PHARMAVISION

Kroger health

Kellogg's

Campaign Periods: P8 + P9 + P10

Stores in Program: 1834 Total Locations

Division Count: 19 (Not included: Fred Meyer)

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KashiGo - The Details

Distributor Details:

Distributor: Peyton (Blue Tote)
Department shipping into: 120-Dry Grocery
Identifiers: 10 Pack -

- Case Code: 1862711582 (Chocolate)
- Case Code: 1862711564 (x2 Peanut Butter)
- Case Code: 1862711578 (Honey Almond)

Shipping Time Frame: 8/18/26
Shipment Delivery Days: 8/18/26







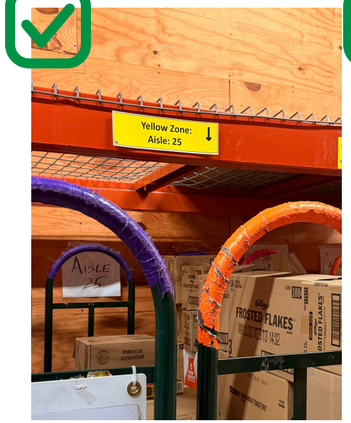
PV Merchandising:

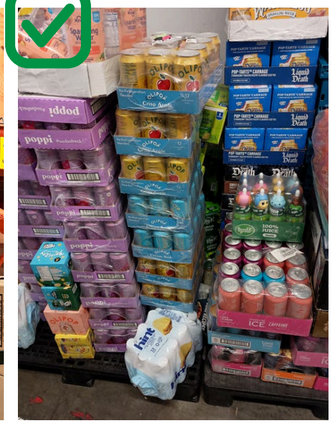
Instillation Window: 14-21 days
Start Date: August 18, 2026
Deadline: September 7, 2026
Items included for Instillation: USB TV ad Placed, Product placed.
Shelving Stocked: 4 total facings (8-10 unit rows behind of each product)
Pricing: Make sure new pricing communicated to Pharmacy/Pricing Coordinator before leaving

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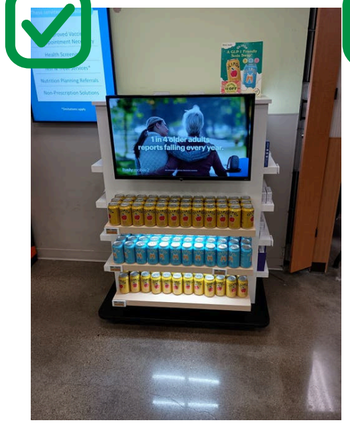
KashiGo - Locating In Store

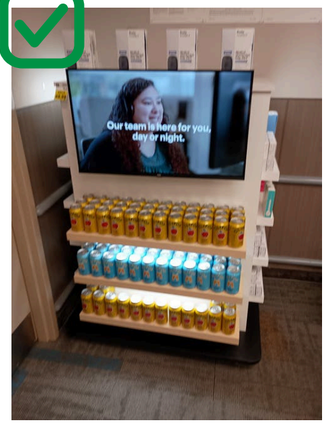
Where it could be:



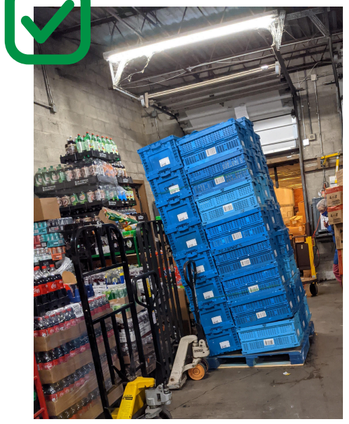


In the backroom - Grocery Section





Already on the PV display



Peyton Tote





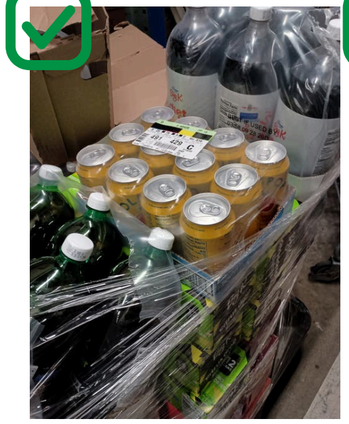


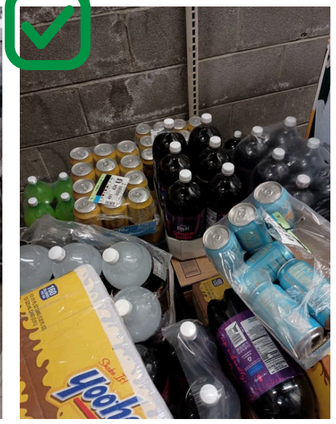
PIC TAG EXAMPLE



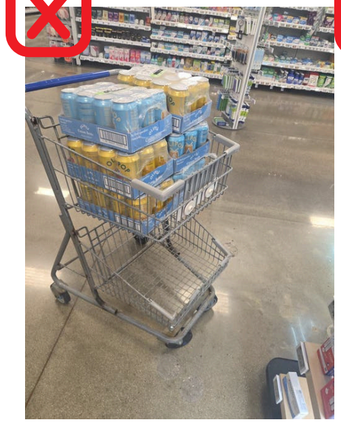


Per the Manager - In Line





In the back receiving room





Try not to use these type photos

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Kelloggs MockUp - on PharmaVision Shelf



Kelloggs Merchandising

POG V1 Most Divisions



- Select Divisions:
  - 011-Atlanta
  - 024-Louisville
  - 025-Delta
  - 026-Nashville
  - 034-Houston
  - 035-Dallas
  - 531-Chicago
  - 534-Wisconsin
  - 615-Dillons
  - 620-King Soopers
  - 660-Fry's
  - 703-Ralph's
  - 705-QFC
  - 706-Smith's
- Total Shelves: 1 - Top of the Unit
- SKU Variations: 3 UPC's
  - 8-10 Count - Kashi GO Honey Almond Flax Crunch: 0001862711579
  - 8-10 Count - Kashi GO Chocolate Crunch: 0001862711583
  - 16-20 Count - Kashi GO Peanut Butter Crunch: 0001862711565
- Stylistic Marker: will come in packs of 10 QTY

	Product Name + UPC	QTY Notes:
Shelf 1	FLOWFLEX COVID-19 ANTIGEN HOME TEST - 0068260766026	Facing: 4 - Backstock behind
Shelf 2	FLOWFLEX COMBO COVID-FLU TEST 0081010729001	Facing: 4 - Backstock behind
Shelf 3	2SAN THC DRUG TEST 0085005233559 2SAN 16 PANEL DRG TST 0085005233556	Facing: 3 - Backstock behind Facing: 1 - Backstock behind
Shelf 4	NARCAN NALOXONE HCL NASAL SPRAY 4MG 0036954762702 2SAN 8 PANEL DRUG TEST 0085005233555	Facing: 4 - Backstock behind Facing: 2 - Backstock behind

Do Not Move Product on these shelves, this is an example of what Kroger Corporate wants on the shelves.





	Product Name + UPC	QTY Notes:
Top of Unit	Kashi GO Honey Almond Flax Crunch - 001862711579	Facing: 1 - Backstock Behind
	Kashi GO Chocolate Crunch - 001862711583	Facing: 1 - Backstock Behind
	Kashi GO Peanut Butter Crunch - 001862711565	Facing: 1 - Backstock Behind
	Kashi GO Peanut Butter Crunch - 001862711565	Facing: 1 - Backstock Behind
Shelf 1	2San Covid 19 + Flu A&B Rapid Self Test - 0085005233541	Facing: 10 - Backstock behind
Shelf 2	2San Covid 19 + Flu A&B Rapid Self Test - 0085005233541	Facing: 10 - Backstock behind
Shelf 3	FLOWFLEX COVID-19 ANTIGEN HOME TEST - 0068260766026	Facing: 6 - Backstock behind

Only Install/Move product on the shelves listed above



	Product Name + UPC	QTY Notes:
Shelf 1	FASTEP COVID-19 ANTIGEN PEN HOME TEST 2 PACK 0081002263042	Facing: 8 - Backstock behind
Shelf 2	FASTEP COVID-19 ANTIGEN PEN HOME TEST 2 PACK 0081002263042	Facing: 8 - Backstock behind
Shelf 3	2SAN COLORECTAL HLTH TEST - 0085005233573	Facing: 5- Backstock behind
Shelf 4	HEALTHY ME URINARY TRACT INFECTION TEST CASE 0068260765125	Facing: 6 - Backstock behind

Do Not Move Product on these shelves, this is an example of what Kroger Corporate wants on the shelves.

PHARMAVISION

Kelloggs MockUp - on PharmaVision Shelf

Kelloggs Merchandising

POG V2 Lively Divisions

- Select Divisions:
  - 016-Columbus
  - 018-Michigan
  - 021-Central



- Total Shelves: 1 - Top of the Unit
- SKU Variations: 3 UPC's
  - 8-10 Count - Kashi GO Chocolate Crunch: 0001862711583
  - 16-20 Count - Kashi GO Peanut Butter Crunch: 0001862711565
  - 8-10 Count - Kashi GO Honey Almond Flax Crunch: 0001862711579
- Stylistic Marker: will come in packs of 10 QTY



	Product Name + UPC	QTY Notes:
Shelf 1	FLOWFLEX COVID-19 ANTIGEN HOME TEST - 0068260766026	Facing: 4 - Backstock behind
Shelf 2	FLOWFLEX COMBO COVID-FLU TEST 0081010729001	Facing: 4 - Backstock behind
Shelf 3	2SAN THC DRUG TEST 0085005233559 2SAN 16 PANEL DRG TST 0085005233556	Facing: 3 - Backstock behind Facing: 1 - Backstock behind
Shelf 4	NARCAN NALOXONE HCL NASAL SPRAY 4MG 0036954762702 2SAN 8 PANEL DRUG TEST 0085005233555	Facing: 4 - Backstock behind Facing: 2 - Backstock behind

Do Not Move Product on these shelves, this is an example of what Kroger Corporate wants on the shelves.





	Product Name + UPC	QTY Notes:
Top of Unit	Kashi GO Honey Almond Flax Crunch - 001862711579	Facing: 1 - Backstock Behind
	Kashi GO Chocolate Crunch - 001862711583	Facing: 1 - Backstock Behind
	Kashi GO Peanut Butter Crunch - 001862711565	Facing: 1 - Backstock Behind
	Kashi GO Peanut Butter Crunch - 001862711565	Facing: 1 - Backstock Behind
Shelf 1	Best Buy Health Lively2 Medical Alert Dev - 0085002862133	Facing: 4
Shelf 2	2San Covid 19 + Flu A&B Rapid Self Test - 0085005233541	Facing: 10 - Backstock behind
Shelf 3	FLOWFLEX COVID-19 ANTIGEN HOME TEST - 0068260766026	Facing: 6 - Backstock behind

Only Install/Move product on the shelves listed above



	Product Name + UPC	QTY Notes:
Shelf 1	FASTEP COVID-19 ANTIGEN PEN HOME TEST 2 PACK 0081002263042	Facing: 8 - Backstock behind
Shelf 2	FASTEP COVID-19 ANTIGEN PEN HOME TEST 2 PACK 0081002263042	Facing: 8 - Backstock behind
Shelf 3	2SAN COLORECTAL HLTH TEST - 0085005233573	Facing: 5 - Backstock behind
Shelf 4	HEALTHY ME URINARY TRACT INFECTION TEST CASE 0068260765125	Facing: 6 - Backstock behind

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Kelloggs MockUp - on PharmaVision Shelf

Kelloggs Merchandising

POG V3 Olipop Divisions

- Select Divisions:
  - 014-Cincinnati



- Total Shelves: 1 - Top of the Unit
- SKU Variations: 3 UPC’s
  - 8-10 Count - Kashi GO Chocolate Crunch: 0001862711583
  - 16-20 Count - Kashi GO Peanut Butter Crunch: 0001862711565
  - 8-10 Count - Kashi GO Honey Almond Flax Crunch: 0001862711579
- Stylistic Marker: will come in packs of 10 QTY



	Product Name + UPC	QTY Notes:
Shelf 1	Best Buy Health Lively2 Medical Alert Dev - 0085002862133	Facing: 4 - Backstock behind
Shelf 2	FLOWFLEX COVID-19 ANTIGEN HOME TEST - 0068260766026 FLOWFLEX COMBO COVID-FLU TEST 0081010729001	Facing: 4 - Backstock behind Facing: 4 - Backstock behind
Shelf 3	2SAN THC DRUG TEST 0085005233559 2SAN 16 PANEL DRG TST 0085005233556	Facing: 3 - Backstock behind Facing: 1 - Backstock behind
Shelf 4	NARCAN NALOXONE HCL NASAL SPRAY 4MG 0036954762702 2SAN 8 PANEL DRUG TEST 0085005233555	Facing: 4 - Backstock behind Facing: 2 - Backstock behind

Do Not Move Product on these shelves, this is an example of what Kroger Corporate wants on the shelves.





	Product Name + UPC	QTY Notes:
Top of Unit	Kashi GO Honey Almond Flax Crunch - 001862711579	Facing: 1 - Backstock Behind
	Kashi GO Chocolate Crunch - 001862711583	Facing: 1 - Backstock Behind
	Kashi GO Peanut Butter Crunch - 001862711565	Facing: 1 - Backstock Behind
	Kashi GO Peanut Butter Crunch - 001862711565	Facing: 1 - Backstock Behind
Shelf 1	Olipop Crisp Apple Prebiotic Soda Can - 0085006263943	Facing: 12 - Backstock behind (3 rows total)
Shelf 2	Olipop Cream Soda Prebiotic Soda Can - 0085002770289	Facing: 12 - Backstock behind (3 rows total)
Shelf 3	Olipop Crisp Apple Prebiotic Soda Can - 0085006263943	Facing: 12 - Backstock behind (3 rows total)

Only Install/Move product on the shelves listed above



	Product Name + UPC	QTY Notes:
Shelf 1	2SAN COVID 19/FLU AAMPS 0085005233541	Facing: 6 - Backstock behind
Shelf 2	FASTEP COVID-19 ANTIGEN PEN HOME TEST 2 PACK 0081002263042	Facing: 8 - Backstock behind
Shelf 3	2SAN COLORECTAL HLTH TEST - 0085005233573	Facing: 5 - Backstock behind
Shelf 4	HEALTHY ME URINARY TRACT INFECTION TEST CASE 0068260765125	Facing: 6 - Backstock behind

Do Not Move Product on these shelves, this is an example of what Kroger Corporate wants on the shelves.

PHARMAVISION

Kroger Evergreen Set

If Kelloggs, Lively, or Olipop are missing and or running low on stock, please make sure to flex the unit with these Kroger Health Approved items.

Krogers Priority is to have the unit looking full. and minimal gaps on shelves.



PHARMAVISION

Kroger Evergreen Set - Left Side



Bay - Fixture - Position Information									
PharmaVision Unit - 3 Sided performance Display Fixture									
Left Side of Unit									
Shelf #	Position (Left to right)	UPC	Facing	Product Description	Packaging Size	Product Height	Product Width	Product Details	Additional Info
1	1	81010729001	4	FLOWFLEX COMBO COVID-FLU TEST	288 each	2.60 in	4.78 in	Tray	Shelves Are Adjustable Height
2	1	81010729001	4	FLOWFLEX COMBO COVID-FLU TEST	288 each	2.60 in	4.78 in	Tray	Shelves Are Adjustable Height
3	1	85005233559	3	2SAN THC DRUG TEST	1 CT			Unit	Shelves Are Adjustable Height
	2	85005233556	1	2SAN 16 PANEL DRG TST	1 CT			Unit	Shelves Are Adjustable Height
4	1	36954762702	4	NARCAN NALOXONE HCL NASAL SPRAY 4MG	2 CT	5.65 in	3.00 in	Unit	Shelves Are Adjustable Height
	2	85005233555	2	2SAN 8 PANEL DRUG TEST	1 CT			Unit	Shelves Are Adjustable Height

PHARMAVISION

Kroger Evergreen Set - Front Side



Bay - Fixture - Position Information									
PharmaVision Unit - 3 Sided performance Display Fixture									
Front of Unit									
Shelf #	Position (Left to right)	UPC	Facing	Product Description	Packaging Size	Product Height	Product Width	Product Details	Additional Info
1	1	85005233541	10	2SAN COVID 19/FLU AAMPS	2 CT	7.28 in	2.17 in	Tray	Shelves Are Adjustable Height
2	1	85005233541	10	2SAN COVID 19/FLU AAMPS	2 CT	7.28 in	2.17 in	Tray	Shelves Are Adjustable Height
3	1	68260766026	6	FLOWFLEX COVID-19 ANTIGEN HOME TEST	288 each	2.60 in	4.78 in	Tray	Shelves Are Adjustable Height

PHARMAVISION

Kroger Evergreen Set - Right Side



Bay - Fixture - Position Information									
PharmaVision Unit - 3 Sided performance Display Fixture									
Right Side of Unit									
Shelf #	Position (Left to right)	UPC	Facing	Product Description	Packaging Size	Product Height	Product Width	Product Details	Additional Info
1	1	81002263042	8	FASTEP COVID-19 ANTIGEN PEN HOME TEST 2 PACK	2 CT	7.28 in	2.17 in	Tray	Shelves Are Adjustable Height
2	1	81002263042	8	FASTEP COVID-19 ANTIGEN PEN HOME TEST 2 PACK	2 CT	7.28 in	2.17 in	Tray	Shelves Are Adjustable Height
3	1	85005233573	5	2SAN COLORECTAL HLTH TEST	1 CT			Unit	Shelves Are Adjustable Height
4	1	68260765125	6	HEALTHY ME URINARY TRACT INFECTION TEST CASE	3 CT	5.40 in	3.20 in	Unit	Shelves Are Adjustable Height