

# Rite Aid

## Store# 10648

### MASSAPEQUA PARK , 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# 10648**  
**MASSAPEQUA PARK , NY**

FINAL

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Segment 1 of 6 starting view

## Shelf Schematic Report

RITE AID\_10648 Store # 10648 # 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	Top	
635985548904	WHITECLAWVARIETY12/12CA...	Core	1	Side 90	
635985800064	WHITECLAWVARIETY12/12CA...	PRO...	1	Side 90	
087692006862	TRULYVARIETYBERRY12/12C...	Core	1	Front 90	

Name: 1_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985260875	WHITECLAWMANGO6/12CAN		1	Side 90	
635985100331	WHITECLAWMANGO12/12CAN		1	Top 90	
018200202179	BUDLIGHTSELTZERVARIETYR...	New	1	Front 90	
087692008040	TRULYVARIETYTROPICAL12/1...		1	Front 90	

Name: 1_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985200253	WHITECLAWBLACKCHERRY6/...		1	Side 90	
635985260899	WHITECLAWBLACKCHERRY12...		1	Top 90	
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Top 90	
087692004240	TRULYVARIETYCITRUS12/12C...		1	Front 90	

Name: 1_4		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
034100012328	VIZZYVARIETY12/12CAN(A)	PRO...	1	Front 90	
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Top 90	
071990000158	COORSHARDELTZERVARIET...	New	1	Top 90	
087692000917	TRULYLEMONADEVARIETY12/...	PRO...	1	Front 90	

Name: 1_5		W:30.00 in	D:12.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200202506	BUDLIGHTPLATINUMSELTZER...	New	1	Side	
041827701121	ARCTICCHILLHARDELTZERV...	PRO...	2	Front 90	
033544000137	CORONAVARIETYREFRESCA1...		2	Front 90	

Name: 2_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	Side	
072890001597	HEINEKENLIGHT12/12BTL	Core	1	Side	

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Segment 1 of 6 starting view

## Shelf Schematic Report

Name: 2\_2      W:30.00 in      D:22.00 in      # of segments: 6

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071990095161	BLUEMOONBELGIANWHITE12/...	Core	1	Side
072890000118	HEINEKEN6/12BTL	Core	1	Side
072890006219	HEINEKEN0.0NEARBEER6/12B...		1	Side
072890000200	HEINEKEN12/12CAN	Core	1	Top 90
072890100160	AMSTELLIGHT12/12BTL		1	Side

Name: 2\_3      W:30.00 in      D:22.00 in

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
071990095116	BLUEMOONBELGIANWHITE6/1...		1	Side
071990095925	BLUEMOONLIGHTSKY12/12CAN	PRO...	1	Top 90
613008748333	ARNOLDPALMERSPIKEDHALF...		1	Side
894137002712	CRISPINROSE6/12CAN		1	Top 90
087692831037	TWISTEDTEAORIGINAL12/12BTL		1	Side

Name: 2\_4      W:30.00 in      D:12.00 in

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
635985100621	MIKESHARDLEMONADE6/11.2...		2	Side
087692821021	ANGRYORCHARDCRISPAPPL...		2	Side
087692831020	TWISTEDTEAORIGINAL6/12BTL		2	Side



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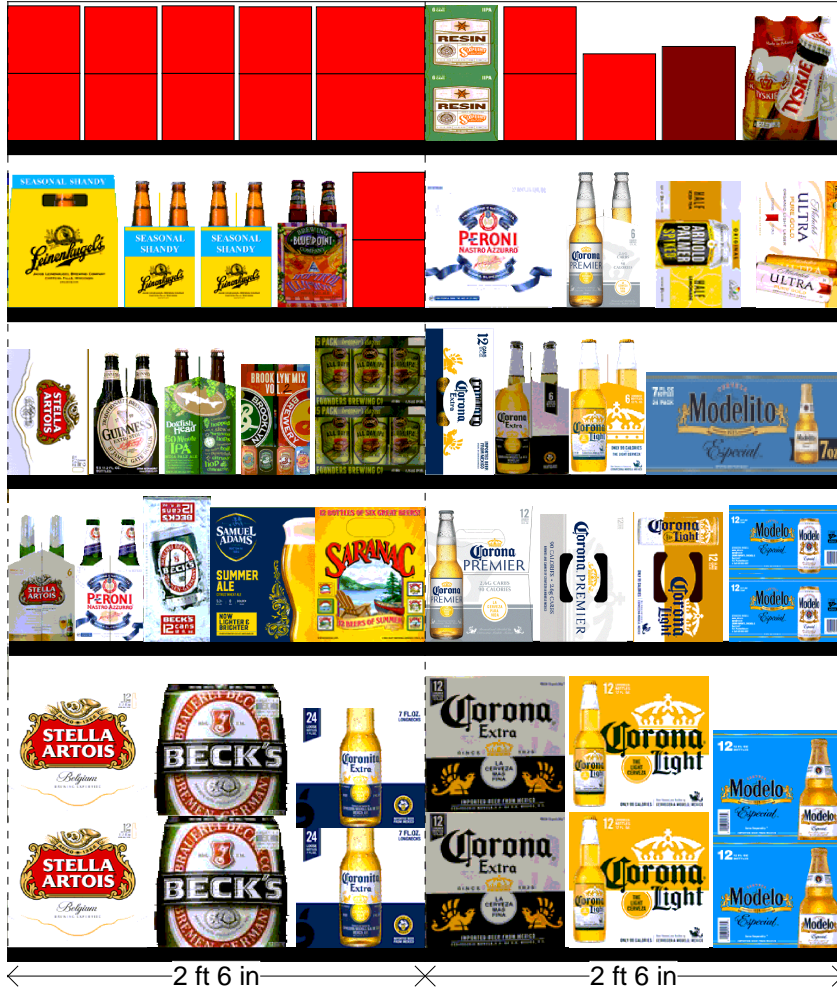
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Segment 3 of 6 starting view

## Shelf Schematic Report

RITE AID\_10648 Store # 10648 # of segments: 6



Name: 3_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
786150000144	STELLAARTOIS12/11.2BTL	Core	1	Front	
082488123006	BECKS12/12BTL	Core	1	Front	
080660954080	CORONA24/7BTL	Core	1	Side	

Name: 3_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
786150000014	STELLAARTOIS6/11.2BTL	Core	1	Side	
181954000022	PERONI6/11.2BTL		1	Side	
082488123815	BECKS12/12CAN		1	Top 90	
087692011033	SAMUELADAMSSEASONAL12/...		1	Side	
071670071065	SARANAC12BEERS12/12BTL		1	Side	

Name: 3_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
786150000168	STELLAARTOIS12/11.2CAN	Core	1	Front 90	
083820123937	GUINNESSEXTRASTOUT6/12B...	Core	1	Side	
638489000299	DOGFISHHEAD60MINUTEIPA6/...		1	Side	
030613000746	BROOKLYNVARIETY12/12CAN	New	1	Side	
642860900245	FOUNDERSALLDAYSESSIONI...		1	Side 90	

Name: 3_4		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
034100516079	LEINIESSEASONALPRIMARY1...		1	Side	
034100516055	LEINIESSEASONALPRIMARY6/...		2	Side	
681745111024	BLUEPOINTHOPTICALILLUSIO...		1	Side	
681745002513	BLUEPOINTPINSTRIPEPILS6/1...	PRO...	1	Side	

Name: 3_5		W:30.00 in	D:12.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
869071000261	MONTAUKWATERMELLOW6/1...		1	Side	
862737000070	MONTAUKSESSIONIPA6/12CA...		1	Side	
869071000278	MONTAUKWAVECHASER4/6/1...		1	Side	
862737000025	MONTAUKDRIFTWOOD6/12CA...		1	Side	
862737000063	MONTAUKSUMMER6/12CAN(W...		1	Front	

Name: 4_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956152	CORONA12/12BTL	Core	1	Front	

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Segment 3 of 6 starting view

## Shelf Schematic Report

RITE AID\_10648 Store # 10648 # of segments: 6

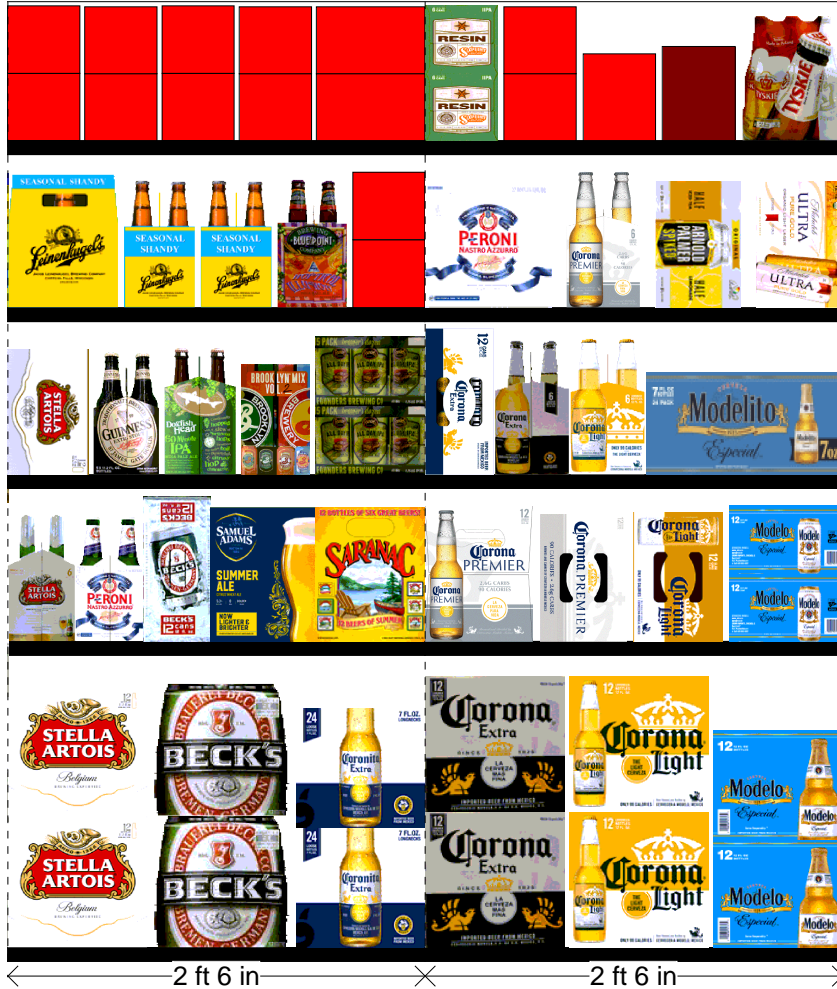
080660956756	CORONALIGHT12/12BTL	Core	1	Front
080660957579	MODELOESPECIAL12/12BTL	Core	1	Side

Name: 4_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
033544950425	CORONAPREMIER12/12BTL	Core	1	Side	
033544950449	CORONAPREMIER12/12CAN		1	Top 90	
080660956213	CORONALIGHT12/12CAN		1	Top 90	
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side 90	

Name: 4_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956954	CORONA12/12CAN	Core	1	Top 90	
080660956053	CORONA6/12BTL	Core	1	Side	
080660956251	CORONALIGHT6/12BTL		1	Side	
033544000212	MODELOESPECIAL24/7BTL	PRO...	1	Front	

Name: 4_4		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
181954000046	PERONI12/11.2BTL		1	Front	
033544950418	CORONAPREMIER6/12BTL		1	Side	
613008752200	ARNOLDPALMERSPIKEDHALF...	New	1	Front 90	
018200201448	MICHELOBULTRAPUREGOLD1...	PRO...	1	Front 90	

Name: 4_5		W:30.00 in	D:12.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
859093002466	SIXPOINTRESINIIPA6/12CAN		1	Side	
609408729799	PORTJEFFPARTYBOAT6/12CAN		1	Side	
609408729836	KILLINGTONSEASONAL4/16CAN		1	Side	
4005249004181	VELTINSPILSENER4/16.9CAN		1	Front	
835609001024	TYSKIE6/11.2BTL	PRO...	1	Front	



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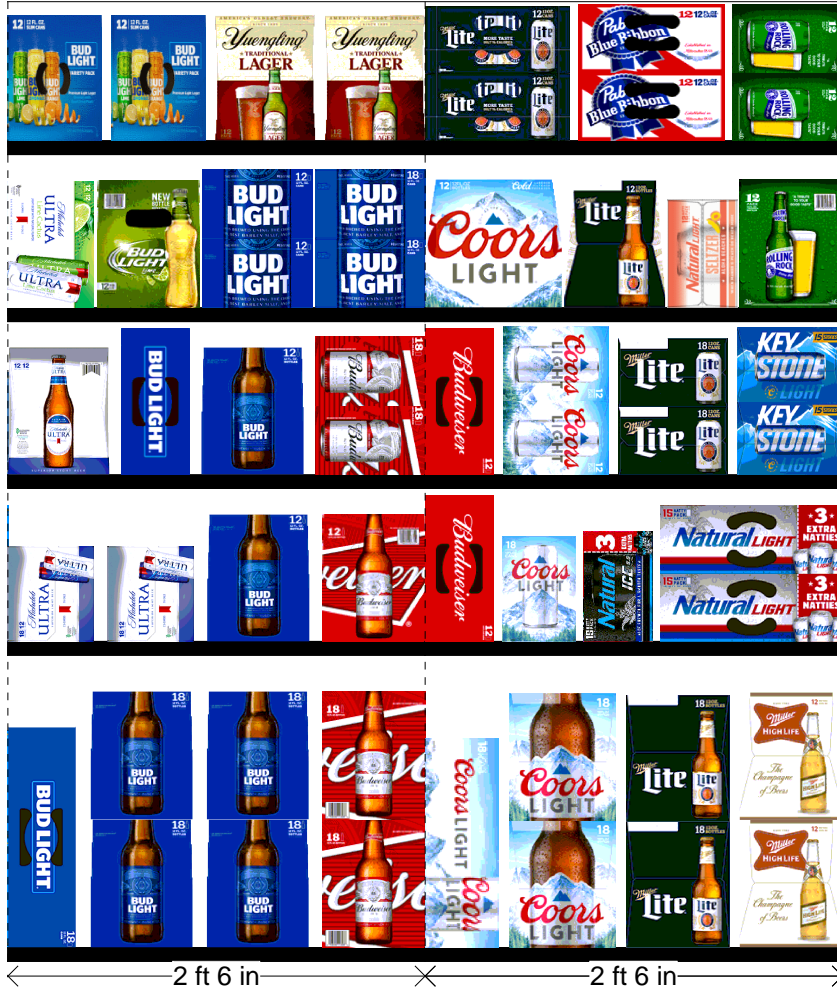
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Segment 5 of 6 starting view

## Shelf Schematic Report

RITE AID\_10648 Store # 10648 # of segments: 6



Name: 5_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200532184	BUDLIGHT18/12CAN	Core	1	Top 90	
018200533082	BUDLIGHT18/12BTL		2	Side	
018200113086	BUD18/12BTL		1	Side	

Name: 5_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200967214	MICHELOBULTRA18/12CAN		2	Side	
018200007699	BUDLIGHT12/12BTL		1	Side	
018200007712	BUD12/12BTL		1	Side	

Name: 5_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200059902	MICHELOBULTRA12/12BTL		1	Side	
018200530470	BUDLIGHT12/12CAN	Core	1	Top 90	
018200007699	BUDLIGHT12/12BTL		1	Side	
018200112188	BUD18/12CAN	Core	1	Side 90	

Name: 5_4		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200169847	MICHELOBULTRALIMEACTU...	PRO...	1	Front 90	
018200149900	BUDLIGHTLIME12/12BTL		1	Side	
018200530470	BUDLIGHT12/12CAN	Core	1	Side 90	
018200532184	BUDLIGHT18/12CAN	Core	1	Side 90	

Name: 5_5		W:30.00 in	D:12.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200202100	BUDLIGHTPEELSVARIETY12/1...	PRO...	2	Top 90	
089924278962	YUENGLINGLAGER12/12BTL		2	Side	

Name: 6_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
071990300173	COORSLIGHT18/12CAN	Core	1	Top 90	
071990300784	COORSLIGHT18/12BTL	Core	1	Side	
034100572563	LITE18/12BTL		1	Side	
034100015091	HIGHLIFE12/12BTL	Core	1	Side	

Name: 6_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	

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Segment 5 of 6 starting view

## Shelf Schematic Report

RITE AID\_10648 Store # 10648 # of segments: 6

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200110474	BUD12/12CAN	Core	1	Top 90
071990300173	COORSLIGHT18/12CAN	Core	1	Side
018200284434	NATURALICE15/12CAN	Core	1	Side
018200200779	NATURALLIGHT15/12CAN	Core	1	Top

Name: 6\_3 W:30.00 in D:22.00 in

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200110474	BUD12/12CAN	Core	1	Top 90
071990000486	COORSLIGHT12/12CAN	New	1	Side 90
034100573409	LITE18/12CAN	Core	1	Side 90
071990480455	KEYSTONELIGHT15/12CAN		1	Side 90

Name: 6\_4 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
018200201790	NATURALLIGHTSELTZERVARI...	PRO...	1	Side
071439457123	ROLLINGROCK12/12BTL		1	Side

Name: 6\_5 W:30.00 in D:12.00 in

UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
034100576363	LITE12/12CAN		1	Top
022100001701	PABST12/12CAN		1	Top
071439344508	ROLLINGROCK12/12CAN		1	Side 90



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## Store# 10648

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**MASSAPEQUA PARK , NY**

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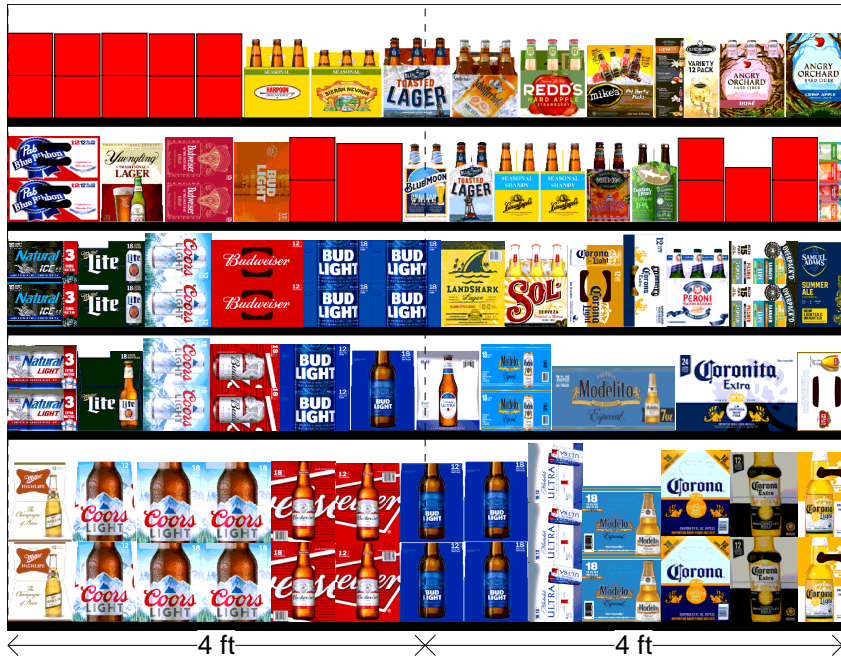
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Segment 1 of 3 starting view

## Shelf Schematic Report

RITE AID\_10648 Store # 10648 # of segments: 3



Name: 2_1		W:144.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
034100015091	HIGHLIFE12/12BTL	Core	1	Side	
071990300692	COORSLIGHT12/12BTL	Core	1	Side	
071990300784	COORSLIGHT18/12BTL	Core	2	Side	
018200113086	BUD18/12BTL		1	Side	
018200007712	BUD12/12BTL		1	Side	
018200007699	BUDLIGHT12/12BTL		1	Side	
018200533082	BUDLIGHT18/12BTL		1	Side	
018200967214	MICHELOBULTRA18/12CAN		1	Side	
033544950272	MODELOESPECIAL18/12BTL	Core	1	Side	
080660956800	CORONA18/12BTL	Core	1	Side	
080660956152	CORONA12/12BTL	Core	1	Side	

Name: 2_2		W:144.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200200779	NATURALLIGHT15/12CAN	Core	1	Side 90	
034100572563	LITE18/12BTL		1	Side	
071990300173	COORSLIGHT18/12CAN	Core	1	Side 90	
018200112188	BUD18/12CAN	Core	1	Side 90	
018200530470	BUDLIGHT12/12CAN	Core	1	Side 90	
018200533082	BUDLIGHT18/12BTL		1	Side	
018200059902	MICHELOBULTRA12/12BTL		1	Side	
080660957111	MODELOESPECIAL18/12CAN	Core	1	Side 90	
033544000212	MODELOESPECIAL24/7BTL	PRO...	1	Front	
080660954080	CORONA24/7BTL	Core	1	Front	
786150000168	STELLAARTOIS12/11.2CAN	Core	1	Top 90	

Name: 2_3		W:144.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200284434	NATURALLICE15/12CAN	Core	1	Side 90	
034100573409	LITE18/12CAN	Core	1	Side 90	
071990000486	COORSLIGHT12/12CAN	New	1	Side 90	
018200110474	BUD12/12CAN	Core	1	Top	
018200532184	BUDLIGHT18/12CAN	Core	2	Side 90	
018200129988	LANDSHARK12/12BTL		1	Side	
072311630214	SOL6/12BTL		1	Front	
080660956213	CORONALIGHT12/12CAN		1	Top 90	
080660956954	CORONA12/12CAN	Core	1	Top 90	
181954000022	PERONI6/11.2BTL		1	Front	

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Segment 1 of 3 starting view

## Shelf Schematic Report

RITE AID_10648 Store # 10648		# of segments: 3
816014020800	SOUTHERNTIEROVERPACKD1...	1 Side 90
087692011033	SAMUELADAMSSEASONAL12/...	1 Side

Name: 2_4		W:144.00 in	D:22.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
022100001701	PABST12/12CAN		1 Top
089924278962	YUENGLINGLAGER12/12BTL		1 Side
018200202018	BUDWEISERNITROGOLD12/12...	PRO...	1 Side 90
018200200908	BUDLIGHTORANGE12/12CAN		1 Front 90
681745002087	BLUEPOINTSHORETHING6/12...		1 Side
859989005045	GREENPORTHARBORHARBO...		1 Front
071990095116	BLUEMOONBELGIANWHITE6/1...		1 Side
681745111123	BLUEPOINTTOASTEDLAGER6/...		1 Side
034100516055	LEINIESSEASONALPRIMARY6/...		2 Side
681745111024	BLUEPOINTHOPTICALILLUSIO...		1 Side
638489000299	DOGFISHHEAD60MINUTEIPA6/...		1 Side
609408729799	PORTJEFFPARTYBOAT6/12CAN		1 Side
609408729836	KILLINGTONSEASONAL4/16CAN		1 Side
681745002087	BLUEPOINTSHORETHING6/12...		1 Side

Name: 2_5		W:144.00 in	D:22.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
869071000261	MONTAUKWATERMELLOW6/1...		1 Side
862737000070	MONTAUKSESSIONIPA6/12CA...		1 Side
869071000278	MONTAUKWAVECHASER4/6/1...		1 Side
862737000025	MONTAUKDRIFTWOOD6/12CA...		1 Side
862737000063	MONTAUKSUMMER6/12CAN(W...		1 Side
041827001467	HARPOONSEASONAL6/12BTL		1 Front
083783228229	SIERRANEVADASEASONAL6/1...		1 Front
681745111123	BLUEPOINTTOASTEDLAGER6/...		1 Front
042572040060	SCHOFFERHOFERGRAPEFRU...		1 Front
034100087463	REDDSSSTRAWBERRY6/12BTL		1 Front
635985129981	MIKESHARDVARIETY12/11.2BTL		1 Side
088345101682	STRONGBOWVARIETY12/11.2...		1 Side
087692006602	ANGRYORCHARDROSE6/12BTL		1 Front
087692000334	ANGRYORCHARDCRISPAPPL...		1 Side



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Segment 3 of 3 starting view

## Shelf Schematic Report

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Name: 2_1		W:144.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956756	CORONALIGHT12/12BTL	Core	2	Side	
033544000182	CORONAPREMIER18/12BTL		1	Side	
786150000144	STELLAARTOIS12/11.2BTL	Core	1	Side	
082488123006	BECKS12/12BTL	Core	1	Side	
072890001597	HEINEKENLIGHT12/12BTL	Core	1	Side	
072890000163	HEINEKEN12/12BTL	Core	1	Side	

Name: 2_2		W:144.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
181954000046	PERONI12/11.2BTL		1	Side	
082000781424	SMIRNOFFSPIKEDSPARKLING...		1	Top 90	
853897002271	BONANDVIVSPIKEDSELTZERV...	Move	1	Front 90	
087692004240	TRULYVARIETYCITRUS12/12C...		1	Top 90	
087692006862	TRULYVARIETYBERRY12/12C...	Core	1	Front 90	
635985260899	WHITECLAWBLACKCHERRY12...		1	Front 90	
635985100331	WHITECLAWMANGO12/12CAN		1	Front 90	

Name: 2_3		W:144.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
033544000137	CORONAVARIETYREFRESCA1...		1	Top 90	
071990000158	COORSHARDSELTZERVARIET...	New	1	Top 90	
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Front 90	
087692006862	TRULYVARIETYBERRY12/12C...	Core	1	Top 90	
087692008040	TRULYVARIETYTROPICAL12/1...		1	Top 90	
635985548904	WHITECLAWVARIETY12/12CA...	Core	2	Front 90	

Name: 2_4		W:144.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
034100516819	CAPELINEVARIETY12/12CAN		1	Front 90	
033544950630	CORONAREFRESCAPASSION...		1	Side 90	
034100012328	VIZZYVARIETY12/12CAN(A)	PRO...	1	Front 90	
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Front 90	
087692009917	TRULYLEMONADEVARIETY12/...	PRO...	1	Front 90	
087692004240	TRULYVARIETYCITRUS12/12C...		1	Front 90	
635985800064	WHITECLAWVARIETY12/12CA...	PRO...	2	Front 90	

Name: 2_5		W:144.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	

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**Store# 10648**  
**MASSAPEQUA PARK , NY**

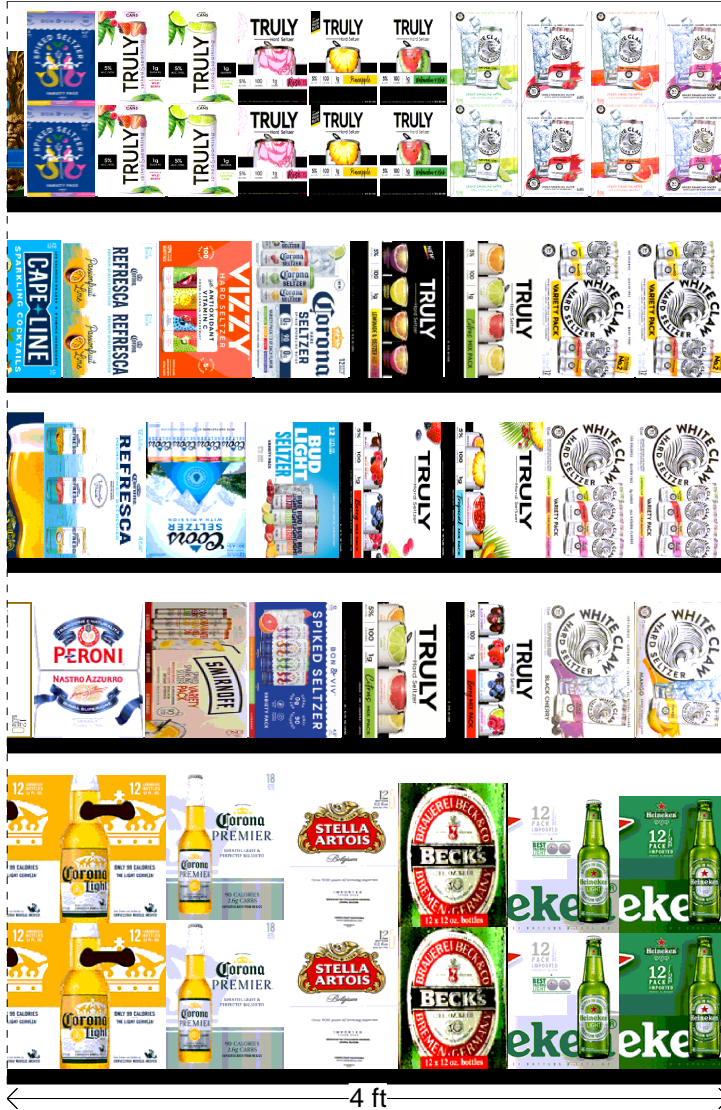
FINAL

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_10648 Store # 10648		# of segments: 3		
018200285486	BONANDVIVSPIKEDSELTZER...		1	Side
087692006787	TRULYWILDBERRY6/12CAN		1	Side
087692004172	TRULYCOLIMALIME6/12CAN		1	Side
087692007814	TRULYROSE6/12CAN		1	Side
087692009658	TRULYPINEAPPLE6/12CAN	PRO...	1	Side
087692009894	TRULYWATERMELONKIWI6/12...	PRO...	1	Side
635985025986	WHITECLAWNATURALLIME6/1...		1	Side
635985260660	WHITECLAWRASPBERRY6/12...		1	Side
635985200284	WHITECLAWRUBYGRAPEFRUI...		1	Side
635985200253	WHITECLAWBLACKCHERRY6/...		1	Side