

Rite Aid  
Store# 10714  
POUGHKEEPSIE , 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# 10714**  
**POUGHKEEPSIE , NY**

FINAL

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Segment 1 of 7 starting view

## Shelf Schematic Report

RITE AID\_10714 Store # 10714 # of segments: 7



Name: 1_1		W:30.00 in	D:25.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200610301	BUSCH30/12CAN		1	Side
034100015091	HIGHLIFE12/12BTL		1	Side
034100573416	LITE30/12CAN		1	Side
034100573065	LITE24/12CAN		1	Top 90

Name: 1_2		W:30.00 in	D:25.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200200779	NATURALLIGHT15/12CAN		1	Side
018200200786	NATTYDADDY15/12CAN		1	Side
071439344508	ROLLINGROCK12/12CAN		1	Side
022100001701	PABST12/12CAN		1	Side
018200610479	BUSCH12/12CAN		1	Side
034100573409	LITE18/12CAN		1	Top 90

Name: 1_3		W:30.00 in	D:25.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200201790	NATURALLIGHTSELTZERVARI...		1	Side
034100000165	MILWAUKEESBESTICE6/16CAN		1	Side
071439457123	ROLLINGROCK12/12BTL		1	Side
034100575052	LITE6/12BTL		1	Side
034100576363	LITE12/12CAN		1	Side

Name: 1_4		W:30.00 in	D:25.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200258787	NATTYDADDY6/16CAN		1	Side
034100008826	ICEHOUSE6/16CAN		1	Side
034100000073	HIGHLIFE6/16CAN		1	Side
018200004261	BUSCHLIGHT6/16CAN		1	Side
018200000638	BUSCH6/16CAN		1	Front

Name: 2_1		W:30.00 in	D:25.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071990300302	COORSLIGHT30/12CAN		1	Side
071990300784	COORSLIGHT18/12BTL		1	Side
018200110306	BUD30/12CAN		1	Side
018200531682	BUDLIGHT24/12CAN		1	Top 90

Name: 2_2		W:30.00 in	D:25.00 in	
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UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071990300173	COORSLIGHT18/12CAN		1	Top 90
071990316006	COORSLIGHT24/12CAN		1	Top 90
018200113086	BUD18/12BTL		1	Side
018200112188	BUD18/12CAN		1	Top 90
018200532184	BUDLIGHT18/12CAN		1	Top 90

Name: 2\_3 W:30.00 in D:25.00 in

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071990300692	COORSLIGHT12/12BTL		1	Side
071990301040	COORSLIGHT9/16BTL(AL)		1	Front
018200007699	BUDLIGHT12/12BTL		1	Side
018200200809	BUDLIGHTORANGE12/12BTL		1	Side

Name: 2\_4 W:30.00 in D:25.00 in

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071990300050	COORSLIGHT6/12BTL		1	Side
071990000486	COORSLIGHT12/12CAN		1	Top 90
018200110474	BUD12/12CAN		1	Top 90
018200189920	BUDLIGHTPLATINUM12/12BTL		1	Side
018200202100	BUDLIGHTPEELSVARIETY12/1...		1	Front 90



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Segment 3 of 7 starting view

## Shelf Schematic Report

RITE AID\_10714 Store # 10714 # of segments: 7



Name: 3_1		W:30.00 in	D:25.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200530302	BUDLIGHT30/12CAN		1	Side	
018200530470	BUDLIGHT12/12CAN		1	Side	
018200967214	MICHELOBULTRA18/12CAN		1	Side	
080660957579	MODELOESPECIAL12/12BTL		1	Side	

Name: 3_2		W:30.00 in	D:25.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200533082	BUDLIGHT18/12BTL		1	Side	
062067051500	LABATTBLUE18/12CAN		1	Top 90	
033544950272	MODELOESPECIAL18/12BTL		1	Side	
080660957159	MODELOESPECIAL12/12CAN		1	Side 90	

Name: 3_3		W:30.00 in	D:25.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200966248	MICHELOBULTRA18/12BTL		1	Side	
080660957654	MODELOESPECIAL6/12BTL		1	Side	
033544950531	CORONAFAMILIAR12/12BTL		1	Side	
080660956251	CORONALIGHT6/12BTL		1	Side	

Name: 3_4		W:30.00 in	D:25.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200201448	MICHELOBULTRAPUREGOLD1...		1	Top 90	
089924278917	YUENGLINGLAGER6/12BTL		1	Side	
033544950517	CORONAFAMILIAR6/12BTL		1	Side	
740522100832	BELLSTWOHEARTEDALE6/12B...		1	Side	
851559007015	MILLHOUSEKOLDONE4/16CAN		1	Front	

Name: 4_1		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956152	CORONA12/12BTL		2	Front	
080660956152	CORONA12/12BTL		1	Side	

Name: 4_2		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
033544950425	CORONAPREMIER12/12BTL		1	Side	
080660956756	CORONALIGHT12/12BTL		1	Side	
080660956800	CORONA18/12BTL		1	Side	
080660956954	CORONA12/12CAN		1	Side	

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Segment 3 of 7 starting view

## Shelf Schematic Report

RITE AID\_10714 Store # 10714 # of segments: 7

Name: 4_3		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
033544950418	CORONAPREMIER6/12BTL		1	Side	
080660956053	CORONA6/12BTL		1	Side	
723830212121	LAGUNITASIPA12/12CAN		1	Side	
817606010209	CAPTAINLAWRENCEIPA6/12BTL		1	Side	
034100516055	LEINIESSEASONALPRIMARY6/...		1	Side	

Name: 4_4		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
071670071065	SARANAC12BEERS12/12BTL		1	Side	
754527009946	NEWBELGIUMVOODOOROTAT...		1	Side	
754527008857	NEWBELGIUMVOODOOJUICY...		1	Side	
754527000226	NEWBELGIUMFATTIRE6/12BTL		1	Side	
863267000059	NEWBURGHMEGABOSS4/16C...		1	Front	



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Segment 5 of 7 starting view

## Shelf Schematic Report

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Name: 5_1		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
072890001597	HEINEKENLIGHT12/12BTL		1	Side	
072890000163	HEINEKEN12/12BTL		2	Side	
072890000200	HEINEKEN12/12CAN		1	Side	

Name: 5_2		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
786150000144	STELLAARTOIS12/11.2BTL		1	Side	
082488123006	BECKS12/12BTL		1	Side	
072890001528	HEINEKEN18/12BTL		1	Side	
071990095925	BLUEMOONLIGHTSKY12/12CAN		1	Front 90	

Name: 5_3		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
786150000014	STELLAARTOIS6/11.2BTL		1	Side	
083820123609	GUINNESSDRAUGHTSTOUT4/...		1	Front	
072890006219	HEINEKEN0.0NEARBEER6/12B...		1	Side	
072890000835	HEINEKEN4/16CAN		1	Front	
071990095161	BLUEMOONBELGIANWHITE12/...		1	Side	

Name: 5_4		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
087692100126	SAMUELADAMS BOSTON LAGE...		1	Side	
087692011033	SAMUELADAMS SEASONAL 12/...		1	Side	
071990095116	BLUEMOONBELGIANWHITE6/1...		1	Side	
087692821021	ANGRYORCHARDCRISPAPPL...		1	Side	
033544000137	CORONA VARIETY REFRESCA 1...		1	Front 90	

Name: 6_1		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985548904	WHITECLAW VARIETY 12/12CA...		3	Top	

Name: 6_2		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985260899	WHITECLAW BLACKCHERRY 12...		2	Top 90	
635985200253	WHITECLAW BLACKCHERRY 6/...		1	Side 90	
635985260875	WHITECLAW MANGO 6/12CAN		1	Side 90	

Name: 6_3		W:29.00 in	D:22.00 in		
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Segment 5 of 7 starting view

## Shelf Schematic Report

RITE AID\_10714 Store # 10714 # of segments: 7

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
087692006862	TRULYVARIETYBERRY12/2C...		1	Front
087692008040	TRULYVARIETYTROPICAL12/1...		1	Side
087692004240	TRULYVARIETYCITRUS12/2C...		1	Side
635985000211	WHITECLAW70PINEAPPLE6/12...		1	Side

Name: 6\_4 W:29.00 in D:22.00 in

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
033544000434	CORONASELTZERVARIETY12/...		1	Top 90
087692009917	TRULYLEMONADEVARIETY12/...		1	Top 90
635985100331	WHITECLAWMANGO12/12CAN		1	Top 90
635985800064	WHITECLAWVARIETY12/12CA...		1	Top 90

Name: 6\_5 W:29.00 in D:22.00 in

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200202087	BUDLIGHTSELTZERVARIETY1...		1	Front 90
018200202179	BUDLIGHTSELTZERVARIETYR...		1	Front 90
071990000158	COORSHARDSELTZERVARIET...		1	Front 90
034100012328	VIZZYVARIETY12/12CAN(A)		1	Front 90



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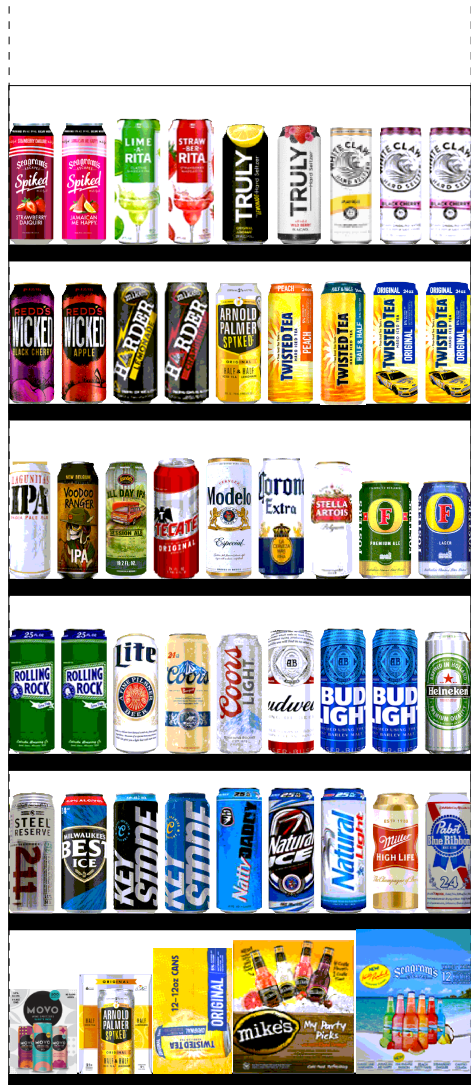
Cold

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Segment 7 of 7 starting view

## Shelf Schematic Report

RITE AID\_10714 Store # 10714 # of segments: 7



← 2 ft 5 in →

Name: 7_1		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
034100012229	MOVOVARIETY4/8.4CAN		1	Front	
613008748333	ARNOLDPALMERSPIKEDHALF...		1	Side	
087692831341	TWISTEDTEAORIGINAL12/12C...		1	Side	
635985129981	MIKESHARDVARIETY12/11.2BTL		1	Side	
080432802908	SEAGRAMSESCAPESVARIETY...		1	Side	

Name: 7_2		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
078250003287	STEEL RESERVE 211 1/24 CAN		1	Front	
034100008208	MILWAUKKEESBESTICE1/24CAN		1	Front	
071990477127	KEYSTONEICE1/24CAN		1	Front	
071990480240	KEYSTONELIGHT1/24CAN		1	Front	
018200250132	NATTYDADDY1/25CAN		1	Front	
018200250088	NATURALICE1/25CAN		1	Front	
018200250026	NATURALLIGHT1/25CAN		1	Front	
034100000059	HIGHLIFE1/24CAN		1	Front	
022100000049	PABST1/24CAN		1	Front	

Name: 7_3		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
071439006017	ROLLINGROCK1/25CAN		2	Front	
034100003555	LITE1/24CAN		1	Front	
071990100711	COORSBANQUET1/24CAN		1	Front	
071990300654	COORSLIGHT1/24CAN		1	Front	
018200250002	BUD1/25CAN		1	Front	
018200250019	BUDLIGHT1/25CAN		2	Front	
072890001191	HEINEKEN1/24CAN		1	Front	

Name: 7_4		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
723830011922	LAGUNITASIPA1/19.2CAN		1	Front	
754527009052	NEWBELGIUMVOODOORANG...		1	Front	
642860130246	FOUNDERSALLDAYSESSIONI...		1	Front	
089826001422	TECATE1/24CAN		1	Front	
080660957210	MODELOESPECIAL1/24CAN		1	Front	
080660956435	CORONA1/24CAN		1	Front	
786150001707	STELLAARTOIS1/19.2CAN		1	Front	
070897183315	FOSTERSPREMIUM1/25.4CAN		1	Front	



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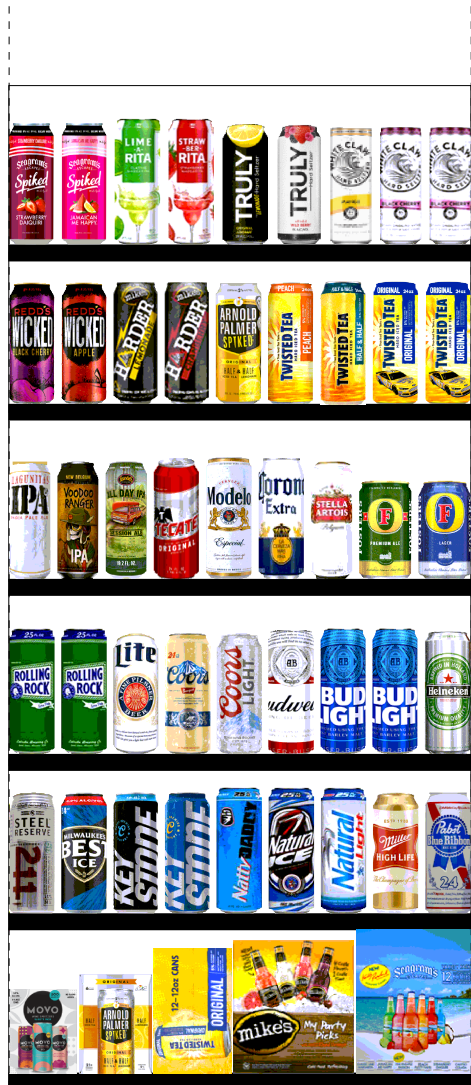
Segment 7 of 7 starting view

## Shelf Schematic Report

RITE AID\_10714 Store # 10714 # of segments: 7  
 070897013315 FOSTERS1/25.4CAN 1 Front

Name: 7_5		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
034100003876	REDDSWICKEDBLACKCHERR...		1	Front	
034100003234	REDDSWICKED1/24CAN		1	Front	
635985245834	MIKESHARDERLEMONADE1/2...		1	Front	
635985249856	MIKESHARDERCRANBERRYL...		1	Front	
613008748296	ARNOLDPALMERSPIKEDHALF...		1	Front	
087692004905	TWISTEDTEAPEACH1/24CAN		1	Front	
087692752318	TWISTEDTEAHALFANDHALF1/...		1	Front	
087692832317	TWISTEDTEAORIGINAL1/24CAN		2	Front	

Name: 7_6		W:29.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
070310014844	SEAGRAMSESCAPESSPIKED...		1	Front	
070310014837	SEAGRAMSESCAPESSPIKEDJ...		1	Front	
018200250149	BUDLIGHTLIMELIMEARITA1/25...		1	Front	
018200255052	BUDLIGHTLIMESTRAWBERRIT...		1	Front	
087692010425	TRULYLEMONADE1/24CAN		1	Front	
087692009511	TRULYWILDBERRY1/24CAN		1	Front	
635985260394	WHITECLAWMANGO1/19.2CAN		1	Front	
635985260387	WHITECLAWBLACKCHERRY1/...		2	Front	



← 2 ft 5 in →

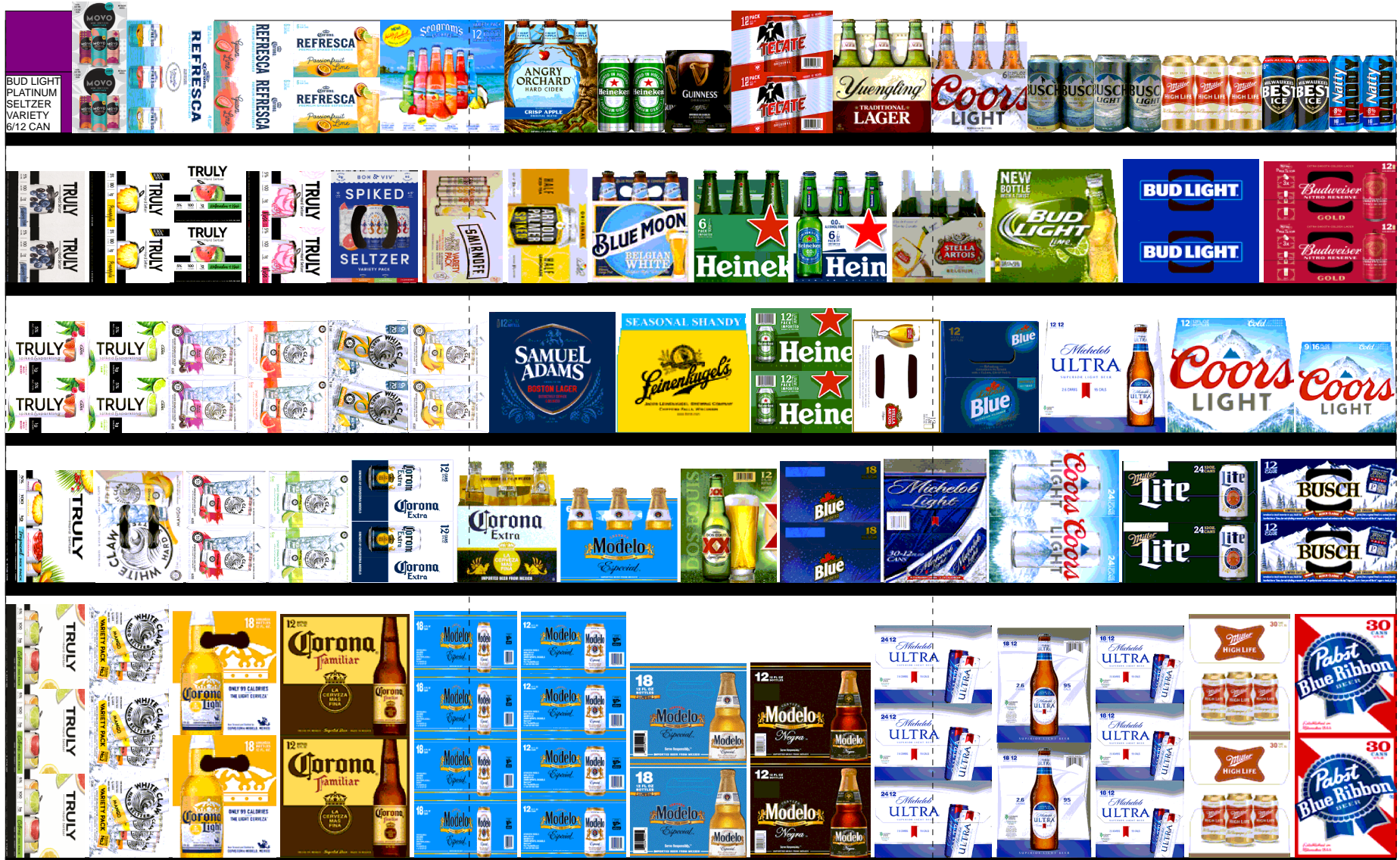
# Rite Aid

## Store# 10714

### POUGHKEEPSIE , NY

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



3 ft

3 ft

3 ft

**Rite Aid**  
**Store# 10714**  
**POUGHKEEPSIE , NY**

FINAL

Warm

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Segment 1 of 3 starting view

## Shelf Schematic Report

RITE AID\_10714 Store # 10714 # of segments: 3



Name: 2_1		W:108.00 in	D:19.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
087692004240	TRULYVARIETYCITRUS12/12C...		1	Side 90
635985800064	WHITECLAWVARIETY12/12CA...		1	Side 90
080660956237	CORONALIGHT18/12BTL		1	Side
033544950531	CORONAFAMILIAR12/12BTL		1	Front
080660957111	MODELOESPECIAL18/12CAN		1	Side 90
080660957159	MODELOESPECIAL12/12CAN		1	Side 90
033544950272	MODELOESPECIAL18/12BTL		1	Side
080660957876	MODELONEGRA12/12BTL		1	Side

Name: 2_2		W:108.00 in	D:19.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
087692008040	TRULYVARIETYTROPICAL12/1...		1	Top 90
635985100331	WHITECLAWMANGO12/12CAN		1	Top 90
635985260660	WHITECLAWRASPBERRY6/12...		1	Side 90
635985025986	WHITECLAWNATURALLIME6/1...		1	Side 90
080660956954	CORONA12/12CAN		1	Side 90
080660956053	CORONA6/12BTL		1	Front
080660957654	MODELOESPECIAL6/12BTL		1	Front
072311230124	DOSEQUIS12/12BTL		1	Side
062067051500	LABATTBLUE18/12CAN		1	Side 90

Name: 2_3		W:108.00 in	D:19.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
087692006787	TRULYWILDBERRY6/12CAN		1	Side 90
087692004172	TRULYCOLIMALIME6/12CAN		1	Side 90
635985200253	WHITECLAWBLACKCHERRY6/...		1	Side 90
635985200284	WHITECLAWRUBYGRAPEFRUI...		1	Side 90
635985000211	WHITECLAW70PINEAPPLE6/12...		1	Side 90
635985260875	WHITECLAWMANGO6/12CAN		1	Side 90
087692100140	SAMUELADAMS BOSTON LAGE...		1	Front
034100516079	LEINESSEASONALPRIMARY1...		1	Front
072890000200	HEINEKEN12/12CAN		1	Side 90
786150000168	STELLAARTOIS12/11.2CAN		1	Top 90

Name: 2_4		W:108.00 in	D:19.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
087692007920	TRULYBLUEBERRYANDACA16/...		1	Side 90
087692009658	TRULYPINEAPPLE6/12CAN		1	Side 90

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Warm

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Segment 1 of 3 starting view

## Shelf Schematic Report

RITE AID_10714 Store # 10714		# of segments: 3	
087692009894	TRULYKIWIWATERMELON6/12...	1	Side
087692007814	TRULYROSE6/12CAN	1	Side 90
853897002271	BONANDVIVSPIKEDSELTZERV...	1	Top 90
082000781424	SMIRNOFFSPIKEDSPARKLING...	1	Front 90
613008752200	ARNOLDPALMERSPIKEDHALF...	1	Front 90
071990095116	BLUEMOONBELGIANWHITE6/1...	1	Front
072890000118	HEINEKEN6/12BTL	1	Front
072890006219	HEINEKEN0.0NEARBEER6/12B...	1	Front

Name: 2_5		W:108.00 in		D:19.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200202506	BUDLIGHTPLATINUMSELTZER...	1		Side	
034100012229	MOVVARIETY4/8.4CAN	1		Front	
033544000137	CORONAVARIETYREFRESCA1...	1		Top 90	
033544950678	CORONAREFRESCAGUAVALI...	1		Side 90	
033544950630	CORONAREFRESCAPASSION...	1		Top	
080432802908	SEAGRAMSESCAPESVARIETY...	1		Front	
087692821021	ANGRYORCHARDCRISPAPPL...	1		Front	
072890000835	HEINEKEN4/16CAN	1		Front	
083820123609	GUINNESSDRAUGHTSTOUT4/...	1		Front	
089826900336	TECATE12/12CAN	1		Side 90	
089924278917	YUENGLINGLAGER6/12BTL	1		Front	



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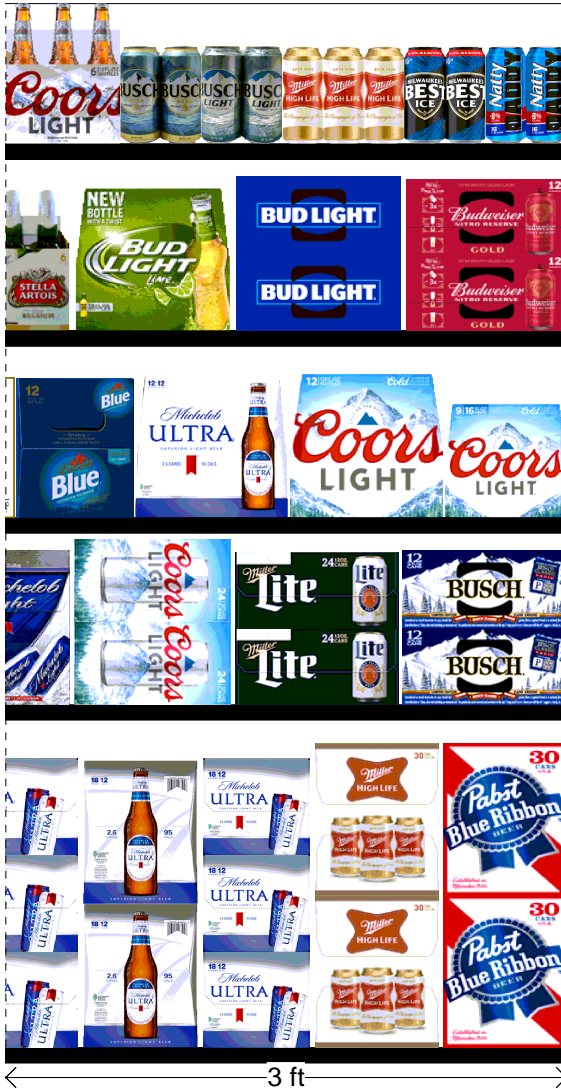
Warm

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Segment 3 of 3 starting view

## Shelf Schematic Report

RITE AID\_10714 Store # 10714 # of segments: 3



Name: 2_1		W:108.00 in	D:19.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200967153	MICHELOBULTRA24/12CAN		1	Side	90
018200966248	MICHELOBULTRA18/12BTL		1	Side	
018200967214	MICHELOBULTRA18/12CAN		1	Side	90
034100013417	HIGHLIFE30/12CAN		1	Side	
022100112193	PABST30/12CAN		1	Side	

Name: 2_2		W:108.00 in	D:19.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200430305	MICHELOBLIGHT30/12CAN		1	Side	
071990316006	COORSLIGHT24/12CAN		1	Side	90
034100573065	LITE24/12CAN		1	Side	90
018200610479	BUSCH12/12CAN		1	Top	

Name: 2_3		W:108.00 in	D:19.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
062067051555	LABATTBLUE12/11.5BTL		1	Side	
018200059902	MICHELOBULTRA12/12BTL		1	Front	
071990300692	COORSLIGHT12/12BTL		1	Front	
071990301040	COORSLIGHT9/16BTL(AL)		1	Front	

Name: 2_4		W:108.00 in	D:19.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
786150000014	STELLAARTOIS6/11.2BTL		1	Front	
018200149900	BUDLIGHTLIME12/12BTL		1	Front	
018200530470	BUDLIGHT12/12CAN		1	Top	
018200202018	BUDWEISERNITROGOLD12/12...		1	Top	

Name: 2_5		W:108.00 in	D:19.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
071990300050	COORSLIGHT6/12BTL		1	Front	
018200000638	BUSCH6/16CAN		1	Side	
018200004261	BUSCHLIGHT6/16CAN		1	Side	
034100000073	HIGHLIFE6/16CAN		1	Front	
034100000165	MILWAUKEESBESTICE6/16CAN		1	Side	
018200258787	NATTYDADDY6/16CAN		1	Side	