

11807.psa For Validation Purposes Only NOT FINAL



Printed: 4/19/2016  
 Traffic Flow Left-right  
 POG: 11807.psa



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

## SCHEMATIC BACKING REPORT

11807.psa

### Planogram: 11807.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
23	1	78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	0.0	0.0
24	1	7289000152	7289000152	Heineken 18/12B	2.0	2	1	0.0	0.0
25	1	7289000016	7289000016	Heineken 12/12B	1.5	3	1	12.0	1.8

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	8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	0.0	0.0
21	1	8066095680	8066095680	Corona Extra 18/12B	2.0	2	1	0.0	0.0
22	1	8066095615	8066095615	Corona Extra 12/12B	1.5	3	1	68.6	0.3

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
16	1	7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.5	3	1	0.0	0.0
17	1	8066095695	8066095695	Corona Extra 12/12C	1.5	3	1	0.0	0.0
18	1	8066095605	8066095605	Corona Extra 6/12B	1.0	4	1	17.6	1.6
19	1	78615000001	78615000001	Stella Artois 6/11B	1.0	4	1	90.9	0.3

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
12	1	85375900063	85375900063	Southern Tier Super Pack 12/12B	1.5	3	1	0.0	0.0
13	1	8066095685	8066095685	Corona Extra 6/12C	2.0	8	2	45.5	1.2
14	1	8066095715	8066095715	Modelo 12/12C	1.5	3	1	0.0	0.0
15	1	7289000011	7289000011	Heineken 6/12B	1.0	4	1	52.0	0.5

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
8	1	64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	1	0.0	0.0
9	1	8769227102	8769227102	Samuel Adams Cherry Wht 6/12B	1.0	4	1	72.7	0.4
10	1	7199009511	7199009511	Blue Moon Belgian White Ale 6/12B	1.0	4	1	21.4	1.3
11	1	8066095765	8066095765	Modelo 6/12B	1.0	4	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	73692011132	73692011132	Goose Island India Pale Ale 6/12B	1.0	4	1	45.5	0.6
2	1	7089701331	7089701331	Fosters Lager 1/25C	0.8	10	1	21.2	3.3
3	1	8066095643	8066095643	Corona Extra 1/24C	1.0	12	1	0.0	0.0
4	1	7289000119	7289000119	Heineken 1/24C	1.0	12	1	78.0	1.1
5	1	1820025505	1820025505	Bud Light Lime Straw-Ber-Rita 1/25C	0.8	12	1	32.1	2.6
6	1	1820025014	1820025014	Bud Light Lime-A-Rita 1/25C	0.8	12	1	72.8	1.2
7	1	7199010071	7199010071	Coors 1/24C	1.0	12	1	0.0	0.0

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
46	1	1820011218	1820011218	Budweiser 18/12C	2.0	2	1	30.3	0.5
47	1	1820011308	1820011308	Budweiser 18/12B	2.0	2	1	0.0	0.0

## SCHEMATIC BACKING REPORT

11807.psa

48	1	7199030078	7199030078	Coors Light 18/12B	2.0	2	1	0.0	0.0
----	---	------------	------------	--------------------	-----	---	---	-----	-----

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
42	1	1820053218	1820053218	Bud Light 18/12C	2.0	2	1	26.0	0.5
43	1	1820008989	1820008989	Bud Light 8/16C	1.0	3	1	0.0	0.0
44	1	1820000771	1820000771	Budweiser 12/12B	1.5	3	1	39.0	0.5
45	1	7199030017	7199030017	Coors Light 18/12C	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
38	1	8248812300	8248812300	Becks 12/12B	1.5	3	1	75.0	0.3
39	1	1820011047	1820011047	Budweiser 12/12C	1.5	3	1	44.1	0.5
40	1	1820008981	1820008981	Budweiser 8/16C	1.0	3	1	0.0	0.0
41	1	7199000048	7199000048	Coors Light 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
35	1	3410000340	3410000340	Redd's Variety Pack 12/12B	2.0	4	1	60.6	0.5
36	1	1820061047	1820061047	Busch 12/12C	1.5	3	1	0.0	0.0
37	1	1820000063	1820000063	Busch 6/16C	1.5	6	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
31	1	79871322008	79871322008	Carib Shandy Sorrell 6/12B	1.0	4	1	18.2	1.5
32	1	79871320008	79871320008	Carib Shandy Ginger 6/12B	1.0	4	1	52.0	0.5
33	1	63598560611	63598560611	Mikes Hard Cranberry Lemonade 6/11B	1.0	4	1	72.7	0.4
34	1	63598560670	63598560670	Mikes Hard Mango Punch 6/11B	1.0	4	1	90.9	0.3

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
26	1	8834510158	8834510158	Strongbow Honey Apple Cider 6/11B	1.3	5	1	45.5	0.8
27	1	1820024001	1820024001	Stella Artois Cidre 6/12B	1.0	4	1	88.3	0.3
28	1	1820022992	1820022992	Bud Light Lime-A-Rita Seasonal 12/8C	1.5	3	1	58.3	0.4
29	1	9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	1.0	4	1	0.0	0.0
30	1	1820021985	1820021985	Budweiser 3/25C	0.8	4	1	0.0	0.0

SKUs on Planogram: 48

UNALLOCATED ITEMS/OPTIONAL ITEMS

11807.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