



Printed: 4/19/2016
 Traffic Flow Left-right
 POG: 10441.psa



POG Size: 4'0.00
 Segments 1 - 2 of 2
 Page: 1

SCHEMATIC BACKING REPORT

10441.psa

Planogram: 10441.psa

Segment #1 : Shelf #4 DEPTH: 22 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 10.50 in

| POS | # FAC | UPC | ID | NAME | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|------------|------------|---------------------|-------|----------|------------|------|------|
| 11 | 2 | 8066095680 | 8066095680 | Corona Extra 18/12B | 2.0 | 2 | 1 | 10.1 | 1.4 |
| 12 | 1 | 1820011218 | 1820011218 | Budweiser 18/12C | 1.0 | 1 | 1 | 4.7 | 3.0 |

Segment #1 : Shelf #3 DEPTH: 22 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 21.80 in

| POS | # FAC | UPC | ID | NAME | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|------------|------------|------------------------------------|-------|----------|------------|-----|------|
| 8 | 1 | 7199009516 | 7199009516 | Blue Moon Belgian White Ale 12/12B | 1.0 | 2 | 1 | 8.3 | 1.7 |
| 9 | 1 | 8066095615 | 8066095615 | Corona Extra 12/12B | 1.0 | 2 | 1 | 2.5 | 5.5 |
| 10 | 1 | 8066095605 | 8066095605 | Corona Extra 6/12B | 0.5 | 2 | 1 | 2.3 | 6.1 |

Segment #1 : Shelf #2 DEPTH: 22 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 32.68 in

| POS | # FAC | UPC | ID | NAME | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|-------------|-------------|-----------------------------------|-------|----------|------------|-----|------|
| 5 | 1 | 7199009511 | 7199009511 | Blue Moon Belgian White Ale 6/12B | 0.5 | 2 | 1 | 0.0 | 0.0 |
| 6 | 2 | 64286090024 | 64286090024 | Founders All Day IPA 15/12C | 1.0 | 2 | 1 | 0.0 | 0.0 |
| 7 | 1 | 1820024001 | 1820024001 | Stella Artois Cidre 6/12B | 0.5 | 2 | 1 | 4.9 | 2.8 |

Segment #1 : Shelf #1 DEPTH: 22 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 43.00 in

| POS | # FAC | UPC | ID | NAME | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|-------------|-------------|---------------------|-------|----------|------------|-----|------|
| 1 | 1 | 72383000009 | 72383000009 | Lagunitas IPA 6/12B | 0.5 | 2 | 1 | 8.7 | 1.6 |
| 2 | 1 | 8066095715 | 8066095715 | Modelo 12/12C | 1.0 | 2 | 1 | 1.6 | 8.8 |
| 3 | 1 | 1820011047 | 1820011047 | Budweiser 12/12C | 1.0 | 2 | 1 | 0.0 | 0.0 |
| 4 | 1 | 1820008981 | 1820008981 | Budweiser 8/16C | 0.7 | 2 | 1 | 0.0 | 0.0 |

Segment #1 : Shelf #5 DEPTH: 22 in WIDTH: 23 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 |
|-----|-------|-------------|-------------|---------------------------------|-------|----------|------------|-------|------|
| 13 | 1 | 8769201103 | 8769201103 | Samuel Adams Seasonal 12/12B | 1.0 | 2 | 1 | 110.2 | 0.1 |
| 14 | 1 | 85375900063 | 85375900063 | Southern Tier Super Pack 12/12B | 1.0 | 2 | 1 | 0.0 | 0.0 |
| 15 | 1 | 1820011218 | 1820011218 | Budweiser 18/12C | 1.0 | 1 | 1 | 4.7 | 3.0 |

Segment #2 : Shelf #5 DEPTH: 22 in WIDTH: 23 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 |
|-----|-------|------------|------------|--------------------|-------|----------|------------|------|------|
| 31 | 1 | 7289000152 | 7289000152 | Heineken 18/12B | 2.0 | 2 | 1 | 10.1 | 1.4 |
| 32 | 1 | 7199030017 | 7199030017 | Coors Light 18/12C | 1.0 | 1 | 1 | 2.1 | 6.6 |

Segment #2 : Shelf #4 DEPTH: 22 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 9.50 in

| POS | # FAC | UPC | ID | NAME | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|------------|------------|-------------------------|-------|----------|------------|-----|------|
| 28 | 1 | 7289000016 | 7289000016 | Heineken 12/12B | 1.0 | 2 | 1 | 6.3 | 2.2 |
| 29 | 1 | 3410001509 | 3410001509 | Miller High Life 12/12B | 1.0 | 2 | 1 | 2.2 | 6.3 |
| 30 | 1 | 7199030017 | 7199030017 | Coors Light 18/12C | 1.0 | 1 | 1 | 2.1 | 6.6 |

Segment #2 : Shelf #3 DEPTH: 22 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 21.00 in

| POS | # FAC | UPC | ID | NAME | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|-------------|-------------|----------------------|-------|----------|------------|-----|------|
| 25 | 1 | 78615000014 | 78615000014 | Stella Artois 12/11B | 1.0 | 2 | 1 | 1.8 | 7.6 |
| 26 | 1 | 8248812300 | 8248812300 | Becks 12/12B | 1.0 | 2 | 1 | 4.8 | 2.9 |

SCHEMATIC BACKING REPORT

10441.psa

27 1 1820061047 1820061047 Busch 12/12C 1.0 2 1 0.0 0.0

Segment #2 : Shelf #2 DEPTH: 22 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 32.00 in

| POS | # | FAC | UPC | ID | NAME | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|---|-----|-------------|-------------|--|-------|----------|------------|------|------|
| 21 | 1 | | 78615000001 | 78615000001 | Stella Artois 6/11B | 0.5 | 2 | 1 | 2.3 | 6.2 |
| 22 | 1 | | 9200002000 | 9200002000 | Small Town Not Your Fathers RtBr 6/12B | 0.5 | 2 | 1 | 11.4 | 1.2 |
| 23 | 1 | | 1820053218 | 1820053218 | Bud Light 18/12C | 1.0 | 1 | 1 | 1.7 | 8.5 |
| 24 | 1 | | 1820053218 | 1820053218 | Bud Light 18/12C | 1.0 | 1 | 1 | 1.7 | 8.5 |

Segment #2 : Shelf #1 DEPTH: 22 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 43.00 in

| POS | # | FAC | UPC | ID | NAME | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|---|-----|------------|------------|---------------------|-------|----------|------------|-----|------|
| 16 | 1 | | 1820021985 | 1820021985 | Budweiser 3/25C | 0.4 | 2 | 1 | 0.0 | 0.0 |
| 17 | 1 | | 1820008989 | 1820008989 | Bud Light 8/16C | 0.7 | 2 | 1 | 0.0 | 0.0 |
| 18 | 1 | | 7143934450 | 7143934450 | Rolling Rock 12/12C | 1.0 | 2 | 1 | 3.4 | 4.2 |
| 19 | 1 | | 8066095643 | 8066095643 | Corona Extra 1/24C | 0.6 | 7 | 1 | 7.5 | 6.5 |
| 20 | 1 | | 1820000063 | 1820000063 | Busch 6/16C | 0.5 | 2 | 1 | 0.0 | 0.0 |

SKUs on Planogram: 29

UNALLOCATED ITEMS/OPTIONAL ITEMS

10441.psa

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 |