

11806.psa For Validation Purposes Only NOT FINAL



Printed: 4/19/2016  
 Traffic Flow Left-right  
 POG: 11806.psa



POG Size: 4'0.00  
 Segments 1 - 2 of 2  
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## SCHEMATIC BACKING REPORT

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### Planogram: 11806.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
18	1		7289000159	7289000159	Heineken Premium Light 12/12B	1.5	3	1	15.2	1.4
19	1		7289000152	7289000152	Heineken 18/12B	2.0	2	1	0.0	0.0
20	1		7289000016	7289000016	Heineken 12/12B	1.5	3	1	3.2	6.7

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
15	1		8248812300	8248812300	Becks 12/12B	1.5	3	1	20.1	1.0
16	1		8066095680	8066095680	Corona Extra 18/12B	2.0	2	1	22.8	0.6
17	1		8066095615	8066095615	Corona Extra 12/12B	1.5	3	1	3.4	6.3

Segment #1 : Shelf #4 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 24.00 in

POS	#	FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
12	1		85375900063	85375900063	Southern Tier Super Pack 12/12B	1.5	3	1	0.0	0.0
13	1		8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	300.0	0.1
14	1		7289000011	7289000011	Heineken 6/12B	1.0	4	1	50.5	0.6

Segment #1 : Shelf #3 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 36.00 in

POS	#	FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
9	1		1820015981	1820015981	Shock Top Belgian White Ale 12/12B	1.5	3	1	27.3	0.8
10	1		7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.5	3	1	76.9	0.3
11	1		72383000009	72383000009	Lagunitas IPA 6/12B	1.0	4	1	5.5	5.1

Segment #1 : Shelf #2 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 48.00 in

POS	#	FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
5	1		1820013986	1820013986	Shock Top Belgian White Ale 6/12B	1.0	4	1	16.5	1.7
6	1		1820016989	1820016989	Shock Top Raspberry Wheat 6/12B	1.0	4	1	22.7	1.2
7	1		7199009511	7199009511	Blue Moon Belgian White Ale 6/12B	1.0	4	1	13.5	2.1
8	1		64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	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		1820024001	1820024001	Stella Artois Cidre 6/12B	1.0	4	1	11.0	2.5
2	1		9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	1.0	4	1	0.0	0.0
3	1		73692011132	73692011132	Goose Island India Pale Ale 6/12B	1.0	4	1	10.7	2.6
4	1		73692011118	73692011118	Goose Island Seasonal 6/12B	1.0	4	1	18.2	1.5

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
43	1		8066095715	8066095715	Modelo 12/12C	1.5	3	1	51.7	0.4
44	2		1820011218	1820011218	Budweiser 18/12C	4.0	4	1	1.9	14.4
45	1		7199030017	7199030017	Coors Light 18/12C	2.0	2	1	75.7	0.2

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
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39	1	8066095695	8066095695	Corona Extra 12/12C	1.5	3	1	0.0	0.0
40	1	1820053218	1820053218	Bud Light 18/12C	2.0	2	1	6.4	2.2
41	1	1820011047	1820011047	Budweiser 12/12C	1.5	3	1	29.6	0.7
42	1	1820008981	1820008981	Budweiser 8/16C	2.0	6	2	0.0	0.0

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
35	1	78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	6.0	3.5
36	1	1820000106	1820000106	Bud Light 6/12C	2.0	8	2	30.3	1.8
37	1	1820008989	1820008989	Bud Light 8/16C	1.0	3	1	0.0	0.0
38	1	7143934450	7143934450	Rolling Rock 12/12C	1.5	3	1	7.4	2.8

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
30	1	78615000001	78615000001	Stella Artois 6/11B	1.0	4	1	4.4	6.4
31	1	79871322008	79871322008	Carib Shandy Sorrell 6/12B	1.0	4	1	0.0	0.0
32	1	1820021985	1820021985	Budweiser 3/25C	0.8	4	1	0.0	0.0
33	1	1820061047	1820061047	Busch 12/12C	1.5	3	1	0.0	0.0
34	1	1820000063	1820000063	Busch 6/16C	1.0	4	1	0.0	0.0

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
26	1	8378333100	8378333100	Sierra Nevada Torpedo Extra IPA 6/12B	1.0	4	1	9.8	2.8
27	1	8378337521	8378337521	Sierra Nevada Pale Ale 6/12B	1.0	4	1	23.4	1.2
28	1	81760601000	81760601000	Captain Lawrence Pale Ale 6/12B	1.0	4	1	22.7	1.2
29	1	3061300053	3061300053	Brooklyn Seasonal 6/12B	1.0	4	1	21.4	1.3

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
21	1	68174511118	68174511118	Blue Point Seasonal 6/12B	1.0	4	1	10.4	2.7
22	1	68174511112	68174511112	Blue Point Toasted Lager 6/12B	1.0	4	1	10.4	2.7
23	1	85909300243	85909300243	SixPoint Bengali 6/12C	1.3	5	1	0.0	0.0
24	1	85909300242	85909300242	SixPoint Sweet Action 6/12C	1.3	5	1	0.0	0.0
25	1	8066095721	8066095721	Modelo 1/24C	1.0	12	1	0.0	0.0

SKUs on Planogram: 45

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