

## Priority #1



## Holiday Stocking Stuffers

- Single Serve
- **Execute on SS side baskets**

1 Weekender
Lays BLT SS
Lays BLT SS
Cheetos Puffs SS
Cheetos Crunchy SS

## Priority #2

## Holiday Sweet & Salty



- Lays & SF Indulgence Take Home
- **Execute on permanent TH perimeter rack**

1 Weekender
Smartfood Indulgence Milk Choc & Caramel
Smartfood Indulgence Rasp & Dark Choc
Lays BLT XL
Lays BLT XL

## Innovation



## Promo

**Ruffles XL**  
**2/\$6**



November 3 – November 30, 2017