




5 REESES P-BTR CUPS	6 REESES P-BTR CUPS KS	7 SNICKERS BAR	8 SNICKERS 2 GO
9 Reeses Cups with Reeses Pieces	10 Reeses Pieces Cup KING	11 SNICKERS ALMOND BAR	12 SNICKERS CRISPER
13 HERSHEY'S ALMOND BAR	14 HERSHEY'S MILK CHOC/ALMONDS KS	15 M&M'S CHOC CANDIES CARAMEL	16 M&M'S PEANUT CHOC CANDIES
17 M&M'S PEANUT CHOC CANDIES SHR	18 HERSHEY'S MILK CHOC BAR	19 HERSHEY'S MILK CHOC KS	20 DOVE MILK CHOCOLATE
21 M&M'S MINIS TUBE	22 M&M'S MILK CHOC CANDIES	23 M&M'S MILK CHOC CANDIES SHR	24 KIT KAT
25 KIT KAT KS	26 ROLO CARAMEL CHOCOLATE	27 TWIX CHOC CARAMEL BAR 4/GO	28 TWIX CHOC CARAMEL BAR
29 3 MUSKETEERS BAR	30 3 MUSKETEERS 2 GO BAR	31 CADBURY CARAMELLO BAR	32 MILKY WAY BAR
33 MILKY WAY BAR 2/GO	34 ALMOND JOY BAR	35 MOUNDS BAR DARK CHOC	36 BUTTERFINGER BAR
37 BUTTERFINGER BAR SHARE PK	38 MILKY WAY MIDNIGHT BAR	39 HERSHEY'S COOKIE N' CREME BAR	40 YORK PEPPERMINT PATTIE
41 CRUNCH BAR	42 MR GOODBAR	43 HEATH ENGLISH TOFFEE BAR	44 NUTELLA N GO SPREAD
45 LINDT LINDOR MILK CHOC	46 PAYDAY PEANUT CARAMEL BAR	47 PAYDAY PEANUT CARAMEL BAR KS	48 HRSH SNACKSTERS CHOC
49 SKITTLES FRUIT CHEW ORIG	50 STARBURST FRUIT CHEW ORIG	51 ORIGINAL GRMT LOLLI POP CTN CANDY	52 YUMMY BOX HRD LLLPP IC SNGL NS PKG 1.19 OUNCE
53 AND NUT ROUNDER BOX	54 BABY BOTTLE POP BLU RASP	55 JUICY DROP POP BLUE	56 CHASES CHERRY MASH
57 M BAR CHOC	58 BUTTERFINGER P-BTR CUPS	59 BABY RUTH BAR	60 M&M'S PEANUT BUTTER CANDIES
61 HERSHEY'S SPECIAL DARK BAR	62 M&M'S CHOC CANDIES CRISPY	63 M&M'S CHOC CANDIES CRISPY	64 M&M'S CHOC CANDIES CRISPY

PAYDAY  
ORIG FLLD  
BR/CPS IC  
SNGL NS  
PKG 1.85  
OUNCE

63  
SNICKERS P-  
BTR  
SQUARED

WHAT<sup>64</sup>CHAMAC  
ALLIT  
BAR

65  
REESES  
PIECES

REES66  
NUTRAGEOUS  
BAR

MILK<sup>®</sup>WAY  
BAR SIMPLY  
CARAMEL

LIND  
T  
68  
OR  
TRF  
FL  
MILK

NOW 69 WATER  
WATERMELON  
BOX

MIKE  
ORIG  
FRUIT

70  
AND IKE  
INAL  
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# 38 Inch Tail (OTC) NEW

## Position/Shelf Report

38 Inch Tail (OTC) NEW				Height: 5 ft 5.00 in	Width:3 ft	Depth: 2 ft	
Shelf 11		Width: 36.00 in		Depth: 24.00 in	Available Linear: 3.76 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	5	3400000440	336297	REESES P-BTR CUPS	1.50	OZ	1
	6	3400000480	336776	REESES P-BTR CUPS KS	2.80	OZ	1
	7	4000042431	301340	SNICKERS BAR	1.86	OZ	1
	8	4000000263	245308	SNICKERS 2 GO	3.29	OZ	1
Shelf 10		Width: 36.00 in		Depth: 24.00 in	Available Linear: 3.75 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	9	3400044143	3400044143	Reeses Cups with Reeses Pieces	0.00		1
	10	3400048502	3400048502	Reeses Pieces Cup KING	0.00		1
	11	4000000105	342550	SNICKERS ALMOND BAR	1.76	OZ	1
	12	4000050315		SNICKERS CRISPER	1.41	OZ	1
Shelf 9		Width: 36.00 in		Depth: 24.00 in	Available Linear: 4.15 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	13	3400000241	336032	HERSHEYS ALMOND BAR	1.45	OZ	1
	14	3400000221	866509	HERSHEYS MILK CHOC/ALMONDS KS	2.60	OZ	1
	15	4000050883	4000050883	M&M CHOC CANDIES CARAMEL	1.41	OZ	1
	16	4000000032	139998	M&M PEANUT CHOC CANDIES	1.74	OZ	1
	17	4000000432	340349	M&M PEANUT CHOC CANDIES SHR	3.27	OZ	1
Shelf 8		Width: 36.00 in		Depth: 24.00 in	Available Linear: -0.85 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	18	3400000240	335737	HERSHEYS MILK CHOC BAR	1.55	OZ	1
	19	3400000220	409672	HERSHEYS MILK CHOC KS	2.60	OZ	1
	20	4000045984	544593	DOVE MILK CHOCOLATE	1.44	OZ	1
	21	4000000237	867150	M&M MINIS TUBE	1.08	OZ	1
	22	4000000031	139766	M&M MILK CHOC CANDIES	1.69	OZ	1
	23	4000000431	867218	M&M MILK CHOC CANDIES SHR	3.14	OZ	1
Shelf 7		Width: 36.00 in		Depth: 24.00 in	Available Linear: 3.55 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	24	3400000246	336594	KIT KAT	1.50	OZ	1
	25	3400000229	336784	KIT KAT KS	3.00	OZ	1
	26	3400000244	336420	ROLO CARAMEL CHOCOLATE	1.70	OZ	1
	27	4000000405	319434	TWIX CHOC CARAMEL BAR 4/GO	3.02	OZ	1
	28	4000000435	319491	TWIX CHOC CARAMEL BAR	1.79	OZ	1
Shelf 6		Width: 36.00 in		Depth: 24.00 in	Available Linear: 3.55 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	29	4000042208	301344	3 MUSKETEERS BAR	1.92	OZ	1
	30	4000000603	123992	3 MUSKETEERS 2 GO BAR	3.28	OZ	1
	31	3400000340	343947	CADBURY CARAMELLO BAR	1.60	OZ	1
	32	4000042206	301342	MILKY WAY BAR	1.84	OZ	1
	33	4000000401	867168	MILKY WAY BAR 2/GO	3.60	OZ	1
Shelf 5		Width: 36.00 in		Depth: 24.00 in	Available Linear: 0.45 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	34	3400000320	339325	ALMOND JOY BAR	1.61	OZ	1
	35	3400000031	339770	MOUNDS BAR DARK CHOC	1.75	OZ	1
	36	2800020203	350254	BUTTERFINGER BAR	1.90	OZ	1
	37	2800000142	110023	BUTTERFINGER BAR SHARE PK	3.70	OZ	1
	38	4000000104	390880	MILKY WAY MIDNIGHT BAR	1.76	OZ	1
Shelf 4		Width: 36.00 in		Depth: 24.00 in	Available Linear: 3.95 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	39	3400000239	336792	HERSHEYS COOKIE'N'CREME BAR	1.55	OZ	1
	40	3400000330	339606	YORK PEPPERMINT PATTIE	1.40	OZ	1
	41	2800013170	866301	CRUNCH BAR	1.55	OZ	1
	42	3400000243	336347	MR GOODBAR	1.75	OZ	1
	43	1070006080	407650	HEATH ENGLISH TOFFEE BAR	1.40	OZ	1
Shelf 3		Width: 36.00 in		Depth: 24.00 in	Available Linear: 1.90 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	44	0980080005	201101	NUTELLA N GO SPREAD	1.80	OZ	2
	45	3746605625		LINDT LINDOR MILK CHOC	1.30	OZ	1
	46	1070080722	406918	PAYDAY PEANUT CARAMEL BAR	1.85	OZ	1
	47	1070080727		PAYDAY PEANUT CARAMEL BAR KS	3.40	OZ	1
Shelf 2		Width: 36.00 in		Depth: 24.00 in	Available Linear: 4.35 in		
	Loc ID	UPC	ID	Name	Size	UOM	Facings
	48	3400012383	350673	HRSH SNACKSTERS CHOC	1.80	OZ	2
	49	4000000160	339820	SKITTLES FRUIT CHEW ORIG	2.17	OZ	1
	50	4000000051	378836	STARBURST FRUIT CHEW ORIG	2.07	OZ	1
Shelf 1		Width: 36.00 in		Depth: 24.00 in	Available Linear: 8.04 in		

# 38 Inch Tail (OTC) NEW

## Position/Shelf Report

Loc ID	UPC	ID	Name	Size	UOM	Facings
51	9504500005		ORIGINAL GRMT LOLLIPOP CTN CANDY	1.10	OZ	1
52	63155202236		YUMMY-LIX HRD LLLPP IC SNGL NS PKG 1.19 OUNCE	0.00		1
53	3390231981	635904	AND PNTUT ROUNDER BOX	2.25	OZ	1
54	4111600595	256016	BABY BOTTLE POP BLU RASP	1.10	OZ	1
55	4111600592		JUICY DROP POP BLUE	0.92	OZ	1
56	7818400005	867838	CHASES CHERRY MASH	2.05	OZ	1

Width: 48.00 in			Depth: 24.00 in	Available Linear: -4.30 in		
Loc ID	UPC	ID	Name	Size	UOM	Facings
1	3400000163	254557	REESES BIG CUP	1.40	OZ	1
2	3400000334	254623	REESES P-BTR CUPS WHT CHOC	1.50	OZ	1
3	3400000052	250139	REESES FAST BREAK BAR	1.80	OZ	1
57	4000042270	301737	M&M BAR CHOC	1.50	OZ	1
58	2800000355	300053	BUTTERFINGER P-BTR CUPS	1.50	OZ	1
59	2800001077	400713	BABY RUTH BAR	2.10	OZ	1
60	4000000144	867085	M&M PEANUT BUTTER CANDIES	1.63	OZ	1
61	3400000245	336362	HERSHEYS SPECIAL DARK BAR	1.45	OZ	1
62	4000049480	209003	M&M CHOC CANDIES CRISPY	1.35	OZ	1

Width: 48.00 in			Depth: 24.00 in	Available Linear: 3.60 in		
Loc ID	UPC	ID	Name	Size	UOM	Facings
4	1070050736		PAYDAY ORIG FLLD BR/CPS IC SNGL NS PKG 1.85 OUN...	0.00		1
63	4000039412	681460	SNICKERS P-BTR SQUARED	1.78	OZ	1
64	3400000247	336214	WHATCHAMACALLIT BAR	1.60	OZ	1
65	3400000248	336446	REESES PIECES	1.53	OZ	1
66	3400000005	250038	REESES NUTRAGEOUS BAR	1.66	OZ	1
67	4000000694	285510	MILKY WAY BAR SIMPLY CARAMEL	1.91	OZ	1
68	3746600005	935122	LINDT LINDOR TRFFL MILK CHOC	0.42	OZ	1
69	9392252100	210034	NOW & LATER WATERMELON BOX	24.00	CT	1
70	7097000032	446476	MIKE AND IKE ORIGINAL FRUIT	2.12	OZ	1
71	9392252004	210024	NOW & LATER BLUE RASPBERRY PP	6.00	PC	1

# 38 Inch Tail (OTC) NEW

## Brand Performance at Shelf

Planogram #1    Name: 38 Inch Tail (OTC) NEW    h: 5 ft 5.00 in    w: 3 ft    d: 2 ft    # of segments: 1

1 Shelf	# Shelf 11	width: 36.00 in	depth: 24.00 in	Available Linear: 3.76 in	Notch #: 55
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
REESES	2.00	4.00		16.34 in	50.68%
SNICKERS	2.00	4.00		15.90 in	49.32%

2 Shelf	# Shelf 10	width: 36.00 in	depth: 24.00 in	Available Linear: 3.75 in	Notch #: 49
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
	2.00	51.00		17.45 in	54.11%
SNICKERS	2.00	6.00		14.80 in	45.89%

3 Shelf	# Shelf 9	width: 36.00 in	depth: 24.00 in	Available Linear: 4.15 in	Notch #: 44
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
HERSHEYS	2.00	5.00		12.75 in	40.03%
M & M	3.00	123.00		19.10 in	59.97%

4 Shelf	# Shelf 8	width: 36.00 in	depth: 24.00 in	Available Linear: -0.85 in	Notch #: 39
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
DOVE	1.00	4.00		6.30 in	17.10%
HERSHEYS	2.00	5.00		13.10 in	35.55%
M & M	3.00	5.00		17.45 in	47.35%

5 Shelf	# Shelf 7	width: 36.00 in	depth: 24.00 in	Available Linear: 3.55 in	Notch #: 34
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
KIT KAT	2.00	4.00		14.15 in	43.61%
ROLO	1.00	2.00		5.15 in	15.87%
TWIX	2.00	4.00		13.15 in	40.52%

6 Shelf	# Shelf 6	width: 36.00 in	depth: 24.00 in	Available Linear: 3.55 in	Notch #: 28
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
3 MUSKETEERS	2.00	3.00		14.65 in	45.15%
CARAMELLO	1.00	1.00		6.30 in	19.41%
MILKY WAY	2.00	3.00		11.50 in	35.44%

7 Shelf	# Shelf 5	width: 36.00 in	depth: 24.00 in	Available Linear: 0.45 in	Notch #: 23
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
ALMOND JOY	1.00	1.00		6.50 in	18.28%
BUTTERFINGER	2.00	4.00		17.10 in	48.10%
MILKY WAY	1.00	2.00		5.30 in	14.91%
MOUNDS	1.00	1.00		6.65 in	18.71%

8 Shelf	# Shelf 4	width: 36.00 in	depth: 24.00 in	Available Linear: 3.95 in	Notch #: 18
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
CRUNCH	1.00	2.00		6.85 in	21.37%
HEATH	1.00	2.00		6.95 in	21.68%
HERSHEYS	1.00	2.00		6.45 in	20.12%
MR GOODBAR	1.00	2.00		5.90 in	18.41%
YORK	1.00	2.00		5.90 in	18.41%

9 Shelf	# Shelf 3	width: 36.00 in	depth: 24.00 in	Available Linear: 1.90 in	Notch #: 13
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
LINDT	1.00	5.00		8.00 in	23.14%
Nutella	1.00	4.00		14.08 in	40.71%
PAYDAY	2.00	4.00		12.50 in	36.15%

10 Shelf	# Shelf 2	width: 36.00 in	depth: 24.00 in	Available Linear: 4.35 in	Notch #: 8
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
Hershey	1.00	4.00		14.95 in	45.17%
SKITTLES	1.00	2.00		6.45 in	19.49%
STARBURST	1.00	3.00		11.70 in	35.35%

11 Shelf	# Shelf 1	width: 36.00 in	depth: 24.00 in	Available Linear: 8.04 in	Notch #: 2
Brand	# of SKUs	Capacity (TTL Units)	Shelf	Brand Linear Inches	Brand Linear % of Shelf
	1.00	2.00		5.35 in	19.13%
BABY BOTTLE	1.00	2.00		5.00 in	17.88%
CHASES	1.00	1.00		5.56 in	19.89%
JUICY DROP	1.00	2.00		5.35 in	19.13%
ORIGINAL GOURMET	1.00	24.00		1.35 in	4.83%
Peanut Rounders	1.00	2.00		5.35 in	19.13%

12 Shelf	#	width: 48.00 in	depth: 24.00 in	Available Linear: -4.30 in	Notch #: -4
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38 Inch Tail (OTC) NEW

Brand Performance at Shelf					
Brand	# of SKUs	Capacity (TTL Units) Shelf	Brand Linear Inches	Brand Linear % of Shelf	
BABY RUTH	1.00	2.00	6.40 in	12.24%	
BUTTERFINGER	1.00	2.00	5.80 in	11.09%	
HERSHEYS	1.00	2.00	6.45 in	12.33%	
M & M	3.00	7.00	18.55 in	35.47%	
REESES	3.00	7.00	15.10 in	28.87%	
13Shelf	#	width: 48.00 in	depth: 24.00 in	Available Linear: 3.60 in	Notch #: -11
Brand	# of SKUs	Capacity (TTL Units) Shelf	Brand Linear Inches	Brand Linear % of Shelf	
	1.00	24.00	4.00 in	9.01%	
LINDT	1.00	24.00	1.00 in	2.25%	
MIKE AND IKE	1.00	1.00	5.90 in	13.29%	
MILKY WAY	1.00	2.00	5.20 in	11.71%	
NOW & LATER	2.00	27.00	6.35 in	14.30%	
REESES	2.00	3.00	10.75 in	24.21%	
SNICKERS	1.00	2.00	5.10 in	11.49%	
WHATCHAMACALLIT	1.00	2.00	6.10 in	13.74%	
71.00		402.00	458.03 in	100.00%	