



Printed: 4/19/2016  
Traffic Flow N/A  
POG: 11172.psa



POG Size: 8'0.00  
Segments 1 - 4 of 4  
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## SCHEMATIC BACKING REPORT

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Planogram: 11172.psa

Segment #1 : Shelf #6 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
25	1	85375900063	85375900063	Southern Tier Super Pack 12/12B	1.5	3	1	0.0	0.0
26	1	64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	1	0.0	0.0
27	1	8066095710	8066095710	Modelo 24/12C	2.0	2	1	6.5	2.2
28	1	8066095711	8066095711	Modelo 18/12C	2.0	2	1	9.2	1.5

Segment #1 : Shelf #5 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 13.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
22	1	1820019991	1820019991	Shock Top Seasonal 12/12B	1.5	3	1	68.2	0.3
23	1	8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	0.0	0.0
24	1	7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.5	3	1	81.1	0.3

Segment #1 : Shelf #4 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 25.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
18	1	1820013986	1820013986	Shock Top Belgian White Ale 6/12B	1.0	4	1	40.5	0.7
19	1	1820017993	1820017993	Shock Top Seasonal 6/12B	1.0	4	1	45.5	0.6
20	1	7199009511	7199009511	Blue Moon Belgian White Ale 6/12B	1.0	4	1	20.5	1.4
21	1	7199009561	7199009561	Blue Moon White IPA 6/12B	1.0	4	1	90.9	0.3

Segment #1 : Shelf #3 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 37.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
14	1	3410051605	3410051605	Leinenkugel Seasonal Shandy 6/12B	1.0	4	1	28.0	1.0
15	1	3410058805	3410058805	Leinenkugel Heritage Seasonal 6/12B	1.0	4	1	63.9	0.4
16	1	3061300019	3061300019	Brooklyn East India Pale Ale 6/12B	1.0	4	1	45.2	0.6
17	1	3061300001	3061300001	Brooklyn Lager 6/12B	1.0	4	1	23.8	1.2

Segment #1 : Shelf #2 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 49.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
8	1	8066095643	8066095643	Corona Extra 1/24C	1.0	12	1	87.9	1.0
9	1	8066095721	8066095721	Modelo 1/24C	1.0	12	1	54.6	1.5
10	1	7289000119	7289000119	Heineken 1/24C	1.0	12	1	26.0	3.2
11	1	7089701331	7089701331	Fosters Lager 1/25C	0.8	10	1	32.5	2.2
12	1	73692011132	73692011132	Goose Island India Pale Ale 6/12B	1.0	4	1	18.2	1.5
13	1	8769230050	8769230050	Samuel Adams Seasonal 6/12B	1.0	4	1	0.0	0.0

Segment #1 : Shelf #1 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 60.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
1	1	8066095641	8066095641	Corona Extra 1/24B	0.9	11	1	41.7	1.8
2	1	7289000478	7289000478	Heineken 1/22B	1.0	12	1	26.6	3.2
3	1	1820025505	1820025505	Bud Light Lime Straw-Ber-Rita 1/25C	0.8	12	1	22.3	3.8
4	1	1820025001	1820025001	Bud Light 1/25C	0.8	12	1	21.4	3.9
5	1	1820025000	1820025000	Budweiser 1/25C	0.8	12	1	42.1	2.0
6	1	7199030065	7199030065	Coors Light 1/24C	1.0	12	1	19.2	4.4
7	1	7199010071	7199010071	Coors 1/24C	1.0	12	1	25.7	3.3

Segment #2 : Shelf #6 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
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45	1	8066095715	8066095715	Modelo 12/12C	1.5	3	1	4.5	4.7
46	1	8982623010	8982623010	Beers of Mexico 12/12B	1.5	3	1	68.2	0.3
47	1	7289000031	7289000031	Heineken 24/12B	2.0	2	1	0.0	0.0

Segment #2 : Shelf #5 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 13.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
42	1	8066095757	8066095757	Modelo 12/12B	1.0	2	1	20.8	0.7
43	1	8982690033	8982690033	Tecate 12/12C	1.5	3	1	107.1	0.2
44	1	7289000152	7289000152	Heineken 18/12B	2.0	2	1	36.0	0.4

Segment #2 : Shelf #4 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 25.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
39	1	8066095408	8066095408	Coronita Extra 24/7B	2.0	2	1	121.7	0.1
40	1	7231123012	7231123012	Dos Equis Lager 12/12B	1.5	3	1	35.8	0.6
41	1	7289000020	7289000020	Heineken 12/12C	1.5	3	1	67.7	0.3

Segment #2 : Shelf #3 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 37.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
36	1	8066095623	8066095623	Corona Light 18/12B	2.0	2	1	26.0	0.5
37	1	8066095680	8066095680	Corona Extra 18/12B	2.0	2	1	6.5	2.2
38	1	7289000016	7289000016	Heineken 12/12B	1.5	3	1	5.8	3.6

Segment #2 : Shelf #2 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 49.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
33	1	8066095675	8066095675	Corona Light 12/12B	1.5	3	1	0.0	0.0
34	1	8066095615	8066095615	Corona Extra 12/12B	1.5	3	1	2.1	9.8
35	1	7289000159	7289000159	Heineken Premium Light 12/12B	1.5	3	1	142.9	0.1

Segment #2 : Shelf #1 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 61.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
29	1	8066095765	8066095765	Modelo 6/12B	1.0	4	1	72.7	0.4
30	1	8066095625	8066095625	Corona Light 6/12B	1.0	4	1	20.2	1.4
31	1	8066095695	8066095695	Corona Extra 12/12C	1.5	3	1	0.0	0.0
32	1	8066095605	8066095605	Corona Extra 6/12B	1.0	4	1	4.5	6.2

Segment #3 : Shelf #6 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
67	1	1820053218	1820053218	Bud Light 18/12C	2.0	2	1	20.2	0.7
68	1	1820053047	1820053047	Bud Light 12/12C	1.5	3	1	18.2	1.2
69	1	1820011308	1820011308	Budweiser 18/12B	2.0	2	1	13.0	1.1
70	1	1820011218	1820011218	Budweiser 18/12C	2.0	2	1	14.3	1.0

Segment #3 : Shelf #5 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 13.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
64	1	3410000340	3410000340	Redd's Variety Pack 12/12B	1.5	3	1	27.1	0.8
65	1	1820014990	1820014990	Bud Light Lime 12/12B	1.5	3	1	6.8	3.1
66	1	1820000769	1820000769	Bud Light 12/12B	1.5	3	1	13.7	1.5

Segment #3 : Shelf #4 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 25.00 in

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POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
60	1	8769200017	8769200017	Angry Orchard Variety Pack 12/12B	1.5	3	1	45.5	0.5
61	1	8769282102	8769282102	Angry Orchard Crisp Apple 6/12B	1.0	4	1	6.1	4.6
62	1	3410008716	3410008716	Redd's Apple Ale 6/12B	1.0	4	1	10.1	2.8
63	1	1820014991	1820014991	Bud Light Lime 6/12B	1.0	4	1	21.4	1.3

Segment #3 : Shelf #3 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 37.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
56	1	78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	11.3	1.9
57	1	78615000001	78615000001	Stella Artois 6/11B	1.0	4	1	50.5	0.6
58	1	8834510151	8834510151	Strongbow Gold Hard Cider 6/11B	1.3	5	1	32.5	1.1
59	1	9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	1.0	4	1	33.1	0.8

Segment #3 : Shelf #2 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 49.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
52	1	8248812300	8248812300	Becks 12/12B	1.5	3	1	3.2	6.5
53	1	8248812345	8248812345	Becks 6/12B	1.0	4	1	13.0	2.2
54	1	1820018996	1820018996	Becks Sapphire 6/12B	1.0	4	1	25.0	1.1
55	1	8382056793	8382056793	Red Stripe 6/12B	1.0	4	1	0.0	0.0

Segment #3 : Shelf #1 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 61.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
48	1	7289000011	7289000011	Heineken 6/12B	1.8	7	1	34.8	1.4
49	1	78615000030	78615000030	Lefte Blonde 6/11B	1.0	4	1	21.2	1.3
50	1	78615000036	78615000036	Hoegaarden 6/11B	1.0	4	1	23.3	1.2
51	1	8382012393	8382012393	Guinness Extra Stout 6/11B	1.3	5	1	105.7	0.3

Segment #4 : Shelf #6 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
89	1	3410057340	3410057340	Miller Lite 18/12C	2.0	2	1	121.7	0.1
90	1	7199030079	7199030079	Coors Light 24/12BBB	2.0	2	1	0.0	0.0
91	1	7199031600	7199031600	Coors Light 24/12C	2.0	2	1	0.0	0.0

Segment #4 : Shelf #5 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 13.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
86	1	1820000771	1820000771	Budweiser 12/12B	1.5	3	1	29.1	0.7
87	1	7199030078	7199030078	Coors Light 18/12B	2.0	2	1	26.1	0.5
88	1	7199030069	7199030069	Coors Light 12/12B	1.5	3	1	11.0	1.9

Segment #4 : Shelf #4 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 25.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
82	1	1820011047	1820011047	Budweiser 12/12C	1.5	3	1	3500.0	0.0
83	1	7199030017	7199030017	Coors Light 18/12C	2.0	2	1	21.7	0.6
84	1	3410001509	3410001509	Miller High Life 12/12B	1.5	3	1	23.0	0.9
85	1	3410001636	3410001636	Miller High Life 12/12C	1.5	3	1	0.0	0.0

Segment #4 : Shelf #3 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 37.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
78	1	1820008981	1820008981	Budweiser 8/16C	1.0	3	1	17.1	1.2
79	1	7199000048	7199000048	Coors Light 12/12C	1.5	3	1	8.1	2.6

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80	1	7143934450	7143934450	Rolling Rock 12/12C	1.5	3	1	0.0	0.0
81	1	1820061047	1820061047	Busch 12/12C	1.5	3	1	0.0	0.0

Segment #4 : Shelf #2      DEPTH: 36 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 49.00 in

POS	#	FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
75	1		1820008989	1820008989	Bud Light 8/16C	1.0	3	1	13.0	1.6
76	1		7199030104	7199030104	Coors Light 9/16AL	2.0	4	1	5.3	5.3
77	1		1820015047	1820015047	Natural Light 12/12C	1.5	3	1	16.5	1.3

Segment #4 : Shelf #1      DEPTH: 36 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 61.00 in

POS	#	FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
71	1		1820018993	1820018993	Bud Light Platinum 6/12B	1.0	4	1	36.4	0.8
72	1		1820005989	1820005989	Michelob Ultra 6/12B	1.0	4	1	24.3	1.2
73	1		7199030005	7199030005	Coors Light 6/12B	1.0	4	1	41.3	0.7
74	1		1820000063	1820000063	Busch 6/16C	1.0	4	1	0.0	0.0

SKUs on Planogram: 91

UNALLOCATED ITEMS/OPTIONAL ITEMS

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UNALLOCATED SKU REPORT

	UPC	NAME	MVMT	Profit	Sales	Category	Manufacturer
1	1820000542	Busch 4/16C	0.000	\$0.00	\$0.00	Sub Premium	Anheuser-Busch InBev