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| **1. PLACEMENT SCORING** |
| Location | Product | Points  | Variety (*5+ items*) | Points or N/A\* | Healthy Alternative (*diet/low-fat/low sugar*) | Points or N/A\* | Row Total |
| **Entrance**  | 0 CA = 4 1-3 CA = (-1)4-6 CA = (-2)7-9 CA = (-3)≥10 CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = (-4)1-25% CA = 126-50% CA = 251-75% CA = 376-100% CA = 4 | Range -4 to 4 | Range -12 to 12 |
| 0 CH = 4 1-3 CH = (-1)4-6 CH = (-2)7-9 CH = (-3)≥10 CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = (-4)1-25% CH = 126-50% CH = 251-75% CH = 376-100% CH = 4 | Range -4 to 4 | Range -12 to 12 |
| 0 SSB = 4 1-3 SSB = (-1)4-6 SSB = (-2)7-9 SSB = (-3)≥10 SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = (-4)1-25% SSB = 126-50% SSB = 251-75% SSB = 376-100% SSB = 4 | Range -4 to 4 | Range -12 to 12 |
| 0 CFC = 4 1-3 CFC = (-1)4-6 CFC = (-2)7-9 CFC = (-3)≥10 CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = (-4)1-25% CFC = 126-50% CFC = 251-75% CFC = 376-100% CFC = 4 | Range -4 to 4 | Range -12 to 12 |
| 0 FV = (-4)1-3 FV = (-3)4-6 FV = (-2)7-9 FV = (-1)≥10 FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = (1)26%-50% FV = (2)51-75% FV = (3) 76-100% FV = (4) | Range -4 to 4 | N/A |  |  |
| **ENTRANCE PLACEMENT SCORE** | **Range -48 to 48** |
| **End Cap A** | 0 CA = 4 1-3 CA = (-1)4-6 CA = (-2)7-9 CA = (-3)≥10 CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CH = 4 1-3 CH = (-1)4-6 CH = (-2)7-9 CH = (-3)≥10 CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 SSB = 4 1-3 SSB = (-1)4-6 SSB = (-2)7-9 SSB = (-3)≥10 SSB = (-4) |  | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) |  | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CFC = 4 1-3 CFC = (-1)4-6 CFC = (-2)7-9 CFC = (-3)≥10 CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 FV = (-4)1-3 FV = (-3)4-6 FV = (-2)7-9 FV = (-1)≥10 FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | N/A |  |  |
| **END CAP A PLACEMENT SCORE** | Range -48 to 48 |
| **End Cap B** | 0 CA = 4 1-3 CA = (-1)4-6 CA = (-2)7-9 CA = (-3)≥10 CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CH = 4 1-3 CH = (-1)4-6 CH = (-2)7-9 CH = (-3)≥10 CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 SSB = 4 1-3 SSB = (-1)4-6 SSB = (-2)7-9 SSB = (-3)≥10 SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CFC = 4 1-3 CFC = (-1)4-6 CFC = (-2)7-9 CFC = (-3)≥10 CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 FV = (-4)1-3 FV = (-3)4-6 FV = (-2)7-9 FV = (-1)≥10 FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | N/A |  |  |
| **END CAP B PLACEMENT SCORE** | **Range -48 to 48** |
| **Island** | 0 CA = 4 1-3 CA = (-1)4-6 CA = (-2)7-9 CA = (-3)≥10 CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CH = 4 1-3 CH = (-1)4-6 CH = (-2)7-9 CH = (-3)≥10 CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 SSB = 4 1-3 SSB = (-1)4-6 SSB = (-2)7-9 SSB = (-3)≥10 SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CFC = 4 1-3 CFC = (-1)4-6 CFC = (-2)7-9 CFC = (-3)≥10 CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 FV = (-4)1-3 FV = (-3)4-6 FV = (-2)7-9 FV = (-1)≥10 FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | N/A |  |  |
| **ISLAND PLACEMENT SCORE** | **Range -48 to 48** |
| **Checkout End** | 0 CA = 4 1-3 CA = (-1)4-6 CA = (-2)7-9 CA = (-3)≥10 CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CH = 4 1-3 CH = (-1)4-6 CH = (-2)7-9 CH = (-3)≥10 CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 SSB = 4 1-3 SSB = (-1)4-6 SSB = (-2)7-9 SSB = (-3)≥10 SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CFC = 4 1-3 CFC = (-1)4-6 CFC = (-2)7-9 CFC = (-3)≥10 CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 FV = (-4)1-3 FV = (-3)4-6 FV = (-2)7-9 FV = (-1)≥10 FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | N/A |  |  |
| **CHECKOUT END PLACEMENT SCORE** | **Range -48 to 48** |
| **Checkout Side** | 0 CA = 4 1-3 CA = (-1)4-6 CA = (-2)7-9 CA = (-3)≥10 CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CH = 4 1-3 CH = (-1)4-6 CH = (-2)7-9 CH = (-3)≥10 CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 SSB = 4 1-3 SSB = (-1)4-6 SSB = (-2)7-9 SSB = (-3)≥10 SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 CFC = 4 1-3 CFC = (-1)4-6 CFC = (-2)7-9 CFC = (-3)≥10 CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0 FV = (-4)1-3 FV = (-3)4-6 FV = (-2)7-9 FV = (-1)≥10 FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | N/A | Range -4 to 4 | Range -12 to 12 |
| **CHECKOUT SIDE PLACEMENT SCORE** | **Range -48 to 48** |
| **TOTAL PLACEMENT SCORE** | **Range -288 to 288** |
| \*If product not available, do not score for variety or healthy alternative – use 0 for “N/A” |

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| **2. PROMOTIONAL SCORING** |
| Location | Size | Points or N/A\* | Theme | Points or N/A\* | Display | Points or N/A\* | Row Total |
| **Entrance** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | Range -12 to 12 |
| **ENTRANCE PROMOTIONAL SCORE** | **-60 to 60** |
| **End Cap A** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | Range -12 to 12 |
| **END CAP A PROMOTIONAL SCORE** | **-60 to 60** |
| **End Cap B** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | Range -12 to 12 |
| **END CAP B PROMOTIONAL SCORE** | **-60 to 60** |
| **Island** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | Range -12 to 12 |
| **ISLAND PROMOTIONAL SCORE** | **-60 to 60** |
| **Checkout End** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | Range -12 to 12 |
| **CHECKOUT END PROMOTIONAL SCORE** | **-60 to 60** |
| **Checkout Side**  | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | Range -12 to 12 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | Range -12 to 12 |
| **CHECKOUT SIDE PROMOTIONAL SCORE** | **-60 to 60** |
| **TOTAL PROMOTIONAL SCORE** | **-360 to 360** |
| \*If product not available, do not score for size, theme, or display – use 0 for “N/A” |

|  |
| --- |
| **3. CHILD MARKETING SCORING** |
| Location | Child Height | Points or N/A\* | Child Focused | Points or N/A\* | Row Total |
| **Entrance** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | -8 to 8 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | -8 to 8 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | -8 to 8 |
| **ENTRANCE CHILD MARKETING SCORE** | **-40 to 40** |
| **End Cap A** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) |  | -8 to 8 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) |  | -8 to 8 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) |  | -8 to 8 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) |  | -8 to 8 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 |  | -8 to 8 |
| **END CAP A CHILD MARKETING SCORE** | **-40 to 40** |
| **End Cap B** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | -8 to 8 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | -8 to 8 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | -8 to 8 |
| **END CAP B CHILD MARKETING SCORE** | **-40 to 40** |
| **Island** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | -8 to 8 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | -8 to 8 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | -8 to 8 |
| **ISLAND CHILD MARKETING SCORE** | **-40 to 40** |
| **Checkout End** | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | -8 to 8 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | -8 to 8 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | -8 to 8 |
| **CHECKOUT END CHILD MARKETING SCORE** | **-40 to 40** |
| **Checkout Side**  | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | 0% CA = 41-25% CA = (-1)26-50% CA = (-2)51-75% CA = (-3)76-100% CA = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | 0% CH = 41-25% CH = (-1)26-50% CH = (-2)51-75% CH = (-3)76-100% CH = (-4) | Range -4 to 4 | -8 to 8 |
| 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | 0% SSB = 41-25% SSB = (-1)26-50% SSB = (-2)51-75% SSB = (-3)76-100% SSB = (-4) | Range -4 to 4 | -8 to 8 |
| 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | 0% CFC = 41-25% CFC = (-1)26-50% CFC = (-2)51-75% CFC = (-3)76-100% CFC = (-4) | Range -4 to 4 | -8 to 8 |
| 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | 0% FV = (-4)1-25% FV = 126%-50% FV = 251-75% FV = 3 76-100% FV = 4 | Range -4 to 4 | -8 to 8 |
| **CHECKOUT SIDE CHILD MARKETING SCORE** | **-40 to 40** |
| **TOTAL CHILD MARKETING SCORE** | **-240 to 240** |
| \*If product not available, do not score for child height or child focus – use 0 for “N/A” |