



# Target Store: 3243

Section #1	Section #2	Section #3	Section #4	Section #5	Section #6

Traffic Flow: Left-right

Planogram Name: D213PTM 06/07/2020 EXP:COLD BEER A:NY:T3243:METRO:VALUE 15x76x23

Segments 1 to 6 of 6



# Target Store: 3243

B E E R	B E E R	B E E R	B E E R
Section #1	Section #2	Section #3	Section #4





Target Store: 3243

Planogram Name: D213PTM 06/07/2020 EXP:COLD BEER A:NY:T3243:METRO:VALUE 15x76x23

EXP:COLD BEER A:NY:T3243:METRO:VALUE Store # H: 6 ft ... W: 15 ft D: 1 ft 11.0... # of segments: 6

Name: S6 W:31.00 in D:1.00 in Avail Space: 30.00 in Ht Space: 0.00 in

Name: S1 W:30.00 in D:23.00 in Avail Space: 1.35 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213054887	8378311010	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Side	4
213055438	8378322851	SIERRA NEVADA HOP BULLET 6/...	MALT BASED	1	Side	4
213050048	8378337521	SIERRA NEVADA PALE ALE 6/12 ...	MALT BASED	1	Side	2
213055441	72383037011	LAGUNITAS DAYTIME 6/12 CAN	MALT BASED	1	Side	4
213050982	72383010009	LAGUNITAS IPA 12/12 BTL	MALT BASED	1	Side	2

Name: S2 W:30.00 in D:23.00 in Avail Space: 1.57 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213052197	78624355014	FLYING DOG THE TRUTH 6/12 BTL	MALT BASED	1	Side	3
213050308	4182700076	HARPOON IPA 6/12 BTL	MALT BASED	1	Side	3
213055448	60275500949	FIRESTONE MIND HAZE IPA 6/12 ...	MALT BASED	1	Side	4
213056887	72383001406	LAGUNITAS LITTLE SUMPIN 6/12 ...	MALT BASED	1	Side	4
213050730	72383000009	LAGUNITAS IPA 6/12 BTL	MALT BASED	1	Front	4

Name: S3 W:30.00 in D:23.00 in Avail Space: 1.41 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213056006	68174500215	BLUE POINT THE IPA 6/12 CAN	MALT BASED	1	Side	4
213050959	68174511112	BLUE POINT TOASTED LAGER 6/...	MALT BASED	1	Front	4
213051640	85375900031	SOUTHERN TIER PACK OF PALE...	MALT BASED	1	Side	2
213050532	7167007106	SARANAC 12 BEERS 12/12 BTL	MALT BASED	1	Side	2

Name: S4 W:30.00 in D:23.00 in Avail Space: 1.96 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213056174	3061322091	BROOKLYN STONE WALLIN IPA ...	MALT BASED	1	Front	8
213050942	3061300053	BROOKLYN SEASONAL 6/12 BTL	MALT BASED	1	Front	4
213051974	3061300071	BROOKLYN VARIETY PACK 12/12...	MALT BASED	1	Side	2
213053222	85663200428	BRONX VARIETY PACK 12/12 CAN	MALT BASED	1	Side	2

Name: S5 W:30.00 in D:23.00 in Avail Space: 1.51 in Ht Space: 14.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213052636	63027946506	VICTORY GOLDEN MONKEY 6/12...	MALT BASED	1	Side	3
213053644	85909300244	SIXPOINT THE CRISP 6/12 CAN	MALT BASED	1	Side	2
213053643	85909300243	SIXPOINT BENGALI IPA 6/12 CAN	MALT BASED	1	Front	4
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Side	2
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Side	2

Name: S7 W:30.00 in D:23.00 in Avail Space: 1.27 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213055434	73692011824	GOOSE ISLAND NEXT COAST IP...	MALT BASED	1	Side	4
213050731	1820013986	SHOCK TOP BELGIAN WHITE 6/1...	MALT BASED	1	Front	4
213051926	1820028156	SHOCK TOP BELGIAN WHITE 15/...	MALT BASED	1	Side 90	2
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side 90	2

Name: S8 W:30.00 in D:23.00 in Avail Space: 1.62 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213051173	89785300293	CIGAR CITY JAI ALAI IPA 6/12 CAN	MALT BASED	1	Side	4
213051799	67243800101	BALLAST POINT GRAPEFRUIT S...	MALT BASED	1	Side	4
213050763	79603011496	KONA BIG WAVE GOLDEN ALE 6/...	MALT BASED	1	Side	2
213050682	74052210016	BELLS SEASONAL 6/12 BTL	MALT BASED	1	Front	4
213054945	64286015024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side	4

Name: S9 W:30.00 in D:23.00 in Avail Space: 2.62 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213056184	75452701070	NEW BELGIUM VODOO RANGE...	MALT BASED	1	Top 90	2
213010916	3410001533	LEINIES SPRITZEN VARIETY 12/1...	MALT BASED	1	Top 90	3
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	1	Front	4
213010367	3410051607	LEINIES SEASONAL SHANDY 12/...	MALT BASED	1	Side	2

Name: S10 W:30.00 in D:23.00 in Avail Space: 2.48 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
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Target Store: 3243

Planogram Name: D213PTM 06/07/2020 EXP:COLD BEER A:NY:T3243:METRO:VALUE 15x76x23

213055432	75452700994	NEW BELGIUM VOODOO ROTAT...	MALT BASED	1	Side	4
213054981	75452700885	NEW BELGIUM VOODOO JUICY ...	MALT BASED	1	Side	3
213050838	75452700066	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Side	3
213050492	75452700421	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Side	3
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Front	4

Name: S11		W:30.00 in	D:23.00 in	Avail Space: 1.49 in		Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213056104	79386653008	LEFT HAND MILK STOUT NITRO ...	MALT BASED	1	Side	3
213054206	63625174163	STONE TANGERINE EXPRESS 6/...	MALT BASED	1	Front	4
213056362	81790400791	ELYSIAN CONTACT HAZE IPA 6/1...	MALT BASED	1	Front	4
213053650	63848900193	DOGFISH HEAD SEA QUENCH A...	MALT BASED	1	Front	4

Name: S12		W:30.00 in	D:1.00 in	Avail Space: 29.00 in		Ht Space: 0.00 in
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Name: S13		W:30.00 in	D:23.00 in	Avail Space: 1.99 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213056211	7199009591	BLUE MOON LIGHT SKY 6/12 CAN	MALT BASED	1	Side 90	6
213056212	7199009592	BLUE MOON LIGHT SKY 12/12 CAN	MALT BASED	1	Top 90	3
213050405	7199009561	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	4
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	1	Side	2

Name: S14		W:30.00 in	D:23.00 in	Avail Space: 2.00 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050597	7199009532	BLUE MOON SEASONAL 6/12 BTL	MALT BASED	1	Front	4
213053435	7199017044	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Side	2
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4

Name: S15		W:30.00 in	D:23.00 in	Avail Space: 2.37 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213055437	8769200811	SAMUEL ADAMS NEW ENGLAND...	MALT BASED	1	Side	4
213054898	8769200673	SAMUEL ADAMS 76 6/12 CAN	MALT BASED	1	Side	4
213054897	8769200497	SAMUEL ADAMS 76 12/12 CAN	MALT BASED	1	Side	2
213050174	8769230050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Side	3
213050141	8769229103	SAMUEL ADAMS VARIETY PACK ...	MALT BASED	1	Side	2

Name: S16		W:30.00 in	D:23.00 in	Avail Space: 3.22 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213055436	8769200687	SAMUEL ADAMS NEW ENGLAND...	MALT BASED	1	Side 90	4
213050161	8769200004	SAMUEL ADAMS LIMITED SEAS...	MALT BASED	1	Front	4
213050046	8769227102	SAMUEL ADAMS CHERRY WHEA...	MALT BASED	1	Front	4
213050044	8769210012	SAMUEL ADAMS BOSTON LAGE...	MALT BASED	1	Front	4

Name: S17		W:30.00 in	D:23.00 in	Avail Space: 2.43 in		Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060112	8760010115	CARLSBERG 4/16.9 CAN	MALT BASED	1	Front	4
213060002	7289010011	AMSTEL LIGHT 6/12 BTL	MALT BASED	1	Side	3
213060022	8382012360	GUINNESS DRAUGHT STOUT 4/1...	MALT BASED	2	Front	8
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4

Name: S18		W:30.00 in	D:1.00 in	Avail Space: 29.00 in		Ht Space: 0.00 in
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Name: S19		W:30.00 in	D:23.00 in	Avail Space: 3.12 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	1	Top 90	2
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2

Name: S20		W:30.00 in	D:23.00 in	Avail Space: 3.12 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	1	Top 90	2
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2
213060239	7289000159	HEINEKEN LIGHT 12/12 BTL	MALT BASED	1	Side	2
213060239	7289000159	HEINEKEN LIGHT 12/12 BTL	MALT BASED	1	Side	2



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Planogram Name: D213PTM 06/07/2020 EXP:COLD BEER A:NY:T3243:METRO:VALUE 15x76x23

Name: S21		W:30.00 in	D:23.00 in	Avail Space: 0.93 in		Ht Space: 11.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Front	4	
213060269	18195400004	PERONI 12/11.2 BTL	MALT BASED	1	Side	2	
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4	
213060041	7289000621	HEINEKEN 0.0 NEAR BEER 6/12 ...	MALT BASED	1	Front	4	

Name: S22		W:30.00 in	D:23.00 in	Avail Space: 0.73 in		Ht Space: 11.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	3	Side	6	
213060188	78615000016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	3	

Name: S23		W:30.00 in	D:23.00 in	Avail Space: 1.51 in		Ht Space: 14.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4	
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4	
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4	
213060188	78615000016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	3	

Name: S24		W:30.00 in	D:1.00 in	Avail Space: 29.00 in		Ht Space: 0.00 in	
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Name: S25		W:30.00 in	D:23.00 in	Avail Space: 5.10 in		Ht Space: 11.12 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2	

Name: S26		W:30.00 in	D:23.00 in	Avail Space: 1.31 in		Ht Space: 11.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	2	Side 90	8	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2	

Name: S27		W:30.00 in	D:23.00 in	Avail Space: 2.51 in		Ht Space: 11.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060147	6821303117	MOLSON CANADIAN 12/12 BTL	MALT BASED	1	Side	2	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2	
213060012	7231123012	DOS EQUIS 12/12 BTL	MALT BASED	1	Side	2	

Name: S28		W:30.00 in	D:23.00 in	Avail Space: 2.27 in		Ht Space: 11.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060147	6821303117	MOLSON CANADIAN 12/12 BTL	MALT BASED	1	Side	2	
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	2	Side	4	
213060015	7231163012	DOS EQUIS 6/12 BTL	MALT BASED	1	Front	4	

Name: S29		W:30.00 in	D:23.00 in	Avail Space: 0.87 in		Ht Space: 14.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060038	8066095301	PACIFICO 6/12 BTL	MALT BASED	1	Front	4	
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	2	Side	4	
213060035	8066095785	MODELO NEGRA 6/12 BTL	MALT BASED	1	Front	3	

Name: S30		W:30.00 in	D:1.00 in	Avail Space: 29.00 in		Ht Space: 0.00 in	
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Name: S31		W:30.00 in	D:23.00 in	Avail Space: 0.53 in		Ht Space: 11.12 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6	
213060221	3354495044	CORONA PREMIER 12/12 CAN	MALT BASED	1	Top 90	3	

Name: S32		W:30.00 in	D:23.00 in	Avail Space: 1.81 in		Ht Space: 11.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side	2	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	2	
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	2	
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Side	2	

Name: S33		W:30.00 in	D:23.00 in	Avail Space: 3.17 in		Ht Space: 11.00 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	



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Planogram Name: D213PTM 06/07/2020 EXP:COLD BEER A:NY:T3243:METRO:VALUE 15x76x23

213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	2
213060079	8066095621	CORONA LIGHT 12/12 CAN	MALT BASED	1	Top 90	3
213060217	3354495041	CORONA PREMIER 6/12 BTL	MALT BASED	1	Front	4

Name: S34		W:30.00 in	D:23.00 in	Avail Space: 1.81 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	2
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Front	4
213060218	3354495053	CORONA FAMILIAR 12/12 BTL	MALT BASED	1	Side	2

Name: S35		W:30.00 in	D:23.00 in	Avail Space: 0.31 in		Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060162	8066095401	CORONA 6/7 BTL	MALT BASED	1	Front	5
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	2	Front	8
213060216	3354495051	CORONA FAMILIAR 6/12 BTL	MALT BASED	1	Front	4

Name: S36		W:29.00 in	D:1.00 in	Avail Space: 28.00 in		Ht Space: 0.00 in
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