

12541.psa For Validation Purposes Only NOT FINAL



Printed: 4/19/2016  
 Traffic Flow N/A  
 POG: 12541.psa



POG Size: 8'0.00  
 Segments 1 - 4 of 4  
 Page: 1

## SCHEMATIC BACKING REPORT

12541.psa

### Planogram: 12541.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
24	1	8066095776	8066095776	Modelo 24/12B	2.0	2	1	0.0	0.0

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
20	1	7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.5	3	1	37.8	0.6
21	1	64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	1	0.0	0.0
22	1	8066095710	8066095710	Modelo 24/12C	2.0	2	1	0.0	0.0
23	1	8066095711	8066095711	Modelo 18/12C	2.0	2	1	36.4	0.4

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
17	1	85375900063	85375900063	Southern Tier Super Pack 12/12B	1.5	3	1	0.0	0.0
18	1	8066095757	8066095757	Modelo 12/12B	1.0	2	1	133.3	0.1
19	1	8066095765	8066095765	Modelo 6/12B	1.0	4	1	0.0	0.0

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
13	1	3061300001	3061300001	Brooklyn Lager 6/12B	1.0	4	1	26.0	1.1
14	1	8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	0.0	0.0
15	1	78615000030	78615000030	Lefte Blonde 6/11B	1.0	4	1	40.5	0.7
16	1	8066095715	8066095715	Modelo 12/12C	1.5	3	1	32.3	0.7

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	72383000009	72383000009	Lagunitas IPA 6/12B	1.0	4	1	21.4	1.3
9	1	85909300243	85909300243	SixPoint Bengali 6/12C	1.3	5	1	0.0	0.0
10	1	85909300242	85909300242	SixPoint Sweet Action 6/12C	1.3	5	1	0.0	0.0
11	1	8382012393	8382012393	Guinness Extra Stout 6/11B	1.3	5	1	25.2	1.4
12	1	7089701331	7089701331	Fosters Lager 1/25C	0.8	10	1	24.2	2.9

Segment #1 : Shelf #1 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 59.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
1	1	8066095641	8066095641	Corona Extra 1/24B	0.9	11	1	99.2	0.8
2	1	7289000478	7289000478	Heineken 1/22B	1.0	12	1	60.6	1.4
3	1	8066095643	8066095643	Corona Extra 1/24C	1.0	12	1	82.7	1.0
4	1	8066095721	8066095721	Modelo 1/24C	1.0	12	1	121.4	0.7
5	1	7289000119	7289000119	Heineken 1/24C	1.0	12	1	1166.7	0.1
6	1	1820025000	1820025000	Budweiser 1/25C	0.8	12	1	34.0	2.5
7	1	7199010071	7199010071	Coors 1/24C	1.0	12	1	16.2	5.2

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
39	1	7289000031	7289000031	Heineken 24/12B	2.0	2	1	0.0	0.0
40	1	7289000016	7289000016	Heineken 12/12B	1.5	3	1	5.0	4.2
41	1	7289000020	7289000020	Heineken 12/12C	1.5	3	1	13.7	1.5

## SCHEMATIC BACKING REPORT

12541.psa

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
37	1		8066095628	8066095628	Corona Light 24/12B	2.0	2	1	0.0	0.0
38	1		8066095608	8066095608	Corona Extra 24/12B	2.0	2	1	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
34	1		8066095408	8066095408	Coronita Extra 24/7B	2.0	2	1	0.0	0.0
35	1		8066095680	8066095680	Corona Extra 18/12B	2.0	2	1	6.1	2.3
36	1		8066095695	8066095695	Corona Extra 12/12C	1.5	3	1	0.0	0.0

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
32	2		8066095615	8066095615	Corona Extra 12/12B	3.0	6	1	2.0	20.7
33	1		8248812300	8248812300	Becks 12/12B	1.5	3	1	5.0	4.2

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
29	1		8066095675	8066095675	Corona Light 12/12B	1.5	3	1	18.4	1.1
30	1		78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	9.7	2.2
31	1		7289000011	7289000011	Heineken 6/12B	1.0	4	1	7.5	3.7

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
25	1		8066095625	8066095625	Corona Light 6/12B	1.0	4	1	19.2	1.5
26	1		8066095605	8066095605	Corona Extra 6/12B	1.0	4	1	4.0	7.1
27	1		78615000001	78615000001	Stella Artois 6/11B	1.0	4	1	90.9	0.3
28	1		18195400002	18195400002	Peroni Nastro Azzuro 6/12B	1.0	4	1	45.5	0.6

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
61	1		1820011716	1820011716	Budweiser 36/12D	2.0	2	1	0.0	0.0
62	1		1820011308	1820011308	Budweiser 18/12B	2.0	2	1	13.9	1.0
63	1		1820053308	1820053308	Bud Light 18/12B	2.0	2	1	46.7	0.3

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
58	1		8769200017	8769200017	Angry Orchard Variety Pack 12/12B	1.5	3	1	14.4	1.5
59	1		3410000340	3410000340	Redd's Variety Pack 12/12B	1.5	3	1	30.3	0.7
60	1		1820018992	1820018992	Bud Light Platinum 12/12B	1.5	3	1	16.0	1.3

Segment #3 : 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
54	1		8769282102	8769282102	Angry Orchard Crisp Apple 6/12B	1.0	4	1	9.3	3.0
55	1		3410008716	3410008716	Redd's Apple Ale 6/12B	1.0	4	1	26.0	1.1
56	1		3410008730	3410008730	Redd's Strawberry Ale 6/12B	1.0	4	1	24.3	1.2
57	1		1820053218	1820053218	Bud Light 18/12C	2.0	2	1	13.0	1.1

## SCHEMATIC BACKING REPORT

12541.psa

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
50	1	1820024001	1820024001	Stella Artois Cidre 6/12B	1.8	7	1	53.1	0.9
51	1	1820019987	1820019987	Bud Light Lime-A-Rita 12/8C	1.5	3	1	39.0	0.5
52	1	1820020993	1820020993	Bud Light Lime Straw-Ber-Rita 12/8C	1.5	3	1	45.5	0.5
53	1	1820022989	1820022989	Bud Light Lime Mang-O-Rita 12/8C	1.5	3	1	54.5	0.4

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
46	1	1497450009	1497450009	Woodchuck Amber 6/12B	1.0	4	1	40.5	0.7
47	1	63598560611	63598560611	Mikes Hard Cranberry Lemonade 6/11B	1.0	4	1	26.0	1.1
48	1	63598506744	63598506744	Mikes Hard Black Cherry Lemonade 6/11B	1.0	4	1	28.0	1.0
49	1	63598522413	63598522413	Mikes Hard Strawberry Lemonade 6/11B	1.8	7	1	42.5	1.2

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
42	1	79871322008	79871322008	Carib Shandy Sorrell 6/12B	1.0	4	1	0.0	0.0
43	1	8200072751	8200072751	Smirnoff Ice Green Apple 6/11B	1.0	4	1	52.0	0.5
44	1	8200075748	8200075748	Smirnoff Ice Screwdriver 6/11B	1.8	7	1	70.8	0.7
45	1	9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	1.0	4	1	0.0	0.0

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
84	1	7199030094	7199030094	Coors Light 36/12D	2.0	2	1	0.0	0.0
85	1	7199030078	7199030078	Coors Light 18/12B	2.0	2	1	18.1	0.8
86	1	3410001509	3410001509	Miller High Life 12/12B	1.5	3	1	4.2	5.0

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
81	1	7199030079	7199030079	Coors Light 24/12BBB	2.0	2	1	0.0	0.0
82	1	7199031600	7199031600	Coors Light 24/12C	2.0	2	1	7.3	1.9
83	1	7199030017	7199030017	Coors Light 18/12C	2.0	2	1	6.5	2.2

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
77	1	1820011218	1820011218	Budweiser 18/12C	2.0	2	1	12.8	1.1
78	1	1820000771	1820000771	Budweiser 12/12B	1.5	3	1	15.8	1.3
79	1	7199000048	7199000048	Coors Light 12/12C	1.5	3	1	16.0	1.3
80	1	2210000170	2210000170	Pabst 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
73	1	1820053047	1820053047	Bud Light 12/12C	1.5	3	1	34.1	0.6
74	1	7199030104	7199030104	Coors Light 9/16AL	2.0	4	1	16.5	1.7
75	1	7143934450	7143934450	Rolling Rock 12/12C	1.5	3	1	0.0	0.0
76	1	1820015047	1820015047	Natural Light 12/12C	1.5	3	1	22.8	0.9

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
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## SCHEMATIC BACKING REPORT

12541.psa

69	1	1820011047	1820011047	Budweiser 12/12C	1.5	3	1	8.2	2.6
70	1	1820008989	1820008989	Bud Light 8/16C	1.0	3	1	0.0	0.0
71	1	7199030069	7199030069	Coors Light 12/12B	1.5	3	1	10.4	2.0
72	1	1820061047	1820061047	Busch 12/12C	1.5	3	1	0.0	0.0

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
64	1	1820008981	1820008981	Budweiser 8/16C	1.0	3	1	0.0	0.0
65	1	1820000834	1820000834	Budweiser 6/12B	1.0	4	1	36.4	0.8
66	1	1820021985	1820021985	Budweiser 3/25C	0.8	4	1	40.5	0.7
67	1	7199030120	7199030120	Coors Light 3/24C	0.8	4	1	33.1	0.8
68	1	1820000063	1820000063	Busch 6/16C	1.0	4	1	0.0	0.0

SKUs on Planogram: 86

# UNALLOCATED ITEMS/OPTIONAL ITEMS

12541.psa

## UNALLOCATED SKU REPORT

	UPC	NAME	MVMT	Profit	Sales	Category	Manufacturer
1	7289000152	Heineken 18/12B	0.077	\$0.00	\$0.00	Imports	Heineken USA
2	3410001505	Miller High Life 6/12B	0.000	\$0.00	\$0.00	Sub Premium	MillerCoors