

NOVELTIES 4 DRS NE CE SO

HQ DeCA PLANOGRAM



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER JAMES TAYLOR, AND MERCHANDISING SPECIALIST IVEENA HENDERSON

14 AUGUST 2017

ITEM SHELF POSITIONING MUST NOT BE CHANGED AT ANY TIME. PRODUCT FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND USING STORE SPECIFIC DATA BUT MUST BE APPROVED BY HEADQUARTERS BEFORE IMPLEMENTING AT STORE LEVEL

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SHELF:1 Top		WIDTH:120 in		MERCH HEIGHT:10.00 in		DEPTH:22 in		SPACE AVAIL:1.53 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7756719329	MAGNUM	Novelty Bar Classic Mini	6.00CT		1	K1	6	21	3.50	6.43 in	6.55 in	1.44 in	Front	
2	7756713225	MAGNUM	Novelty Bar Almond 3 Pk	3.00CT		1	K1	8	21	2.63	6.43 in	6.55 in	1.44 in	Front	
3	7756713228	MAGNUM	Novelty Bar Dbl Caramel 3 Pk	3.00CT		1	K1	8	21	2.63	6.43 in	6.55 in	1.44 in	Front	
4	7255411205	NESTLE	Novelty Lil Drum Van Fdge Crml	12.00CT		2	K1	6	10	1.67	7.06 in	6.06 in	4.00 in	Front	
5	7255411186	NESTLE	Novelty Sandwich Van 6 Ct	6.00CT		1	K1	12	15	1.25	5.25 in	6.25 in	2.00 in	Front	
6	7255411018	FROSTYPAWS	Novelty Dog Treat Pb Flv 4Ct	4.00CT		1	K1	12	14	1.17	6.00 in	6.06 in	2.00 in	Front	
7	7585603114	KLONDIKE	Sandwich Vanilla	6.00CT		1	K1	12	15	1.25	6.80 in	9.09 in	1.72 in	Front	
8	7585601120	KLONDIKE	Novelty Bar Vanilla Nsa	6.00CT		1	K1	12	26	2.17	3.23 in	9.77 in	2.13 in	Front	
9	7064000793	BLUEBUNNY	Novelty Sandwich SmPLY Van	8.00CT		1	K1	6	10	1.67	5.75 in	8.75 in	2.88 in	Front	
10	4154861604	DREYERS	Novelty Bar Fruit Loco Lime	6.00CT		1	K1	9	12	1.33	6.25 in	5.75 in	2.25 in	Front	
11	4154804763	DREYERS	Novelty Bar Fruit Coconut	6.00CT		1	K1	9	12	1.33	6.25 in	5.75 in	2.25 in	Front	
12	74447347412	SODELICIOU	Novelty Bar Coconut Almnd Mini	4.00CT		2	K1	12	22	1.83	6.75 in	5.32 in	2.50 in	Front	
13	74447349213	SODELICIOU	Novelty Bar Mini Mocha Alm Fdg	4.00CT		2	K1	12	22	1.83	6.75 in	5.32 in	2.50 in	Front	
14	7064001403	WEIGHTWATC	Novelty Eng Toffee Crnch Bar	12.00CT		1	K1	8	12	1.50	6.75 in	7.00 in	2.30 in	Front	
15	7064001341	WEIGHTWATC	Novelty Dark Choc Rasp Bar	12.00CT		1	K1	8	12	1.50	6.75 in	7.00 in	2.38 in	Front	

SHELF:2		WIDTH:120 in		MERCH HEIGHT:9.34 in		DEPTH:22 in		SPACE AVAIL:3.45 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7457065149	HAAGENDA ZS	Novelty Bar Van Almnc Crunch	6.00CT		1	K1	8	11	1.38	6.50 in	6.50 in	2.50 in	Front	
2	7457001310	HAAGENDA ZS	Novelty Bar Van Milk Choc	3.00CT		1	K1	12	18	1.50	6.50 in	6.88 in	1.44 in	Front	
3	7457003310	HAAGENDA ZS	Novelty Vanilla Almnd Crnch	3.00CT		1	K1	12	18	1.50	6.50 in	6.88 in	1.44 in	Front	
4	7255411119	DRUMSTICK	Novelty	12.00CT		2	K1	6	10	1.67	7.06 in	6.06 in	4.00 in	Front	
5	7255416563	NESTLE	Sndwch Hostess Ding Dongs	5.00CT		1	K1	8	12	1.50	4.25 in	6.50 in	3.15 in	Front	6/15/2017
6	7585601113	KLONDIKE	Novelty Bar Heath 6 Pk	6.00CT		1	K1	12	26	2.17	3.23 in	9.77 in	2.13 in	Front	
7	7585613901	KLONDIKE	Novelty Mint Choc Chip 6Pk	6.00CT		1	K1	12	26	2.17	3.23 in	9.77 in	2.13 in	Front	
8	85245500547	BASKINROBB	Sandwich Jamoca Fudge	14.00OZ		1	K1	9	10	1.11	4.00 in	6.00 in	3.94 in	Front	6/14/2017
9	7064000796	BLUEBUNNY	Novelties Neapolitan Sndwch	8.00CT		1	K1	6	10	1.67	5.75 in	8.75 in	2.88 in	Front	
10	4154860810	NESTLE	Novelty Bar Nsa Strw Tngr Rspb	12.00CT		1	K1	9	12	1.33	6.75 in	6.75 in	2.25 in	Front	
11	4154862010	DREYERS	Novelty Bar Fruit Var	12.00CT		1	K1	9	12	1.33	6.75 in	6.75 in	2.25 in	Front	
12	89722900200	FROOZER	Blue Aloha 6Pk	6.00PK		1	K1	12	15	1.25	8.13 in	5.75 in	1.38 in	Front	6/16/2017
13	7260904349	ALDEN'S ORGANIC	ALDEN'S ORGANIC MINT FUDGE SANDWICH	4.00CT		1	K1/NEW	12	16	1.33	6.75 in	5.75 in	1.63 in	Front	6/15/2017
14	85103500323	YASSO	Novelty Yogurt Mint Choc Chip	4.00CT		1	K1	8	11	1.38	6.00 in	6.25 in	2.50 in	Front	
15	85631200405	PROYO	Yogurt Van Bean Frz 3Pk	3.00CT		1	K1	8	9	1.13	7.75 in	4.50 in	2.25 in	Front	
16	7064001347	WEIGHTWATC	Novelty Chocolate Fudge Bar	6.00CT		1	K1	8	9	1.13	7.20 in	7.63 in	2.25 in	Front	

SHELF:3		WIDTH:120 in		MERCH HEIGHT:15.00 in		DEPTH:22 in		SPACE AVAIL:2.41 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4767739129	DOVE	Novelty Bar Van Drk Choc 3Pk	3.00CT		1	K1	12	25	2.08	5.75 in	8.40 in	1.37 in	Front	
2	4767700031	DOVE	Novelty Drk Choc Variety Mini	16.00CT		1	K1	8	14	1.75	5.80 in	5.90 in	2.60 in	Front	
3	7255400150	NESTLE	Novelty Drumstick Vanilla 4Ct	4.00CT		2	K1	12	22	1.83	7.25 in	5.75 in	2.75 in	Front	
4	7255411146	DRUMSTICK	Novelty Drumstick Cookie Dippe	8.00CT		1	K1	7	11	1.57	7.30 in	10.75 in	2.73 in	Front	
5	7255424519	NESTLE	Bar Hostess Snowballs	5.00CT		1	K1	9	15	1.67	6.25 in	5.75 in	2.25 in	Front	6/15/2017
6	7585600110	KLONDIKE	Novelty Bar Original 6 Pk	6.00CT		1	K1	12	30	2.50	3.23 in	9.77 in	2.13 in	Front	
7	7585600120	KLONDIKE	Novelty Bar Krispy 6 Pk	6.00CT		1	K1	12	30	2.50	3.23 in	9.77 in	2.13 in	Front	
8	85245500516	BASKINROBB	Sandwich Mint Chocolate Chip	14.00OZ		1	K1	9	10	1.11	4.00 in	6.00 in	3.94 in	Front	6/14/2017
9	7064001086	BLUEBUNNY	Novelty Mini Swrl Van Cone	8.00CT		1	K1	6	11	1.83	7.63 in	7.25 in	2.25 in	Front	
10	4154875095	NESTLE	Novelty Bar Pineapple 6Ct	6.00CT		1	K1	9	15	1.67	6.25 in	5.75 in	2.25 in	Front	
11	4154875151	DREYERS	Novelty Bar Fruit Variety	12.00CT		1	K1	9	12	1.33	6.75 in	6.75 in	2.25 in	Front	
12	89722900215	FROOZER	Strawbanana Bliss 6 Pk	6.00PK		1	K1	12	19	1.58	8.13 in	5.75 in	1.38 in	Front	6/16/2017
13	7260904348	ALDENORGNC	Sandwich Vanilla Bean	4.00CT		1	K1	12	19	1.58	6.75 in	5.75 in	1.63 in	Front	6/15/2017
14	85103500324	YASSO	Novelty Yogurt Caramel Sea Slt	4.00CT		1	K1	8	14	1.75	6.00 in	6.25 in	2.50 in	Front	
15	85631200407	PROYO	Yogurt Dutch Choc Frz 3Pk	3.00CT		1	K1	8	11	1.38	7.75 in	4.50 in	2.25 in	Front	
16	7064001346	WEIGHTWATC	Novelty Caramel Candy Bar	6.00CT		1	K1	12	24	2.00	5.63 in	7.75 in	1.38 in	Front	

SHELF:4		WIDTH:120 in		MERCH HEIGHT:17.00 in		DEPTH:22 in		SPACE AVAIL:1.24 in							
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4767700051	SNICKERS	Novelty Bar Snickers 6 Pk	6.00CT		1	K1	12	44	3.67	5.33 in	8.75 in	1.00 in	Front	
2	4767733645	SNICKERS	Novelty Snickers Cone 12Pk	12.00CT		1	K1	12	22	1.83	5.25 in	8.80 in	2.00 in	Front	

NOVELTIES 4 DRS NE CE SO

3	7255411057	DRUMSTICK	Novelty Drumsticks Smply Dppd	8.00CT	2	K1	7	22	3.14	7.30 in	10.75 in	2.73 in	Front	
4	7585600170	KLONDIKE	Novelty Bar Drk Choc 6Ct	6.00CT	1	K1	12	30	2.50	3.23 in	9.77 in	2.13 in	Front	
5	85729300513	SALTISWEET	Vail Valley Org Van Sprinkes	3.00CT	1	K1	8	17	2.13	6.00 in	5.63 in	1.88 in	Front	6/16/2017
6	85729300515	SALTISWEET	Vail Vaalley	3.00CT	1	K1	8	17	2.13	6.00 in	5.63 in	1.88 in	Front	7/18/2017
7	7064001499	BLUEBUNNY	Bunny Snacks Ckies In Crm	6.00CT	1	K1	6	5	0.83	7.50 in	7.54 in	3.83 in	Front	6/15/2017
8	7064001500	BLUEBUNNY	Bunny Snacks Chocolate Chip Cookie	6.00CT	1	K1	6	5	0.83	7.50 in	7.54 in	3.83 in	Front	6/15/2017
9	4154861004	DREYERS	Novelty Bar Fruit Strawbrry	6.00CT	1	K1	9	12	1.33	6.25 in	5.75 in	2.25 in	Front	
10	7756712130	POPSICLE	Novelty Pop O C G 20 Pk	20.00CT	1	K1	6	10	1.67	6.80 in	9.61 in	2.79 in	Front	
11	7756702254	FUDGSICLE	Novelty Pop Fudge Ns 20Ct	20.00CT	1	K1	6	11	1.83	6.80 in	9.61 in	2.79 in	Front	
12	78978501962	SKINNYCOW	Novelty Chocolate 6Pk	6.00CT	1	K1	8	12	1.50	4.25 in	9.50 in	3.50 in	Front	
13	78978546580	SKINNYCOW	Novelty Bar Salted Caramel Prz	5.00CT	1	K1	8	26	3.25	5.00 in	9.13 in	1.63 in	Front	

SHELF:5 Base		WIDTH:120 in		MERCH HEIGHT:22.00 in				DEPTH:25 in			SPACE AVAIL:1.29 in					
Locatio...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date	
1	4767747381	MANDM	Novelty Sandwich I C Cookie	15.80OZ		1	K1	8	24	3.00	7.50 in	10.25 in	1.63 in	Front		
2	7255400154	DRUMSTICK	Novelty Drumstick Vanilla	8.00CT		1	K1	7	15	2.14	7.30 in	10.75 in	2.73 in	Front		
3	7255400153	DRUMSTICK	Novelty Sundae Cone Drumstick	8.00CT		1	K1	7	15	2.14	7.30 in	10.75 in	2.73 in	Front		
4	7255487026	DRUMSTICK	Novelty Cone Drumstk Cr Dppd	8.00CT		1	K1	7	15	2.14	7.30 in	10.75 in	2.63 in	Front		
5	4100005315	GOODHUMOR	Novelty Classic Straw Short	6.00CT		2	K1	12	44	3.67	6.25 in	5.75 in	2.25 in	Front		
6	7332104405	LUIGI	Novelty Italian Ice Mngo	36.00OZ		1	K1	9	18	2.00	6.25 in	9.10 in	2.75 in	Front		
7	7332100027	LUIGI	Novelty Italian Ice	36.00OZ		1	K1	9	18	2.00	6.25 in	9.10 in	2.75 in	Front		
8	7756702295	POPSICLE	Novelty Ocg Sugar Free 20 Pk	20.00CT		1	K1	6	14	2.33	6.80 in	9.61 in	2.79 in	Front		
9	7453490164	BUDGETSAVE	Novelty Pops Assorted	18.00CT		2	K1	10	24	2.40	12.00 in	8.00 in	1.96 in	Front		
10	7064032574	BLUEBUNNY	Novelty Strw Choc Sndae 12Pk	12.00CT		2	K1	6	20	3.33	9.00 in	5.70 in	3.00 in	Front		
11	78978501963	SKINNYCOW	Novelty Vanilla 6Pk	6.00CT		1	K1	8	21	2.63	4.25 in	9.50 in	3.50 in	Front		