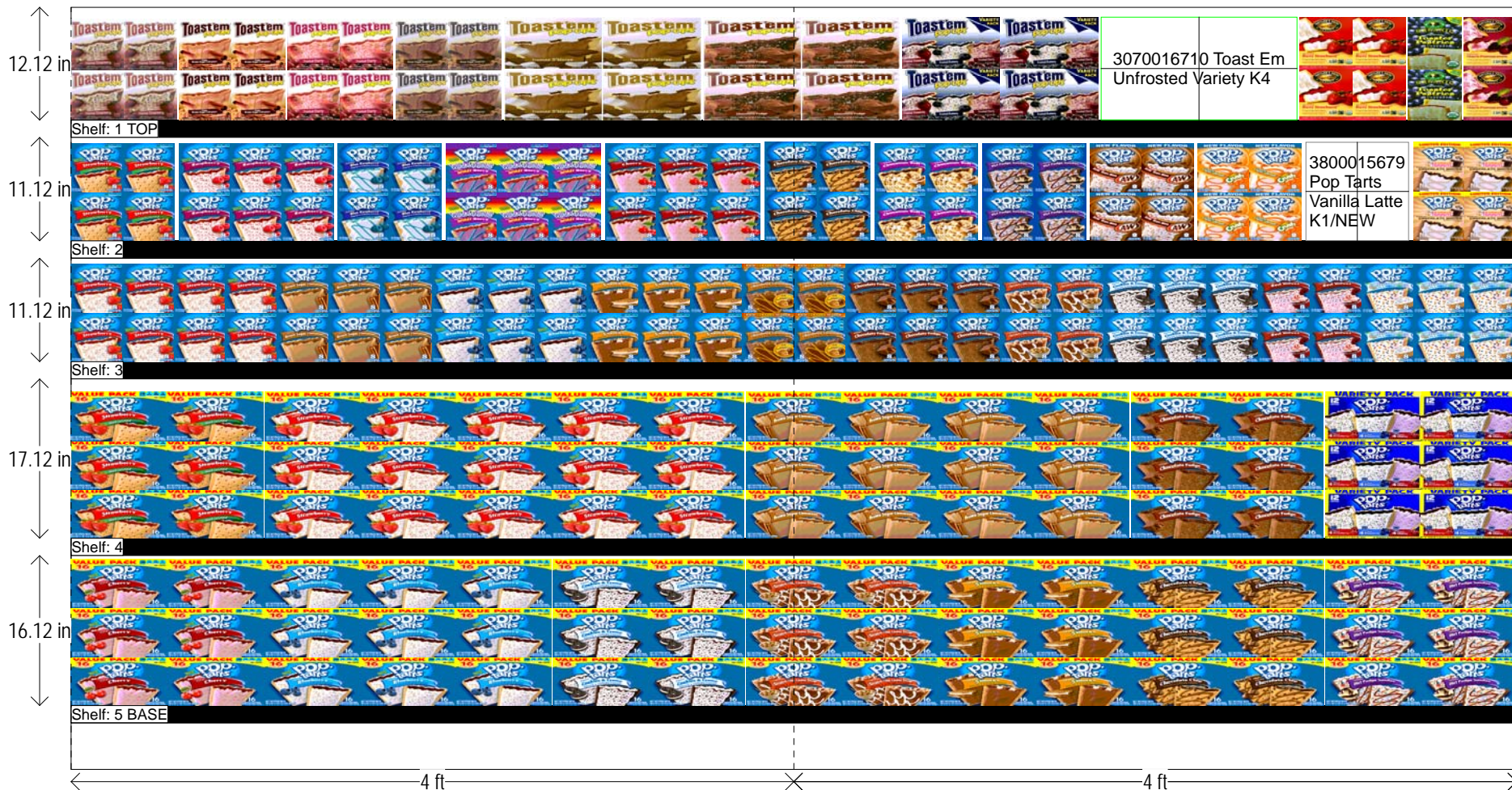


TOASTER PASTRY 8 FT SECTION

HQ DeCA PLANOGRAM

CLASS 4 / 5 STORES

DELETE:
3800011714, 3800076611, 3800076615, 3800014138
ADD:
3800015679, 3800015673, 3800074820



Left-right	HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER BARBARA MERRIWEATHER OR MERCHANTISER STEPHEN ARMBROSTER
11 January 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.
Toaster-Pastry-8-K4-5.psa	

TOASTER PASTRY 8 FT SECTION

HQ DeCA PLANOGRAM

CLASS 4 / 5 STORES

DELETE:
3800011714, 3800076611, 3800076615, 3800014138

ADD:
3800015679, 3800015673, 3800074820

12.12 in		3070015800 Toast Em Frosted Strawberry K1	3070015920 Toast Em Frosted K4	3070015930 Toast Em Frosted Cherry K4	3070015900 Toast Em Frosted Fudge K4	3070016715 Toast Em Choc, Smores CK/CRM Variety K1	3070016714 Toast Em Chocolate Fudge K1	3070016700 Toast Em Frosted Variety Pack K1	3070016710 Toast Em Unfrosted Variety K4	5844941000 Natures Path Organic Frosted Pastry Strawberry K4	5844941001 Natures Path Organic Frosted Pastry Blueberry K4	5844941015 Natures Path Frosted Pastry Pomegranate K1		
Shelf: 1 TOP														
11.12 in		3800030410 Kelloggs Pop Tart Strawberry K4	3800031610 Kelloggs Pop Tart Frosted Raspberry K4	3800012957 Kelloggs Pop Tart Blue Raspberry K1	3800032410 Kelloggs Pop Tart Wildicious Wild Berry K1	3800031810 Kelloggs Pop Tart Frosted Cherry K1	3800074820 Kelloggs Pop Tart Frosted Chocolate Chip K4/NEW	3800023267 Kelloggs Pop Tart Cinnamon Roll K1	3800050038 Kelloggs Pop Tart Hot Fudge Sundae K1	3800014873 Kelloggs Pop Tarts A&W Root Beer K1	3800014871 Kelloggs Pop Tarts Orange Crush K1	3800015679 Pop Tarts Vanilla Latte K1/NEW	3800015673 Pop Tarts Chocolate Mocha K1/NEW	
Shelf: 2														
11.12 in		3800031710 Kelloggs Pop Tart Frosted Strawberry K1	3800031110 Kelloggs Pop Tart Frosted Cinnamon K1	3800031010 Kelloggs Pop Tart Frosted Blueberry K1	3800032110 Kelloggs Pop Tart Smores K1	3800012966 Kelloggs Pop Tart Frosted Chocolatey Caramel K1	3800031310 Kelloggs Pop Tart Frosted Chocolate Fudge K1	3800020494 Kelloggs Pop Tart Chocolate Chip Dough K4	3800023594 Kelloggs Pop Tart Cookies & Cream K1	3800075603 Kelloggs Pop Tarts Toaster Pastries Red Velvet K4	3800071342 Kelloggs Pop Tart Confetti Cupcake K1			
Shelf: 3														
17.12 in		3800042547 Kelloggs Pop Tart Strawberry Unfrosted K1	3800032753 Kelloggs Pop Tart Frosted Strawberry K1				3800032754 Kelloggs Pop Tart Frosted Brown Sugar/Cinnamon K1			3800032745 Kelloggs Pop Tart Frosted Chocolate Fudge K1		3800015249 Kelloggs Pop Tarts Variety Pack K4		
Shelf: 4														
16.12 in		3800032747 Kelloggs Pop Tart Frosted Cherry K1	3800037673 Kelloggs Pop Tart Frosted Blueberry K1		3800043518 Kelloggs Pop Tart Cookies & Creme K1		3800043515 Kelloggs Pop Tart Chocolate Chip Cookie Dough K1		3800032751 Kelloggs Pop Tart Frosted Smores K1		3800042551 Kelloggs Pop Tart Chocolate Chip K1		3800050371 Kelloggs Pop Tart Hot Fudge Sundae K1	
Shelf: 5 BASE														
4 ft														

Left-right	HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER BARBARA MERRIWEATHER OR MERCHANDISER STEPHEN ARMBROSTER
11 January 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.
Toaster-Pastry-8-K4-5.psa	
	Page: 2 of 4

TOASTER PASTRY 8 FT SECTION

SHELF:1 TOP		WIDTH:96 in	MERCH HEIGHT:17.00 in			DEPTH:22 in			SPACE AVAIL:1.92 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3070015800	Toast Em Frosted Strawberry	11.00OZ	2	2	K1	12	28	2.33	5.41 in	3.50 in	2.84 in	Front	
2	3070015920	Toast Em Frosted	11.00OZ	2	2	K4	12	28	2.33	5.41 in	3.50 in	2.84 in	Front	
3	3070015930	Toast Em Frosted Cherry	11.00OZ	2	2	K4	12	28	2.33	5.41 in	3.50 in	2.84 in	Front	
4	3070015900	Toast Em Frosted Fudge	11.00OZ	2	2	K4	12	28	2.33	5.41 in	3.50 in	2.84 in	Front	
5	3070016715	Toast Em Choc,Smores CK/CRM Variety	22.00OZ	2	2	K1	12	28	2.33	5.54 in	6.51 in	2.87 in	Front	
6	3070016714	Toast Em Chocolate Fudge	22.00OZ	2	2	K1	12	28	2.33	5.54 in	6.51 in	2.87 in	Front	
7	3070016700	Toast Em Frosted Variety Pack	22.00OZ	2	2	K1	12	28	2.33	5.54 in	6.51 in	2.87 in	Front	
8	3070016710	Toast Em Unfrosted Variety	22.00OZ	2	2	K4	12	28	2.33	5.54 in	6.51 in	2.87 in	Front	
9	5844941000	Natures Path Organic Frosted Pastry Stawberry	11.00OZ	2	2	K4	12	32	2.67	5.50 in	3.50 in	2.75 in	Front	
10	5844941001	Natures Path Oragnic Frosted Pastry Blueberry	11.00OZ	1	2	K4	12	16	1.33	5.50 in	3.50 in	2.75 in	Front	
11	5844941015	Natures Path Frosted Pastry Cherry Pomegranate	11.00OZ	1	2	K1	12	14	1.17	5.50 in	3.50 in	2.90 in	Front	

SHELF:2		WIDTH:96 in	MERCH HEIGHT:20.00 in			DEPTH:24 in			SPACE AVAIL:3.50 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3800030410	Kelloggs Pop Tart Strawberry	14.70OZ	2	2	K4	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	
2	3800031610	Kelloggs Pop Tart Frosted Raspberry	14.70OZ	3	2	K4	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	
3	3800012957	Kelloggs Pop Tart Blue Raspberry	14.10OZ	2	2	K1	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	
4	3800032410	Kelloggs Pop Tart Wildcicious Wild Berry	15.20OZ	3	2	K1	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	
5	3800031810	Kelloggs Pop Tart Frosted Cherry	14.70OZ	3	2	K1	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	
6	3800074820	Kelloggs Pop Tart Frosted Chocolate Chip	14.70OZ	2	2	K4/NEW	12	24	2.00	5.31 in	3.50 in	3.63 in	Front	1/18/2017
7	3800023267	Kelloggs Pop Tart Cinnamon Roll	0.00	2	2	K1	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	
8	3800050038	Kelloggs Pop Tart Hot Fudge Sundae	13.50OZ	2	2	K1	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	
9	3800014873	Kelloggs Pop Tarts A&W Root Beer	14.10OZ	2	2	K1	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	6/16/2016
10	3800014871	Kelloggs Pop Tarts Orange Crush	14.10OZ	2	2	K1	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	6/16/2016
11	3800015679	Pop Tarts Vanilla Latte	14.10OZ	2	2	K1/NEW	12	24	2.00	5.31 in	3.42 in	3.63 in	Front	1/18/2017
12	3800015673	Pop Tarts Chocolate Mocha	14.10OZ	2	2	K1/NEW	12	24	2.00	5.31 in	3.42 in	3.63 in	Front	1/18/2017

SHELF:3		WIDTH:96 in	MERCH HEIGHT:19.00 in			DEPTH:24 in			SPACE AVAIL:0.24 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3800031710	Kelloggs Pop Tart Frosted Strawberry	14.70OZ	4	2	K1	12	48	4.00	5.24 in	3.42 in	3.58 in	Front	
2	3800031110	Kelloggs Pop Tart Frosted Cinnamon	14.00OZ	3	2	K1	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	
3	3800031010	Kelloggs Pop Tart Frosted Blueberry	14.70OZ	3	2	K1	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	
4	3800032110	Kelloggs Pop Tart Smores	14.70OZ	3	2	K1	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	
5	3800012966	Kelloggs Pop Tart Frosted Chocolatey Caramel	14.00OZ	2	2	K1	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	4/16/2016
6	3800031310	Kelloggs Pop Tart Frosted Chocolate Fudge	14.70OZ	3	2	K1	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	
7	3800020494	Kelloggs Pop Tart Chocolate Chip Dough	14.10OZ	2	2	K4	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	
8	3800023594	Kelloggs Pop Tart Cookies & Cream	14.10OZ	3	2	K1	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	
9	3800075603	Kelloggs Pop Tarts Toaster Pastries Red Velvet	14.10OZ	2	2	K4	12	24	2.00	5.24 in	3.42 in	3.58 in	Front	
10	3800071342	Kelloggs Pop Tart Confetti Cupcake	14.10OZ	3	2	K1	12	36	3.00	5.24 in	3.42 in	3.58 in	Front	

SHELF:4		WIDTH:96 in	MERCH HEIGHT:18.12 in			DEPTH:26 in			SPACE AVAIL:0.75 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3800042547	Kelloggs Pop Tart Strawberry Unfrosted	29.30OZ	2	2	K1	8	42	5.25	5.24 in	6.35 in	3.58 in	Front	
2	3800032753	Kelloggs Pop Tart Frosted Strawberry	29.30OZ	5	2	K1	8	105	13.13	5.24 in	6.35 in	3.58 in	Front	
3	3800032754	Kelloggs Pop Tart Frosted Brown Sugar/Cinnamon	28.20OZ	4	2	K1	8	84	10.50	5.24 in	6.35 in	3.58 in	Front	
4	3800032745	Kelloggs Pop Tart Frosted Chocolate Fudge	29.30OZ	2	2	K1	8	42	5.25	5.24 in	6.35 in	3.58 in	Front	
5	3800015249	Kelloggs Pop Tarts Variety Pack	22.00OZ	2	2	K4	12	42	3.50	5.24 in	6.35 in	3.58 in	Front	6/16/2016

SHELF:5 BASE		WIDTH:96 in	MERCH HEIGHT:18.00 in			DEPTH:26 in			SPACE AVAIL:0.75 in					
Locatio...	UPC	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3800032747	Kelloggs Pop Tart Frosted Cherry	29.30OZ	2	2	K1	8	42	5.25	5.24 in	6.35 in	3.58 in	Front	
2	3800037673	Kelloggs Pop Tart Frosted Blueberry	29.30OZ	3	2	K1	8	63	7.88	5.24 in	6.35 in	3.58 in	Front	
3	3800043518	Kelloggs Pop Tart Cookies & Creme	28.20OZ	2	2	K1	8	42	5.25	5.24 in	6.35 in	3.58 in	Front	
4	3800043515	Kelloggs Pop Tart Chocolate Chip Cookie Dough	28.20OZ	2	2	K1	8	42	5.25	5.24 in	6.35 in	3.58 in	Front	

TOASTER PASTRY 8 FT SECTION

5	3800032751	Kelloggs Pop Tart Frosted Smoers	29.30OZ	2	K1	8	42	5.25	5.24 in	6.35 in	3.58 in	Front	
6	3800042551	Kelloggs Pop Tart Chocolate Chip	29.30OZ	2	K1	8	42	5.25	5.24 in	6.35 in	3.58 in	Front	
7	3800050371	Kelloggs Pop Tart Hot Fudge Sundae	27.10OZ	2	K1	8	42	5.25	5.24 in	6.35 in	3.58 in	Front	