

Rite Aid  
Store# 4887  
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 6 starting view

## Shelf Schematic Report

RITE AID\_4887 Store # 4887 # of segments: 6



Name: 1_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985548904	WHITECLAWVARIETY12/12CA...	Core	1	Side 90	
635985800064	WHITECLAWVARIETY12/12CA...	PRO...	1	Side 90	
07289000163	HEINEKEN12/12BTL	Core	1	Side	
072890001528	HEINEKEN18/12BTL	New	1	Side	

Name: 1_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985260875	WHITECLAWMANGO6/12CAN		1	Side	
635985260899	WHITECLAWBLACKCHERRY12...		1	Side 90	
087692009917	TRULYLEMONADEVARIETY12/...	PRO...	1	Side 90	
087692006862	TRULYVARIETYBERRY12/12C...	Core	1	Side 90	
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Side 90	

Name: 1_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
072890001191	HEINEKEN1/24CAN		1	Front	
018200250286	BECKS1/25.4CAN		1	Front	
080660957210	MODELOESPECIAL1/24CAN		1	Front	
080660956435	CORONA1/24CAN		1	Front	
018200250019	BUDLIGHT1/25CAN		1	Front	
018200250002	BUD1/25CAN		1	Front	
071990100711	COORSBANQUET1/24CAN		1	Front	
071990300654	COORSLIGHT1/24CAN		1	Front	
022100000049	PABST1/24CAN		1	Front	
018200250132	NATTYDADDY1/25CAN		1	Front	

Name: 1_4		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985260387	WHITECLAWBLACKCHERRY1/...		1	Front	
087692010142	TRULYLEMONADE1/24CAN		1	Front	
635985245834	MIKESHARDERLEMONADE1/2...	New	1	Side	
087692832317	TWISTEDTEAORIGINAL1/24CAN		1	Front	
034100003234	REDDSWICKED1/24CAN		1	Front	
070310014837	SEAGRAMSESCAPESSPIKEDJ...		1	Front	
087975026501	SAPPORO1/22CAN		1	Front	
070897013315	FOSTERS1/25.4CAN		1	Front	
070897183315	FOSTERSPREMIUM1/25.4CAN		1	Front	



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Segment 1 of 6 starting view

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Name: 1_5	W:30.00 in D:12.00 in			
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
635985260660	WHITECLAWRASPBERRY6/12...		2	Side
087692821021	ANGRYORCHARDCRISPAPPL...		2	Side
087692006602	ANGRYORCHARDROSE6/12BTL		2	Side

Name: 2_1		W:30.00 in	D:26.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
072890000200	HEINEKEN12/12CAN	Core	1 Side
072890000163	HEINEKEN12/12BTL	Core	1 Front
786150000144	STELLAARTOIS12/11.2BTL	Core	1 Side
082488123006	BECKS12/12BTL	Core	1 Side

Name: 2_2		W:30.00 in	D:22.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
034100012328	VIZZYVARIETY12/12CAN(A)	PRO...	1 Top 90
072890000118	HEINEKEN6/12BTL	Core	1 Side
786150000014	STELLAARTOIS6/11.2BTL	Core	1 Side
083820123937	GUINNESSEXTRASTOUT6/12B...	Core	1 Side
181954000046	PERONI12/11.2BTL		1 Side

Name: 2_3		W:30.00 in	D:22.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
071990000158	COORSHARDSELTZERVARIET...	New	1 Top 90
033544000137	CORONAVARIETYREFRESCA1...		1 Top 90
071990095161	BLUEMOONBELGIANWHITE12/...	Core	1 Side
072890001597	HEINEKENLIGHT12/12BTL	Core	1 Side

Name: 2_4		W:30.00 in	D:22.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1 Front 90
635985100621	MIKESHARDLEMONADE6/11.2...		1 Side
071990095925	BLUEMOONLIGHTSKY12/12CAN	PRO...	1 Front 90
071990095116	BLUEMOONBELGIANWHITE6/1...		1 Side
071990095321	BLUEMOONSEASONAL6/12BTL		1 Side

Name: 2_5		W:30.00 in	D:12.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
018200202179	BUDLIGHTSELTZERVARIETYR...	New	1 Front 90
859093002435	SIXPOINTBENGALIPA6/12CAN		1 Side
860367000729	SLOOPJUICEBOMBIPA6/12CAN	PRO...	1 Side

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Segment 1 of 6 starting view

## Shelf Schematic Report

RITE AID_4887	Store # 4887	# of segments: 6		
859612001031	21STAMENDMENTBREWFREE...		1	Side
754527008857	NEWBELGIUMVOODOOJUICY...	PRO...	1	Side



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Segment 3 of 6 starting view

## Shelf Schematic Report

RITE AID\_4887 Store # 4887 # of segments: 6



Name: 3_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	

Name: 3_2	W:30.00 in	D:26.00 in			
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956954	CORONA12/12CAN	Core	1	Top 90	
080660954080	CORONA24/7BTL	Core	1	Front	
080660954080	CORONA24/7BTL	Core	1	Side	

Name: 3_3	W:30.00 in	D:22.00 in			
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
723830212121	LAGUNITASIPA12/12CAN		1	Side 90	
723830000094	LAGUNITASIPA6/12BTL		1	Side	
723830000209	LAGUNITASLITTLESUMPIN6/1...		1	Side	
087692300502	SAMUELADAMSSEASONAL6/1...		1	Side	
088573331011	SHINERBOCK6/12BTL		1	Side	

Name: 3_4	W:30.00 in	D:22.00 in			
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
030613000531	BROOKLYNSEASONAL6/12BTL		1	Front	
030613000012	BROOKLYNLAGER6/12BTL		1	Side	
817606010209	CAPTAINLAWRENCEIPA6/12BTL		1	Side	
887151000949	CONEYISLANDMERMAIDPILS...		1	Side	
638489000299	DOGFISHHEAD60MINUTEIPA6/...		1	Side	

Name: 3_5	W:30.00 in	D:12.00 in			
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
869071000278	MONTAUKWAVECHASER4/6/1...		1	Side	
034100516055	LEINIESSEASONALPRIMARY6/...		1	Front	
736920111327	GOOSEISLANDIPA6/12BTL		1	Front	
083783375213	SIERRANEVADAPALEALE6/12...		1	Front	

Name: 4_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: 4\_2 W:30.00 in D:26.00 in



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Segment 3 of 6 starting view

## Shelf Schematic Report

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
080660956152	CORONA12/12BTL	Core	2	Front
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side 90

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
080660956152	CORONA12/12BTL	Core	2	Front
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side 90

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
080660956756	CORONALIGHT12/12BTL	Core	1	Side
033544950425	CORONAPREMIER12/12BTL	Core	1	Side
613008752200	ARNOLDPALMERSPIKEDHALF...	New	1	Front 90
018200201448	MICHELOBULTRAPUREGOLD1...	PRO...	1	Front 90

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
080660956251	CORONALIGHT6/12BTL		1	Front
033544950418	CORONAPREMIER6/12BTL		1	Front
080660956053	CORONA6/12BTL	Core	1	Front
018200069918	MICHELOBULTRA12/12CAN	PRO...	1	Front 90



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Segment 5 of 6 starting view

## Shelf Schematic Report

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Name: 5_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660957579	MODELOESPECIAL12/12BTL	Core	2	Side	
018200112188	BUD18/12CAN	Core	1	Side	
071990300173	COORSLIGHT18/12CAN	Core	1	Side	

Name: 5_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660957111	MODELOESPECIAL18/12CAN	Core	1	Side 90	
018200532184	BUDLIGHT18/12CAN	Core	1	Side	
071990000486	COORSLIGHT12/12CAN	New	1	Side 90	
071990300173	COORSLIGHT18/12CAN	Core	1	Side 90	

Name: 5_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200202100	BUDLIGHTPEELSVARIETY12/1...	PRO...	1	Top 90	
018200530470	BUDLIGHT12/12CAN	Core	1	Top 90	
018200089893	BUDLIGHT8/16CAN		1	Top 90	
018200089817	BUD8/16CAN		1	Top 90	
018200110474	BUD12/12CAN	Core	1	Top 90	

Name: 5_4		W:30.00 in	D:12.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200202018	BUDWEISERNITROGOLD12/12...	PRO...	1	Top 90	
018200530470	BUDLIGHT12/12CAN	Core	1	Side 90	
089924278962	YUENGLINGLAGER12/12BTL		2	Side	

Name: 6_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
071990300784	COORSLIGHT18/12BTL	Core	2	Top 90	
022100001701	PABST12/12CAN		1	Side	
018200200779	NATURALLIGHT15/12CAN	Core	1	Side 90	

Name: 6_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
071990300692	COORSLIGHT12/12BTL	Core	1	Front	
034100573409	LITE18/12CAN	Core	1	Top 90	
071990480455	KEYSTONELIGHT15/12CAN		1	Side	
034100015091	HIGHLIFE12/12BTL	Core	1	Side	

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Segment 5 of 6 starting view

## Shelf Schematic Report

RITE AID_4887		Store # 4887	# of segments: 6	
Name: 6_3		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071990301040	COORSLIGHT9/16BTL(AL)		1	Front
034100570231	LITE9/16BTL(AL)		1	Side
034100575090	LITE12/12BTL		1	Side
071439344508	ROLLINGROCK12/12CAN		1	Top 90

Name: 6_4		W:30.00 in	D:12.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
089924278917	YUENGLINGLAGER6/12BTL		2	Side
034100576363	LITE12/12CAN		1	Side 90
070310001417	NARRAGANSETT12/12CAN		1	Top

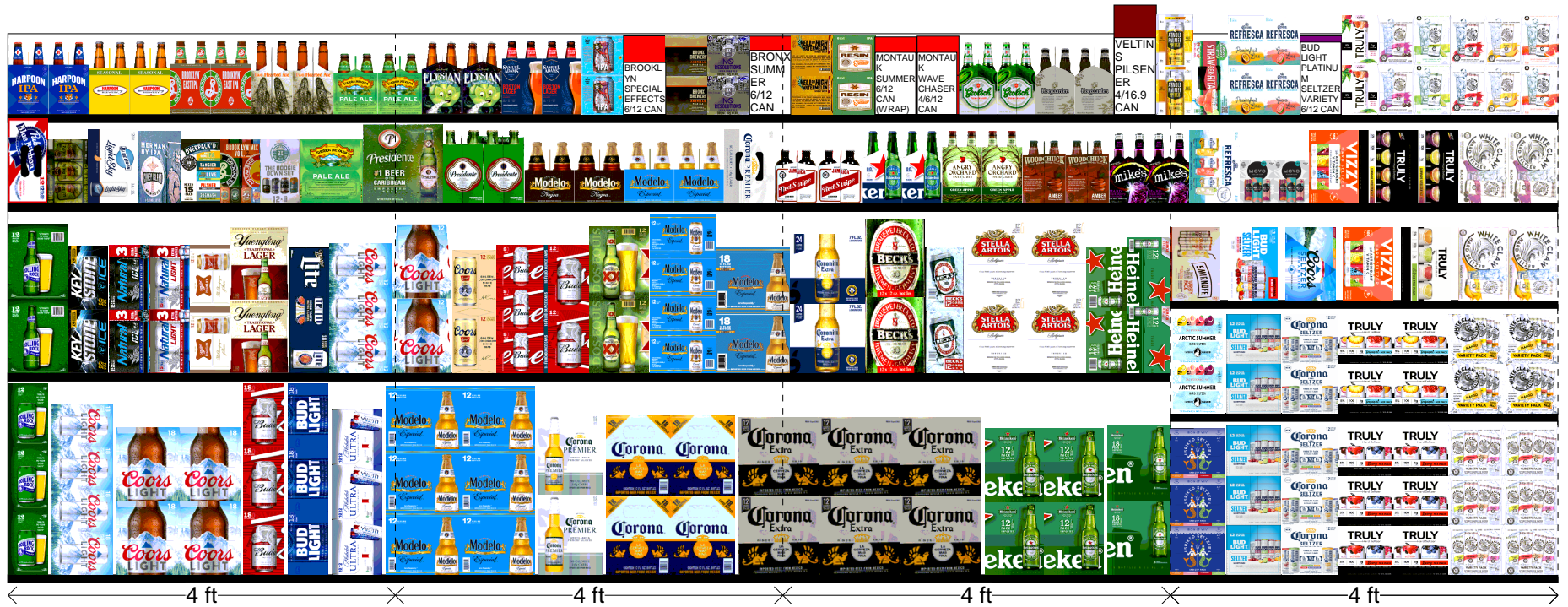




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Segment 1 of 4 starting view

## Shelf Schematic Report

RITE AID\_4887 Store # 4887 # of segments: 4

Name: 2_1		W:144.00 in	D:16.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071439344508	ROLLINGROCK12/12CAN		1	Side
071990300173	COORSLIGHT18/12CAN	Core	1	Side 90
071990300784	COORSLIGHT18/12BTL	Core	2	Side
018200112188	BUD18/12CAN	Core	1	Side
018200532184	BUDLIGHT18/12CAN	Core	1	Side
018200967214	MICHELOBULTRA18/12CAN		1	Side
080660957579	MODELOESPECIAL12/12BTL	Core	2	Side
033544000182	CORONAPREMIER18/12BTL		1	Side
080660956800	CORONA18/12BTL	Core	2	Side

Name: 2_2		W:144.00 in	D:14.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071439457123	ROLLINGROCK12/12BTL		1	Side
071990281519	KEYSTONEICE15/12CAN		1	Side
018200284434	NATURALICE15/12CAN	Core	1	Side
018200200779	NATURALLIGHT15/12CAN	Core	1	Side
034100016364	HIGHLIFE12/12CAN		1	Side
089924278962	YUENGLINGLAGER12/12BTL		1	Side
034100573409	LITE18/12CAN	Core	1	Top 90
071990000486	COORSLIGHT12/12CAN	New	1	Side 90
071990300692	COORSLIGHT12/12BTL	Core	1	Side
071990000479	COORSBANQUET12/12CAN		1	Side
018200089817	BUD8/16CAN		1	Side
018200110474	BUD12/12CAN	Core	1	Side
072311230124	DOSEQUIS12/12BTL		1	Side
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side 90
033544950272	MODELOESPECIAL18/12BTL	Core	1	Side

Name: 2_3		W:192.00 in	D:14.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
022100001701	PABST12/12CAN		1	Top 90
642860900245	FOUNDERSALLDAYSESSIONI...		1	Side
071990095925	BLUEMOONLIGHTSKY12/12CAN	PRO...	1	Front 90
887151004183	CONEYISLANDMERMANNEWY...		1	Side
816014020800	SOUTHERNTIEROVERPACKD1...		1	Side
030613000746	BROOKLYNVARIETY12/12CAN		1	Side
856632004288	BRONXVARIETY12/12CAN		1	Side
083783375121	SIERRANEVADAPALEALE12/1...		1	Side



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Segment 1 of 4 starting view

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RITE AID_4887	Store # 4887	# of segments: 4		
719057001563	PRESIDENTE12/12BTL		1	Front
719057001310	PRESIDENTE6/12BTL		2	Side
080660957852	MODELONEGRA6/12BTL		2	Side
080660957654	MODELOESPECIAL6/12BTL		2	Side
033544950449	CORONAPREMIER12/12CAN		1	Top 90

Name: 2_4		W:192.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
041827000767	HARPOONIPA6/12BTL		2	Side	
041827001467	HARPOONSEASONAL6/12BTL		2	Side	
030613000197	BROOKLYNEASTIPA6/12BTL		2	Side	
740522100832	BELLSTWOHEARTEDA6/12B...		2	Side	
083783375213	SIERRANEVADAPALEALE6/12...		2	Side	
817904000834	ELYSIANSPACEDUSTIPA6/12B...		2	Side	
087692100126	SAMUELADAMS BOSTON LAGE...		2	Side	
754527009946	NEWBELGIUMVOODOOROTAT...	PRO...	1	Side	
030613040667	BROOKLYNSPECIALEFFECTS...	PRO...	1	Side	
856632004233	BRONXAMERICANPALEALE6/1...		1	Side	
856632004332	BRONXNORESOLUTIONS6/12...		1	Side	
856632004271	BRONXSUMMER6/12CAN		1	Side	





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Segment 3 of 4 starting view

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Name: 2_1		W:144.00 in	D:16.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956152	CORONA12/12BTL	Core	3	Front	
07289000163	HEINEKEN12/12BTL	Core	2	Side	
07289001528	HEINEKEN18/12BTL	New	1	Side	

Name: 2_2		W:144.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660954080	CORONA24/7BTL	Core	1	Side	
082488123006	BECKS12/12BTL	Core	1	Side	
082488123815	BECKS12/12CAN		1	Side	
786150000144	STELLAARTOIS12/11.2BTL	Core	2	Side	
072890000200	HEINEKEN12/12CAN	Core	1	Side	
072890005298	HEINEKEN12/8CAN		1	Top 90	

Name: 2_3		W:192.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
083820567939	REDSTRIPELAGER6/11.2BTL	New	2	Side	
072890006219	HEINEKEN0.0NEARBEER6/12B...		2	Side	
087692001492	ANGRYORCHARDGREENAPPL...		2	Side	
014974500091	WOODCHUCKAMBER6/12BTL		2	Side	
635985067443	MIKESHARDBLACKCHERRYLE...		2	Side	
033544000137	CORONAVARIETYREFRESCA1...		1	Front 90	
034100012229	MOVVARIETY4/8.4CAN		2	Front	
034100012328	VIZZYVARIETY12/12CAN(A)	PRO...	1	Front 90	
087692009917	TRULYLEMONADEVARIETY12/...	PRO...	2	Front 90	
635985260899	WHITECLAWBLACKCHERRY12...		2	Front 90	

Name: 2_4		W:192.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
859612001024	21STAMENDMENTHELLORHIG...		1	Side	
859093002466	SIXPOINTRESINIIPA6/12CAN		1	Side	
862737000063	MONTAUKSUMMER6/12CAN(W...		1	Side	
869071000278	MONTAUKWAVECHASER4/6/1...		1	Side	
083741000058	GROLSCH6/11.2BTL		2	Side	
786150001462	HOEGAARDENBELGIANWHEA...		2	Side	
4005249004181	VELTINSPILSENER4/16.9CAN		1	Front	
613008748333	ARNOLDPALMERSPIKEDHALF...		1	Side	
018200209932	BUDLIGHTLIMESTRAW-BER-RI...		1	Top 90	
033544950630	CORONAREFRESCAPASSION...		1	Side	



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Segment 3 of 4 starting view

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RITE AID_4887	Store # 4887	# of segments: 4		
033544950678	CORONAREFRESAGUAVALI...		1	Side
018200202506	BUDLIGHTPLATINUMSELTZER...	New	1	Side
087692006787	TRULYWILDBERRY6/12CAN		1	Side
635985200253	WHITECLAWBLACKCHERRY6/...		1	Side
635985025986	WHITECLAWNATURALLIME6/1...		1	Side
635985260660	WHITECLAWRASPBERRY6/12...		1	Side
635985260875	WHITECLAWMANGO6/12CAN		1	Side
635985200284	WHITECLAWRUBYGRAPEFRU...		1	Side

Name: 4 1		W:48.00 in	D:16.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
853897002271	BONANDVIVSPIKEDSELTZERV...	Move	1	Side	
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Side	
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Side	
087692006862	TRULYVARIETYBERRY12/12C...	Core	2	Side	
635985548904	WHITECLAWVARIETY12/12CA...	Core	2	Side	

Name: 4 2		W:48.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
041827701121	ARCTICCHILLHARDSELTZERV...	PRO...	1	Side	
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Side	
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Side	
087692008040	TRULYVARIETYTROPICAL12/1...		2	Side	
635985800064	WHITECLAWVARIETY12/12CA...	PRO...	2	Side	

Name: 4 3		W:48.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
082000781424	SMIRNOFFSPIKEDSPARKLING...		1	Front 90	
018200202179	BUDLIGHTSELTZERVARIETYR...	New	1	Front 90	
071990000158	COORSHARDSELTZERVARIET...	New	1	Front 90	
034100012328	VIZZYVARIETY12/12CAN(A)	PRO...	1	Front 90	
087692004240	TRULYVARIETYCITRUS12/12C...		1	Front 90	
635985100331	WHITECLAWMANGO12/12CAN		2	Front 90	

