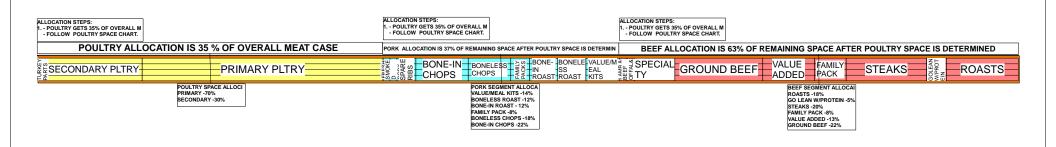
HQ DeCA PLANOGRAM

PAGES 2, 3 & 4 SHOWS INDIVIDUAL PLANOGRAMS FOR POULTRY, BEEF & PORK



Right-left	Page: 1 of 4
FALL WINTER	HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER LES SIMPSON.

HQ DeCA PLANOGRAM

PAGES 2, 3 & 4 SHOWS INDIVIDUAL PLANOGRAMS FOR POULTRY, BEEF & PORK

ALLOCATION STEPS:
1 POULTRY GETS 35% OF OVERALL MEAT CASE SPACE.
- FOLLOW POULTRY SPACE CHART.
2 BEEF GETS 63% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.
- FOLLOW BEEF SEGEMENT % CHART.
3 PORK GETS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.
- FOLLOW PORK SEGMENT % CHART

POULTRY ALLOCATION IS 35 % OF OVERALL MEAT CASE

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->-	SECONDARY PLTRY————	PRIMARY PLTRY————————————————————————————————————
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POULTRY SPACE ALLOCATIONS: PRIMARY -70% SECONDARY -30% TURKEY PARTS - 6% OF SECONDARY SPACE

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- FOLLOW BEEF SEGEMENT % CHART.
- 3. PORK GETS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.
 - FOLLOW PORK SEGMENT % CHART

PORK ALLOCATION IS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED

<u> </u>	퐀	တ္တ							_
ESH OFF	OKED PC	PARERIE	BONE-IN CHOPS-	BONELESS CHOP	s	MILY PAC	—BONE-IN ROAST—	BONELESS ROAST-	VALUE/MEAL KITS
H.	SMC	S				FAN			

PORK SEGMENT ALLOCATIONS:

VALUE/MEAL KITS -14%

BONELESS ROAST -12%

BONE-IN ROAST - 12%

FAMILY PACK -8%

BONELESS CHOPS -18%

BONE-IN CHOPS -22%

SPARERIBS - 8%

SMOKED - 3%

FRESH OFFAL -3%

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- FOLLOW BEEF SEGEMENT'S CHART.

3. PORK GETS 37% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED.
- FOLLOW PORK SEGMENT'S, CHART

BEEF ALLOCATION IS 63% OF REMAINING SPACE AFTER POULTRY SPACE IS DETERMINED

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– ৩	å.	-SPECIALTY-	GROUND BEEF	VALUE ADDED	FAMILY PACK	STEAKS	+щй -	ROASTS-
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BEEF SEGMENT ALLOCATIONS:
ROASTS -18%
GO LEAN W/PROTEIN -5%
STEAKS -20%
FAMILY PACK -8%
VALUE ADDED -13%
GROUND BEEF -22%
SPECIALTY -10%
BEEF OFFAL/BONES -2%
LAMB & VEAL -2%

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FALL WINTER	HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER LES SIMPSON.