



Target Store: 2850

The planogram for Section #1 is organized into several horizontal sections. At the top is a grey header area. Below it is a row of product categories: ALE, IPA, IPA, PILZ, and PILZ, each with a corresponding beer bottle image. The next section contains five grey boxes, each with a red '2' below it, followed by a larger display for 'HOP-POINT TOASTED LAGER Seasonal'. Below this is a grid of 12 grey boxes arranged in two rows of six. The next section is another grid of 12 grey boxes in two rows of six, with a small image of a beer bottle on the right side. The bottom section features a red vertical bar on the left, a grid of 12 grey boxes in two rows of six, and a display of 'PILSENER BEER' bottles on the right. The entire planogram is labeled 'Section #1' at the bottom.



Target Store: 2850

PAPER PAPER

Section #1

The planogram displays a variety of beer products. At the top, there are two vertical labels for 'PAPER'. Below this is a greyed-out area. The main display features several rows of beer:

- A row of beer cans including 'ALE', 'IPA', and 'CRISP'.
- A row of 'SIXPOINT JAMMER SESSION VARIETY PACK 15/12 CAN' (5 units) and 'HOPPOINT Seasonal' (2 units).
- A row of 'MONTAUK WATERMELLOW 6/12 CAN', 'MONTAUK SESSION IPA 6/12 CAN', 'MONTAUK PILSNER 6/12 CAN', 'BROOKLYN BEL AIR SOUR 6/12 CAN', and 'FOUNDERS SEASONAL 6/12 CAN (WRAP)'.
- A row of 'MONTAUK WAVE CHASER 6/12 CAN', 'MONTAUK DRIFTWOOD 6/12 CAN', 'BROOKLYN LAGER 6/12 CAN', and 'BROOKLYN SEASONAL 6/12 CAN'.
- A bottom section with a red background on the left, a greyed-out area, and a display of 'MONTAUK SUMMER 6/12 CAN (WRAP)' (2 units) and 'MONTAUK SUMMER 6/12 CAN (WRAP)' (2 units).

 The bottom of the planogram is labeled 'Section #1'.



Target Store: 2850

Planogram Name: D213WSN 10/04/2020 CTY: WARM BEER C: NY: T2850: 24PK 3x84x18

CTY: WARM BEER C: NY: T2850: 24PK Store # H: 7 ft W: 3 ft D: 1 ft 6.00 in # of segments: 1

Name: S1		W:36.00 in	D:22.00 in	Avail Space: 1.97 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Top	16
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Side	8
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Top	8
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side 90	4

Name: S2		W:36.00 in	D:18.00 in	Avail Space: 2.32 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Front	6
213050180	86273700000	MONTAUK DRIFTWOOD 6/12 CAN	MALT BASED	1	Side	4
213055921	3061360038	BROOKLYN LAGER 6/12 CAN	MALT BASED	1	Side	4
213050942	3061300051	BROOKLYN SEASONAL 6/12 CAN	MALT BASED	1	Front	6
213054945	64286015024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Front	6

Name: S3		W:36.00 in	D:18.00 in	Avail Space: 2.30 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Front	6
213051883	86273700003	MONTAUK SESSION IPA 6/12 CAN	MALT BASED	1	Front	6
213055887	86665600047	MONTAUK PILSNER 6/12 CAN	MALT BASED	1	Front	6
213055922	3061301956	BROOKLYN BEL AIR SOUR 6/12 ...	MALT BASED	1	Side	4
213054950	64286015025	FOUNDERS SEASONAL 6/12 CAN...	MALT BASED	1	Side	4

Name: S4		W:36.00 in	D:18.00 in	Avail Space: 0.80 in		Ht Space: 9.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213056144	85909300297	SIXPOINT JAMMER SESSION VA...	MALT BASED	1	Side	1
213056144	85909300297	SIXPOINT JAMMER SESSION VA...	MALT BASED	1	Side	1
213056144	85909300297	SIXPOINT JAMMER SESSION VA...	MALT BASED	1	Side	1
213056144	85909300297	SIXPOINT JAMMER SESSION VA...	MALT BASED	1	Side	1
213056144	85909300297	SIXPOINT JAMMER SESSION VA...	MALT BASED	1	Side	1
213051106	68174511118	BLUE POINT SEASONAL 6/12 BTL	MALT BASED	1	Side	2
213050959	68174511112	BLUE POINT TOASTED LAGER 6/...	MALT BASED	1	Side	2

Name: S5		W:36.00 in	D:18.00 in	Avail Space: 2.31 in		Ht Space: 18.08 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213053645	85909300242	SIXPOINT SWEET ACTION 6/12 C...	MALT BASED	1	Front	3
213053646	85909300246	SIXPOINT RESIN IIPA 6/12 CAN	MALT BASED	1	Front	3
213053643	85909300243	SIXPOINT BENGALI IPA 6/12 CAN	MALT BASED	1	Front	3
213053644	85909300244	SIXPOINT THE CRISP 6/12 CAN	MALT BASED	1	Side	2
213053644	85909300244	SIXPOINT THE CRISP 6/12 CAN	MALT BASED	1	Side	2

Name: S6		W:36.00 in	D:1.00 in	Avail Space: 34.00 in		Ht Space: 0.00 in
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