



Target Store: 3312

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

Traffic Flow: Left-right

Planogram Name: D213XBA 10/04/2020 EXP:COLD BEER:NY:T3312:METRO: 15x76x22

Segments 1 to 6 of 6



Target Store: 3312

C O L D B E E R			
Section #1	Section #2	Section #3	Section #4

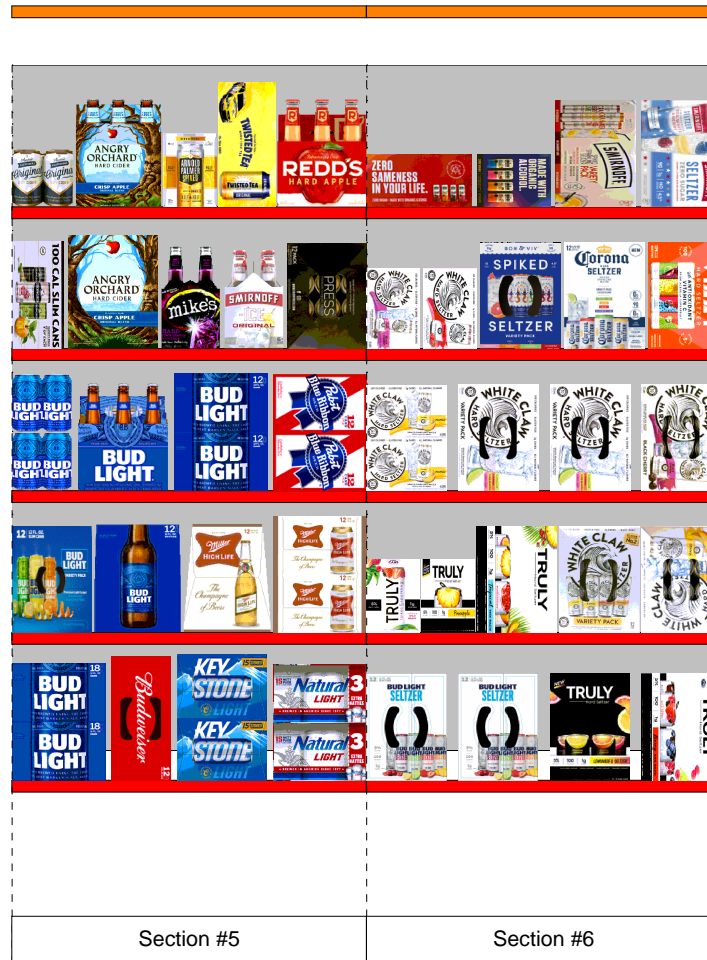
Traffic Flow: Left-right

Planogram Name: D213XBA 10/04/2020 EXP:COLD BEER:NY:T3312:METRO: 15x76x22

Segments 1 to 4 of 6



Target Store: 3312



Traffic Flow: Left-right

Planogram Name: D213XBA 10/04/2020 EXP:COLD BEER:NY:T3312:METRO: 15x76x22

Segments 5 to 6 of 6



Target Store: 3312

Planogram Name: D213XBA 10/04/2020 EXP:COLD BEER:NY:T3312:METRO: 15x76x22

EXP:COLD BEER:NY:T3312:METRO: Store # DECRE... H: 6 ft ... W: 15 ft D: 1 ft 10.0... # of segments: 6

Name: S1		W:30.00 in	D:22.00 in	Avail Space: 1.46 in			Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050587	74052210083	BELLS TWO HEARTED ALE 6/12 ...	MALT BASED	1	Side	2	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side 90	2	
213054887	8378311010	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Front	8	
213050070	8378337512	SIERRA NEVADA PALE ALE 12/12...	MALT BASED	1	Side	2	

Name: S2		W:30.00 in	D:22.00 in	Avail Space: 1.30 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050187	8378322822	SIERRA NEVADA SEASONAL 6/1...	MALT BASED	1	Front	4	
213050730	72383000009	LAGUNITAS IPA 6/12 BTL	MALT BASED	1	Front	4	
213050982	72383010009	LAGUNITAS IPA 12/12 BTL	MALT BASED	1	Side	2	
213050264	63625177612	STONE IPA 6/12 BTL	MALT BASED	1	Side	2	

Name: S3		W:30.00 in	D:22.00 in	Avail Space: 4.17 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213056007	68174500208	BLUE POINT SHORE THING 6/12 ...	MALT BASED	1	Side	16	
213050195	7167084200	SARANAC ADIRONDACK TRAIL ...	MALT BASED	1	Side	2	
213051640	85375900031	SOUTHERN TIER PACK OF PALE...	MALT BASED	1	Side	2	
213059830	64944000192	OMMEGANG IDYLL DAYS PILSN...	MALT BASED	1	Front	4	
213057496	64944000145	OMMEGANG NEON RAINBOWS I...	MALT BASED	1	Front	4	

Name: S4		W:30.00 in	D:22.00 in	Avail Space: 1.50 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213053646	85909300246	SIXPOINT RESIN IIPA 6/12 CAN	MALT BASED	1	Front	8	
213053646	85909300246	SIXPOINT RESIN IIPA 6/12 CAN	MALT BASED	1	Side	4	
213050942	3061300051	BROOKLYN SEASONAL 6/12 CAN	MALT BASED	1	Front	8	
213051974	3061300071	BROOKLYN VARIETY PACK 12/12...	MALT BASED	1	Side	2	

Name: S5		W:30.00 in	D:22.00 in	Avail Space: 1.48 in			Ht Space: 16.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Front	4	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Front	4	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	2	
213056174	3061322091	BROOKLYN STONE WALLIN IPA ...	MALT BASED	1	Front	4	

Name: S6		W:30.00 in	D:1.00 in	Avail Space: 30.00 in			Ht Space: 0.00 in
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Name: S7		W:30.00 in	D:22.00 in	Avail Space: 2.28 in			Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050731	1820013986	SHOCK TOP BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	
213050763	79603011496	KONA BIG WAVE GOLDEN ALE 6/...	MALT BASED	1	Front	4	
213050174	8769230050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Front	4	
213050044	8769210012	SAMUEL ADAMS BOSTON LAGE...	MALT BASED	1	Side	3	

Name: S8		W:30.00 in	D:22.00 in	Avail Space: 2.07 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213055434	73692011822	GOOSE ISLAND NEXT COAST IP...	MALT BASED	1	Side	4	
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	2	Front	8	
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	1	Front	4	

Name: S9		W:30.00 in	D:22.00 in	Avail Space: 1.36 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050405	7199009561	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	4	
213056212	7199009592	BLUE MOON LIGHT SKY 12/12 CAN	MALT BASED	1	Front 90	3	
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	1	Side	2	

Name: S10		W:30.00 in	D:22.00 in	Avail Space: 0.63 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054981	75452700885	NEW BELGIUM VOODOO JUICY ...	MALT BASED	1	Front	8	
213050492	75452700421	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Front	4	
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Front	4	
213050735	75452700201	NEW BELGIUM VARIETY PACK 1...	MALT BASED	1	Side	2	



Target Store: 3312

Planogram Name: D213XBA 10/04/2020 EXP:COLD BEER:NY:T3312:METRO: 15x76x22

Name: S11		W:30.00 in	D:22.00 in	Avail Space: 0.53 in		Ht Space: 16.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213051366	81790400083	ELYSIAN SPACE DUST IPA 6/12 ...	MALT BASED	1	Side	2
213052133	60878252300	DELIRIUM TREMENS 4/11.2 BTL	MALT BASED	1	Front	4
213060022	8382012360	GUINNESS DRAUGHT STOUT 4/1...	MALT BASED	1	Side	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4
213060139	78615000146	HOEGAARDEN BELGIAN WHEAT ...	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:22.00 in	Avail Space: 1.41 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Side	2
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	2
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Side	2

Name: S14		W:30.00 in	D:22.00 in	Avail Space: 0.78 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	1	Side	2
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2
213060217	3354495041	CORONA PREMIER 6/12 BTL	MALT BASED	1	Side	2

Name: S15		W:30.00 in	D:22.00 in	Avail Space: 1.38 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2
213060015	7231163012	DOS EQUIS 6/12 BTL	MALT BASED	1	Front	4
213060012	7231123012	DOS EQUIS 12/12 BTL	MALT BASED	1	Side	2
213060035	8066095785	MODELO NEGRA 6/12 BTL	MALT BASED	1	Side	2

Name: S16		W:30.00 in	D:22.00 in	Avail Space: 0.47 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4
213060269	18195400004	PERONI 12/11.2 BTL	MALT BASED	1	Side	2
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	2	Side	4

Name: S17		W:30.00 in	D:22.00 in	Avail Space: 0.86 in		Ht Space: 16.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060041	72890000621	HEINEKEN 0.0 NEAR BEER 6/12 ...	MALT BASED	1	Front	4
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Side	3
213060064	7231163001	PILSNER URQUELL 6/11.2 BTL	MALT BASED	1	Side	3
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4
213060026	6206705172	LABATT BLUE 6/11.5 BTL	MALT BASED	1	Side	2

Name: S18		W:30.00 in	D:1.00 in	Avail Space: 30.00 in		Ht Space: 0.00 in
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Name: S19		W:30.00 in	D:22.00 in	Avail Space: 2.19 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Side 90	4
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Side 90	2
213030070	3410057636	LITE 12/12 CAN	MALT BASED	1	Top 90	2
213030069	3410057340	LITE 18/12 CAN	MALT BASED	1	Side 90	2

Name: S20		W:30.00 in	D:22.00 in	Avail Space: 2.67 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030027	7199030069	COORS LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030132	3410057023	LITE 9/16 BTL (AL)	MALT BASED	1	Front	2
213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Side	2
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Side	2

Name: S21		W:30.00 in	D:22.00 in	Avail Space: 1.74 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030199	7199032000	COORS LIGHT 6/16 CAN	MALT BASED	1	Side	2
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Front	4



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213030421	7199030104	COORS LIGHT 9/16 BTL (AL)	MALT BASED	1	Front	2
213030343	3410000357	LITE 6/16 CAN	MALT BASED	1	Front	4

Name: S22		W:30.00 in	D:22.00 in	Avail Space: 1.97 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030332	7199017028	COORS BANQUET 6/12 BTL	MALT BASED	1	Front	4
213030098	7199000047	COORS BANQUET 12/12 CAN	MALT BASED	1	Side	2
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Side	2
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Side	2

Name: S23		W:30.00 in	D:22.00 in	Avail Space: 0.97 in		Ht Space: 16.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213055467	85777500729	SAINT ARCHER GOLD 12/12 CAN	MALT BASED	1	Top 90	3
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	1	Front	4
213030268	1820006991	MICHELOB ULTRA 12/12 CAN	MALT BASED	1	Top 90	3
213056267	8992477014	YUENGLING FLIGHT 6/12 BTL	MALT BASED	1	Front	4

Name: S24		W:30.00 in	D:1.00 in	Avail Space: 30.00 in		Ht Space: 0.00 in
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Name: S25		W:30.00 in	D:22.00 in	Avail Space: 1.69 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	1	Side 90	2
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Top 90	2
213030417	7199048045	KEYSTONE LIGHT 15/12 CAN	MALT BASED	1	Side 90	2
213030079	1820020077	NATURAL LIGHT 15/12 CAN	MALT BASED	1	Side 90	2

Name: S26		W:30.00 in	D:22.00 in	Avail Space: 0.62 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213037086	1820020210	BUD LIGHT PEELS VARIETY 12/1...	MALT BASED	1	Top 90	3
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030036	3410001509	HIGH LIFE 12/12 BTL	MALT BASED	1	Side	2
213030117	3410001636	HIGH LIFE 12/12 CAN	MALT BASED	1	Side 90	4

Name: S27		W:30.00 in	D:22.00 in	Avail Space: 1.54 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030004	1820000106	BUD LIGHT 6/12 CAN	MALT BASED	1	Side	4
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Front	4
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	1	Side 90	4
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Side 90	4

Name: S28		W:30.00 in	D:22.00 in	Avail Space: 1.53 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010142	8834510225	STRONGBOW VARIETY PACK 12/...	CIDER	1	Top 90	3
213010308	8769200033	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Side	2
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	1	Side	2
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Side	2
213010378	85231300483	PRESS VARIETY 12/12 CAN	MALT BASED	1	Top 90	3

Name: S29		W:30.00 in	D:22.00 in	Avail Space: 0.58 in		Ht Space: 16.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010567	85860400506	AUSTIN EASTCIDERS ORIGINAL ...	CIDER	1	Side	2
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Front	4
213010728	61300874833	ARNOLD PALMER SPIKED HALF ...	MALT BASED	1	Side	3
213010178	8769283134	TWISTED TEA ORIGINAL 12/12 C...	MALT BASED	1	Top 90	2
213050331	3410008716	REDDS 6/12 BTL	MALT BASED	1	Front	4

Name: S30		W:30.00 in	D:1.00 in	Avail Space: 30.00 in		Ht Space: 0.00 in
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Name: S31		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	2	Top 90	6
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	1	Top 90	3
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	1	Top 90	3

Name: S32		W:30.00 in	D:22.00 in	Avail Space: 0.85 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units



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213010738	8769200678	TRULY WILD BERRY 6/12 CAN	MALT BASED	1	Side	3
213010890	8769200965	TRULY PINEAPPLE 6/12 CAN	MALT BASED	1	Side	3
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	1	Top 90	3
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top 90	3
213010336	63598510033	WHITE CLAW MANGO 12/12 CAN	MALT BASED	1	Top 90	3

Name: S33		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010346	63598526087	WHITE CLAW MANGO 6/12 CAN	MALT BASED	1	Top	6
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top 90	3
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top 90	3
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	1	Top 90	3

Name: S34		W:30.00 in	D:22.00 in	Avail Space: 1.45 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010552	63598520025	WHITE CLAW BLACK CHERRY 6/...	MALT BASED	1	Top 90	3
213010345	63598526066	WHITE CLAW RASPBERRY 6/12 ...	MALT BASED	1	Top 90	3
213010222	85389700227	BON AND VIV SPIKED SELTZER ...	MALT BASED	1	Top 90	3
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Top 90	3
213012470	3410001232	VIZZY VARIETY 12/12 CAN	MALT BASED	1	Front 90	3

Name: S35		W:30.00 in	D:22.00 in	Avail Space: 1.47 in		Ht Space: 16.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010785	85531000806	CROOK AND MARKER PARTY PA...	MALT BASED	1	Top	3
213010786	85531000827	CROOK AND MARKER ZERO GUI...	MALT BASED	1	Side 90	2
213010591	8200078142	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Top 90	3
213018620	8200079257	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Top 90	3

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