



## SCHEMATIC BACKING REPORT

15097.psa

### Planogram: 15097.psa

Segment #1 : Shelf #5 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 16.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
16	1	8769229106	8769229106	Samuel Adams Ssnl Variety-Mix Pk 24/12B	2.0	2	1	0.0	0.0
17	1	8066095710	8066095710	Modelo 24/12C	1.0	1	1	0.0	0.0

Segment #1 : Shelf #4 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 29.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
13	1	8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	18.0	1.2
14	1	68174521122	68174521122	Blue Point Variety 12/12B	1.5	3	1	34.1	0.6
15	1	79837312123	79837312123	Magic Hat #9 12/12B	1.0	2	1	36.8	0.4

Segment #1 : Shelf #3 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 42.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
9	1	8769210014	8769210014	Samuel Adams Boston Lgr 12/12B	1.5	3	1	46.1	0.5
10	1	8769210012	8769210012	Samuel Adams Boston Lgr 6/12B	1.0	4	1	27.2	1.0
11	1	8769200269	8769200269	Samuel Adams Rebel Rouser 6/12B	1.0	4	1	22.7	1.2
12	1	8769230050	8769230050	Samuel Adams Seasonal 6/12B	1.0	4	1	28.9	1.0

Segment #1 : Shelf #2 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 55.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
5	1	85375900063	85375900063	Southern Tier Super Pack 12/12B	1.0	2	1	0.0	0.0
6	1	68174511102	68174511102	Blue Point Hoptical Illusion 6/12B	0.8	3	1	6.7	3.2
7	1	68174511118	68174511118	Blue Point Seasonal 6/12B	0.8	3	1	32.2	0.7
8	1	68174511112	68174511112	Blue Point Toasted Lager 6/12B	0.8	3	1	3.9	5.4

Segment #1 : Shelf #1 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 68.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
1	1	8769282102	8769282102	Angry Orchard Crisp Apple 6/12B	1.0	4	1	3.8	7.3
2	1	9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	0.8	3	1	0.0	0.0
3	1	79837312606	79837312606	Magic Hat Seasonal 6/12B	0.8	3	1	11.9	1.8
4	1	79837312602	79837312602	Magic Hat #9 6/12B	0.8	3	1	7.4	2.8

Segment #2 : Shelf #5 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 16.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
31	1	8066095710	8066095710	Modelo 24/12C	1.0	1	1	0.0	0.0
32	1	7289000031	7289000031	Heineken 24/12B	2.0	2	1	0.0	0.0
33	1	7289000152	7289000152	Heineken 18/12B	1.0	1	1	0.0	0.0

Segment #2 : Shelf #4 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 29.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
28	1	64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	1	0.0	0.0
29	1	8378322812	8378322812	Sierra Nevada Seasonal 12/12B	1.0	2	1	4.5	3.1
30	1	8378337512	8378337512	Sierra Nevada Pale Ale 12/12B	1.0	2	1	6.3	2.2

Segment #2 : Shelf #3 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 42.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
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25	1	81760601014	81760601014	Captain Lawrence Seasonal 6/12B	0.8	3	1	13.7	1.5
26	1	7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.0	2	1	5.7	2.5
27	1	7199009554	7199009554	Blue Moon Brewmaster's Sampler 12/12B	1.0	2	1	7.0	2.0

Segment #2 : Shelf #2 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 55.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
22	1	4182700012	4182700012	Harpoon Mix Pack 12/12B	1.5	3	1	34.1	0.6
23	1	7199009536	7199009536	Blue Moon Seasonal 12/12B	1.0	2	1	30.3	0.5
24	1	7199009511	7199009511	Blue Moon Belgian White Ale 6/12B	0.8	3	1	12.4	1.7

Segment #2 : Shelf #1 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 68.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
18	1	4182700076	4182700076	Harpoon IPA 6/12B	1.0	4	1	12.6	2.2
19	1	4182700146	4182700146	Harpoon Seasonal 6/12B	1.0	4	1	26.0	1.1
20	1	4182790046	4182790046	Harpoon UFO Seasonal 6/12B	1.0	4	1	24.3	1.2
21	1	8857333101	8857333101	Shiner Bock 6/12B	0.8	3	1	0.0	0.0

Segment #3 : Shelf #5 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 16.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
49	1	7289000152	7289000152	Heineken 18/12B	1.0	1	1	0.0	0.0
50	1	7289000016	7289000016	Heineken 12/12B	1.5	3	1	2.8	7.5
51	1	8248812300	8248812300	Becks 12/12B	1.5	3	1	2.0	10.5

Segment #3 : Shelf #4 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 29.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
46	1	8066095715	8066095715	Modelo 12/12C	1.0	2	1	5.3	2.7
47	1	78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	1.9	10.8
48	1	8066095615	8066095615	Corona Extra 12/12B	1.5	3	1	2.1	9.9

Segment #3 : Shelf #3 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 42.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
42	1	8378337521	8378337521	Sierra Nevada Pale Ale 6/12B	0.8	3	1	6.6	3.2
43	1	8378322822	8378322822	Sierra Nevada Seasonal 6/12B	0.8	3	1	26.0	0.8
44	1	8378333100	8378333100	Sierra Nevada Torpedo Extra IPA 6/12B	0.8	3	1	3.0	7.0
45	1	79556300015	79556300015	Smuttnose Seasonal 6/12B	1.0	4	1	15.7	1.8

Segment #3 : Shelf #2 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 55.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
38	1	7167084200	7167084200	Saranac Adirondack Trail Mix 6/12B	0.8	3	1	6.1	3.4
39	1	7167004064	7167004064	Saranac Our Pale Ale 6/12B	0.8	3	1	18.2	1.2
40	1	9425400015	9425400015	Post Road Pumpkin Ale 6/12B	0.8	3	1	0.0	0.0
41	1	79556300009	79556300009	Smuttnose Finest Kind IPA 6/12B	1.0	4	1	2.3	12.1

Segment #3 : Shelf #1 DEPTH: 30 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 66.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
34	1	73692011182	73692011182	Goose Island 312 Urban Wheat Ale 6/12B	0.8	3	1	24.5	0.9
35	1	73692011132	73692011132	Goose Island India Pale Ale 6/12B	0.8	3	1	3.0	7.0
36	1	63848900029	63848900029	Dogfish Head 60 Minute IPA 6/12B	0.8	3	1	2.2	9.5
37	1	63848900061	63848900061	Dogfish Head 90 Min Imp IPA 4/12B	0.8	5	1	3.6	9.8

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Segment #4 : Shelf #5      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 16.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
66	1	7199030094	7199030094	Coors Light 36/12D	4.0	4	1	0.0	0.0
67	1	1820053047	1820053047	Bud Light 12/12C	1.0	2	1	2.3	12.1

Segment #4 : Shelf #4      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 29.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
64	1	8066095608	8066095608	Corona Extra 24/12B	2.0	2	1	0.0	0.0
65	1	1820053047	1820053047	Bud Light 12/12C	1.0	2	1	2.3	12.1

Segment #4 : Shelf #3      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 42.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
60	1	3410058805	3410058805	Leinenkugel Heritage Seasonal 6/12B	0.8	3	1	34.1	0.6
61	1	3410051605	3410051605	Leinenkugel Seasonal Shandy 6/12B	0.8	3	1	19.5	1.1
62	1	74052210083	74052210083	Bell's Two Hearted Ale 6/12B	0.8	3	1	0.0	0.0
63	1	79871322008	79871322008	Carib Shandy Sorrell 6/12B	1.0	4	1	0.0	0.0

Segment #4 : Shelf #2      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 55.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
56	1	85909300244	85909300244	SixPoint The Crisp 6/12C	1.0	4	1	0.0	0.0
57	1	85909300243	85909300243	SixPoint Bengali 6/12C	1.0	4	1	40.5	0.7
58	1	85909300242	85909300242	SixPoint Sweet Action 6/12C	1.0	4	1	0.0	0.0
59	1	72383000009	72383000009	Lagunitas IPA 6/12B	1.3	5	1	2.5	14.2

Segment #4 : Shelf #1      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 66.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
52	1	3061300018	3061300018	Brooklyn Black Choc ST 4/12B	0.8	5	1	26.7	1.3
53	1	3061300173	3061300173	Brooklyn Blast 4/12B	0.8	5	1	8.4	4.2
54	1	3061300001	3061300001	Brooklyn Lager 6/12B	0.8	3	1	3.4	6.1
55	1	3061300053	3061300053	Brooklyn Seasonal 6/12B	0.8	3	1	2.9	7.2

Segment #5 : Shelf #5      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 16.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
78	1	1820011716	1820011716	Budweiser 36/12D	3.0	3	1	0.0	0.0
79	1	2210000170	2210000170	Pabst 12/12C	1.0	2	1	1.9	14.4

Segment #5 : Shelf #4      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 29.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
76	3	1820011218	1820011218	Budweiser 18/12C	3.0	3	1	2.0	10.7
77	1	2210000170	2210000170	Pabst 12/12C	1.0	2	1	1.9	14.4

Segment #5 : Shelf #3      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 42.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
72	1	1820021985	1820021985	Budweiser 3/25C	0.6	3	1	0.0	0.0
73	2	1820011047	1820011047	Budweiser 12/12C	2.0	4	1	2.1	13.5
74	1	1820061047	1820061047	Busch 12/12C	1.0	2	1	0.0	0.0
75	1	1820000063	1820000063	Busch 6/16C	0.8	3	1	0.0	0.0

Segment #5 : Shelf #2      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 55.00 in

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POS	#	FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
68	1		72383000020	72383000020	Lagunitas A Little Sumpin Sumpin 6/12B	0.8	3	1	4.0	5.3
69	1		72383000022	72383000022	Lagunitas Daytime Fractional IPA 6/12B	0.8	3	1	5.0	4.2
70	1		88715100094	88715100094	Coney Island Mermaid Pilsner 6/12B	0.8	3	1	0.0	0.0
71	1		88715100195	88715100195	Coney Island Overpass IPA 6/12B	0.8	3	1	0.0	0.0

Segment #5 : Shelf #1      DEPTH: 30 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 66.00 in

SKUs on Planogram: 75

UNALLOCATED ITEMS/OPTIONAL ITEMS

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UNALLOCATED SKU REPORT

	UPC	NAME	MVMT	Profit	Sales	Category	Manufacturer
1	7199000048	Coors Light 12/12C	10.923	\$0.00	\$0.00	Premium	MillerCoors
2	3410001505	Miller High Life 6/12B	0.000	\$0.00	\$0.00	Sub Premium	MillerCoors