

Rite Aid  
Store# 10539  
BRONX, NY

Cold

FMB always lead flow in relation to store traffic flow.  
Open a support ticket if planogram flow shown is reversed from actual store traffic flow



**Rite Aid**  
**Store# 10539**  
**BRONX , NY**

FINAL

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Segment 1 of 5 starting view

## Shelf Schematic Report

RITE AID\_10539 Store # 10539 # of segments: 5



| Name: 1_1      |                  | W:30.00 in | D:25.00 in |             |  |
|----------------|------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name             | Ast        | HFaci...   | Orientat... |  |
| 07289000200    | HEINEKEN12/12CAN | Core       | 1          | Side        |  |
| 072890001528   | HEINEKEN18/12BTL | New        | 1          | Side        |  |
| 072890000163   | HEINEKEN12/12BTL | Core       | 2          | Side        |  |

| Name: 1_2      |                            | W:30.00 in | D:25.00 in |             |  |
|----------------|----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci...   | Orientat... |  |
| 63598548904    | WHITECLAWVARIETY12/12CA... | Core       | 1          | Front 90    |  |
| 087692821021   | ANGRYORCHARDCRISPAPPL...   |            | 1          | Side        |  |
| 087692006602   | ANGRYORCHARDROSE6/12BTL    |            | 1          | Side        |  |
| 072890005298   | HEINEKEN12/8CAN            |            | 1          | Top 90      |  |
| 072890000118   | HEINEKEN6/12BTL            | Core       | 1          | Side        |  |

| Name: 1_3      |                            | W:30.00 in | D:25.00 in |             |  |
|----------------|----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci...   | Orientat... |  |
| 635985260875   | WHITECLAWMANGO6/12CAN      |            | 1          | Side        |  |
| 635985800064   | WHITECLAWVARIETY12/12CA... | PRO...     | 1          | Front 90    |  |
| 087692009917   | TRULYLEMONADEVARIETY12/... | PRO...     | 1          | Front 90    |  |
| 018200202179   | BUDLIGHTSELTZERVARIETYR... | New        | 1          | Front 90    |  |
| 033544000137   | CORONAVARIETYREFRESCA1...  |            | 1          | Front 90    |  |

| Name: 1_4      |                            | W:30.00 in | D:25.00 in |             |  |
|----------------|----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci...   | Orientat... |  |
| 034100012328   | VIZZYVARIETY12/12CAN(A)    | PRO...     | 1          | Front 90    |  |
| 033544000434   | CORONASELTZERVARIETY12/... | PRO...     | 1          | Front 90    |  |
| 071990000158   | COORSHARDSELTZERVARIET...  | New        | 1          | Front 90    |  |
| 018200202087   | BUDLIGHTSELTZERVARIETY1... | PRO...     | 1          | Front 90    |  |
| 033544950678   | CORONAREFRESCAGUAVALI...   |            | 1          | Top 90      |  |

| Name: 2_1      |                | W:30.00 in | D:25.00 in |             |  |
|----------------|----------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name           | Ast        | HFaci...   | Orientat... |  |
| 082488123006   | BECKS12/12BTL  | Core       | 1          | Side        |  |
| 080660954080   | CORONA24/7BTL  | Core       | 1          | Front       |  |
| 080660956800   | CORONA18/12BTL | Core       | 1          | Side        |  |

| Name: 2_2      |                        | W:30.00 in | D:25.00 in |             |  |
|----------------|------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci...   | Orientat... |  |
| 786150000014   | STELLAARTOIS6/11.2BTL  | Core       | 1          | Side        |  |
| 786150000168   | STELLAARTOIS12/11.2CAN | Core       | 1          | Front 90    |  |

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Segment 1 of 5 starting view

## Shelf Schematic Report

|                              |                        |                  |         |
|------------------------------|------------------------|------------------|---------|
| RITE AID_10539 Store # 10539 |                        | # of segments: 5 |         |
| 786150000144                 | STELLAARTOIS12/11.2BTL | Core             | 1 Front |
| 080660956800                 | CORONA18/12BTL         | Core             | 1 Side  |

| Name: 2_3      |                            | W:30.00 in | D:25.00 in           |
|----------------|----------------------------|------------|----------------------|
| UPC (12 Digit) | Name                       | Ast        | HFaci... Orientat... |
| 859093002466   | SIXPOINTRESINIIPA6/12CAN   |            | 1 Side               |
| 071990095161   | BLUEMOONBELGIANWHITE12/... | Core       | 1 Side               |
| 071990095116   | BLUEMOONBELGIANWHITE6/1... |            | 1 Side               |
| 083820123937   | GUINNESSEXTRASTOUT6/12B... | Core       | 1 Side               |
| 181954000046   | PERONI12/11.2BTL           |            | 1 Side               |

| Name: 2_4      |                            | W:30.00 in | D:25.00 in           |
|----------------|----------------------------|------------|----------------------|
| UPC (12 Digit) | Name                       | Ast        | HFaci... Orientat... |
| 018200202506   | BUDLIGHTPLATINUMSELTZER... | New        | 1 Side               |
| 071990095925   | BLUEMOONLIGHTSKY12/12CAN   | PRO...     | 1 Top 90             |
| 719057001563   | PRESIDENTE12/12BTL         |            | 1 Front              |
| 033544950531   | CORONAFAMILIAR12/12BTL     |            | 1 Side               |





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Segment 3 of 5 starting view

## Shelf Schematic Report

RITE AID\_10539 Store # 10539 # of segments: 5

| Name: 3_1      | W:30.00 in            | D:25.00 in |          |             |  |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci... | Orientat... |  |
| 080660956152   | CORONA12/12BTL        | Core       | 2        | Front       |  |
| 033544000182   | CORONAPREMIER18/12BTL |            | 1        | Side        |  |

| Name: 3_2      | W:30.00 in            | D:25.00 in |          |             |  |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci... | Orientat... |  |
| 080660956152   | CORONA12/12BTL        | Core       | 2        | Front       |  |
| 033544950425   | CORONAPREMIER12/12BTL | Core       | 1        | Side        |  |

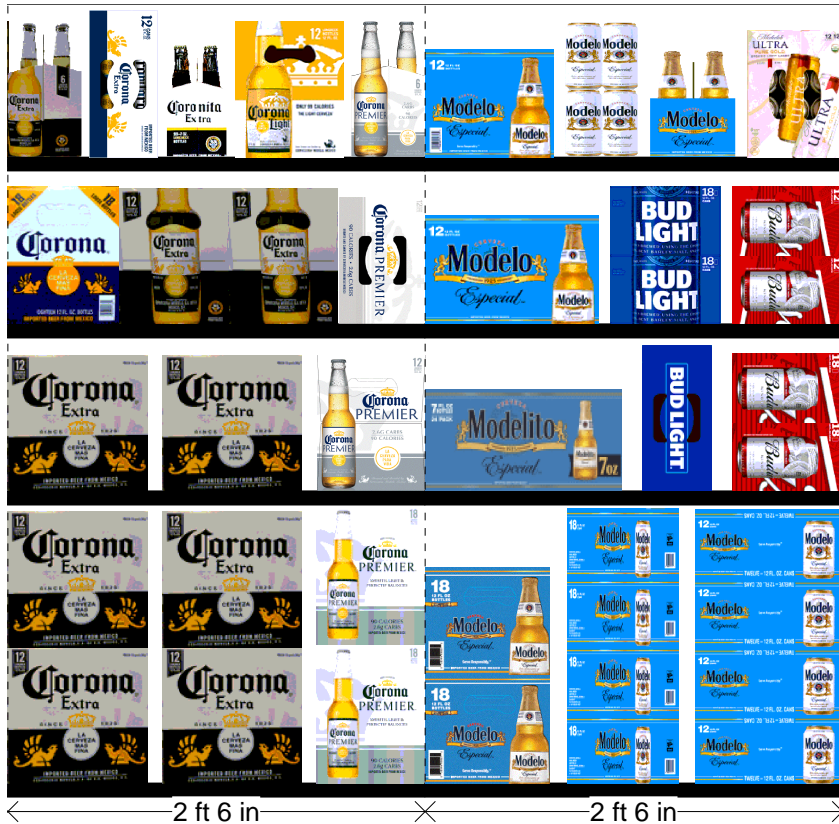
| Name: 3_3      | W:30.00 in            | D:25.00 in |          |             |  |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci... | Orientat... |  |
| 080660956800   | CORONA18/12BTL        | Core       | 1        | Side        |  |
| 080660956152   | CORONA12/12BTL        | Core       | 2        | Side        |  |
| 033544950449   | CORONAPREMIER12/12CAN |            | 1        | Top 90      |  |

| Name: 3_4      | W:30.00 in           | D:25.00 in |          |             |  |
|----------------|----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                 | Ast        | HFaci... | Orientat... |  |
| 080660956053   | CORONA6/12BTL        | Core       | 1        | Side        |  |
| 080660956954   | CORONA12/12CAN       | Core       | 1        | Top 90      |  |
| 080660954011   | CORONA6/7BTL         |            | 1        | Side        |  |
| 080660956756   | CORONALIGHT12/12BTL  | Core       | 1        | Side        |  |
| 033544950418   | CORONAPREMIER6/12BTL |            | 1        | Side        |  |

| Name: 4_1      | W:30.00 in             | D:25.00 in |          |             |  |
|----------------|------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci... | Orientat... |  |
| 033544950272   | MODELOESPECIAL18/12BTL | Core       | 1        | Side        |  |
| 080660957111   | MODELOESPECIAL18/12CAN | Core       | 1        | Side 90     |  |
| 080660957159   | MODELOESPECIAL12/12CAN | Core       | 1        | Top         |  |

| Name: 4_2      | W:30.00 in            | D:25.00 in |          |             |  |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci... | Orientat... |  |
| 033544000212   | MODELOESPECIAL24/7BTL | PRO...     | 1        | Front       |  |
| 018200530470   | BUDLIGHT12/12CAN      | Core       | 1        | Top 90      |  |
| 018200112188   | BUD18/12CAN           | Core       | 1        | Side 90     |  |

| Name: 4_3      | W:30.00 in             | D:25.00 in |          |             |  |
|----------------|------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci... | Orientat... |  |
| 080660957579   | MODELOESPECIAL12/12BTL | Core       | 1        | Front       |  |
| 018200532184   | BUDLIGHT18/12CAN       | Core       | 1        | Side 90     |  |



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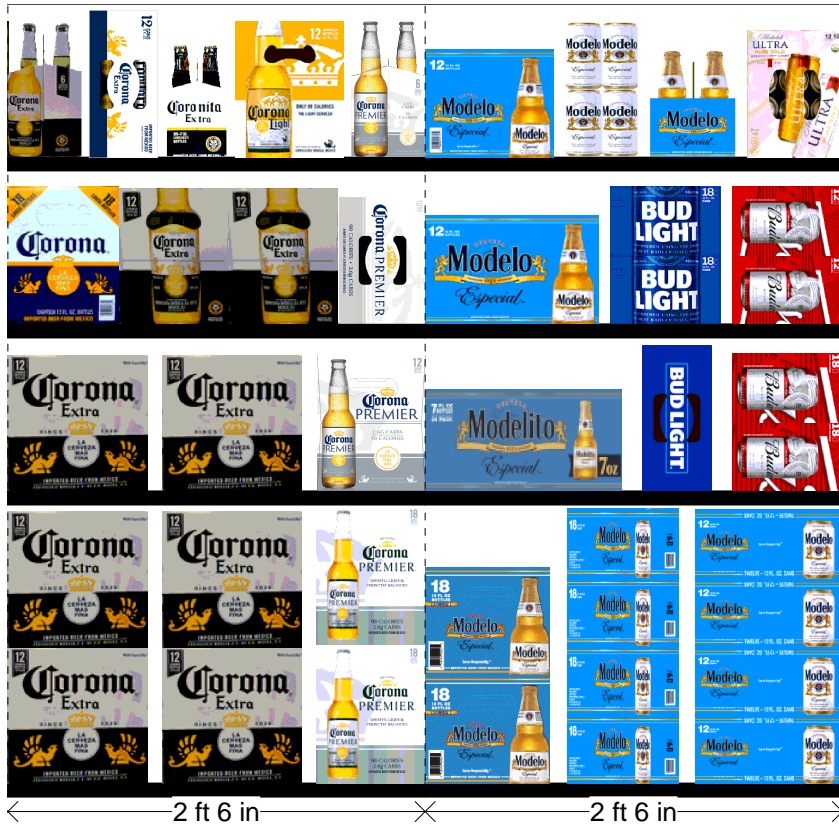
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Segment 3 of 5 starting view

## Shelf Schematic Report

RITE AID\_10539 Store # 10539 # of segments: 5  
018200110474 BUD12/12CAN Core 1 Side 90

| UPC (12 Digit) | Name                            | Ast    | HFaci... | Orientat... |
|----------------|---------------------------------|--------|----------|-------------|
| 080660957579   | MODELOESPECIAL12/12BTL          | Core   | 1        | Side        |
| 080660957555   | MODELOESPECIAL6/12CAN           |        | 1        | Side        |
| 080660957654   | MODELOESPECIAL6/12BTL           |        | 1        | Side        |
| 018200201448   | MICHELOBULTRAPUREGOLD1...PRO... | PRO... | 1        | Top 90      |



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Segment 5 of 5 starting view

## Shelf Schematic Report

RITE AID\_10539 Store # 10539 # of segments: 5

| Name: 5_1      |                    | W:30.00 in | D:25.00 in |             |  |
|----------------|--------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name               | Ast        | HFaci...   | Orientat... |  |
| 071990300784   | COORSLIGHT18/12BTL | Core       | 1          | Front       |  |
| 071990300173   | COORSLIGHT18/12CAN | Core       | 1          | Side 90     |  |
| 071990300173   | COORSLIGHT18/12CAN | Core       | 1          | Top 90      |  |

| Name: 5_2      |                      | W:30.00 in | D:25.00 in |             |  |
|----------------|----------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                 | Ast        | HFaci...   | Orientat... |  |
| 071990300692   | COORSLIGHT12/12BTL   | Core       | 1          | Side        |  |
| 071990000486   | COORSLIGHT12/12CAN   | New        | 1          | Side 90     |  |
| 071990000486   | COORSLIGHT12/12CAN   | New        | 1          | Top 90      |  |
| 018200200779   | NATURALLIGHT15/12CAN | Core       | 1          | Side 90     |  |

| Name: 5_3      |                       | W:30.00 in | D:25.00 in |             |  |
|----------------|-----------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci...   | Orientat... |  |
| 071990301040   | COORSLIGHT9/16BTL(AL) |            | 1          | Side        |  |
| 034100573409   | LITE18/12CAN          | Core       | 1          | Side 90     |  |
| 034100016364   | HIGHLIFE12/12CAN      |            | 1          | Top 90      |  |
| 018200284434   | NATURALICE15/12CAN    | Core       | 1          | Side 90     |  |

| Name: 5_4      |                           | W:30.00 in | D:25.00 in |             |  |
|----------------|---------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                      | Ast        | HFaci...   | Orientat... |  |
| 613008752200   | ARNOLDPALMERSPIKEDHALF... | New        | 1          | Front 90    |  |
| 089924278962   | YUENGLINGLAGER12/12BTL    |            | 1          | Side        |  |
| 022100001701   | PABST12/12CAN             |            | 1          | Top 90      |  |
| 034100015091   | HIGHLIFE12/12BTL          | Core       | 1          | Side        |  |





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Segment 1 of 3 starting view

## Shelf Schematic Report

RITE AID\_10539 Store # 10539 # of segments: 3



| Name: 2_1      |                             | W:108.00 in | D:19.00 in |             |  |
|----------------|-----------------------------|-------------|------------|-------------|--|
| UPC (12 Digit) | Name                        | Ast         | HFaci...   | Orientat... |  |
| 635985548904   | WHITECLAWVARIETY12/12CA...  | Core        | 1          | Top 90      |  |
| 087692008040   | TRULYVARIETYTROPICAL12/1... |             | 1          | Top 90      |  |
| 041827701121   | ARCTICCHILLHARDSELTZERV...  | PRO...      | 1          | Front 90    |  |
| 072890000163   | HEINEKEN12/12BTL            | Core        | 1          | Front       |  |
| 080660956152   | CORONA12/12BTL              | Core        | 2          | Front       |  |
| 080660956800   | CORONA18/12BTL              | Core        | 2          | Side        |  |

| Name: 2_2      |                            | W:108.00 in | D:19.00 in |             |  |
|----------------|----------------------------|-------------|------------|-------------|--|
| UPC (12 Digit) | Name                       | Ast         | HFaci...   | Orientat... |  |
| 635985260899   | WHITECLAWBLACKCHERRY12...  |             | 1          | Front 90    |  |
| 087692006862   | TRULYVARIETYBERRY12/12C... | Core        | 1          | Front 90    |  |
| 018200202087   | BUDLIGHTSELTZERVARIETY1... | PRO...      | 1          | Front 90    |  |
| 072890000163   | HEINEKEN12/12BTL           | Core        | 1          | Front       |  |
| 080660956152   | CORONA12/12BTL             | Core        | 2          | Front       |  |
| 080660956800   | CORONA18/12BTL             | Core        | 1          | Side        |  |
| 033544000182   | CORONAPREMIER18/12BTL      |             | 1          | Side        |  |
| 080660957111   | MODELOESPECIAL18/12CAN     | Core        | 1          | Side 90     |  |

| Name: 2_3      |                            | W:108.00 in | D:19.00 in |             |  |
|----------------|----------------------------|-------------|------------|-------------|--|
| UPC (12 Digit) | Name                       | Ast         | HFaci...   | Orientat... |  |
| 635985100331   | WHITECLAWMANGO12/12CAN     |             | 1          | Front 90    |  |
| 087692009917   | TRULYLEMONADEVARIETY12/... | PRO...      | 1          | Front 90    |  |
| 018200202179   | BUDLIGHTSELTZERVARIETYR... | New         | 1          | Front 90    |  |
| 072890005298   | HEINEKEN12/8CAN            |             | 1          | Side 90     |  |
| 072890000200   | HEINEKEN12/12CAN           | Core        | 1          | Side 90     |  |
| 072890000163   | HEINEKEN12/12BTL           | Core        | 1          | Front       |  |
| 082488123006   | BECKS12/12BTL              | Core        | 1          | Front       |  |
| 080660956152   | CORONA12/12BTL             | Core        | 1          | Front       |  |
| 033544950272   | MODELOESPECIAL18/12BTL     | Core        | 1          | Side        |  |

| Name: 2_4      |                            | W:108.00 in | D:19.00 in |             |  |
|----------------|----------------------------|-------------|------------|-------------|--|
| UPC (12 Digit) | Name                       | Ast         | HFaci...   | Orientat... |  |
| 635985800064   | WHITECLAWVARIETY12/12CA... | PRO...      | 1          | Front 90    |  |
| 087692006787   | TRULYWILDBERRY6/12CAN      |             | 1          | Side 90     |  |
| 033544000434   | CORONASELTZERVARIETY12/... | PRO...      | 1          | Front 90    |  |
| 072890001528   | HEINEKEN18/12BTL           | New         | 3          | Side        |  |
| 786150000144   | STELLAARTOIS12/11.2BTL     | Core        | 1          | Front       |  |
| 080660956053   | CORONA6/12BTL              | Core        | 1          | Front       |  |



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Segment 1 of 3 starting view

## Shelf Schematic Report

|                |                      |                  |
|----------------|----------------------|------------------|
| RITE AID_10539 | Store # 10539        | # of segments: 3 |
| 033544950418   | CORONAPREMIER6/12BTL | 1 Front          |

| Name: 2_5      |                            | W:108.00 in |          | D:19.00 in  |  |
|----------------|----------------------------|-------------|----------|-------------|--|
| UPC (12 Digit) | Name                       | Ast         | HFaci... | Orientat... |  |
| 635985200284   | WHITECLAWRUBYGRAPEFRUI...  |             | 1        | Side 90     |  |
| 087692007814   | TRULYROSE6/12CAN           |             | 1        | Side 90     |  |
| 034100012328   | VIZZYVARIETY12/12CAN(A)    | PRO...      | 1        | Top 90      |  |
| 071990000158   | COORSHARDSELTZERVARIET...  | New         | 1        | Front 90    |  |
| 034100012229   | MOVOVARIETY4/8.4CAN        |             | 2        | Side 90     |  |
| 072890001597   | HEINEKENLIGHT12/12BTL      | Core        | 1        | Front       |  |
| 072890100160   | AMSTELLIGHT12/12BTL        |             | 1        | Top 90      |  |
| 786150000168   | STELLAARTOIS12/11.2CAN     | Core        | 1        | Top 90      |  |
| 089826900206   | TECATELIGHT12/12CAN        |             | 1        | Side 90     |  |
| 856632004233   | BRONXAMERICANPALEALE6/1... |             | 1        | Side        |  |

| Name: 2_6      |                              | W:108.00 in |          | D:19.00 in  |  |
|----------------|------------------------------|-------------|----------|-------------|--|
| UPC (12 Digit) | Name                         | Ast         | HFaci... | Orientat... |  |
| 635985200253   | WHITECLAWBLACKCHERRY6/...    |             | 1        | Side        |  |
| 635985260660   | WHITECLAWRASPBERRY6/12...    |             | 1        | Side 90     |  |
| 635985025986   | WHITECLAWNATURALLIME6/1...   |             | 1        | Side 90     |  |
| 635985260875   | WHITECLAWMANGO6/12CAN        |             | 1        | Side 90     |  |
| 033544950630   | CORONAREFRESCAPASSION...     |             | 1        | Side 90     |  |
| 033544000137   | CORONAVARIETYREFRESCA1...    |             | 1        | Top 90      |  |
| 018200209932   | BUDLIGHTLIMESTRAW-BER-RI...  |             | 1        | Top 90      |  |
| 082000723851   | SMIRNOFFICEORIGINAL6/11.2... |             | 1        | Front       |  |
| 635985100621   | MIKESHARDLEMONADE6/11.2...   |             | 1        | Front       |  |
| 088345102016   | STRONGBOWROSE6/11.2BTL       |             | 1        | Front       |  |
| 071990095611   | BLUEMOONMANGOWHEAT6/1...     |             | 1        | Front       |  |



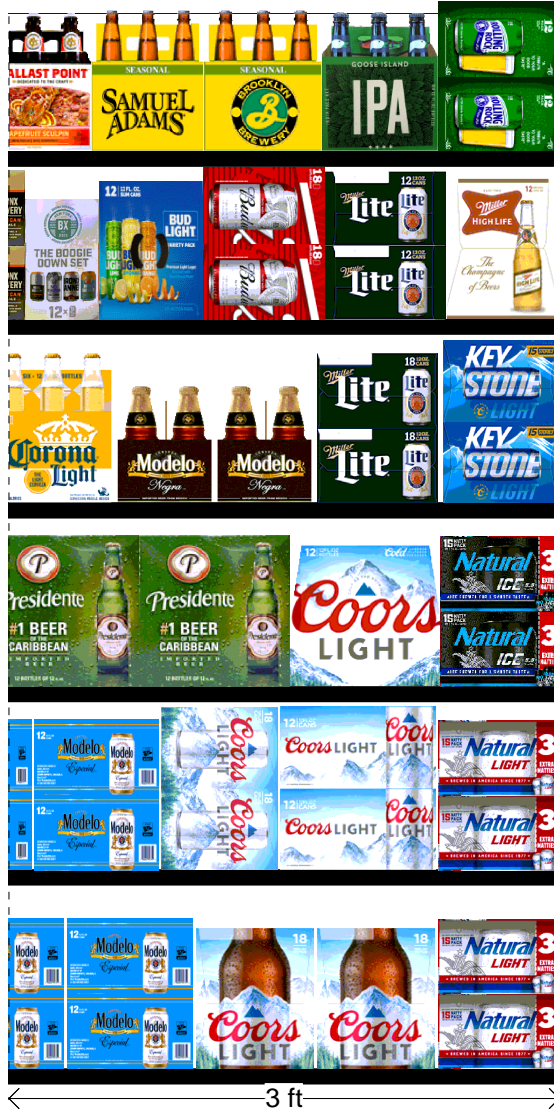
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Segment 3 of 3 starting view



## Shelf Schematic Report

RITE AID\_10539 Store # 10539 # of segments: 3

| Name: 2_1      | W:108.00 in            | D:19.00 in |          |             |    |
|----------------|------------------------|------------|----------|-------------|----|
| UPC (12 Digit) | Name                   | Ast        | HFaci... | Orientat... |    |
| 080660957159   | MODELOESPECIAL12/12CAN | Core       | 2        | Side        | 90 |
| 071990300784   | COORSLIGHT18/12BTL     | Core       | 2        | Side        |    |
| 018200200779   | NATURALLIGHT15/12CAN   | Core       | 1        | Side        | 90 |

| Name: 2_2      | W:108.00 in            | D:19.00 in |          |             |    |
|----------------|------------------------|------------|----------|-------------|----|
| UPC (12 Digit) | Name                   | Ast        | HFaci... | Orientat... |    |
| 080660957159   | MODELOESPECIAL12/12CAN | Core       | 1        | Side        | 90 |
| 071990300173   | COORSLIGHT18/12CAN     | Core       | 1        | Side        | 90 |
| 071990000486   | COORSLIGHT12/12CAN     | New        | 1        | Top         |    |
| 018200200779   | NATURALLIGHT15/12CAN   | Core       | 1        | Side        | 90 |

| Name: 2_3      | W:108.00 in        | D:19.00 in |          |             |    |
|----------------|--------------------|------------|----------|-------------|----|
| UPC (12 Digit) | Name               | Ast        | HFaci... | Orientat... |    |
| 719057001563   | PRESIDENTE12/12BTL |            | 2        | Front       |    |
| 071990300692   | COORSLIGHT12/12BTL | Core       | 1        | Front       |    |
| 018200284434   | NATURALICE15/12CAN | Core       | 1        | Side        | 90 |

| Name: 2_4      | W:108.00 in           | D:19.00 in |          |             |    |
|----------------|-----------------------|------------|----------|-------------|----|
| UPC (12 Digit) | Name                  | Ast        | HFaci... | Orientat... |    |
| 080660956251   | CORONALIGHT6/12BTL    |            | 1        | Front       |    |
| 080660957852   | MODELONEGRA6/12BTL    |            | 2        | Side        |    |
| 034100573409   | LITE18/12CAN          | Core       | 1        | Side        | 90 |
| 071990480455   | KEYSTONELIGHT15/12CAN |            | 1        | Side        | 90 |

| Name: 2_5      | W:108.00 in                 | D:19.00 in |          |             |    |
|----------------|-----------------------------|------------|----------|-------------|----|
| UPC (12 Digit) | Name                        | Ast        | HFaci... | Orientat... |    |
| 856632004288   | BRONXVARIETY12/12CAN        |            | 1        | Side        |    |
| 018200202100   | BUDLIGHTPEELSVARIETY12/1... | PRO...     | 1        | Top         | 90 |
| 018200112188   | BUD18/12CAN                 | Core       | 1        | Side        | 90 |
| 034100576363   | LITE12/12CAN                |            | 1        | Side        | 90 |
| 034100015091   | HIGHLIFE12/12BTL            | Core       | 1        | Side        |    |

| Name: 2_6      | W:108.00 in                | D:19.00 in |          |             |  |
|----------------|----------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci... | Orientat... |  |
| 672438000688   | BALLASTPOINTGRAPEFRUITS... |            | 1        | Front       |  |
| 087692300502   | SAMUELADAMSSEASONAL6/1...  |            | 1        | Front       |  |
| 030613000531   | BROOKLYNSEASONAL6/12BTL    |            | 1        | Front       |  |
| 736920111327   | GOOSEISLANDIPA6/12BTL      |            | 1        | Front       |  |

2020 FALL

Segment View

Rite Aid  
Store# 10539  
BRONX , NY

FINAL

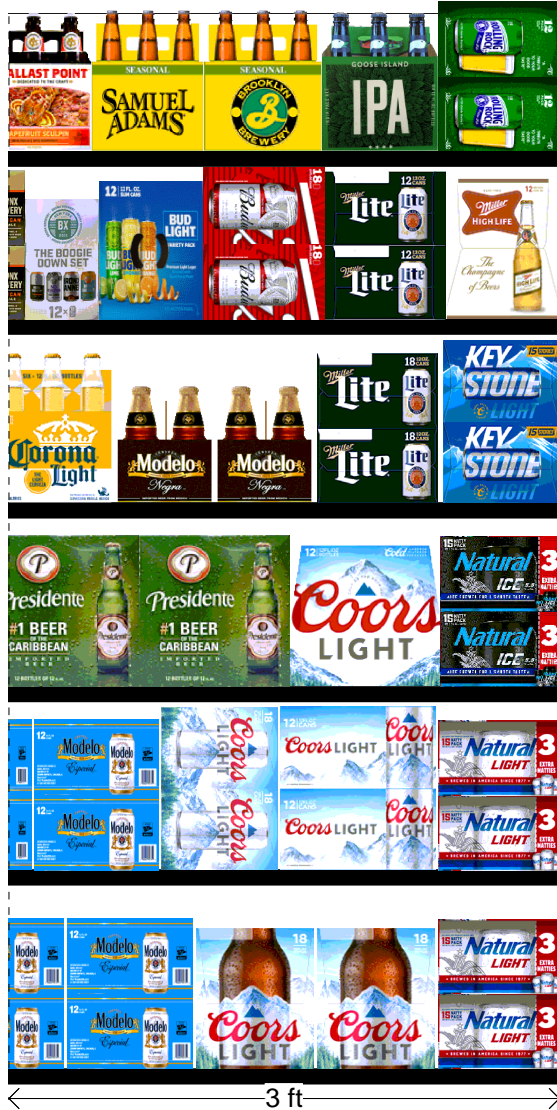
Warm

FMB always lead flow in relation to store traffic flow.  
Open a support ticket if planogram flow shown is reversed from actual store traffic flow

Segment 3 of 3 starting view

## Shelf Schematic Report

RITE AID\_10539 Store # 10539 # of segments: 3  
071439344508 ROLLINGROCK12/12CAN 1 Side 90



2020 FALL

Segment View