

PHARMA VISION



Campaign Periods: P7 + P8

Stores in Program: 99 Total Locations

Division Count: 1 (014-Cincinatti)



Olipop Merchandising Option #1 Front and Side Shelves

- **Total Front Shelves: 3**
 - Top Shelf: 36 Cans - Crisp Apple (3 rows of 12)
 - Mid Shelf: 36 Cans - Cream Soda (3 rows of 12)
 - Bottom Shelf: 36 Cans - Crisp Apple
- **SKU Variations: 2 SKU's**
 - **850062639430** • **Case UPC: 2**
 - Crisp Apple: 10850062639437
 - Cream Soda: 10850027702893
 - **850027702896**
- **Stylistic Marker: Bright Olipop cans are shelf stable**



Distributor Details:

Distributor: keHE

Department shipping into: Grocery

Identifiers: 12 pack Flats - PIC tag includes store + product info (WILL NOT SAY PHARMACY)

Shipping Time Frame: By: 7/20 (tracking to follow up next day)

Shipment Delivery Days: Saturday/Sunday + Sunday/Monday

PV Merchandising:

Instillation Window: 5-7 days

Start Date: Wednesday, July 22nd

Deadline: Wednesday July 29th

Items included for Instillation: USB TV ad Placed, Product placed

Shelving Stocked: 3 rows of 12 cans across each shelf. ALL CANS SHIPPED will go onto the shelf, no backstock

Pricing: Make sure new pricing communicated to Pharmacy/Pricing Coordinator before leaving

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 HOME DRUG TEST 1
STRIP 0085005233500
2SAN HOME MULTI-DRUG
TEST 7 STRIP 0085005233503

Facing: 3 - Backstock
behind
Facing: 2 - Backstock
behind

Shelf 4

NARCAN NALOXONE HCL NASAL
SPRAY 4MG 0036954762702
2SAN HOME MULTI-DRUG TEST
- 14 STRIP 0085005233504

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.





Top of Unit

Product Name + UPC

QTY Notes:

Best Buy Health Lively2 Medical
Alert Dev - 85002862133

Facing: 4

Shelf 1

Olipop Crisp Apple Prebiotic Soda
Can - 0085006263943

Facing: 12 - Backstock
behind

Shelf 2

Olipop Cream Soda Prebiotic
Soda Can - 0085002770289

Facing: 12 - Backstock
behind

Shelf 3

Olipop Crisp Apple Prebiotic Soda
Can - 0085006263943

Facing: 12 - Backstock
behind

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 CANCER SCREENING 0085005233505	Facing: 6 - Backstock behind
Shelf 4	HEALTHY ME URINARY TRACT INFECTION TEST CASE 0068260765125	Facing: 6 - Backstock behind

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