



# Target Store: 1147



[Empty space for planogram header]									
[Row of beer products including Elsinian, Big Wave, Redd's Hard Apple, Wild Basin, Angry Orchard, Truly, White Claw, etc.]									
[Row of beer products including Six, Toppled, Truist Lager, Blue Moon, Stone, Angry Orchard, Truly, White Claw, etc.]									
[Row of beer products including Six, Toppled, Truist Lager, Blue Moon, Stone, Angry Orchard, Truly, White Claw, etc.]									
[Row of beer products including Pale Ale, Samuel Adams, Voodoo Ranger, Lagunitas, Blue Moon, Smirnoff, Mike's, Truly, White Claw, etc.]									
[Row of beer products including Sierra Nevada, Samuel Adams, Boston Lager, Blue Moon, Shocktop, Ice, Mike's, Truly, White Claw, etc.]									
Section #1	Section #2	Section #3	Section #4	Section #5	Section #6	Section #6	Section #6	Section #6	Section #6

Traffic Flow: Left-right

Planogram Name: D213SWH 10/04/2020 LE PF:COLD BEER B:NY:T1147:METRO: 15x84x22

Segments 1 to 6 of 6



# Target Store: 1147

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Section #1	Section #2	Section #3	Section #4

Traffic Flow: Left-right

Planogram Name: D213SWH 10/04/2020 LE PF:COLD BEER B:NY:T1147:METRO: 15x84x22

Segments 1 to 4 of 6



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Section #5

Section #6



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Planogram Name: D213SWH 10/04/2020 LE PF:COLD BEER B:NY:T1147:METRO: 15x84x22

LE PF:COLD BEER B:NY:T1147:METRO: Store # H: 7 ft W: 15 ft D: 1 ft 10.0... # of segments: 6

Name: S1		W:30.00 in	D:22.00 in	Avail Space: 2.06 in		Ht Space: 13.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050642	8378322812	SIERRA NEVADA SEASONAL 12/...	MALT BASED	1	Side	2
213050129	8769201103	SAMUEL ADAMS SEASONAL 12/1...	MALT BASED	1	Side	2
213050047	8769210014	SAMUEL ADAMS BOSTON LAGE...	MALT BASED	1	Side	2
213055436	8769200687	SAMUEL ADAMS NEW ENGLAND...	MALT BASED	1	Side	4

Name: S2		W:30.00 in	D:22.00 in	Avail Space: 1.96 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050048	8378337521	SIERRA NEVADA PALE ALE 6/12 ...	MALT BASED	1	Side	2
213050141	8769229103	SAMUEL ADAMS VARIETY PACK ...	MALT BASED	1	Side	2
213050046	8769227102	SAMUEL ADAMS CHERRY WHEA...	MALT BASED	1	Side	3
213050174	8769230050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Side	3
213055437	8769200811	SAMUEL ADAMS NEW ENGLAND...	MALT BASED	1	Side	4

Name: S3		W:30.00 in	D:22.00 in	Avail Space: 2.21 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213054887	8378311010	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Side	4
213055686	8378353111	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Top 90	2
213054897	8769200497	SAMUEL ADAMS 76 12/12 CAN	MALT BASED	1	Top 90	2
213055845	68174500134	BLUE POINT TOASTED LAGER 1...	MALT BASED	1	Side 90	2
213052652	85375900042	SOUTHERN TIER PUMPKING 4/1...	MALT BASED	1	Front	4

Name: S4		W:30.00 in	D:22.00 in	Avail Space: 1.79 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213057026	8378322857	SIERRA NEVADA WILD LITTLE T...	MALT BASED	1	Side	4
213056196	8378353542	SIERRA NEVADA TORPEDO IPA ...	MALT BASED	1	Side	4
213050959	68174511112	BLUE POINT TOASTED LAGER 6/...	MALT BASED	1	Side	2
213051106	68174511118	BLUE POINT SEASONAL 6/12 BTL	MALT BASED	1	Front	4
213051636	85375900027	SOUTHERN TIER 2XIPA 6/12 BTL	MALT BASED	1	Side	2

Name: S5		W:30.00 in	D:22.00 in	Avail Space: 1.48 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Front	8
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	4
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Front	8
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Front	8

Name: W:180.00 in D:22.00 in Avail Space: 0.00 in Ht Space: 0.00 in

Name: S6 W:30.00 in D:1.00 in Avail Space: 28.00 in Ht Space: 0.00 in

Name: S7		W:30.00 in	D:22.00 in	Avail Space: 1.67 in		Ht Space: 13.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050735	75452700201	NEW BELGIUM VARIETY PACK 1...	MALT BASED	1	Side	2
213056184	75452701070	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Side 90	4
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Top	4

Name: S8		W:30.00 in	D:22.00 in	Avail Space: 1.92 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050492	75452700421	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Front	4
213050982	72383010009	LAGUNITAS IPA 12/12 BTL	MALT BASED	1	Side	2
213054945	64286015024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side	4
213051431	64286090005	FOUNDERS CENTENNIAL IPA 15/...	MALT BASED	1	Side 90	2

Name: S9		W:30.00 in	D:22.00 in	Avail Space: 1.14 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213055432	75452700994	NEW BELGIUM VOODOO ROTAT...	MALT BASED	1	Side	4
213054690	85689500384	GOLDEN ROAD MANGO CART 6/...	MALT BASED	1	Side	4
213050730	72383000009	LAGUNITAS IPA 6/12 BTL	MALT BASED	1	Side	2
213056887	72383001406	LAGUNITAS LITTLE SUMPIN 6/12 ...	MALT BASED	1	Side	4
213054360	945011026	SARANAC VARIETY PACK 15/12 ...	MALT BASED	1	Side 90	2

Name: S10 W:30.00 in D:22.00 in Avail Space: 2.29 in Ht Space: 10.50 in



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ID	UPC	Name	Category	HFacings	Orientation	Units
213050838	75452700066	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Side	2
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Side	2
213054953	64944000330	OMMEGANG SOLERA TART 4/12 ...	MALT BASED	1	Side	8
213059471	72383098164	LAGUNITAS HAZY MEMORY 4/16 ...	MALT BASED	1	Side	4
213050063	63625188901	STONE VARIETY PACK 12/12 BTL	MALT BASED	1	Side	2

Name: S11		W:30.00 in	D:22.00 in	Avail Space: 1.67 in	Ht Space: 10.00 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	
213055448	60275500949	FIRESTONE MIND HAZE IPA 6/12 ...	MALT BASED	1	Side	4	
213059551	63848900347	DOGFISH HEAD 60 MINUTE IPA 6...	MALT BASED	1	Side	4	
213056362	81790400791	ELYSIAN CONTACT HAZE IPA 6/1...	MALT BASED	1	Side	4	
213051366	81790400083	ELYSIAN SPACE DUST IPA 6/12 ...	MALT BASED	1	Side	2	
213050763	79603011496	KONA BIG WAVE GOLDEN ALE 6/...	MALT BASED	1	Front	4	

Name: S12		W:30.00 in	D:22.00 in	Avail Space: 1.95 in	Ht Space: 13.50 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	2	Side	4	
213050731	1820013986	SHOCK TOP BELGIAN WHITE 6/1...	MALT BASED	1	Side	2	
213051926	1820028156	SHOCK TOP BELGIAN WHITE 15/...	MALT BASED	1	Side 90	2	

Name: S13		W:30.00 in	D:22.00 in	Avail Space: 0.53 in	Ht Space: 10.50 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	
213056212	7199009592	BLUE MOON LIGHT SKY 12/12 CAN	MALT BASED	1	Top 90	3	
213054910	7199017052	BLUE MOON BELGIAN WHITE 15/...	MALT BASED	1	Side 90	2	
213010916	3410001533	LEINIES SPRITZEN VARIETY 12/1...	MALT BASED	1	Top 90	3	
213010367	3410051607	LEINIES SEASONAL SHANDY 12/...	MALT BASED	1	Side	2	

Name: S14		W:30.00 in	D:22.00 in	Avail Space: 1.31 in	Ht Space: 10.50 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	
213056211	7199009591	BLUE MOON LIGHT SKY 6/12 CAN	MALT BASED	1	Side 90	6	
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	
213050405	7199009561	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	4	
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	1	Front	4	

Name: S15		W:30.00 in	D:22.00 in	Avail Space: 1.48 in	Ht Space: 10.50 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050597	7199009532	BLUE MOON SEASONAL 6/12 BTL	MALT BASED	1	Side	2	
213053222	85663200428	BRONX VARIETY PACK 12/12 CAN	MALT BASED	1	Side 90	4	
213051876	79603082496	KONA BIG WAVE GOLDEN ALE 1...	MALT BASED	2	Side 90	8	

Name: S16		W:30.00 in	D:22.00 in	Avail Space: 1.95 in	Ht Space: 10.00 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	
213052636	63027946506	VICTORY GOLDEN MONKEY 6/12...	MALT BASED	1	Front	4	
213052636	63027946506	VICTORY GOLDEN MONKEY 6/12...	MALT BASED	1	Side	2	
213050942	3061300051	BROOKLYN SEASONAL 6/12 CAN	MALT BASED	1	Front	8	
213050331	3410008716	REDD'S 6/12 BTL	MALT BASED	1	Front	4	

Name: S17		W:30.00 in	D:22.00 in	Avail Space: 0.53 in	Ht Space: 13.50 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010331	8200072908	SMIRNOFF ICE VARIETY PACK 1...	MALT BASED	1	Side	2	
213010350	63598512998	MIKES HARD VARIETY PACK 12/...	MALT BASED	1	Side	2	
213010178	8769283134	TWISTED TEA ORIGINAL 12/12 C...	MALT BASED	1	Side	2	
213010733	8769275134	TWISTED TEA HALF AND HALF 1...	MALT BASED	1	Side	2	
213010728	61300874833	ARNOLD PALMER SPIKED HALF ...	MALT BASED	1	Side	6	

Name: S18		W:30.00 in	D:22.00 in	Avail Space: 2.58 in	Ht Space: 10.50 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Side	2	
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	1	Front	4	
213010377	63598522413	MIKES HARD STRAWBERRY LEM...	MALT BASED	1	Side	2	
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	1	Side	2	
213010385	63598506074	MIKES HARD SEASONAL 6/11.2 B...	MALT BASED	1	Side	2	

Name: S19		W:30.00 in	D:22.00 in	Avail Space: 2.09 in	Ht Space: 10.50 in		
ID	UPC	Name	Category	HFacings	Orientation	Units	



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213010773	85919900307	CITIZEN UNIFIED PRESS 4/16 CAN	CIDER	1	Side	4
213010167	85860400534	AUSTIN EASTCIDERS VARIETY P...	CIDER	1	Side 90	4
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Front	4
213010308	8769200033	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Side	2

Name: S20		W:30.00 in	D:22.00 in	Avail Space: 2.92 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010142	8834510225	STRONGBOW VARIETY PACK 12/...	CIDER	1	Side 90	4
213010591	8200078142	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Top 90	3
213018620	8200079257	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Top 90	3
213012470	3410001232	VIZZY VARIETY 12/12 CAN	MALT BASED	1	Top 90	3

Name: S21		W:30.00 in	D:22.00 in	Avail Space: 2.85 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010378	85231300483	PRESS VARIETY 12/12 CAN	MALT BASED	1	Top 90	3
213010137	81994200310	OSKAR BLUES WILD BASIN VARI...	MALT BASED	1	Top 90	3
213055463	81062803026	GOLDEN ROAD SPIKED AGUA F...	MALT BASED	2	Top 90	6

Name: S22		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 13.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213012092	1820020217	BUD LIGHT SELTZER STRAWBE...	MALT BASED	2	Top 90	6
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	2	Top 90	6

Name: S23		W:30.00 in	D:22.00 in	Avail Space: 3.10 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010999	7199000015	COORS HARD SELTZER VARIET...	MALT BASED	1	Top 90	3
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	2	Top 90	6
213010222	85389700227	BON AND VIV SPIKED SELTZER ...	MALT BASED	1	Top 90	3

Name: S24		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	3	Top 90	9
213010587	8769200424	TRULY VARIETY CITRUS 12/12 C...	MALT BASED	1	Top 90	3

Name: S25		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	3	Top 90	9
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	1	Top 90	3

Name: S26		W:30.00 in	D:22.00 in	Avail Space: 3.16 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010785	85531000806	CROOK AND MARKER PARTY PA...	MALT BASED	1	Side	2
213013604	85001257142	MYSTIC REEF HARD SELTZER B...	MALT BASED	1	Top 90	3
213017797	85001257138	MYSTIC REEF HARD SELTZER V...	MALT BASED	1	Top 90	3
213010890	8769200965	TRULY PINEAPPLE 6/12 CAN	MALT BASED	1	Side	3
213010738	8769200678	TRULY WILD BERRY 6/12 CAN	MALT BASED	1	Side	3

Name: S27		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 13.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	4	Top 90	12

Name: S28		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	4	Top 90	12

Name: S29		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	3	Top 90	9
213010336	63598510033	WHITE CLAW MANGO 12/12 CAN	MALT BASED	1	Top 90	3

Name: S30		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Top 90	6
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	2	Top 90	6

Name: S31		W:30.00 in	D:22.00 in	Avail Space: 0.81 in		Ht Space: 10.00 in
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ID	UPC	Name	Category	HFacings	Orientation	Units
213010952	63598500019	WHITE CLAW 70 CLEMENTINE 6/...	MALT BASED	1	Side	3
213010954	63598500021	WHITE CLAW 70 PINEAPPLE 6/12...	MALT BASED	1	Front	4
213010551	63598502598	WHITE CLAW NATURAL LIME 6/1...	MALT BASED	1	Side	3
213010346	63598526087	WHITE CLAW MANGO 6/12 CAN	MALT BASED	1	Side	3
213010345	63598526066	WHITE CLAW RASPBERRY 6/12 ...	MALT BASED	1	Side	3
213010552	63598520025	WHITE CLAW BLACK CHERRY 6/...	MALT BASED	1	Side	3