

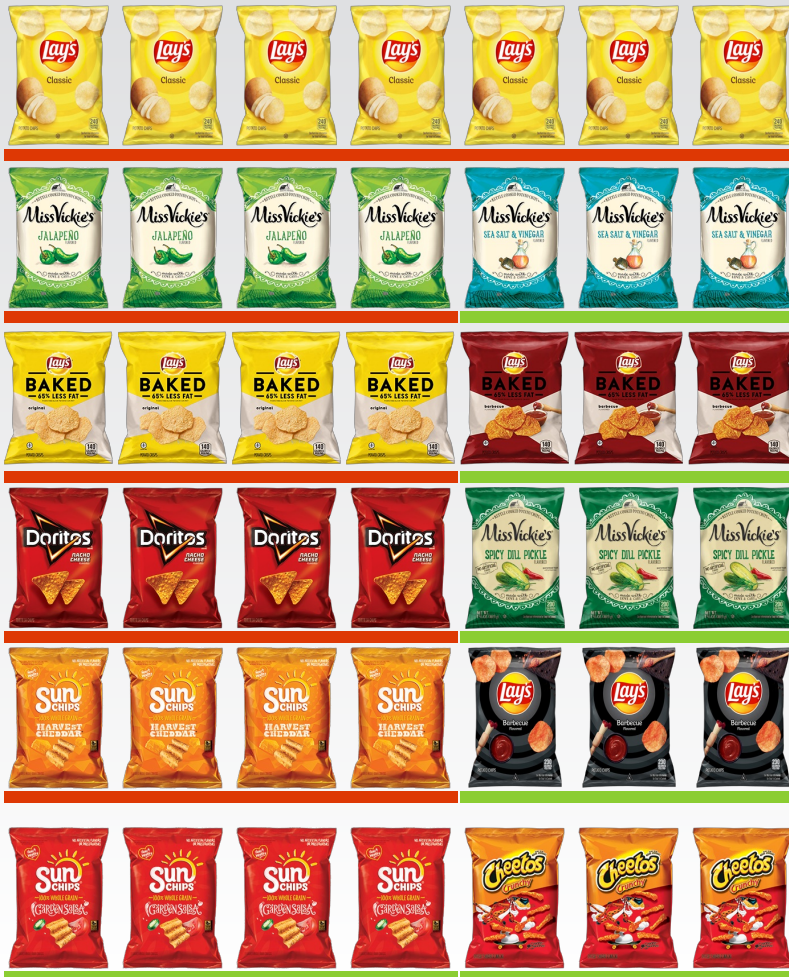


RECOMMENDED FRITO-LAY PLANOGRAM

All Restaurants Should Have One Floor Display and One Secondary Display

PFS Little Rock

MAIN FLOOR DISPLAY



NATIONALLY REQUIRED

1. Lay's Classic
2. Miss Vickie's Jalapeno
3. Baked! Lay's Original
4. Doritos Nacho Cheese
5. Sunchips Harvest Cheddar

MARKET AREA STRONGLY SUGGESTED

1. Miss Vickie's Salt & Vinegar
2. Baked! Lay's BBQ
3. Miss Vickie's Spicy Dill Pickle
4. Lay's BBQ
5. Sunchips Garden Salsa
6. Cheetos Crunchy

OTHER LOCAL OPTIONS

1. Doritos Cool Ranch
2. Lay's Sour Cream & Onion

QUEUE LINE AND/OR CASH WRAP DISPLAY



For queue line and cash wrap displays: top shelves will sell down faster than bottom shelves! When restocking, be sure to first move product from bottom to top shelves and then refill newer bags on bottom shelf. If your cash wrap has more or less facings, adjust according to sales velocities.

← Point of Order

PURSERAIL DISPLAY

Point of Purchase →



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