

2020 Spring Beer Category

Segment	Cubic	Sales
Craft	10.46%	12.78%
FMB	11.29%	12.53%
Import	39.30%	44.37%
Premium	22.89%	18.90%
Super Premium	13.67%	8.17%
Value	2.39%	3.25%

1044620 FT HAMILTON BLDG #200(GAS) 5213 Cold A5213



Add-Delete Table

Added and Deleted Items Report

Added Items						
	UPC	Product Name	Manufacturer	IRI Segment	Unit Movement	Barcode
1	↑ 1820014990	Bud Light Lime 12/12B	Anheuser-Busch InBev	Premium Plus	1.19	
2	↑ 8769200804	Truly Spiked Spkgl Tropical Vrty 12/12C SC	Boston Beer	FMB	1.11	
3	↑ 3354400013	Corona Refresca Variety Pack 12/12C SC	Constellation Brands	FMB	1.09	
4	↑ 63598554890	White Claw Variety Pk HrdSeltzer 12/12C SC	Mark Anthony Brands	FMB	0.68	
5	↑ 85389700227	Bon & Viv SS Variety Pack 12/12C SC	Anheuser-Busch InBev	FMB	0.55	
6	↑ 8769282102	Angry Orchard Crisp Apple 6/12B	Boston Beer	Craft	0.50	
7	↑ 8066095757	Modelo 12/12B	Constellation Brands	Import	0.50	
8	↑ 3354495042	Corona Premier 12/12B	Constellation Brands	Import	0.39	
9	↑ 8769200660	Angry Orchard Rose 6/12B	Boston Beer	Craft	0.29	
10	↑ 8066095715	Modelo 12/12C	Constellation Brands	Import	0.28	
11	↑ 3410051605	Leinenkugel Seasonal Shandy 6/12B	MillerCoors	Craft	0.00	
12	↑ 8066095765	Modelo 6/12B	Constellation Brands	Import	0.00	
13	↑ 8769283134	Twisted Tea 12/12C	Boston Beer	FMB	0.00	
14	↑ 1820014991	Bud Light Lime 6/12B	Anheuser-Busch InBev	Premium Plus	0.00	
15	↑ 1820006991	Michelob Ultra 12/12C SC	Anheuser-Busch InBev	Premium Plus	0.00	

Deleted Items						
	UPC	Product Name	Manufacturer	IRI Segment	Unit Movement	Barcode
16	↓ 8992427891	Yuengling Traditional Lager 6/12B	DG Yuengling & Sons	Premium Regular	1.19	
17	↓ 1820020080	Bud Light Orange 12/12B	Anheuser-Busch InBev	Premium Plus	0.50	
18	↓ 1820020982	Best of Belgium Variety 12/11B	Anheuser-Busch InBev	Import	0.35	
19	↓ 68174511112	Blue Point Toasted Lager 6/12B	Anheuser-Busch InBev	Craft	0.15	
20	↓ 8200072385	Smirnoff Ice 6/11B	Diageo	FMB	0.09	
21	↓ 7199009687	Smith & Forge Hard Cider 12/12C	MillerCoors	Craft	0.00	
22	↓ 73692011118	Goose Island Seasonal 6/12B	Anheuser-Busch InBev	Craft	0.00	
23	↓ 3061300001	Brooklyn Lager 6/12B	Micro Breweries	Craft	0.00	
24	↓ 8248812300	Becks 12/12B	Anheuser-Busch InBev	Import	0.00	
25	↓ 7289000158	Heineken Premium Light 6/12B	Heineken USA	Import	0.00	
26	↓ 3410008716	Redd's Apple Ale 6/12B	MillerCoors	FMB	0.00	
27	↓ 1820000960	Ritas Lime-A-Rita 1/8C	Anheuser-Busch InBev	FMB	0.00	
28	↓ 3410000340	Redd's Variety Pack 12/12B	MillerCoors	FMB	0.00	
29	↓ 8992420111	Yuengling Light Lager 6/12B	DG Yuengling & Sons	Premium Light	0.00	



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PLANOGRAM BACKING TABLE

Chain/Store Number: 1044620 1044620 FT HAMILTON BLDG #200(GAS) 5213 Cold A5213
 Reset Name: 2020 Spring

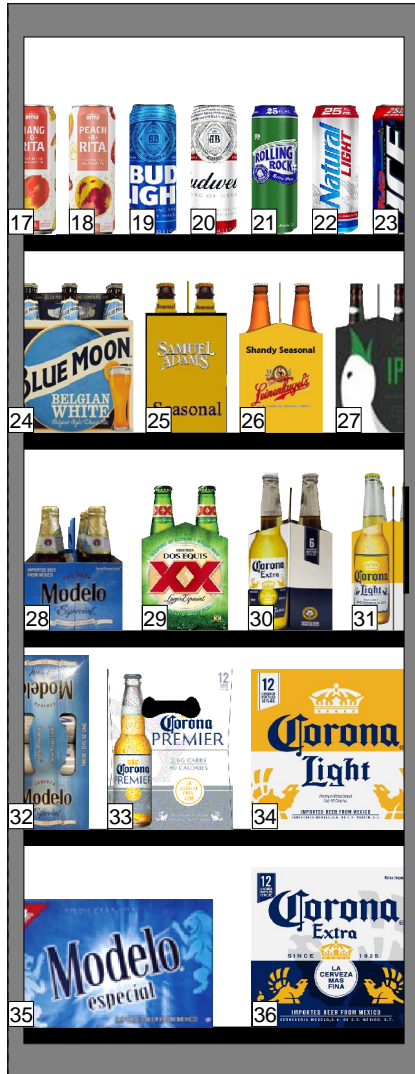
Segment #1 : Shelf #1		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR4.55 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
1		8769282102	008769282102	Angry Orchard Crisp Apple 6/12B		4	0.50	56.0	56.0	
2		8769200660	008769200660	Angry Orchard Rose 6/12B		3	0.29	71.9	71.9	
3		8248800006	008248800006	Becks 1/22B		8	0.00	0.0	0.0	
4		78615000057	078615000057	Stella Artois 1/22B		8	0.12	474.6	474.6	
5		1820000178	001820000178	Bud Light Lime 1/12B		9	0.00	0.0	0.0	
Segment #1 : Shelf #2		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR1.67 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
6		63598554890	063598554890	White Claw Variety Pk HrdSeltzer 12/12C ...		3	0.68	30.9	30.9	
7		8769200804	008769200804	Truly Spiked Spkg Tropical Vty 12/12C SC		3	1.11	18.9	18.9	
8		3354400013	003354400013	Corona Refresca Variety Pack 12/12C SC		3	1.09	19.3	19.3	
9		8382012393	008382012393	Guinness Extra Stout 6/11B		3	0.89	23.7	23.7	
Segment #1 : Shelf #3		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR1.11 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
10		85389700227	085389700227	Bon & Viv SS Variety Pack 12/12C SC		3	0.55	38.5	38.5	
11		7289000011	007289000011	Heineken 6/12B		3	0.73	28.7	28.7	
12		7289000020	007289000020	Heineken 12/12C		4	0.00	0.0	0.0	
13		78615000001	078615000001	Stella Artois 6/11B		3	0.92	22.8	22.8	
Segment #1 : Shelf #4		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR2.67 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
14		8769283134	008769283134	Twisted Tea 12/12C		4	0.00	0.0	0.0	
15		7289000016	007289000016	Heineken 12/12B		6	1.00	42.0	42.0	
16		78615000014	078615000014	Stella Artois 12/11B		4	0.72	38.9	38.9	



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Segment #1 : Shelf #1		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR4.91 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
17		1820025533	001820025533	Ritas Mang-O-Rita 1/25C		8	0.58	97.1	97.1	
18		1820025892	001820025892	Ritas Peach-A-Rita 1/25C		8	0.42	132.4	132.4	
19		1820025001	001820025001	Bud Light 1/25C		8	2.12	26.4	26.4	
20		1820025000	001820025000	Budweiser 1/25C		8	2.84	19.7	19.7	
21		7143900601	007143900601	Rolling Rock 1/25C		8	0.00	0.0	0.0	
22		1820025002	001820025002	Natural Light 1/25C		8	6.54	8.6	8.6	
23		1820025006	001820025006	Bud Ice 1/25C		8	1.22	46.0	46.0	

Segment #2 : Shelf #2		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR2.23 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
24		7199009511	007199009511	Blue Moon Belgian White Ale 6/12B		4	1.19	23.5	23.5	
25		8769230050	008769230050	Samuel Adams Seasonal 6/12B		3	0.92	22.8	22.8	
26		3410051605	003410051605	Leinenkugel Seasonal Shandy 6/12B		3	0.00	0.0	0.0	
27		7369201132	07369201132	Goose Island India Pale Ale 6/12B		3	0.52	40.2	40.2	

Segment #2 : Shelf #4		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR2.32 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
32		8066095715	008066095715	Modelo 12/12C		3	0.28	75.0	75.0	
33		3354495042	003354495042	Corona Premier 12/12B		2	0.39	36.4	36.4	
34		8066095675	008066095675	Corona Light 12/12B		3	0.52	40.4	40.4	

Segment #2 : Shelf #5		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR2.44 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
35		8066095757	008066095757	Modelo 12/12B		2	0.50	28.0	28.0	
36		8066095615	008066095615	Corona Extra 12/12B		3	5.27	4.0	4.0	

Segment #2 : Shelf #3		DEPTH: 24 in		WIDTH: 25 in		AVAILABLE LINEAR3.42 in				
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
28		8066095765	008066095765	Modelo 6/12B		2	0.00	0.0	0.0	
29		7231163012	007231163012	Dos Equis Lager 6/12B		3	0.55	38.2	38.2	
30		8066095605	008066095605	Corona Extra 6/12B		3	0.81	26.0	26.0	
31		8066095625	008066095625	Corona Light 6/12B		3	0.04	500.0	500.0	

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Segment #2 : Shelf #3		DEPTH: 24 in	WIDTH: 25 in	AVAILABLE LINEAR3.42 in						
Segment #3 : Shelf #1		DEPTH: 24 in	WIDTH: 25 in	AVAILABLE LINEAR2.03 in						
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
37		1820018993	001820018993	Bud Light Platinum 6/12B		4	0.85	33.1	33.1	
38		1820020082	001820020082	Michelob Ultra Pure Gold 6/12B		3	0.29	71.4	71.4	
39		1820014991	001820014991	Bud Light Lime 6/12B		3	0.00	0.0	0.0	
40		1820020079	001820020079	Bud Light Orange 6/12B		3	0.13	157.9	157.9	
Segment #3 : Shelf #2		DEPTH: 24 in	WIDTH: 25 in	AVAILABLE LINEAR3.37 in						
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
41		1820018992	001820018992	Bud Light Platinum 12/12B		2	0.96	14.6	14.6	
42		1820006991	001820006991	Michelob Ultra 12/12C SC		3	0.00	0.0	0.0	
43		1820014990	001820014990	Bud Light Lime 12/12B		2	1.19	11.7	11.7	
Segment #3 : Shelf #3		DEPTH: 24 in	WIDTH: 25 in	AVAILABLE LINEAR1.95 in						
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
44		1820000833	001820000833	Bud Light 6/12B		3	0.31	68.2	68.2	
45		1820000106	001820000106	Bud Light 6/12C		6	0.00	0.0	0.0	
46		1820000016	001820000016	Budweiser 6/12C		6	0.00	0.0	0.0	
47		7199030005	007199030005	Coors Light 6/12B		4	0.81	34.7	34.7	
Segment #3 : Shelf #4		DEPTH: 24 in	WIDTH: 25 in	AVAILABLE LINEAR2.48 in						
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
48		1820053047	001820053047	Bud Light 12/12C		3	1.96	10.7	10.7	
49		1820011047	001820011047	Budweiser 12/12C		3	1.08	19.5	19.5	
50		3410057509	003410057509	Miller Lite 12/12B		2	0.00	0.0	0.0	
51		7199000048	007199000048	Coors Light 12/12C		3	0.96	21.8	21.8	
Segment #3 : Shelf #5		DEPTH: 24 in	WIDTH: 25 in	AVAILABLE LINEAR2.78 in						
POS	CRC #	UPC	12 Digit UPC	NAME	Segment	CAPACITY	WKLY MVMT	DOS	Total Store DOS	Barcode
52		1820000769	001820000769	Bud Light 12/12B		2	0.20	70.0	70.0	
53		1820000771	001820000771	Budweiser 12/12B		2	0.38	37.3	37.3	
54		7199030069	007199030069	Coors Light 12/12B		2	0.88	15.9	15.9	

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