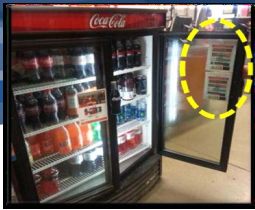


Terminology Job Aid



A **Planogram** is a picture of a layout plan of a specific category describing exactly where an item should be positioned on the shelf to maximize sales.



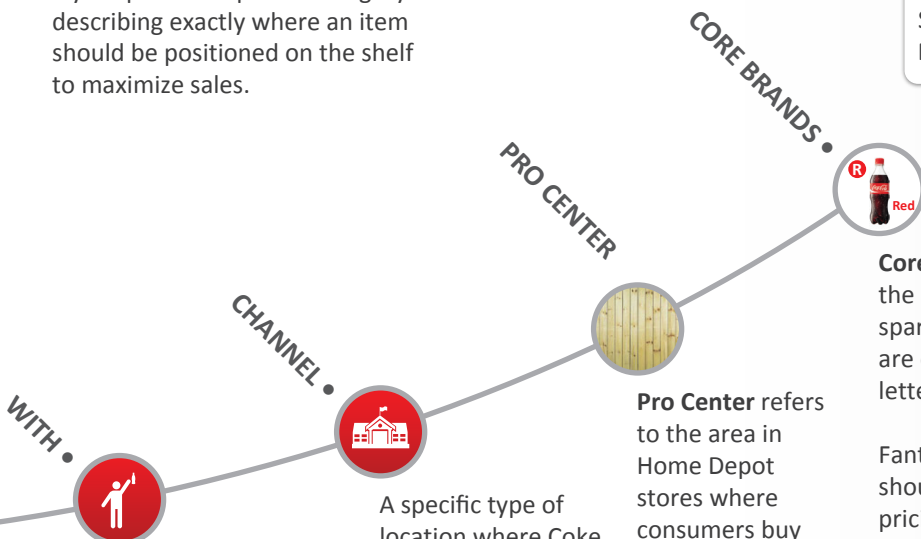
COOLER ABUSE
When a non-Coca Cola Product is stocked in a Coca Cola Cooler



Point of Sales is a term used by Coca-Cola to refer to **Point of Purchase**. Point of Sales is also called **Messaging**.



Out of Stock (OOS)
No bottles or cans present for a particular Coca-Cola product based on Plan-O-Gram or shelf tags, one or the other must be present to determine in-stock situation.



WITH
Within arm's reach of a beverage and food item when outside of store center.

CHANNEL
A specific type of location where Coke products are sold:

- * Supermarket
- * Meijer
- * Walmart
- * Convenience
- * Drug
- * Food Service and On Premise

PRO CENTER
Pro Center refers to the area in Home Depot stores where consumers buy bulk lumber.

CORE BRANDS
Core Brands represent the primary Coca-Cola sparkling products and are coded by the first letter of their label color.

Fanta is also Core and should be included when pricing is aligned with Core.



Sparkling Beverages:
Beverages with carbonation. Core sparkling brands include Coke, Coke Zero, Diet Coke, Sprite, and Dr. Pepper (If distributed by Coca-Cola).



FUTURE CONSUMPTION
Refers to beverages not consumed instantly.



Out of Date Products (OOD)
Products with expiration dates that have passed.



MESSAGING
Point Of Sale or Point of Purchase materials that promote Coca Cola products. Messaging may be found inside or outside the store.

Still Beverages Non-carbonated beverages such as water, juice, Gold Leaf tea.

Enhanced Beverage
Still beverages containing other ingredients that provide health or energy enhancements.

ISOTONIC BEVERAGE
Still beverages which are sports drink used to replace fluids and electrolytes lost during prolonged exercise.

MEAL Bundle Display
A grouping of products when all products are purchased together. Entrée (sandwich) + snack item + drink.

SNACK Bundle Display
A grouping of two products when both products are purchased together. Snack item + drink.