



Printed: 4/19/2016  
Traffic Flow Left-right  
POG: 12732.psa



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

12732.psa

### Planogram: 12732.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
21	1	7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.5	3	1	16.5	1.3
22	1	85375900063	85375900063	Southern Tier Super Pack 12/12B	1.5	3	1	0.0	0.0
23	1	8066095715	8066095715	Modelo 12/12C	1.5	3	1	8.9	2.4

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
18	1	8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	9.7	2.2
19	1	8066095680	8066095680	Corona Extra 18/12B	2.0	2	1	0.0	0.0
20	1	8066095615	8066095615	Corona Extra 12/12B	1.5	3	1	3.1	6.7

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
14	1	73692011132	73692011132	Goose Island India Pale Ale 6/12B	1.8	7	1	14.5	3.4
15	1	64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	1	0.0	0.0
16	1	8066095605	8066095605	Corona Extra 6/12B	1.0	4	1	11.1	2.5
17	1	79871322008	79871322008	Carib Shandy Sorrell 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: 36.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
10	1	1820013986	1820013986	Shock Top Belgian White Ale 6/12B	1.8	7	1	7.2	6.8
11	1	68174511112	68174511112	Blue Point Toasted Lager 6/12B	1.0	4	1	12.1	2.3
12	1	68174511118	68174511118	Blue Point Seasonal 6/12B	1.0	4	1	13.5	2.1
13	1	8378337521	8378337521	Sierra Nevada Pale Ale 6/12B	1.0	4	1	12.1	2.3

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
6	1	63848900061	63848900061	Dogfish Head 90 Min Imp IPA 4/12B	1.2	7	1	12.7	3.8
7	1	72383000009	72383000009	Lagunitas IPA 6/12B	1.0	4	1	9.6	2.9
8	1	72383000020	72383000020	Lagunitas A Little Sumpin Sumpin 6/12B	1.0	4	1	17.3	1.6
9	1	79556300009	79556300009	Smuttnose Finest Kind IPA 6/12B	1.0	4	1	14.0	2.0

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	7089701331	7089701331	Fosters Lager 1/25C	0.8	10	1	7.8	9.0
2	1	85909300243	85909300243	SixPoint Bengali 6/12C	1.3	5	1	0.0	0.0
3	1	85909300242	85909300242	SixPoint Sweet Action 6/12C	1.3	5	1	0.0	0.0
4	1	1820024001	1820024001	Stella Artois Cidre 6/12B	1.0	4	1	9.8	2.8
5	1	9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	1.0	4	1	90.9	0.3

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	7289000152	7289000152	Heineken 18/12B	2.0	2	1	0.0	0.0
44	1	7289000159	7289000159	Heineken Premium Light 12/12B	1.5	3	1	8.1	2.6
45	1	8992427896	8992427896	Yuengling Traditional Lager 12/12B	1.5	3	1	6.7	3.2

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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
40	1	7289000016	7289000016	Heineken 12/12B	1.5	3	1	2.0	10.4
41	1	1820000769	1820000769	Bud Light 12/12B	1.5	3	1	4.8	4.4
42	1	1820000771	1820000771	Budweiser 12/12B	1.5	3	1	4.4	4.8

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
36	1	8248812300	8248812300	Becks 12/12B	1.5	3	1	3.1	6.8
37	1	1820053218	1820053218	Bud Light 18/12C	2.0	2	1	5.7	2.5
38	1	1820011218	1820011218	Budweiser 18/12C	2.0	2	1	2.1	6.8
39	1	7199030017	7199030017	Coors Light 18/12C	2.0	2	1	5.9	2.4

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	1	78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	3.7	5.6
33	1	1820008989	1820008989	Bud Light 8/16C	1.0	3	1	0.0	0.0
34	1	1820011047	1820011047	Budweiser 12/12C	1.5	3	1	2.1	10.2
35	1	7199000048	7199000048	Coors Light 12/12C	1.5	3	1	4.7	4.5

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
28	1	78615000001	78615000001	Stella Artois 6/11B	1.0	4	1	14.8	1.9
29	2	1820053047	1820053047	Bud Light 12/12C	3.0	6	1	2.4	17.4
30	1	1820021985	1820021985	Budweiser 3/25C	0.8	4	1	0.0	0.0
31	1	1820061047	1820061047	Busch 12/12C	1.5	3	1	0.0	0.0

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
24	1	72890000011	72890000011	Heineken 6/12B	1.8	7	1	17.0	2.9
25	1	1820008981	1820008981	Budweiser 8/16C	1.0	3	1	0.0	0.0
26	1	1820000964	1820000964	Natural Ice 12/12C	1.5	3	1	4.0	5.2
27	1	1820000063	1820000063	Busch 6/16C	1.0	4	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	8066095695	Corona Extra 12/12C	0.235	\$0.00	\$0.00	Imports	Crown Imports LLC
2	3410001505	Miller High Life 6/12B	0.000	\$0.00	\$0.00	Sub Premium	MillerCoors