

Spring 2019 Beer Category

WESTHAMPTON BEACH, NY EXCHANGE #411 - 1

Segment	Cubic	Sales	Prior Cubic	Prior Sales
Assorted Segment	0.00%	0.00%	0.00%	0.00%
Craft	30.30%	35.45%	32.97%	35.21%
FMB	7.62%	4.34%	3.82%	1.11%
Import	25.10%	29.04%	24.61%	28.51%
Non Alcohol	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%
Premium	29.15%	22.73%	28.52%	27.43%
Premium Plus	5.90%	6.68%	8.34%	6.66%
Value	1.94%	1.76%	1.74%	1.08%

Add-Delete Table

Added and Deleted Items Report

		12-Digit UPC	UPC	Product Name	Added Items
					Manufacturer
1	↑	786150001745	78615000174	Stella Artois Limited Edition Pkg 12/11B	Anheuser-Busch InBev
2	↑	631234441132	63123444113	Sweetwater Tacklebox 12/12C	Micro Breweries
3	↑	631234400030	63123440003	Sweetwater IPA 6/12B	Micro Breweries
4	↑	869071000278	86907100027	Montauk Wave Chaser IPA 6/12C	Micro Breweries
5	↑	080660957111	8066095711	Modelo 18/12C	Constellation Brands
6	↑	033544950425	3354495042	Corona Premier 12/12B	Constellation Brands
7	↑	080660956954	8066095695	Corona Extra 12/12C	Constellation Brands
8	↑	072890001597	7289000159	Heineken Premium Light 12/12B	Heineken USA
9	↑	072890004543	7289000454	Heineken 3/16C	Heineken USA
10	↑	080660957579	8066095757	Modelo 12/12B	Constellation Brands
11	↑	080660957159	8066095715	Modelo 12/12C	Constellation Brands
12	↑	635985100621	63598510062	Mikes Hard Lemonade 6/11B	Mark Anthony Brands
13	↑	034100516819	3410051681	Cape Line Variety Pack 12/12C SC	MillerCoors
14	↑	018200200816	1820020081	Ritas Lime-A-Rita Variety Pk 12/12B	Anheuser-Busch InBev
15	↑	087692008040	8769200804	Truly Spiked Spklg Tropical Vrty 12/12C SC	Boston Beer
16	↑	635985548904	63598554890	White Claw Variety Pk HrdSeltzer 12/12C SC	Mark Anthony Brands
17	↑	853897002523	85389700252	Bon & Viv SS Variety Pack 24/12C	Anheuser-Busch InBev
18	↑	034100573409	3410057340	Miller Lite 18/12C	MillerCoors
19	↑	018200219863	1820021986	Bud Light 3/25C	Anheuser-Busch InBev
20	↑	018200531682	1820053168	Bud Light 24/12C	Anheuser-Busch InBev
21	↑	071990300784	7199030078	Coors Light 18/12B	MillerCoors
22	↑	018200537165	1820053716	Bud Light 36/12D	Anheuser-Busch InBev
23	↑	018200111686	1820011168	Budweiser 24/12C	Anheuser-Busch InBev
24	↑	018200113086	1820011308	Budweiser 18/12B	Anheuser-Busch InBev
25	↑	018200219856	1820021985	Budweiser 3/25C	Anheuser-Busch InBev
26	↑	018200200687	1820020068	Budweiser Reserve Series 12/12B	Anheuser-Busch InBev
27	↑	018200200793	1820020079	Bud Light Orange 6/12B	Anheuser-Busch InBev

		12-Digit UPC	UPC	Product Name	Deleted Items
					Manufacturer
28	↓	034100516376	3410051637	Leinenkugel Rotating 6/12B	MillerCoors
29	↓	087692001294	8769200129	Samuel Adams Rebel IPA 12/12B	Boston Beer
30	↓	736920111181	73692011118	Goose Island Seasonal 6/12B	Anheuser-Busch InBev
31	↓	034100516055	3410051605	Leinenkugel Seasonal Shandy 6/12B	MillerCoors
32	↓	034100575090	3410057509	Miller Lite 12/12B	MillerCoors
33	↓	018200189920	1820018992	Bud Light Platinum 12/12B	Anheuser-Busch InBev
34	↓	018200007712	1820000771	Budweiser 12/12B	Anheuser-Busch InBev
35	↓	088345101514	8834510151	Strongbow Gold Hard Cider 6/11B	Heineken USA
36	↓	092000020980	9200002098	Small Town Not Your Fathers Pnch 6/12B	Pabst
37	↓	018200179938	1820017993	Shock Top Seasonal 6/12B	Anheuser-Busch InBev
38	↓	018200209932	1820020993	Ritas Straw-Ber-Rita 12/8C	Anheuser-Busch InBev
39	↓	018200059896	1820005989	Michelob Ultra 6/12B	Anheuser-Busch InBev
40	↓	080660956053	8066095605	Corona Extra 6/12B	Constellation Brands
41	↓	034100087302	3410008730	Redd's Rotating 6/12B	MillerCoors
42	↓	072890001580	7289000158	Heineken Premium Light 6/12B	Heineken USA
43	↓	034100575052	3410057505	Miller Lite 6/12B	MillerCoors
44	↓	018200189937	1820018993	Bud Light Platinum 6/12B	Anheuser-Busch InBev
45	↓	018200008344	1820000834	Budweiser 6/12B	Anheuser-Busch InBev
46	↓	071990095611	7199009561	Blue Moon Mango Wheat 6/12B	MillerCoors
47	↓	018200229923	1820022992	Ritas Lime-A-Rita Seasonal 12/8C	Anheuser-Busch InBev
48	↓	034100087463	3410008746	Redd's Blueberry Ale 6/12B	MillerCoors
49	↓	018200209987	1820020998	Bud Light 8/16AL	Anheuser-Busch InBev

COLD BEER



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WESTHAMPTON BEACH, NY EXCHANGE #411 - 1

PLANOGRAM BACKING TABLE

Chain/Store Number: 411 WESTHAMPTON BEACH, NY EXCHANGE #411 - 1
Reset Name: 2019 Spring



Segment #1 : Shelf #1 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR4.55 in

POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
1	3744717000	022100001701	2210000170	Pabst 12/12C	Value	2	0.89	15.8	47.5
2	7501780000	034100576363	3410057636	Miller Lite 12/12C	Premium	2	1.46	9.6	9.6
3	8862032000	071990300050	7199030005	Coors Light 6/12B	Premium	3	0.33	63.1	63.1
4	4378928000	018200110474	1820011047	Budweiser 12/12C	Premium	2	1.81	7.7	23.2

Segment #1 : Shelf #2 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR1.50 in

POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
5	2666804000	034100570231	3410057023	Miller Lite 9/16AL	Premium	2	0.20	70.0	70.0
6	6005260000	071990301040	7199030104	Coors Light 9/16AL	Premium	2	0.25	56.0	56.0
7	9150169000	071990300692	7199030069	Coors Light 12/12B	Premium	2	0.27	52.0	52.0

Segment #1 : Shelf #3 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR3.73 in

POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
8	7873269000	071990000486	7199000048	Coors Light 12/12C	Premium	3	1.00	21.0	49.0
9	8802512000	071990300173	7199030017	Coors Light 18/12C	Premium	2	0.65	21.4	42.8
10	4726555000	018200112188	1820011218	Budweiser 18/12C	Premium	2	0.68	20.6	20.6

Segment #1 : Shelf #4 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR3.88 in

POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
11	4766791000	071990316006	7199031600	Coors Light 24/12C	Premium	2	1.44	9.7	19.4
12		018200111686	1820011168	Budweiser 24/12C	Premium	2	0.00	0.0	0.0

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PLANOGRAM BACKING TABLE

Chain/Store Number: 411 WESTHAMPTON BEACH, NY EXCHANGE #411 - 1
Reset Name: 2019 Spring

Segment #2 : Shelf #1		DEPTH: 23 in		WIDTH: 25 in		AVAILABLE LINEAR2.46 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
13	7948807000	018200008337	1820000833	Bud Light 6/12B	Premium	3	0.14	146.9	146.9
14		018200219863	1820021986	Bud Light 3/25C	Premium	2	0.00	0.0	0.0
15	3655831000	018200129827	1820012982	Land Shark Lager 6/12B	Premium Plus	3	0.27	78.1	78.1
16	7931913000	080660957654	8066095765	Modelo 6/12B	Import	3	0.77	27.3	27.3

Segment #2 : Shelf #2		DEPTH: 23 in		WIDTH: 25 in		AVAILABLE LINEAR1.39 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
17	613914000	018200530470	1820053047	Bud Light 12/12C	Premium	4	1.72	16.3	32.6
18		018200200687	1820020068	Budweiser Reserve Series 12/12B	Premium Plus	2	0.00	0.0	0.0
19	8211803000	018200059902	1820005990	Michelob Ultra 12/12B	Premium Plus	2	2.35	6.0	11.9

Segment #2 : Shelf #3		DEPTH: 23 in		WIDTH: 25 in		AVAILABLE LINEAR1.83 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
20	2758388000	018200532184	1820053218	Bud Light 18/12C	Premium	2	0.69	20.2	40.5
21	6225015000	018200007699	1820000769	Bud Light 12/12B	Premium	2	0.71	19.8	19.8
22	5817416000	018200129988	1820012998	Land Shark Lager 12/12B	Premium Plus	2	0.65	21.4	21.4

Segment #2 : Shelf #4		DEPTH: 23 in		WIDTH: 25 in		AVAILABLE LINEAR3.43 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
23		018200531682	1820053168	Bud Light 24/12C	Premium	2	0.00	0.0	0.0
24		080660957159	8066095715	Modelo 12/12C	Import	4	0.00	0.0	0.0

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PLANOGRAM BACKING TABLE

Chain/Store Number: 411 WESTHAMPTON BEACH, NY EXCHANGE #411 - 1
Reset Name: 2019 Spring

Segment #3 : Shelf #1		DEPTH: 23 in		WIDTH: 25 in		AVAILABLE LINEAR4.17 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
25		631234400030	63123440003	Sweetwater IPA 6/12B	Craft	3	0.70	30.0	30.0
26	5844802000	681745111024	68174511102	Blue Point Hoptical Illusion 6/12B	Craft	3	1.16	18.1	18.1
27	5846659000	034100588052	3410058805	Leinenkugel Heritage Seasonal 6/12B	Craft	3	0.79	26.7	26.7
28	6868724000	754527000226	75452700022	New Belgium Fat Tire Amber Ale 6/12B	Craft	3	1.21	17.4	17.4

Segment #3 : Shelf #2		DEPTH: 23 in		WIDTH: 25 in		AVAILABLE LINEAR4.33 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
29	2524668000	681745111185	68174511118	Blue Point Seasonal 6/12B	Craft	3	2.24	9.4	21.9
30	10010220959	614036124113	61403612411	New Holland Dragon's Milk 4/12B	Craft	4	1.04	26.9	26.9
31		631234441132	63123444113	Sweetwater Tacklebox 12/12C	Craft	2	1.47	9.5	9.5
32	3032711000	681745111123	68174511112	Blue Point Toasted Lager 6/12B	Craft	3	0.77	27.3	63.7

Segment #3 : Shelf #3		DEPTH: 23 in		WIDTH: 25 in		AVAILABLE LINEAR4.64 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
33	839011000	080660956251	8066095625	Corona Light 6/12B	Import	2	0.12	116.7	116.7
34	1571262000	083820104011	8382010401	Guinness Draught 6/11B	Import	3	0.96	21.9	21.9
35	8021782000	786150000014	78615000001	Stella Artois 6/11B	Import	3	0.95	22.1	51.6
36	8258503000	072890000118	7289000011	Heineken 6/12B	Import	3	0.30	69.1	161.2

Segment #3 : Shelf #4		DEPTH: 23 in		WIDTH: 25 in		AVAILABLE LINEAR2.17 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
37	4328047000	080660956152	8066095615	Corona Extra 12/12B	Import	2	2.56	5.5	16.4
38	1222424000	786150000144	78615000014	Stella Artois 12/11B	Import	2	0.96	14.6	43.7
39	8639782000	072890000163	7289000016	Heineken 12/12B	Import	2	3.15	4.4	13.3

PLANOGRAM BACKING TABLE

Chain/Store Number: 411 WESTHAMPTON BEACH, NY EXCHANGE #411 - 1
Reset Name: 2019 Spring



Segment #4 : Shelf #1 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR24.50 in

Segment #4 : Shelf #2 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR24.50 in

Segment #4 : Shelf #3 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR1.07 in

POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
40	10010296527	087692004332	8769200433	Angry Orchard Easy Apple 6/12B	Craft	3	1.67	12.6	12.6
41	635985548904	635985548904	63598554890	White Claw Variety Pk HrdSeltzer 12/12C ...	Near Beer	3	0.00	0.0	0.0
42	10010213165	853897002271	85389700227	Bon & Viv SS Variety Pack 12/12C SC	Near Beer	3	2.38	8.8	8.8
43	635985100621	63598510062	63598510062	Mikes Hard Lemonade 6/11B	Near Beer	3	0.00	0.0	0.0

Segment #4 : Shelf #4 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR1.03 in

POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
44	2982599000	071990095161	7199009516	Blue Moon Belgian White Ale 12/12B	Craft	2	0.89	15.8	47.5
45	1103195000	087692291039	8769229103	Samuel Adams Ssnl Variety-Mix Pk 12/12B	Craft	2	0.92	15.2	45.7
46	5209831000	087692011033	8769201103	Samuel Adams Seasonal 12/12B	Craft	2	1.80	7.8	23.3

Segment #4 : Shelf #5 DEPTH: 23 in WIDTH: 25 in AVAILABLE LINEAR24.50 in



WESTHAMPTON BEACH, NY EXCHANGE #411

PLANOGRAM BACKING TABLE

Chain/Store Number: 411 WESTHAMPTON BEACH, NY EXCHANGE #411
Reset Name: 2019 Spring



Segment #1 : Shelf #1		DEPTH: 24 in		WIDTH: 96 in		AVAILABLE LINEAR5.13 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
1	3744717000	022100001701	2210000170	Pabst 12/12C	Value	4	0.89	31.6	47.5
2	7873269000	071990000486	7199000048	Coors Light 12/12C	Premium	4	1.00	28.0	49.0
3		018200219856	1820021985	Budweiser 3/25C	Premium	8	0.00	0.0	0.0
4	8021782000	786150000014	78615000001	Stella Artois 6/11B	Import	4	0.95	29.5	51.6
5		072890004543	7289000454	Heineken 3/16C	Import	9	0.00	0.0	0.0
6		869071000278	86907100027	Montauk Wave Chaser IPA 6/12C	Craft	8	0.00	0.0	0.0

Segment #1 : Shelf #2		DEPTH: 24 in		WIDTH: 96 in		AVAILABLE LINEAR7.83 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
7		034100573409	3410057340	Miller Lite 18/12C	Premium	2	0.00	0.0	0.0
8	4378928000	018200110474	1820011047	Budweiser 12/12C	Premium	4	1.81	15.5	23.2
9	613914000	018200530470	1820053047	Bud Light 12/12C	Premium	4	1.72	16.3	32.6
10		018200200793	1820020079	Bud Light Orange 6/12B	Premium Plus	4	0.00	0.0	0.0
11	8258503000	072890000118	7289000011	Heineken 6/12B	Import	4	0.30	92.1	161.2
12		072890001597	7289000159	Heineken Premium Light 12/12B	Import	2	0.00	0.0	0.0

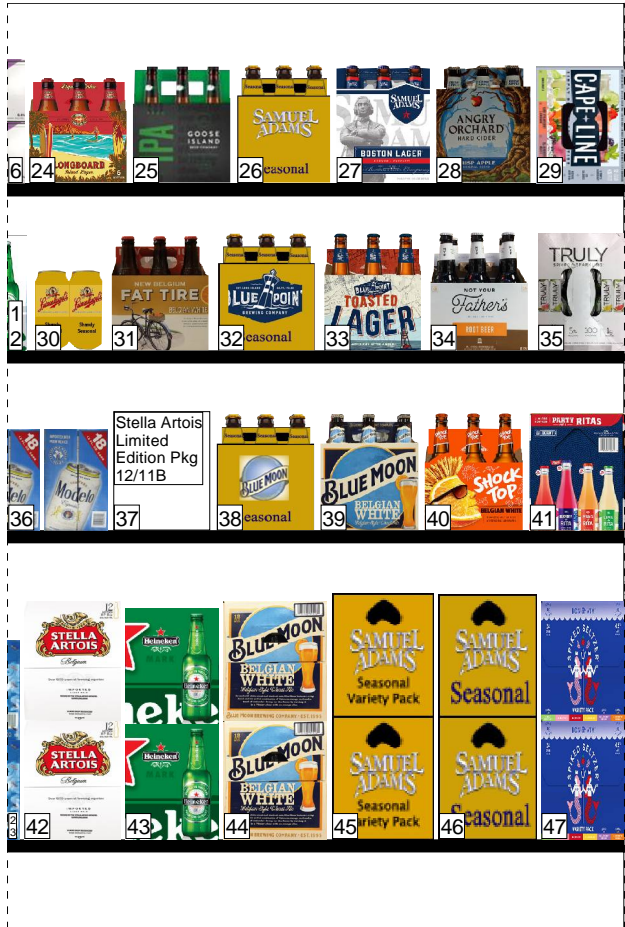
Segment #1 : Shelf #3		DEPTH: 24 in		WIDTH: 96 in		AVAILABLE LINEAR5.81 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
13	4766791000	071990316006	7199031600	Coors Light 24/12C	Premium	2	1.44	9.7	19.4
14	8802512000	071990300173	7199030017	Coors Light 18/12C	Premium	2	0.65	21.4	42.8
15	2758388000	018200532184	1820053218	Bud Light 18/12C	Premium	2	0.69	20.2	40.5
16	8211803000	018200059902	1820005990	Michelob Ultra 12/12B	Premium Plus	2	2.35	6.0	11.9
17		080660956954	8066095695	Corona Extra 12/12C	Import	4	0.00	0.0	0.0

Segment #1 : Shelf #4		DEPTH: 24 in		WIDTH: 96 in		AVAILABLE LINEAR4.43 in			
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
18		071990300784	7199030078	Coors Light 18/12B	Premium	2	0.00	0.0	0.0
19		018200113086	1820011308	Budweiser 18/12B	Premium	2	0.00	0.0	0.0
20		018200537165	1820053716	Bud Light 36/12D	Premium	2	0.00	0.0	0.0
21		033544950425	3354495042	Corona Premier 12/12B	Import	4	0.00	0.0	0.0
22	4328047000	080660956152	8066095615	Corona Extra 12/12B	Import	4	2.56	10.9	16.4
23		080660957579	8066095757	Modelo 12/12B	Import	2	0.00	0.0	0.0

WESTHAMPTON BEACH, NY EXCHANGE #411

PLANOGRAM BACKING TABLE

Chain/Store Number: 411 WESTHAMPTON BEACH, NY EXCHANGE #411
Reset Name: 2019 Spring



Segment #1 : Shelf #1	DEPTH: 24 in		WIDTH: 96 in		AVAILABLE LINEAR5.13 in				
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
24	44479000	796030114946	79603011494	Kona Longboard Lager 6/12B	Craft	4	0.52	53.4	53.4
25		736920111327	73692011132	Goose Island India Pale Ale 6/12B	Craft	4	0.00	0.0	0.0
26	1110093000	087692300502	8769230050	Samuel Adams Seasonal 6/12B	Craft	4	0.55	51.4	51.4
27		087692100126	8769210012	Samuel Adams Boston Lgr 6/12B	Craft	4	0.00	0.0	0.0
28		087692821021	8769282102	Angry Orchard Crisp Apple 6/12B	Craft	4	0.00	0.0	0.0
29		034100516819	3410051681	Cape Line Variety Pack 12/12C SC	Near Beer	3	0.00	0.0	0.0

Segment #1 : Shelf #2	DEPTH: 24 in		WIDTH: 96 in		AVAILABLE LINEAR7.83 in				
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
30		034100007751	3410000775	Leinenkugel Seasonal Shandy 4/16C	Craft	4	0.00	0.0	0.0
31		754527007164	75452700716	New Belgium Fat Tire Belg White 6/12B	Craft	4	0.00	0.0	0.0
32	2524668000	681745111185	68174511118	Blue Point Seasonal 6/12B	Craft	4	2.24	12.5	21.9
33	3032711000	681745111123	68174511112	Blue Point Toasted Lager 6/12B	Craft	4	0.77	36.4	63.7
34		092000020003	9200002000	Small Town Not Your Fathers RtBr 6/12B	Near Beer	4	0.00	0.0	0.0
35		087692008040	8769200804	Truly Spiked Spkgl Tropical Vrtly 12/12C SC	Near Beer	3	0.00	0.0	0.0

Segment #1 : Shelf #3	DEPTH: 24 in		WIDTH: 96 in		AVAILABLE LINEAR5.81 in				
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
36		080660957111	8066095711	Modelo 18/12C	Import	2	0.00	0.0	0.0
37		786150001745	78615000174	Stella Artois Limited Edition Pkg 12/11B	Import	2	1.33	10.5	10.5
38	9399731000	071990095321	7199009532	Blue Moon Seasonal 6/12B	Craft	4	0.68	41.1	41.1
39	8541675000	071990095116	7199009511	Blue Moon Belgian White Ale 6/12B	Craft	4	0.22	129.0	129.0
40		018200139864	1820013986	Shock Top Belgian White Ale 6/12B	Craft	4	0.00	0.0	0.0
41		018200200816	1820020081	Ritas Lime-A-Rita Variety Pk 12/12B	Near Beer	2	0.00	0.0	0.0

Segment #1 : Shelf #4	DEPTH: 24 in		WIDTH: 96 in		AVAILABLE LINEAR4.43 in				
POS	SKU #	12 Digit UPC	UPC	NAME	Category	CAPACITY	WKLY MVMT	DOS	Total Store DOS
42	1222424000	786150000144	78615000014	Stella Artois 12/11B	Import	4	0.96	29.1	43.7
43	8639782000	072890000163	7289000016	Heineken 12/12B	Import	4	3.15	8.9	13.3
44	2982599000	071990095161	7199009516	Blue Moon Belgian White Ale 12/12B	Craft	4	0.89	31.6	47.5
45	1103195000	087692291039	8769229103	Samuel Adams Ssnl Variety-Mix Pk 12/12B	Craft	4	0.92	30.4	45.7
46	5209831000	087692011033	8769201103	Samuel Adams Seasonal 12/12B	Craft	4	1.80	15.6	23.3
47		853897002523	85389700252	Bon & Viv SS Variety Pack 24/12C	Near Beer	2	0.00	0.0	0.0