

DOG FOOD - DRY 24 FT. SECTION

HQ DeCA PLANOGRAM

CLASS 2



Left-right

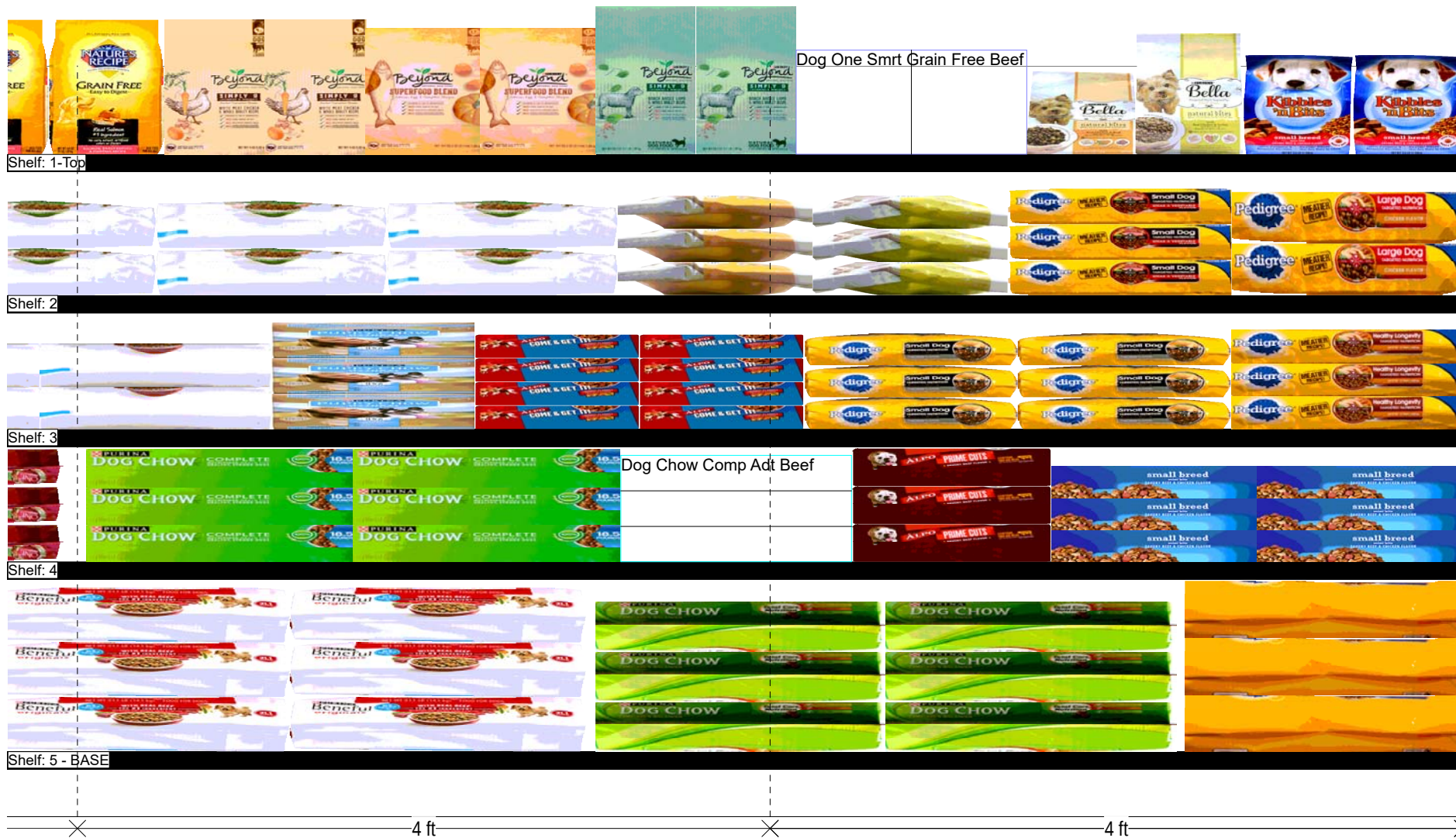
HQ DeCA/MBU PLANOGRAM APPROVED BY DARRELL CLARY, CATEGORY MANAGER.

24 AUGUST 2017

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24 AUGUST
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DOG FOOD - DRY 24 FT. SECTION

SHELF:1-Top		WIDTH:288 in		MERCH HEIGHT:16.50 in		DEPTH:22 in			SPACE AVAIL:0.24 in						
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	85961000013	BLUEBUFFAL	Dog Dry Senior Chkn Br 6Lb	6.00LB		2	K1	5	8	1.60	15.40 in	8.95 in	4.65 in	Front	
2	85961000001	BLUEBUFFAL	Dog Dry Puppy Chkn Br 6Lb	6.00LB		2	K1	5	10	2.00	15.45 in	9.75 in	4.15 in	Front	
3	85961000007	BLUEBUFFAL	Dog Dry Adult Chkn Br 6Lb	6.00LB		1	K1	5	4	0.80	15.40 in	9.55 in	4.90 in	Front	
4	84024310487	BLUEBUFFAL	Dog Dry Adlt Sm Brd Chk Br 6Lb	6.00LB		2	K1	5	8	1.60	15.10 in	9.70 in	4.70 in	Front	
5	3810017083	PURINA	Dog Food Chkn N Rice Brght Mnd	5.00LB		2	K1	5	10	2.00	17.25 in	8.30 in	3.90 in	Front	
6	5274281830	HILLSSCIEN	Dog Food Adlt Ftns Sml Btes	5.00LB		3	K1	4	12	3.00	15.60 in	8.00 in	4.75 in	Front	
7	5274293010	HILLSSCIEN	Dog Food Adult Lte Sml Btes	5.00LB		3	K2	4	12	3.00	15.20 in	8.45 in	4.65 in	Front	
8	78087235040	ORGANIX	Dog Food Gf Chckn N Potato	4.00LB		2	K2	5	10	2.00	15.75 in	8.45 in	3.80 in	Front	
9	7910512048	NUTRO	Dog Food Wild Frontier Chicken	4.00LB		2	K1	6	10	1.67	14.20 in	8.05 in	4.10 in	Front	
10	73052150609	NATURESREC	Dog Food Chicken Recipe	4.00LB		2	K1	5	10	2.00	14.20 in	8.25 in	4.35 in	Front	
11	73052150612	NATURESREC	Dog Food Salmon Pumpkin G Fre	4.00LB		2	K1	5	14	2.80	14.25 in	8.05 in	3.10 in	Front	
12	1780016318	BEYOND	Dog Food Chicken Barley	4.00LB		2	K1	6	14	2.33	14.20 in	6.95 in	2.80 in	Front	
13	1780016314	BEYOND	Dog Food Slam Egg Pump	3.70LB		2	K1	6	12	2.00	13.30 in	7.95 in	3.45 in	Front	
14	1780016323	BEYOND	Dog Food Lamb Barley	3.70LB		2	K1	6	14	2.33	15.65 in	6.95 in	2.85 in	Front	
15	1780017742	PURINAONE	Dog One Smrt Grain Free Beef	6.00LB		2	K1	4	10	2.50	11.00 in	8.00 in	4.00 in	Front	
16	5000016847	BELLA	Dog Food Natural Dry Bf Chicken	3.00LB		1	K2	4	7	1.75	8.75 in	7.50 in	3.00 in	Front	
17	5000016849	BELLA	Dog Food Natural Dry Turkey	3.00LB		1	K2	4	7	1.75	12.68 in	7.46 in	3.00 in	Front	
18	7910051852	KIBBLESNBI	Dog Food Dry Small Breed	3.50LB		2	K2	6	10	1.67	10.50 in	7.60 in	4.00 in	Front	

SHELF:2		WIDTH:288 in		MERCH HEIGHT:35.00 in		DEPTH:24 in				SPACE AVAIL:0.25 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	85961000009	BLUEBUFFAL	Dog Dry Adult Chkn Br 15Lb	15.00LB		1	K1	1	3	3.00	21.50 in	13.00 in	4.10 in	Base	
2	85961000003	BLUEBUFFAL	Dog Dry Puppy Chkn Br 15Lb	15.00LB		1	K1	1	2	2.00	22.00 in	13.15 in	4.00 in	Base	
3	3810013190	PURINA	Dog Food Adlt Small Breed	6.00LB		3	K1	5	6	1.20	18.60 in	8.00 in	4.90 in	Base	
4	7910511996	NUTRO	Dog Food Adult Chunk With Chkn	4.00LB		2	K2	6	12	2.00	9.50 in	8.00 in	4.00 in	Front	
5	7910511632	NUTRO	Dog Food Adult Lamb N Rice	5.00LB		3	K2	4	9	2.25	19.80 in	8.05 in	3.80 in	Base	
6	7910512217	NUTRO	Dog Food Whlsm Essntls Small Breed	5.00LB		2	K1/NEW	4	4	1.00	16.00 in	8.00 in	5.00 in	Base	5/19/2017
7	3810015091	PURINA	Dog Food Active 26 16	18.00LB		1	K2	1	3	3.00	24.00 in	14.75 in	3.50 in	Base	
8	5274288600	HILLSSCIEN	Dog Food Sd Canine Adlt Sstom	15.50LB		1	K1	1	3	3.00	26.20 in	12.90 in	4.30 in	Base	
9	1780015452	PURINA	Dog Food Dry Tru Inst Smrt Bld	15.00LB		2	K1	1	10	10.00	20.60 in	10.15 in	2.50 in	Base	
10	1901461090	IAMS	Dog Food Mnchk 111	15.00LB		2	K1	1	6	6.00	22.39 in	13.50 in	3.52 in	Base	
11	1780013459	BENEFUL	Dog Food Healthy Wght Ftmla	15.50LB		3	K1	1	6	6.00	24.50 in	16.00 in	5.00 in	Base	
12	5000016845	BELLA	Dog Food Natural Turkey	12.00LB		1	K2	1	3	3.00	23.73 in	13.50 in	3.50 in	Base	
13	5000016846	BELLA	Dog Food Natural BF Chicken	12.00LB		1	K2	1	3	3.00	23.73 in	13.50 in	3.50 in	Base	6/1/2017
14	2310011035	PEDIGREE	Dog Food Steak N Veg Small	15.90LB		1	K1	1	3	3.00	25.00 in	15.50 in	3.75 in	Base	
15	2310010281	PEDIGREE	Dog Food Large Breed	17.00LB		1	K2	1	2	2.00	23.00 in	16.00 in	5.45 in	Base	

SHELF:3		WIDTH:288 in		MERCH HEIGHT:12.12 in		DEPTH:24 in			SPACE AVAIL:1.15 in						
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	84024310488	BLUEBUFFAL	Dog Dry Adlt Sm Br Chk Br 15Lb	15.00LB		1	K1	1	2	2.00	21.85 in	13.00 in	3.95 in	Base	
2	85961000035	BLUEBUFFAL	Dog Dry Adlt Lamb Br 15Lb	15.00LB		1	K2	1	2	2.00	21.60 in	13.20 in	4.30 in	Base	
3	3810017467	PROPLA2	Dog Food Bright Mind Small Br	16.00LB		1	K1	1	3	3.00	22.50 in	15.00 in	3.75 in	Base	
4	73052150438	NATURESREC	Dog Food Adult Lamb Meal Rice	15.00LB		1	K2	1	4	4.00	15.10 in	11.80 in	2.80 in	Base	
5	78087208014	ORGANIX	Dog Food Organic Adult	14.50LB		1	K1	1	3	3.00	24.20 in	13.10 in	3.70 in	Base	
6	5274289210	HILLSSCIEN	Dog Food Adult Smb	17.50LB		1	K1	1	4	4.00	24.20 in	15.90 in	2.95 in	Base	
7	5274288720	HILLSSCIEN	Dog Food Adult Mature	17.50LB		1	K1	1	4	4.00	24.25 in	16.05 in	2.70 in	Base	
8	7910511623	NUTRO	Dog Food Nc Small Bites	15.00LB		1	K1	1	3	3.00	22.75 in	14.00 in	3.75 in	Base	
9	1780014937	PURINA	Dog Food One Chicken N Rice	16.50LB		1	K1	1	2	2.00	24.00 in	16.00 in	4.50 in	Base	
10	1780014920	PURINA	Dog Food One Healthy Weight	16.50LB		1	K2	1	3	3.00	23.50 in	16.50 in	3.50 in	Base	
11	1901461089	IAMS	Dog Food Weight Cntl Brd	15.00LB		2	K1	1	6	6.00	22.39 in	14.00 in	3.52 in	Base	
12	1780013476	BENEFUL	Dog Food Original Beef	15.50LB		2	K1	1	4	4.00	24.00 in	16.00 in	4.50 in	Base	
13	1780017517	PURINA	Puppy Chow Natural 15.5Lb	15.50LB		1	K2	1	3	3.00	22.50 in	14.00 in	3.75 in	Top	
14	5000058090	PURINA	Dog Food Dry Come N Get It	16.00LB		2	K1	1	8	8.00	20.65 in	11.40 in	2.50 in	Base	
15	2310029161	PEDIGREE	Dog Food Sml Breed Mini Bites	15.90LB		2	K2	1	6	6.00	23.90 in	14.75 in	3.37 in	Base	
16	2310002517	PEDIGREE	Dog Food Healthy Longevity	15.00LB		1	K2	1	3	3.00	22.00 in	16.00 in	3.50 in	Base	

DOG FOOD - DRY 24 FT. SECTION

SHELF:4		WIDTH:288 in		MERCH HEIGHT:30.00 in		DEPTH:26 in				SPACE AVAIL:0.55 in				Orientation	Add Date
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D		
1	85961000015	BLUEBUFFAL	Dog Dry Senior Chkn Br 15Lb	15.00LB		2	K1	1	4	4.00	21.50 in	12.75 in	4.35 in	Base	
2	85961000004	BLUEBUFFAL	Dog Dry Adlt Hw Chk Br 15Lb	15.00LB		2	K2	1	4	4.00	20.80 in	13.00 in	4.55 in	Base	
3	73052150614	NATURESREC	Dog Food Gf Salmon Recipe	24.00LB		2	K1	1	4	4.00	27.10 in	17.00 in	4.20 in	Base	
4	73052150437	NATURESREC	Dog Food Lamb Meal Rice	15.00LB		1	K2	1	4	4.00	15.10 in	11.80 in	2.80 in	Base	
5	73052150611	NATURESREC	Dog Food Chkn Gf	24.00LB		2	K1	1	4	4.00	27.10 in	17.00 in	4.20 in	Base	
6	73052152945	NATURESREC	Dog Food Dry Chk Meal Adult 1S	15.00LB		1	K2/NEW	1	3	3.00	3.05 in	15.05 in	21.25 in	Front	6/1/2017
7	7910511631	NUTRO	Dog Food Adult Lamb N Rice	15.00LB		1	K1	1	3	3.00	19.35 in	13.85 in	3.50 in	Base	
8	1780014940	PURINA	Dog Food One Lamb Rice	16.50LB		2	K1	1	6	6.00	24.00 in	16.00 in	4.00 in	Base	
9	1780014915	PURINA	Dog Food Chow Adult	18.50LB		2	K1	1	6	6.00	22.35 in	18.50 in	3.95 in	Base	
10	1780017838	PURINA	Dog Chow Comp Adt Beef	20.00LB		1	K1	1	3	3.00	22.00 in	16.00 in	3.75 in	Base	
11	1113214544	PURINA	Dog Food Dry Prime Cuts Beef	16.00LB		1	K1	1	3	3.00	20.15 in	13.75 in	4.00 in	Base	
12	7910051447	KIBBLESNBI	Dog Food Minibit Small Breed	16.00LB		2	K1	1	6	6.00	20.70 in	14.25 in	3.35 in	Base	

SHELF:5 - BASE			WIDTH:288 in		MERCH HEIGHT:38.00 in		DEPTH:26 in			SPACE AVAIL:6.40 in						
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date	
1	85961000011	BLUEBUFFAL	Dog Dry Adult Chkn Br 30Lb	30.00LB		2	K1	1	4	4.00	25.50 in	16.45 in	4.30 in	Base		
2	7910511627	NUTRO	Dog Food Adult Lamb N Rice	30.00LB		1	K1	1	3	3.00	23.00 in	18.00 in	6.00 in	Base		
3	7910511664	NUTRO	Dog Food Sr Chkn N Whl Brn Ric	30.00LB		1	K1	1	3	3.00	23.70 in	16.50 in	5.38 in	Base		
4	7910511645	NUTRO	Dog Food Large Breed Adult	30.00LB		1	K1	1	3	3.00	23.70 in	18.00 in	5.38 in	Base		
5	1780014939	PURINA	Dog Food Dry Chicken Rice	31.10LB		1	K1	1	2	2.00	27.00 in	20.00 in	6.25 in	Base		
6	1780014941	PURINA	Dog Food One Lamb Rice	31.10LB		1	K1	1	3	3.00	28.00 in	21.50 in	5.50 in	Base		
7	1901470071	IAMS	Dog Food Dry Mini Chunks	30.00LB		2	K1	1	6	6.00	23.89 in	17.00 in	5.15 in	Base		
8	1901470072	IAMS	Dog Food Large Breed	30.00LB		1	K1	1	3	3.00	24.25 in	20.15 in	4.65 in	Base		
9	1780014991	BENEFUL	Dog Food Original Beef	31.10LB		2	K2	1	6	6.00	26.10 in	20.55 in	5.75 in	Base		
10	1780014916	PURINA	Dog Food Chow Adult	32.00LB		2	K1	1	6	6.00	25.90 in	20.10 in	5.25 in	Base		
11	2310000077	PEDIGREE	Dog Food Adult Comp Nutrtn	30.00LB		1	K2	1	3	3.00	24.50 in	19.25 in	6.00 in	Base		