



Clare Rose



King Kullen #14 Hewlett

1765 Peninsula Blvd

5 Door Cooler and 4 Foot Warm

4 Ft Warm

Cooler Doors 1-5





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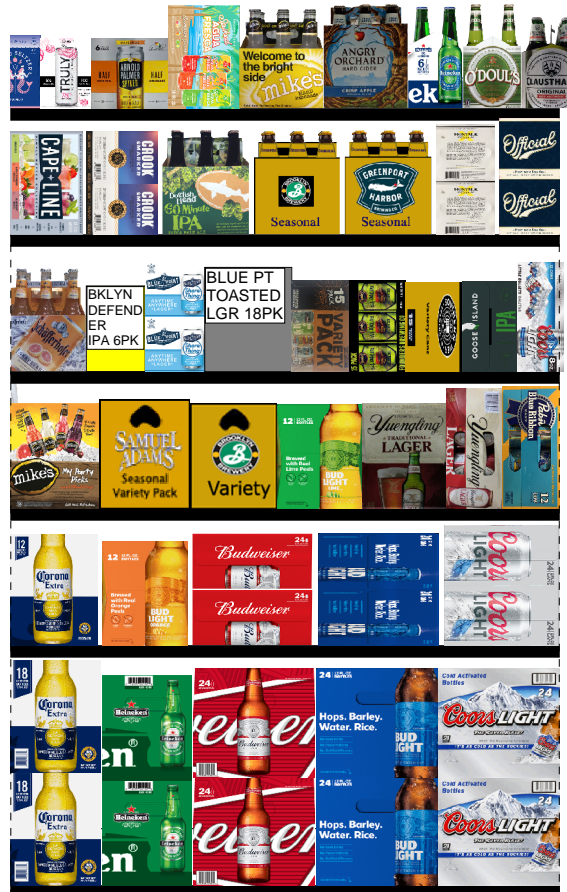


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# PLANOGRAM BACKING TABLE

KK#14 - Hewlett.psa

## Planogram: 14-HEWLETT(5 Door Cooler and 4 Foot Warm)

Segment #1 : Shelf #17 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 5.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
15	1	8248812300	BECKS 12PK BTL	2.0	4	2	12.8	2.2
16	1	7289000020	HEINEKEN 12PK KEG CAN	2.0	4	2	14.0	2.0
17	1	7289000016	HEINEKEN 12 PK BTL	2.0	4	2	6.0	4.7
18	1	7289000159	HEINEKEN LT 12PK BTL	2.0	4	2	11.9	2.4

Segment #1 : Shelf #14 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 27.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
11	1	72383010009	Lagunitas IPA 12/12B	1.0	2	1	0.0	0.0
12	1	8769201103	SAM ADAMS SEASONAL 12PBTL	1.0	2	1	7.9	1.8
13	1	8769230050	SAM ADAMS SEASONAL 6P BTL	1.0	4	1	10.9	2.6
14	1	8769210012	SAM ADAMS LAGER 6PK BTL	0.8	3	1	9.7	2.2

Segment #1 : Shelf #6 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 40.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
6	1	72383000009	LAGUNITAS IPA 6PK	0.5	2	1	9.0	1.6
7	1	68174511102	BLUE PT HOPTICAL ILL 6PK BTL	0.5	2	1	8.3	1.7
8	1	68174511118	BLUE PT SEASONAL 6PK	0.5	2	1	5.9	2.4
9	1	68174511112	BLUE PT TOASTED LAGER 6PK BTL	0.5	2	1	7.7	1.8
10	1	73692011132	GOOSE ISL IPA 6PK BTL	0.5	2	1	6.4	2.2

Segment #1 : Shelf #4 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 51.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
1	1	86907100026	MONTAUK WATERMELON 6PK	9999999...	2	1	6.1	2.3
2	1	86273700006	MONTAUK SEASONAL 6PK	1.0	4	2	12.6	2.2
3	1	86907100027	MONTAUK WAVE CHASER 6PK	1.0	4	2	16.4	1.7
4	1	68174500215	Blue Point The IPA 6/12C	1.0	4	2	0.0	0.0
5	1	8769200673	SAM76 6 PK CAN	9999999...	2	1	11.2	1.3

Segment #1 : Shelf #18 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 5.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
34	1	78615000014	STELLA ARTOIS 12PK BTL	2.0	4	2	6.0	4.6
35	1	78615000016	STELLA ARTOIS 12PK CANS	3.0	6	3	15.7	2.7
36	1	8066095675	CORONA LT 12PK BTL	2.0	4	2	5.6	5.0
37	1	8066095615	CORONA XTRA 12PK BTL	2.0	4	2	3.9	10.7

Segment #1 : Shelf #15 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 27.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
29	1	7289000011	HEINEKEN 6PK BTL	0.8	3	1	5.8	3.6
30	1	7289000158	HEINEKEN LT 6PK BTL	0.8	3	1	10.5	2.0
31	1	78615000001	STELLA ARTOIS 6PK BTL	0.5	2	1	3.4	4.1
32	1	8066095765	MODELO E SPECIAL 6PK BTL	0.5	2	1	5.3	2.6
33	1	8066095757	MODELO ESPECIAL 12PK BTL	0.5	1	1	3.6	2.0

Segment #1 : Shelf #7 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 40.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
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## PLANOGRAM BACKING TABLE

24	1	7231163012	DOS EQUIS SPEC 6P BTL	0.5	2	1	6.9	2.0
25	1	8066095715	MODELO ESPECIAL 12PK CAN	1.0	2	1	8.8	1.6
26	1	3354495041	CORONA PREMIER 6PK BTL	0.5	2	1	6.2	2.3
27	1	8066095625	CORONA LT 6PK BTL	0.5	2	1	6.8	2.0
28	1	8066095605	CORONA XTRA 6PK BTL	1.0	4	1	7.4	3.8

Segment #1 : Shelf #5 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 51.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
19	1	63848900193	Dogfish Head SeaQuenchAle 6/12C	1.0	4	2	0.0	0.0
20	1	18195400002	PERONI NASTRO ASSURRO 6P BTL	0.5	2	1	7.4	1.9
21	1	8382010401	GUINNESS DRAUGHT 6PK BTL	0.5	2	1	7.8	1.8
22	1	8382012360	GUINNESS PUB DRGT 4P C	0.7	4	1	10.6	2.6
23	1	8760010115	CARLSBERG LAGER 4PK	0.7	4	1	10.7	2.6

Segment #1 : Shelf #19 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 5.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
57	1	3354495042	CORONA PREMIER 12PK BTL	9999999...	4	1	9.6	2.9
58	1	7199009516	BLUE MOON 12OZ NR	1.0	2	1	5.3	2.6
59	1	7199009532	BLUE MOON SEASONAL ALE 6	0.5	2	1	8.3	1.7
60	1	7199009511	BLUE MOON ALE 6PK BTL	0.5	2	1	5.4	2.6

Segment #1 : Shelf #16 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 16.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
53	1	3410051605	LEINENKUGEL SMMR SHNDY 6PK	0.5	2	1	9.0	1.6
54	1	1820028156	SHOCK TOP 15PK 12OZ CAN	1.0	2	2	6.6	2.1
55	1	1820005990	MICH ULT 12PK BTL	1.0	2	1	7.1	2.0
56	1	1820006991	MICH ULT 12PK CANS	1.5	3	1	9.6	2.2

Segment #1 : Shelf #11 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 28.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
49	1	3354400013	Corona Refresca Variety Pack 12/12C SC	1.5	3	1	0.0	0.0
50	1	1820020130	Ritas Spritz Variety Pack 12/12C SC	1.5	3	1	0.0	0.0
51	1	1820020082	MICH ULTRA PURE GOLD 6PK	0.5	2	1	5.7	2.5
52	1	1820005989	MICH ULTRA 6PK BTL	1.0	4	1	14.6	1.9

Segment #1 : Shelf #8 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 40.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
44	1	8200078142	SMIRNOFF SPIKED SLTZR 12P	0.5	1	1	5.0	1.4
45	1	8769200424	TRULY VARIETY 12PK CAN	1.5	3	1	9.5	2.2
46	1	63598526089	WHITE CLAW BL CHERRY 12PK	9999999...	2	1	5.4	2.6
47	1	6359854890	WHITE CLAW 12PK	1.5	3	1	8.7	2.4
48	1	85389700227	SPIKED SLTZR MIXED 12PK	1.5	3	1	9.1	2.3

Segment #1 : Shelf #1 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 52.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
38	1	8769200660	ANGRY ORCH ROSE CIDER 6PK	0.5	2	1	5.8	2.4
39	1	8834510151	STRONGBOW GOLD CIDER 6PK BTL	0.8	3	1	13.8	1.5
40	1	63598506744	MIKES BERRY 6PK BTL	0.5	2	1	4.2	3.3
41	1	8769200792	Truly Spiked SpkIg Bluebery Acai 6/12C	0.8	3	1	0.0	0.0
42	1	63598526087	White Claw Mango HrdSeltzer 6/12C	0.8	3	1	0.0	0.0
43	1	1820028548	Bon & Viv SS Variety Pack 6/12C	0.8	3	1	0.0	0.0

Segment #1 : Shelf #20 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 5.00 in

## PLANOGRAM BACKING TABLE

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
76	1	1820011308	BUD18PK BTL	2.0	2	2	8.2	1.7
77	1	1820011218	BUD18P CAN	4.0	4	4	12.8	2.2
78	1	1820053308	BUD LT 18PK BTL	2.0	2	2	7.2	1.9
79	1	1820053218	BUD LT 18P CAN	2.0	2	2	4.0	3.5

Segment #1 : Shelf #12 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 28.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
72	1	1820000771	BUD LN 12PK BTL	1.0	2	1	6.7	2.1
73	1	1820011047	BUD12PK CANS	2.0	4	2	8.0	3.5
74	1	1820000769	BUD LT LN 12PK BTL	1.0	2	1	6.7	2.1
75	1	1820053047	BUD LT 12PK CANS	1.0	2	1	3.7	3.8

Segment #1 : Shelf #9 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 40.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
67	1	1820000834	BUD LN 6P BTL	0.5	2	1	8.6	1.6
68	1	1820020069	BUD AMBER LAGER 6PK	9999999...	2	1	4.8	2.9
69	1	1820014991	BUD LIGHT LIME 6PK BTL	0.5	2	1	6.4	2.2
70	1	1820018993	BUD LT PLATINUM 6PK BTL	0.5	2	1	8.3	1.7
71	1	1820000833	BUD LT LN 6P BTL	0.5	2	1	7.0	2.0

Segment #1 : Shelf #2 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 52.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
61	1	8760010139	CARLSBERG 1LT CAN	9999999...	2	1	2.8	5.0
62	2	7289000454	HEINEKEN 3PK 16 OZ CAN	1.0	4	1	4.1	6.8
63	1	1820021986	BUD LT 3PK 25OZ	0.4	2	1	3.8	3.7
64	1	1820025001	BUD LT 25OZ CAN	0.5	7	1	8.5	5.8
65	2	1820021985	BUD 3PK 25OZ CAN	0.8	4	1	4.0	7.0
66	2	1820025000	BUD 25OZ CAN	0.9	14	1	8.5	11.5

Segment #1 : Shelf #21 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 5.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
95	1	7199030078	COORS LT 18PK BTLS	2.0	2	2	3.9	3.6
96	1	7199030017	COORS LT 18PK CANS	2.0	2	2	3.0	4.7
97	1	7248002403	SCHAEFER 12 PK CAN	2.0	4	2	4.0	6.9
98	1	1820020077	NATURAL LT 15PK CAN	1.0	2	2	5.3	2.6
99	1	1820028443	Natural Ice 15/12C	1.0	2	2	0.0	0.0

Segment #1 : Shelf #13 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 28.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
90	1	7199000048	COORS LT 12PK CAN	1.0	2	1	2.6	5.5
91	1	7199030069	COORS LT LN 12PK BTL	1.0	2	1	4.7	3.0
92	1	3410057636	MILLER LT FRIDGE PK 12PK	1.0	2	1	6.2	2.3
93	1	7143934450	ROLL ROCK 12PK CAN	1.0	2	1	5.1	2.7
94	1	2210000170	PABST 12PK CANS	1.0	2	1	4.4	3.2

Segment #1 : Shelf #10 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 40.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
85	1	7199030005	COORS LT LN 6PK BTL	0.5	2	1	5.6	2.5
86	1	8992433567	YUENGLING GLDN PILSNER 6P	0.5	2	1	6.3	2.2
87	1	8992427891	YUENGLING LAGER 6PK BTL	0.5	2	1	6.6	2.1
88	1	3410057509	MILLER LT L/N 12PK BTL	1.0	2	1	7.4	1.9

## PLANOGRAM BACKING TABLE

89 1 3410001509 MILLER HIGH LIFE LN 12PKBTL 1.0 2 1 6.0 2.3

Segment #1 : Shelf #3 DEPTH: 22 in WIDTH: 29 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 52.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
80	2	7199030065	COORS LT 24OZ CAN	1.2	14	1	8.9	11.0
81	2	1820025005	BUD SELECT 25OZ CAN	0.9	14	1	5.8	16.8
82	2	1820025008	NATTY ICE 25OZ CAN	0.9	14	1	8.7	11.2
83	2	1820025006	BUD ICE 25OZ CAN	0.9	14	1	7.4	13.3
84	2	7199010071	COORS BANQUET 24OZ CAN	1.2	14	1	2.6	37.1

Segment #2 : Shelf #6 DEPTH: 22 in WIDTH: 48 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
137	1	8066095680	CORONA EXTRA 18PK BTL	2.0	2	2	7.0	2.0
138	1	7289000152	HEINEKEN 18 PK BTL	2.0	2	2	13.0	1.1
139	1	1820011349	BUD 24-PACK BOTTLES	2.0	2	2	12.0	1.2
140	1	1820053349	BUD LIGHT 24-PACK BOTTLES	2.0	2	2	12.3	1.1
141	1	7199030079	COORS LT 24PK SILVER BOX	2.0	2	2	9.1	1.5

Segment #2 : Shelf #5 DEPTH: 22 in WIDTH: 48 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 21.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
132	1	8066095615	CORONA XTRA 12PK BTL	1.0	2	1	3.9	10.7
133	1	1820020080	Bud Light Orange 12/12B	1.0	2	1	0.0	0.0
134	1	1820011168	BUD 24PK CANS	2.0	2	2	9.5	1.5
135	1	1820053168	BUD LIGHT 24PK CANS	2.0	2	2	6.3	2.2
136	1	7199031600	COORS LIGHT 24PK CAN SUIT	2.0	2	2	7.7	1.8

Segment #2 : Shelf #4 DEPTH: 22 in WIDTH: 48 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 33.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
125	1	63598512998	MIKES VAR 12PK BTL	1.0	2	1	8.0	1.8
126	1	8769229103	SAM ADAMS MIX 12PK BTL	1.0	2	1	9.0	1.6
127	1	3061300071	BKLYN VAR 2/12PK	1.0	2	1	7.0	2.0
128	1	1820014990	BUD LIGHT LIME 12PK	1.0	2	1	10.1	1.4
129	1	8992427896	YUENGLING LAGER 12PK BTL	1.0	2	1	9.6	1.5
130	1	8992427898	YEUNGLING LAGER 12 CAN	1.0	2	1	9.1	1.5
131	1	2210000412	Pabst Easy 12/12C	1.0	2	1	0.0	0.0

Segment #2 : Shelf #3 DEPTH: 22 in WIDTH: 48 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 45.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
116	1	4257204006	SCHOFFERHOFER GRPFRT 6PK	1.0	4	1	28.0	1.0
117	1	3061311212	BKLYN DEFENDER IPA 6PK	0.5	2	1	14.0	1.0
118	1	68174500208	Blue Point Shore Thing 6/12C	1.0	4	2	0.0	0.0
119	1	68174500134	BLUE PT TOASTED LGR 18PK	9999999...	4	1	24.6	1.1
120	1	85961200134	21ST AMENDMENT VARTY 15PK	0.5	1	1	4.9	1.4
121	1	64286090024	FOUNDERS ALL DAY 15P	0.5	1	1	4.3	1.6
122	1	81601402080	SOUTHERN TIER OVERPACKD 15P CA	0.5	1	1	6.5	1.1
123	1	73692011651	GOOSE IPA 15PK CAN	0.5	1	1	5.9	1.2
124	1	7199030125	Coors Light 12/8C	1.5	3	1	0.0	0.0

Segment #2 : Shelf #2 DEPTH: 22 in WIDTH: 48 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 57.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
109	1	3410051681	Cape Line Variety Pack 12/12C SC	1.5	3	1	0.0	0.0
110	1	85531000827	Crook & Marker Zero Guilt 8/12C	1.3	4	2	0.0	0.0
111	1	63848900029	Dogfish Head 60 Minute IPA 6/12B	1.0	4	1	0.0	0.0
112	1	3061300053	BKLYN WINTER ALE 6PK	1.0	4	1	16.8	1.7

## PLANOGRAM BACKING TABLE

113	1	85998900522	GPH SEASONAL 6PK	9999999...	4	1	16.8	1.7
114	1	86273700002	MONTAUK DRIFTWOOD 6PK	1.0	4	2	17.7	1.6
115	1	74052211968	Bell's Official Hazy IPA 6/12C	1.0	4	2	0.0	0.0

Segment #2 : Shelf #1      DEPTH: 22 in    WIDTH: 48 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 68.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
100	1	85389700231	Bon & Viv SS Grapefruit 6/12C	0.8	3	1	0.0	0.0
101	1	8769200781	Truly Spiked Spkkg Rose 6/12C	0.8	3	1	0.0	0.0
102	1	61300874833	ARNOLD PALMER 6PK CAN	9999999...	4	1	0.0	0.0
103	1	81062803026	Golden Road Spk Agua Fresca Vty 12/12...	1.5	3	1	0.0	0.0
104	1	63598510062	MIKES HARD LEMONADE 6PK BTL	1.0	4	1	14.0	2.0
105	1	8769282102	ANGRY ORCH CRISP APPLE 6P	1.0	4	1	17.5	1.6
106	1	7289000621	Heineken 0.0 6/12B	0.8	3	1	0.0	0.0
107	1	1820000784	ODOULS NA 6P BTL	0.5	2	1	7.7	1.8
108	1	4257205715	CLAUSTHALER 6PK	0.5	2	1	9.0	1.6

SKUs on Planogram: 140