

Warm12474.psa For Validation Purposes Only NOT FINAL



Printed: 4/19/2016

Traffic Flow N/A

POG: Warm12474.psa



POG Size: 6'0.00

Segments 1 - 2 of 2

Page: 1

## SCHEMATIC BACKING REPORT

Warm12474.psa

### Planogram: Warm12474.psa

Segment #1 : Shelf #5 DEPTH: 22 in WIDTH: 36 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 6.00 in

| POS | # FAC | UPC        | ID         | NAME               | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|------------|------------|--------------------|-------|----------|------------|-----|------|
| 18  | 1     | 7289000152 | 7289000152 | Heineken 18/12B    | 2.0   | 2        | 1          | 0.0 | 0.0  |
| 19  | 1     | 8248812300 | 8248812300 | Becks 12/12B       | 1.5   | 3        | 1          | 4.5 | 4.6  |
| 20  | 1     | 3410057340 | 3410057340 | Miller Lite 18/12C | 2.0   | 2        | 2          | 0.0 | 0.0  |

Segment #1 : Shelf #4 DEPTH: 22 in WIDTH: 36 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 17.50 in

| POS | # FAC | UPC        | ID         | NAME            | CASES | CAPACITY | UNITS HIGH | DOS  | MVMT |
|-----|-------|------------|------------|-----------------|-------|----------|------------|------|------|
| 14  | 1     | 7289000016 | 7289000016 | Heineken 12/12B | 1.5   | 3        | 1          | 2.9  | 7.3  |
| 15  | 1     | 7289000020 | 7289000020 | Heineken 12/12C | 2.0   | 4        | 2          | 13.9 | 2.0  |
| 16  | 1     | 8066095715 | 8066095715 | Modelo 12/12C   | 2.0   | 4        | 2          | 4.4  | 6.4  |
| 17  | 1     | 8066095765 | 8066095765 | Modelo 6/12B    | 0.8   | 3        | 1          | 45.5 | 0.5  |

Segment #1 : Shelf #3 DEPTH: 22 in WIDTH: 36 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 28.93 in

| POS | # FAC | UPC         | ID          | NAME                              | CASES | CAPACITY | UNITS HIGH | DOS  | MVMT |
|-----|-------|-------------|-------------|-----------------------------------|-------|----------|------------|------|------|
| 10  | 1     | 8066095680  | 8066095680  | Corona Extra 18/12B               | 2.0   | 2        | 1          | 0.0  | 0.0  |
| 11  | 1     | 7289000011  | 7289000011  | Heineken 6/12B                    | 1.0   | 4        | 1          | 8.4  | 3.4  |
| 12  | 1     | 7199009511  | 7199009511  | Blue Moon Belgian White Ale 6/12B | 1.0   | 4        | 1          | 8.9  | 3.1  |
| 13  | 1     | 68174511118 | 68174511118 | Blue Point Seasonal 6/12B         | 1.0   | 4        | 1          | 12.6 | 2.2  |

Segment #1 : Shelf #2 DEPTH: 22 in WIDTH: 36 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 40.50 in

| POS | # FAC | UPC         | ID          | NAME                               | CASES | CAPACITY | UNITS HIGH | DOS  | MVMT |
|-----|-------|-------------|-------------|------------------------------------|-------|----------|------------|------|------|
| 5   | 1     | 8066095615  | 8066095615  | Corona Extra 12/12B                | 1.0   | 2        | 1          | 1.0  | 14.0 |
| 6   | 1     | 8066095605  | 8066095605  | Corona Extra 6/12B                 | 1.0   | 4        | 1          | 4.3  | 6.5  |
| 7   | 1     | 8066095625  | 8066095625  | Corona Light 6/12B                 | 1.0   | 4        | 1          | 10.3 | 2.7  |
| 8   | 1     | 8769210012  | 8769210012  | Samuel Adams Boston Lgr 6/12B      | 1.0   | 4        | 1          | 24.2 | 1.2  |
| 9   | 1     | 88715100094 | 88715100094 | Coney Island Mermaid Pilsner 6/12B | 1.0   | 4        | 1          | 0.0  | 0.0  |

Segment #1 : Shelf #1 DEPTH: 22 in WIDTH: 36 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 52.00 in

| POS | # FAC | UPC         | ID          | NAME                         | CASES | CAPACITY | UNITS HIGH | DOS  | MVMT |
|-----|-------|-------------|-------------|------------------------------|-------|----------|------------|------|------|
| 1   | 1     | 78615000014 | 78615000014 | Stella Artois 12/11B         | 1.0   | 2        | 1          | 3.0  | 4.7  |
| 2   | 1     | 1820000506  | 1820000506  | Stella Artois 4/15C          | 1.3   | 8        | 2          | 0.0  | 0.0  |
| 3   | 1     | 78615000001 | 78615000001 | Stella Artois 6/11B          | 1.0   | 4        | 1          | 14.1 | 2.0  |
| 4   | 1     | 8378337521  | 8378337521  | Sierra Nevada Pale Ale 6/12B | 1.0   | 4        | 1          | 9.3  | 3.0  |

Segment #2 : Shelf #5 DEPTH: 22 in WIDTH: 36 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 6.00 in

| POS | # FAC | UPC        | ID         | NAME                | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|------------|------------|---------------------|-------|----------|------------|-----|------|
| 39  | 2     | 7199031600 | 7199031600 | Coors Light 24/12C  | 2.0   | 2        | 1          | 0.0 | 0.0  |
| 40  | 1     | 1820053218 | 1820053218 | Bud Light 18/12C    | 2.0   | 2        | 2          | 0.8 | 18.1 |
| 41  | 1     | 1820011218 | 1820011218 | Budweiser 18/12C    | 2.0   | 2        | 2          | 2.7 | 5.1  |
| 42  | 1     | 7143934450 | 7143934450 | Rolling Rock 12/12C | 2.0   | 4        | 2          | 0.0 | 0.0  |

Segment #2 : Shelf #4 DEPTH: 22 in WIDTH: 36 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 17.50 in

| POS | # FAC | UPC        | ID         | NAME               | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|------------|------------|--------------------|-------|----------|------------|-----|------|
| 35  | 2     | 7199030017 | 7199030017 | Coors Light 18/12C | 2.0   | 2        | 1          | 0.8 | 16.7 |
| 36  | 1     | 1820053047 | 1820053047 | Bud Light 12/12C   | 2.0   | 4        | 2          | 4.8 | 5.8  |
| 37  | 1     | 1820011047 | 1820011047 | Budweiser 12/12C   | 2.0   | 4        | 2          | 6.5 | 4.3  |

## SCHEMATIC BACKING REPORT

Warm12474.psa

38    1    2210000170    2210000170    Pabst 12/12C    2.0    4    2    8.7    3.2

Segment #2 : Shelf #3    DEPTH: 22 in    WIDTH: 36 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 28.93 in

| POS | # FAC | UPC        | ID         | NAME               | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|------------|------------|--------------------|-------|----------|------------|-----|------|
| 30  | 1     | 7199000048 | 7199000048 | Coors Light 12/12C | 1.0   | 2        | 1          | 2.6 | 5.4  |
| 31  | 1     | 1820008989 | 1820008989 | Bud Light 8/16C    | 0.7   | 2        | 1          | 0.0 | 0.0  |
| 32  | 1     | 1820008981 | 1820008981 | Budweiser 8/16C    | 0.7   | 2        | 1          | 0.0 | 0.0  |
| 33  | 1     | 1820021985 | 1820021985 | Budweiser 3/25C    | 0.4   | 2        | 1          | 0.0 | 0.0  |
| 34  | 1     | 1820000964 | 1820000964 | Natural Ice 12/12C | 2.0   | 4        | 2          | 7.0 | 4.0  |

Segment #2 : Shelf #2    DEPTH: 22 in    WIDTH: 36 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 40.50 in

| POS | # FAC | UPC         | ID          | NAME                              | CASES | CAPACITY | UNITS HIGH | DOS  | MVMT |
|-----|-------|-------------|-------------|-----------------------------------|-------|----------|------------|------|------|
| 26  | 1     | 73692011132 | 73692011132 | Goose Island India Pale Ale 6/12B | 1.0   | 4        | 1          | 27.5 | 1.0  |
| 27  | 1     | 73692011118 | 73692011118 | Goose Island Seasonal 6/12B       | 1.0   | 4        | 1          | 20.2 | 1.4  |
| 28  | 1     | 72383000009 | 72383000009 | Lagunitas IPA 6/12B               | 1.0   | 4        | 1          | 7.7  | 3.6  |
| 29  | 1     | 1820015047  | 1820015047  | Natural Light 12/12C              | 2.0   | 4        | 2          | 14.0 | 2.0  |

Segment #2 : Shelf #1    DEPTH: 22 in    WIDTH: 36 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 52.00 in

| POS | # FAC | UPC         | ID          | NAME                                   | CASES | CAPACITY | UNITS HIGH | DOS   | MVMT |
|-----|-------|-------------|-------------|--|-------|----------|------------|-------|------|
| 21  | 1     | 3061300019  | 3061300019  | Brooklyn East India Pale Ale 6/12B     | 1.0   | 4        | 1          | 8.5   | 3.3  |
| 22  | 1     | 3061300001  | 3061300001  | Brooklyn Lager 6/12B                   | 1.0   | 4        | 1          | 560.0 | 0.1  |
| 23  | 1     | 3061300053  | 3061300053  | Brooklyn Seasonal 6/12B                | 1.0   | 4        | 1          | 9.6   | 2.9  |
| 24  | 1     | 79837312602 | 79837312602 | Magic Hat #9 6/12B                     | 1.0   | 4        | 1          | 15.2  | 1.8  |
| 25  | 1     | 9200002000  | 9200002000  | Small Town Not Your Fathers RtBr 6/12B | 1.0   | 4        | 1          | 13.0  | 2.2  |

SKUs on Planogram: 42

**UNALLOCATED ITEMS/OPTIONAL ITEMS**

Warm12474.psa

**UNALLOCATED SKU REPORT**

|  | UPC | NAME | MVMT | Profit | Sales | Category | Manufacturer |
|--|-----|------|------|--------|-------|----------|--------------|
|--|-----|------|------|--------|-------|----------|--------------|