



Printed: 4/19/2016  
 Traffic Flow Left-right  
 POG: 12855.psa



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

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### Planogram: 12855.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
20	1	4182700012	4182700012	Harpoon Mix Pack 12/12B	1.5	3	1	30.3	0.7
21	1	85375900063	85375900063	Southern Tier Super Pack 12/12B	1.5	3	1	0.0	0.0
22	1	7289000159	7289000159	Heineken Premium Light 12/12B	1.5	3	1	14.3	1.5

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
17	1	8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	82.0	0.3
18	1	8066095675	8066095675	Corona Light 12/12B	1.5	3	1	10.9	1.9
19	1	8066095680	8066095680	Corona Extra 18/12B	2.0	2	1	0.0	0.0

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
13	1	64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	1	0.0	0.0
14	1	8066095715	8066095715	Modelo 12/12C	1.5	3	1	100.0	0.2
15	1	8066095615	8066095615	Corona Extra 12/12B	1.5	3	1	6.9	3.0
16	1	8066095605	8066095605	Corona Extra 6/12B	1.0	4	1	12.7	2.2

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	7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.5	3	1	128.8	0.2
10	1	7199009511	7199009511	Blue Moon Belgian White Ale 6/12B	1.0	4	1	21.4	1.3
11	1	1820013986	1820013986	Shock Top Belgian White Ale 6/12B	1.0	4	1	24.3	1.2
12	1	8066095695	8066095695	Corona Extra 12/12C	1.5	3	1	0.0	0.0

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	3061300001	3061300001	Brooklyn Lager 6/12B	1.0	4	1	19.2	1.5
6	1	63848900061	63848900061	Dogfish Head 90 Min Imp IPA 4/12B	1.2	7	1	30.3	1.6
7	1	63848900029	63848900029	Dogfish Head 60 Minute IPA 6/12B	1.0	4	1	26.0	1.1
8	1	8248812300	8248812300	Becks 12/12B	1.5	3	1	7.2	2.9

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	72383000009	72383000009	Lagunitas IPA 6/12B	1.5	6	1	21.8	1.9
2	1	72383000020	72383000020	Lagunitas A Little Sumpin Sumpin 6/12B	1.0	4	1	21.4	1.3
3	1	79556300009	79556300009	Smuttnose Finest Kind IPA 6/12B	1.0	4	1	15.2	1.8
4	1	85909300243	85909300243	SixPoint Bengali 6/12C	1.3	5	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
45	1	7289000152	7289000152	Heineken 18/12B	2.0	2	1	0.0	0.0
46	1	7199030078	7199030078	Coors Light 18/12B	2.0	2	1	45.5	0.3
47	1	7199000048	7199000048	Coors Light 12/12C	1.5	3	1	9.4	2.2

Segment #2 : Shelf #5 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 13.00 in

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POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
41	1	7289000016	7289000016	Heineken 12/12B	1.5	3	1	6.3	3.3
42	1	1820053218	1820053218	Bud Light 18/12C	2.0	2	1	6.8	2.1
43	1	1820011218	1820011218	Budweiser 18/12C	2.0	2	1	26.4	0.5
44	1	7199030017	7199030017	Coors Light 18/12C	2.0	2	1	5.2	2.7

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
37	1	78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	3.5	6.1
38	1	1820053047	1820053047	Bud Light 12/12C	1.5	3	1	8.5	2.5
39	1	1820011047	1820011047	Budweiser 12/12C	1.5	3	1	14.9	1.4
40	1	7143934450	7143934450	Rolling Rock 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
33	1	78615000001	78615000001	Stella Artois 6/11B	1.0	4	1	12.3	2.3
34	1	1820008989	1820008989	Bud Light 8/16C	2.0	6	2	0.0	0.0
35	1	1820008981	1820008981	Budweiser 8/16C	2.0	6	2	0.0	0.0
36	1	1820061047	1820061047	Busch 12/12C	1.5	3	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
28	1	7289000011	7289000011	Heineken 6/12B	1.0	4	1	17.2	1.6
29	1	8769282102	8769282102	Angry Orchard Crisp Apple 6/12B	1.0	4	1	38.8	0.7
30	1	1820021985	1820021985	Budweiser 3/25C	0.8	4	1	0.0	0.0
31	1	7199030005	7199030005	Coors Light 6/12B	1.0	4	1	5.7	4.9
32	1	1820000063	1820000063	Busch 6/16C	1.0	4	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
23	1	79871322008	79871322008	Carib Shandy Sorrell 6/12B	1.0	4	1	0.0	0.0
24	1	9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	1.0	4	1	6.5	4.3
25	1	88715100213	88715100213	Coney Island Hard Root Beer 6/12B	1.0	4	1	8.7	3.2
26	1	7199030065	7199030065	Coors Light 1/24C	1.0	12	1	18.6	4.5
27	1	7199010071	7199010071	Coors 1/24C	1.0	12	1	36.8	2.3

SKUs on Planogram: 47

# UNALLOCATED ITEMS/OPTIONAL ITEMS

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## UNALLOCATED SKU REPORT

	UPC	NAME	MVMT	Profit	Sales	Category	Manufacturer
1	3410001509	Miller High Life 12/12B	0.077	\$0.00	\$0.00	Sub Premium	MillerCoors
2	3410001505	Miller High Life 6/12B	0.000	\$0.00	\$0.00	Sub Premium	MillerCoors