



# Target Store: 2380



Traffic Flow: Left-right

Planogram Name: D213WLW 10/04/2020 PF: WARM BEER: 33BD: NY: T2380 30PK 16x84x33

Segments 1 to 4 of 4



# Target Store: 2380

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The planogram displays a wide variety of beer products organized into four distinct sections:

- Section #1:** Features Heineken, Stella Artois, and Modelo Especial.
- Section #2:** Includes Corona Extra, Corona Premier, and Blue Moon.
- Section #3:** Contains Bud Light, Coors Light, and Truly.
- Section #4:** Displays Weisse, Truly, and Vizzy.

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PF: WARM BEER: 33BD: NY: T2380 30PK Store # H: 7 ft W: 16 ft D: 2 ft 9.00 in # of segments: 4

Name: S1		W:48.00 in	D:33.00 in	Avail Space: 0.68 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	6
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	6
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	1	Top 90	8
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	3	Side	12

Name: S2		W:48.00 in	D:32.00 in	Avail Space: 1.08 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060219	7289000031	HEINEKEN 24/12 BTL	MALT BASED	1	Front	3
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Side	4
213060041	7289000621	HEINEKEN 0.0 NEAR BEER 6/12 ...	MALT BASED	1	Side	4
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	2	Top 90	8
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	1	Side	3
213060035	8066095785	MODELO NEGRA 6/12 BTL	MALT BASED	1	Side	3

Name: S3		W:48.00 in	D:32.00 in	Avail Space: 1.72 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060288	7861500014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	2	Side	6
213060188	7861500016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	5
213060287	7861500001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Side	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	6
213060022	8382012360	GUINNESS DRAUGHT STOUT 4/1...	MALT BASED	1	Front	6
213060012	7231123012	DOS EQUIS 12/12 BTL	MALT BASED	1	Side	3

Name: S4		W:48.00 in	D:32.00 in	Avail Space: 0.80 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213051974	3061300071	BROOKLYN VARIETY PACK 12/12...	MALT BASED	1	Side	3
213050942	3061300051	BROOKLYN SEASONAL 6/12 CAN	MALT BASED	1	Front	12
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	2	Side 90	8
213050070	8378337512	SIERRA NEVADA PALE ALE 12/12...	MALT BASED	1	Side	3
213050048	8378337521	SIERRA NEVADA PALE ALE 6/12 ...	MALT BASED	1	Front	5

Name: S5		W:48.00 in	D:32.00 in	Avail Space: 2.46 in		Ht Space: 18.58 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213053222	85663200428	BRONX VARIETY PACK 12/12 CAN	MALT BASED	2	Top 90	8
213050587	74052210083	BELLS TWO HEARTED ALE 6/12 ...	MALT BASED	1	Front	6
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	1	Front	6
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	4
213054887	8378311010	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	2	Front	12

Name: S6 W:48.00 in D:1.00 in Avail Space: 40.00 in Ht Space: 0.00 in

Name: S7		W:48.00 in	D:33.00 in	Avail Space: 1.44 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	4	Side	24
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	2	Side	12

Name: S8		W:48.00 in	D:32.00 in	Avail Space: 1.28 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060045	8066095680	CORONA 18/12 BTL	MALT BASED	1	Front	4
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	4	Side	12

Name: S9		W:48.00 in	D:32.00 in	Avail Space: 2.47 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Top	8
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Top 90	4
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	2	Side	8
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Side	3
213060079	8066095621	CORONA LIGHT 12/12 CAN	MALT BASED	1	Top 90	4
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Side	4

Name: S10		W:48.00 in	D:32.00 in	Avail Space: 0.80 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units



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213050063	63625188901	STONE VARIETY PACK 12/12 BTL	MALT BASED	1	Side	3
213050982	72383010009	LAGUNITAS IPA 12/12 BTL	MALT BASED	2	Side	6
213050174	87692300050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Side	4
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	1	Side	3
213050843	7199009554	BLUE MOON BREWMASTER VAR...	MALT BASED	1	Side	3
213056211	7199009591	BLUE MOON LIGHT SKY 6/12 CAN	MALT BASED	1	Side	4

Name: S11		W:48.00 in	D:32.00 in	Avail Space: 0.93 in		Ht Space: 18.58 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050264	63625177612	STONE IPA 6/12 BTL	MALT BASED	1	Side	4
213050730	72383000009	LAGUNITAS IPA 6/12 BTL	MALT BASED	1	Front	6
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Side	4
213050492	75452700421	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Front	6
213050405	7199009561	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	6
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	6
213056212	7199009592	BLUE MOON LIGHT SKY 12/12 CAN	MALT BASED	1	Top 90	5

Name: S12		W:48.00 in	D:33.00 in	Avail Space: 1.93 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030182	1820053030	BUD LIGHT 30/12 CAN	MALT BASED	1	Side	4
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	1	Side 90	8
213030072	3410057341	LITE 30/12 CAN	MALT BASED	1	Side	4
213030028	7199030030	COORS LIGHT 30/12 CAN	MALT BASED	2	Side	8
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Side 90	8

Name: S13		W:48.00 in	D:32.00 in	Avail Space: 1.60 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Side	3
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	1	Top 90	4
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Side	4
213037086	1820020210	BUD LIGHT PEELS VARIETY 12/1...	MALT BASED	1	Top 90	5
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Side	3
213030028	7199030030	COORS LIGHT 30/12 CAN	MALT BASED	1	Side	2
213030028	7199030030	COORS LIGHT 30/12 CAN	MALT BASED	1	Side	2

Name: S14		W:48.00 in	D:32.00 in	Avail Space: 1.19 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030124	1820096550	MICHELOB ULTRA 30/12 CAN	MALT BASED	1	Top	2
213030070	3410057636	LITE 12/12 CAN	MALT BASED	1	Top	8
213030069	3410057340	LITE 18/12 CAN	MALT BASED	1	Side 90	4
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Top	8

Name: S15		W:48.00 in	D:32.00 in	Avail Space: 0.94 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Side	3
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Side	3
213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Front	6
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Top	8
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	2	Side	8

Name: S16		W:48.00 in	D:32.00 in	Avail Space: 1.04 in		Ht Space: 14.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030268	1820006991	MICHELOB ULTRA 12/12 CAN	MALT BASED	1	Top 90	5
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	1	Front	6
213055467	85777500729	SAINT ARCHER GOLD 12/12 CAN	MALT BASED	1	Top 90	5
213030027	7199030069	COORS LIGHT 12/12 BTL	MALT BASED	1	Side	3
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Top 90	4
213030421	7199030104	COORS LIGHT 9/16 BTL (AL)	MALT BASED	1	Front	4
213030095	1820000784	ODOULS NEAR BEER 6/12 BTL	MALT BASED	1	Side	4

Name: S17		W:48.00 in	D:33.00 in	Avail Space: 0.83 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030183	1820011030	BUD 30/12 CAN	MALT BASED	1	Side	4
213030036	3410001509	HIGH LIFE 12/12 BTL	MALT BASED	1	Side	6
213030117	3410001636	HIGH LIFE 12/12 CAN	MALT BASED	1	Side	6
213012470	3410001232	VIZZY VARIETY 12/12 CAN	MALT BASED	1	Side	9



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213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	1	Side	9
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Side	9
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Side	9

Name: S18		W:48.00 in	D:32.00 in	Avail Space: 3.15 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Top 90	4	
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	1	Top 90	5	
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Top 90	5	
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	1	Top 90	5	
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	1	Top 90	5	
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	1	Top 90	5	
213010552	63598520025	WHITE CLAW BLACK CHERRY 6/...	MALT BASED	1	Side 90	8	

Name: S19		W:48.00 in	D:32.00 in	Avail Space: 2.05 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Side 90	6	
213010591	8200078142	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Top 90	5	
213010738	8769200678	TRULY WILD BERRY 6/12 CAN	MALT BASED	1	Side 90	8	
213010890	8769200965	TRULY PINEAPPLE 6/12 CAN	MALT BASED	1	Side 90	8	
213010336	63598510033	WHITE CLAW MANGO 12/12 CAN	MALT BASED	1	Top 90	5	
213010346	63598526087	WHITE CLAW MANGO 6/12 CAN	MALT BASED	1	Side 90	8	
213010345	63598526066	WHITE CLAW RASPBERRY 6/12 ...	MALT BASED	1	Side 90	8	

Name: S20		W:48.00 in	D:32.00 in	Avail Space: 3.74 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010308	8769200033	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Side	3	
213010178	8769283134	TWISTED TEA ORIGINAL 12/12 C...	MALT BASED	1	Side 90	6	
213010060	8043280290	SEAGRAMS ESCAPES VARIETY ...	MALT BASED	1	Side	3	
213010350	63598512998	MIKES HARD VARIETY PACK 12/...	MALT BASED	2	Side	6	
213010378	85231300483	PRESS VARIETY 12/12 CAN	MALT BASED	1	Top 90	5	

Name: S21		W:48.00 in	D:32.00 in	Avail Space: 1.00 in			Ht Space: 14.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Front	6	
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	1	Front	6	
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	1	Front	6	
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Front	6	
213010448	9200002000	NOT YOUR FATHERS ROOT BEE...	MALT BASED	1	Front	6	
213010448	9200002000	NOT YOUR FATHERS ROOT BEE...	MALT BASED	2	Side	8	