

Rite Aid
Store# 2727
NEW YORK, 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



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Segment 1 of 5 starting view

Shelf Schematic Report

RITE AID_2727 Store # 2727 # of segments: 5



| Name: 1_1 | W:30.00 in | D:26.00 in | | | |
|----------------|------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 072890001528 | HEINEKEN18/12BTL | New | 1 | Side | |
| 072890000163 | HEINEKEN12/12BTL | Core | 2 | Front | |

| Name: 1_2 | W:30.00 in | D:22.00 in | | | |
|----------------|-----------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 072890001597 | HEINEKENLIGHT12/12BTL | Core | 1 | Side | |
| 072890000200 | HEINEKEN12/12CAN | Core | 1 | Top 90 | |
| 072890000118 | HEINEKEN6/12BTL | Core | 1 | Side | |
| 072890006219 | HEINEKEN0.0NEARBEER6/12B... | | 1 | Side | |
| 083820123937 | GUINNESSEXTRASTOUT6/12B... | Core | 1 | Side | |

| Name: 1_3 | W:30.00 in | D:22.00 in | | | |
|----------------|-----------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 635985000211 | WHITECLAW70PINEAPPLE6/12... | PRO... | 1 | Side | |
| 635985548904 | WHITECLAWVARIETY12/12CA... | Core | 1 | Front 90 | |
| 087692009917 | TRULYLEMONADEVARIETY12/... | PRO... | 1 | Front 90 | |
| 071990000158 | COORSHARDSELTZERVARIET... | New | 1 | Front 90 | |
| 018200202179 | BUDLIGHTSELTZERVARIETYR... | New | 1 | Front 90 | |

| Name: 1_4 | W:30.00 in | D:22.00 in | | | |
|----------------|-----------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 635985000211 | WHITECLAW70PINEAPPLE6/12... | PRO... | 1 | Side | |
| 635985800064 | WHITECLAWVARIETY12/12CA... | PRO... | 1 | Front 90 | |
| 033544000434 | CORONASELTZERVARIETY12/... | PRO... | 1 | Front 90 | |
| 034100012328 | VIZZYVARIETY12/12CAN(A) | PRO... | 1 | Front 90 | |
| 018200202087 | BUDLIGHTSELTZERVARIETY1... | PRO... | 1 | Front 90 | |

| Name: 1_5 | W:30.00 in | D:12.00 in | | | |
|----------------|---------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 635985200253 | WHITECLAWBLACKCHERRY6/... | | 1 | Top | |
| 635985200284 | WHITECLAWRUBYGRAPEFRUI... | | 1 | Top | |
| 635985260875 | WHITECLAWMANGO6/12CAN | | 1 | Top | |
| 033544000137 | CORONAVARIETYREFRESCA1... | | 1 | Front 90 | |

| Name: 2_1 | W:30.00 in | D:26.00 in | | | |
|----------------|----------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 080660956800 | CORONA18/12BTL | Core | 2 | Side | |
| 080660954080 | CORONA24/7BTL | Core | 1 | Front | |

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Shelf Schematic Report

RITE AID_2727 Store # 2727 # of segments: 5

| Name: 2_2 | | W:30.00 in | D:22.00 in | | |
|----------------|--------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 071990095925 | BLUEMOONLIGHTSKY12/12CAN | PRO... | 1 | Front 90 | |
| 080660954080 | CORONA24/7BTL | Core | 1 | Front | |
| 080660954080 | CORONA24/7BTL | Core | 1 | Side | |

| Name: 2_3 | | W:30.00 in | D:22.00 in | | |
|----------------|----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 071990095161 | BLUEMOONBELGIANWHITE12/... | Core | 1 | Side | |
| 082488123006 | BECKS12/12BTL | Core | 2 | Side | |
| 719057001563 | PRESIDENTE12/12BTL | | 1 | Side | |

| Name: 2_4 | | W:30.00 in | D:22.00 in | | |
|----------------|----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 071990095611 | BLUEMOONMANGOWHEAT6/1... | | 1 | Side | |
| 071990095116 | BLUEMOONBELGIANWHITE6/1... | | 1 | Side | |
| 786150000144 | STELLAARTOIS12/11.2BTL | Core | 1 | Front | |
| 719057001563 | PRESIDENTE12/12BTL | | 1 | Side | |

| Name: 2_5 | | W:30.00 in | D:12.00 in | | |
|----------------|---------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 635985067443 | MIKESHARDBLACKCHERRYLE... | | 2 | Side | |
| 786150000014 | STELLAARTOIS6/11.2BTL | Core | 2 | Side | |
| 723830000094 | LAGUNITASIPA6/12BTL | | 1 | Front | |



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Segment 3 of 5 starting view

Shelf Schematic Report

RITE AID_2727 Store # 2727 # of segments: 5



| Name: 3_1 | W:30.00 in | D:26.00 in | | | |
|----------------|----------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 080660956152 | CORONA12/12BTL | Core | 2 | Front | |
| 080660956152 | CORONA12/12BTL | Core | 1 | Side | |

| Name: 3_2 | W:30.00 in | D:22.00 in | | | |
|----------------|------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 033544950425 | CORONAPREMIER12/12BTL | Core | 1 | Side | |
| 080660956756 | CORONALIGHT12/12BTL | Core | 1 | Side | |
| 033544950531 | CORONAFAMILIAR12/12BTL | | 1 | Side | |
| 080660956954 | CORONA12/12CAN | Core | 1 | Side | |

| Name: 3_3 | W:30.00 in | D:12.00 in | | | |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 033544950418 | CORONAPREMIER6/12BTL | | 1 | Front | |
| 080660957555 | MODELOESPECIAL6/12CAN | | 1 | Front | |
| 080660956053 | CORONA6/12BTL | Core | 1 | Front | |
| 080660956053 | CORONA6/12BTL | Core | 1 | Side | |

| Name: 4_1 | W:30.00 in | D:26.00 in | | | |
|----------------|------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 080660957579 | MODELOESPECIAL12/12BTL | Core | 3 | Side | |

| Name: 4_2 | W:30.00 in | D:22.00 in | | | |
|----------------|------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 080660957159 | MODELOESPECIAL12/12CAN | Core | 1 | Side 90 | |
| 080660957159 | MODELOESPECIAL12/12CAN | Core | 1 | Top 90 | |
| 080660957111 | MODELOESPECIAL18/12CAN | Core | 1 | Top | |

| Name: 4_3 | W:30.00 in | D:22.00 in | | | |
|----------------|------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 080660957159 | MODELOESPECIAL12/12CAN | Core | 1 | Side 90 | |
| 080660957159 | MODELOESPECIAL12/12CAN | Core | 1 | Side | |
| 018200532184 | BUDLIGHT18/12CAN | Core | 1 | Side 90 | |
| 071990301040 | COORSLIGHT9/16BTL(AL) | | 1 | Front | |

| Name: 4_4 | W:30.00 in | D:22.00 in | | | |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 080660957654 | MODELOESPECIAL6/12BTL | | 1 | Front | |
| 018200112188 | BUD18/12CAN | Core | 2 | Side | |

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Segment 3 of 5 starting view

Shelf Schematic Report

| | | |
|---------------|--------------------|------------------|
| RITE AID_2727 | Store # 2727 | # of segments: 5 |
| 071990000486 | COORSLIGHT12/12CAN | New 1 Front |

| Name: 4 5 | W:30.00 in | D:12.00 in | | |
|----------------|---------------------------|------------|----------|-------------|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... |
| 087692821021 | ANGRYORCHARDCRISPAPPL... | | 1 | Front |
| 087692006602 | ANGRYORCHARDROSE6/12BTL | | 1 | Front |
| 613008752200 | ARNOLDPALMERSPIKEDHALF... | New | 1 | Front 90 |
| 018200201448 | MICHELOBULTRAPUREGOLD1... | PRO... | 1 | Top 90 |



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Segment 5 of 5 starting view

Shelf Schematic Report

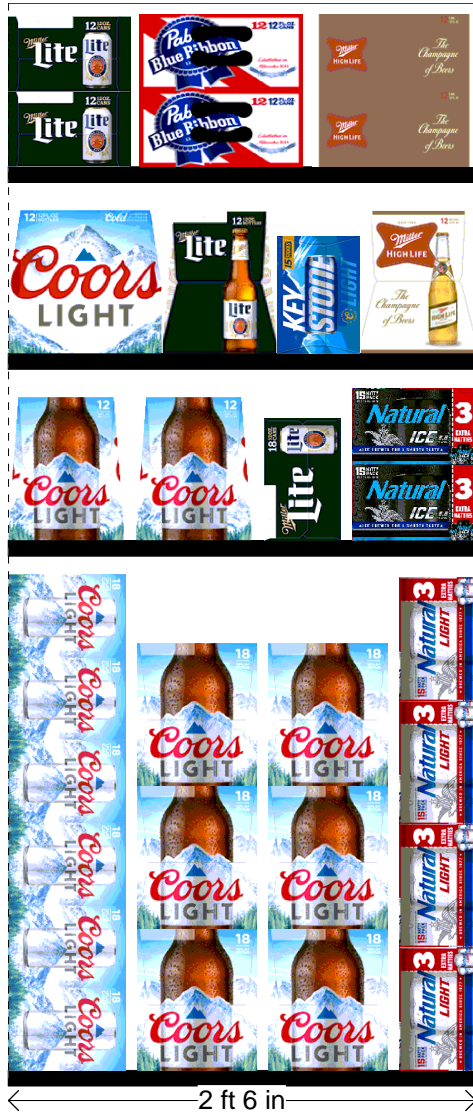
RITE AID_2727 Store # 2727 # of segments: 5

| Name: 5_1 | | W:30.00 in | D:26.00 in | | |
|----------------|----------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 071990300173 | COORSLIGHT18/12CAN | Core | 1 | Side 90 | |
| 071990300784 | COORSLIGHT18/12BTL | Core | 2 | Side | |
| 018200200779 | NATURALLIGHT15/12CAN | Core | 1 | Side | |

| Name: 5_2 | | W:30.00 in | D:22.00 in | | |
|----------------|--------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 071990300692 | COORSLIGHT12/12BTL | Core | 2 | Side | |
| 034100573409 | LITE18/12CAN | Core | 1 | Side | |
| 018200284434 | NATURALICE15/12CAN | Core | 1 | Side 90 | |

| Name: 5_3 | | W:30.00 in | D:22.00 in | | |
|----------------|-----------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 071990300692 | COORSLIGHT12/12BTL | Core | 1 | Front | |
| 034100575090 | LITE12/12BTL | | 1 | Side | |
| 071990480455 | KEYSTONELIGHT15/12CAN | | 1 | Side | |
| 034100015091 | HIGHLIFE12/12BTL | Core | 1 | Side | |

| Name: 5_4 | | W:30.00 in | D:12.00 in | | |
|----------------|------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 034100576363 | LITE12/12CAN | | 1 | Side 90 | |
| 022100001701 | PABST12/12CAN | | 1 | Top | |
| 034100016364 | HIGHLIFE12/12CAN | | 1 | Top | |

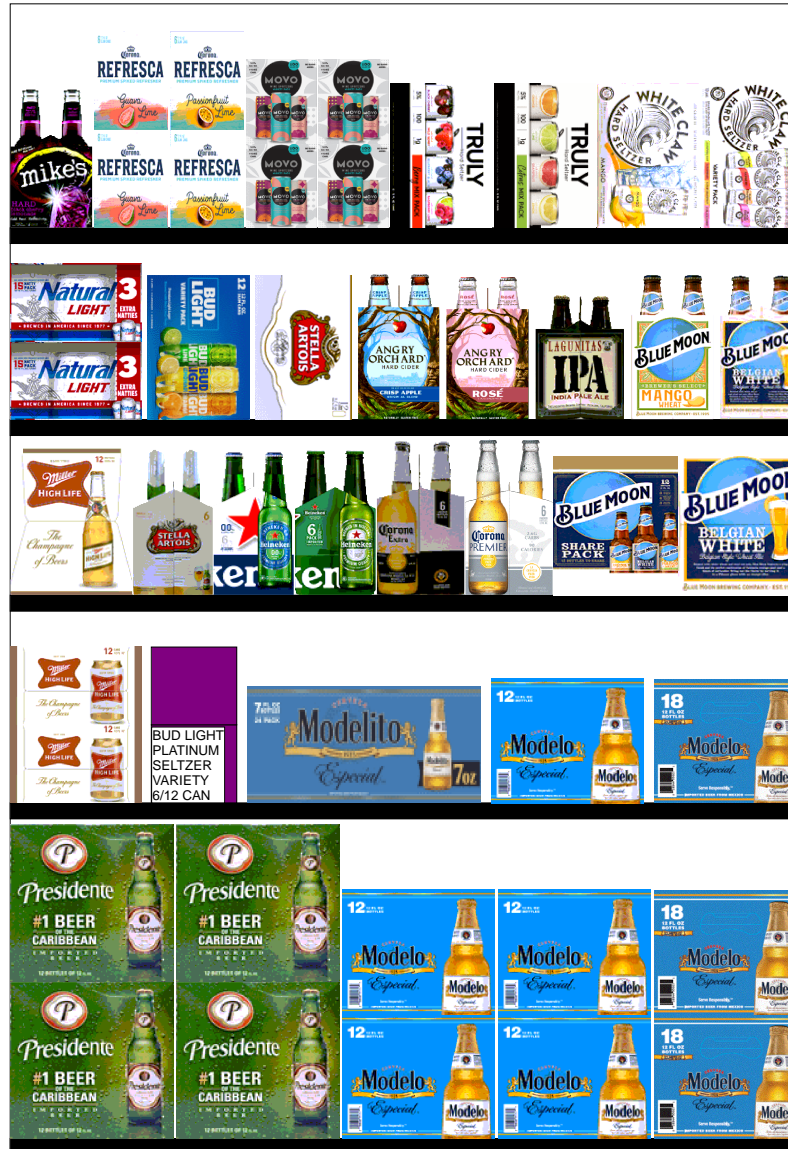


2 ft 6 in

Rite Aid
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WARM

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4 ft

Rite Aid
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FINAL

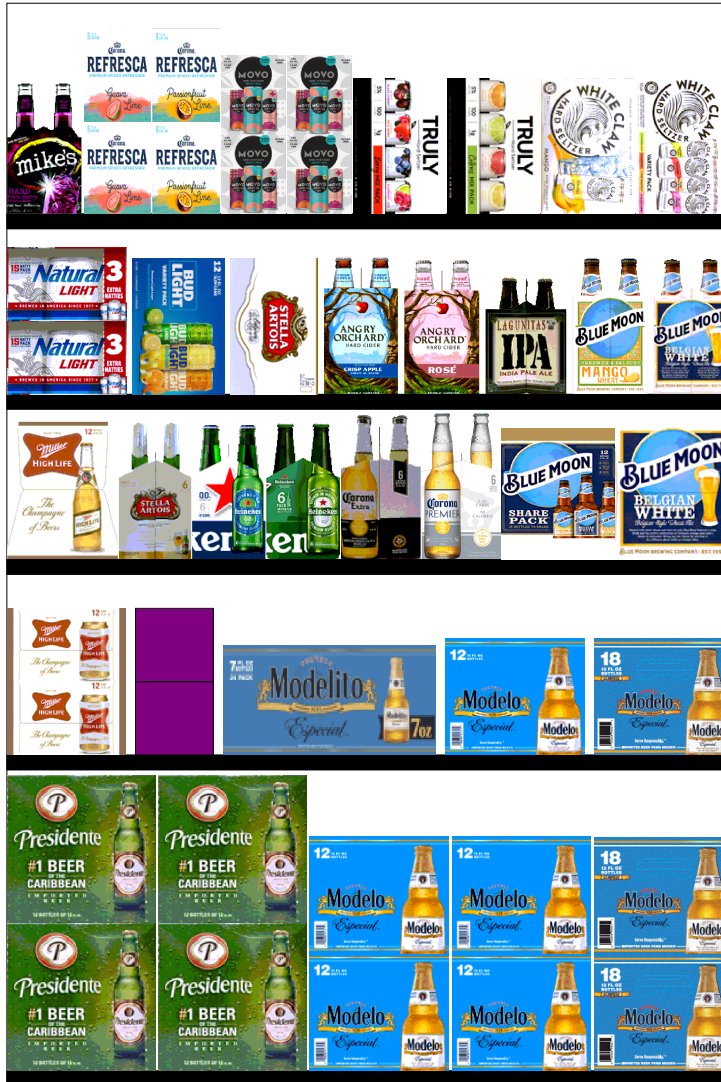
WARM

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Segment 1 of 1 starting view

Shelf Schematic Report

RITE AID_2727 Store # 2727 # of segments: 1



| Name: 1_1 | | W:48.00 in | D:18.50 in | | |
|----------------|------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 719057001563 | PRESIDENTE12/12BTL | | 2 | Front | |
| 080660957579 | MODELOESPECIAL12/12BTL | Core | 2 | Side | |
| 033544950272 | MODELOESPECIAL18/12BTL | Core | 1 | Side | |

| Name: 1_2 | | W:48.00 in | D:18.50 in | | |
|----------------|----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 034100016364 | HIGHLIFE12/12CAN | | 1 | Side 90 | |
| 018200202506 | BUDLIGHTPLATINUMSELTZER... | New | 1 | Side | |
| 033544000212 | MODELOESPECIAL24/7BTL | PRO... | 1 | Front | |
| 080660957579 | MODELOESPECIAL12/12BTL | Core | 1 | Side | |
| 033544950272 | MODELOESPECIAL18/12BTL | Core | 1 | Side | |

| Name: 1_3 | | W:48.00 in | D:18.50 in | | |
|----------------|-----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 034100015091 | HIGHLIFE12/12BTL | Core | 1 | Side | |
| 786150000014 | STELLAARTOIS6/11.2BTL | Core | 1 | Side | |
| 072890006219 | HEINEKEN0.0NEARBEER6/12B... | | 1 | Side | |
| 072890000118 | HEINEKEN6/12BTL | Core | 1 | Side | |
| 080660956053 | CORONA6/12BTL | Core | 1 | Side | |
| 033544950418 | CORONAPREMIER6/12BTL | | 1 | Side | |
| 071990095543 | BLUEMOONBREWMASTERVA... | | 1 | Side | |
| 071990095161 | BLUEMOONBELGIANWHITE12/... | Core | 1 | Side | |

| Name: 1_4 | | W:48.00 in | D:18.50 in | | |
|----------------|-----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 018200200779 | NATURALLIGHT15/12CAN | Core | 1 | Side 90 | |
| 018200202100 | BUDLIGHTPEELSVARIETY12/1... | PRO... | 1 | Front 90 | |
| 786150000168 | STELLAARTOIS12/11.2CAN | Core | 1 | Front 90 | |
| 087692821021 | ANGRYORCHARDCRISPAPPL... | | 1 | Side | |
| 087692006602 | ANGRYORCHARDROSE6/12BTL | | 1 | Side | |
| 723830000094 | LAGUNITASIPA6/12BTL | | 1 | Side | |
| 071990095611 | BLUEMOONMANGOWHEAT6/1... | | 1 | Side | |
| 071990095116 | BLUEMOONBELGIANWHITE6/1... | | 1 | Side | |

| Name: 1_5 | | W:48.00 in | D:18.50 in | | |
|----------------|---------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name | Ast | HFaci... | Orientat... | |
| 635985067443 | MIKESHARDBLACKCHERRYLE... | | 1 | Side | |
| 033544950678 | CORONAREFRESGAGUAVALI... | | 1 | Side | |

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Segment 1 of 1 starting view

Shelf Schematic Report

| RITE AID_2727 | Store # 2727 | # of segments: 1 | | | |
|---------------|-----------------------------|------------------|---|--|----------|
| 033544950630 | CORONAREFRESCAPASSION... | | 1 | | Side |
| 034100012229 | MOVOVARIETY4/8.4CAN | | 2 | | Front |
| 087692006862 | TRULYVARIETYBERRY12/12C... | Core | 1 | | Front 90 |
| 087692004240 | TRULYVARIETYCITRUS12/12C... | | 1 | | Front 90 |
| 635985100331 | WHITECLAWMANGO12/12CAN | | 1 | | Front 90 |
| 635985548904 | WHITECLAWVARIETY12/12CA... | Core | 1 | | Front 90 |

