



SCHEMATIC BACKING REPORT

12827.psa

Planogram: 12827.psa

Segment #1 : Shelf #6 DEPTH: 36 in WIDTH: 27 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
35	1	3061300031	3061300031	Brooklyn Lager 12/12B	1.5	3	1	34.1	0.6
36	1	3061300071	3061300071	Brooklyn Variety Pack 12/12B	1.5	3	1	27.3	0.8
37	1	8769210014	8769210014	Samuel Adams Boston Lgr 12/12B	2.0	4	1	13.5	2.1

Segment #1 : Shelf #5 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 12.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
31	1	1820019991	1820019991	Shock Top Seasonal 12/12B	1.5	3	1	30.3	0.7
32	1	1820017993	1820017993	Shock Top Seasonal 6/12B	1.0	4	1	24.3	1.2
33	1	1820016989	1820016989	Shock Top Raspberry Wheat 6/12B	1.0	4	1	45.5	0.6
34	1	85375900063	85375900063	Southern Tier Super Pack 12/12B	1.5	3	1	0.0	0.0

Segment #1 : Shelf #4 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 23.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
27	1	1820021997	1820021997	Shock Top Honeycrisp Apple Wheat 12/12B	1.5	3	1	30.3	0.7
28	1	1820021998	1820021998	Shock Top Honeycrisp Apple Wheat 6/12B	1.0	4	1	90.9	0.3
29	1	1820015981	1820015981	Shock Top Belgian White Ale 12/12B	1.5	3	1	17.1	1.2
30	1	1820013986	1820013986	Shock Top Belgian White Ale 6/12B	1.0	4	1	7.4	3.8

Segment #1 : Shelf #3 DEPTH: 27 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 34.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
19	1	8066095641	8066095641	Corona Extra 1/24B	0.7	8	1	0.0	0.0
20	1	7289000478	7289000478	Heineken 1/22B	0.8	9	1	0.0	0.0
21	1	7089701331	7089701331	Fosters Lager 1/25C	0.7	8	1	0.0	0.0
22	1	1820025006	1820025006	Bud Ice 1/25C	0.6	9	1	0.0	0.0
23	1	1820025002	1820025002	Natural Light 1/25C	0.6	9	1	6.8	9.2
24	1	1820025008	1820025008	Natural Ice 1/25C	0.6	9	1	5.5	11.5
25	1	7199047712	7199047712	Keystone Ice 1/24C	0.8	9	1	0.0	0.0
26	1	7031000150	7031000150	Genesee Cream Ale 1/24C	0.8	9	1	15.2	4.1

Segment #1 : Shelf #2 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 46.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
10	1	8066095643	8066095643	Corona Extra 1/24C	1.0	12	1	58.3	1.4
11	1	8066095721	8066095721	Modelo 1/24C	1.0	12	1	93.2	0.9
12	1	1820025028	1820025028	Becks 1/25C	0.8	12	1	23.2	3.6
13	1	7289000119	7289000119	Heineken 1/24C	1.0	12	1	18.8	4.5
14	1	1820025001	1820025001	Bud Light 1/25C	0.8	12	1	10.6	8.0
15	1	1820025000	1820025000	Budweiser 1/25C	0.8	12	1	28.0	3.0
16	1	7199030065	7199030065	Coors Light 1/24C	1.0	12	1	17.4	4.8
17	1	7199010071	7199010071	Coors 1/24C	1.0	12	1	11.0	7.7
18	1	3410000355	3410000355	Miller Lite 1/24C	1.0	12	1	49.6	1.7

Segment #1 : Shelf #1 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 58.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
1	1	1820095999	1820095999	Bud Light Lime Lemon-Ade-Rita 1/25C	1.0	12	1	28.0	3.0
2	1	1820025505	1820025505	Bud Light Lime Straw-Ber-Rita 1/25C	0.8	12	1	45.8	1.8
3	1	1820025014	1820025014	Bud Light Lime-A-Rita 1/25C	0.8	12	1	10.1	8.3
4	1	1820025531	1820025531	Bud Light Lime Raz-Ber-Rita 1/25C	0.8	12	1	11.9	7.1

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5	1	1820025538	1820025538	Bud Light Lime-A-Rita Seasonal 1/25C	0.8	12	1	19.2	4.4
6	1	8769283231	8769283231	Twisted Tea 1/24C	1.0	12	1	0.0	0.0
7	1	3410000387	3410000387	Redd's Wicked Black Cherry 1/24C	1.0	12	1	13.5	6.2
8	1	3410000323	3410000323	Redd's Wicked Apple 1/24C	1.0	12	1	45.5	1.8
9	1	6821300119	6821300119	Molson XXX 1/24C	1.0	12	1	84.0	1.0

Segment #2 : Shelf #6 DEPTH: 36 in WIDTH: 27 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
59	1	8769200129	8769200129	Samuel Adams Rebel IPA 12/12B	1.5	3	1	136.4	0.2
60	1	7289010016	7289010016	Amstel Light 12/12B	1.5	3	1	0.0	0.0
61	1	7289000159	7289000159	Heineken Premium Light 12/12B	2.0	4	1	12.1	2.3

Segment #2 : Shelf #5 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 12.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
56	1	8769229103	8769229103	Samuel Adams Ssnl Variety-Mix Pk 12/12B	1.5	3	1	41.8	0.5
57	1	8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	313.4	0.1
58	1	7289000016	7289000016	Heineken 12/12B	2.0	4	1	4.9	5.7

Segment #2 : Shelf #4 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 23.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
52	1	7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.5	3	1	9.1	2.3
53	1	8066095680	8066095680	Corona Extra 18/12B	2.0	2	1	0.0	0.0
54	1	8066095695	8066095695	Corona Extra 12/12C	1.5	3	1	0.0	0.0
55	1	7289000020	7289000020	Heineken 12/12C	1.5	3	1	0.0	0.0

Segment #2 : Shelf #3 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 34.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
48	1	7199009511	7199009511	Blue Moon Belgian White Ale 6/12B	1.0	4	1	0.0	0.0
49	1	64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	1	0.0	0.0
50	1	8066095675	8066095675	Corona Light 12/12B	1.5	3	1	10.9	1.9
51	1	8066095615	8066095615	Corona Extra 12/12B	1.5	3	1	5.9	3.5

Segment #2 : Shelf #2 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 46.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
43	1	8769200004	8769200004	Samuel Adams Seasonal Select 6/12B	1.0	4	1	0.0	0.0
44	1	8066095715	8066095715	Modelo 12/12C	1.5	3	1	1400.0	0.0
45	1	8066095755	8066095755	Modelo 6/12C	1.0	4	1	0.0	0.0
46	1	8066095625	8066095625	Corona Light 6/12B	1.0	4	1	13.6	2.1
47	1	8066095605	8066095605	Corona Extra 6/12B	1.0	4	1	26.6	1.1

Segment #2 : Shelf #1 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 58.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
38	1	70277008101	70277008101	Omission Lager 6/12B	1.0	4	1	90.9	0.3
39	1	3410051605	3410051605	Leinenkugel Seasonal Shandy 6/12B	1.0	4	1	0.0	0.0
40	1	8066095765	8066095765	Modelo 6/12B	1.0	4	1	0.0	0.0
41	1	7289000158	7289000158	Heineken Premium Light 6/12B	1.0	4	1	22.7	1.2
42	1	7289000011	7289000011	Heineken 6/12B	1.0	4	1	8.3	3.4

Segment #3 : Shelf #6 DEPTH: 36 in WIDTH: 27 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
81	1	8992427896	8992427896	Yuengling Traditional Lager 12/12B	1.5	3	1	0.0	0.0

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82	1	1820053168	1820053168	Bud Light 24/12C	2.0	2	1	0.0	0.0
83	1	1820053308	1820053308	Bud Light 18/12B	2.0	2	1	0.0	0.0
84	1	1820011168	1820011168	Budweiser 24/12C	2.0	2	1	0.0	0.0

Segment #3 : Shelf #5 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 12.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
77	1	8769200017	8769200017	Angry Orchard Variety Pack 12/12B	1.5	3	1	34.1	0.6
78	1	1820053218	1820053218	Bud Light 18/12C	2.0	2	1	1.6	8.7
79	1	1820053047	1820053047	Bud Light 12/12C	1.5	3	1	3.7	5.6
80	1	1820011218	1820011218	Budweiser 18/12C	2.0	2	1	2.2	6.3

Segment #3 : Shelf #4 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 23.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
74	1	78615000051	78615000051	Hoegaarden 12/11B	1.5	3	1	68.2	0.3
75	1	1820000769	1820000769	Bud Light 12/12B	2.0	4	1	14.0	2.0
76	1	1820011308	1820011308	Budweiser 18/12B	2.0	2	1	0.0	0.0

Segment #3 : Shelf #3 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 34.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
71	1	78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	5.0	4.2
72	1	8248812300	8248812300	Becks 12/12B	2.0	4	1	4.8	5.8
73	1	1820005990	1820005990	Michelob Ultra 12/12B	1.5	3	1	34.1	0.6

Segment #3 : Shelf #2 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 46.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
67	1	78615000001	78615000001	Stella Artois 6/11B	1.0	4	1	5.4	5.1
68	1	8248812345	8248812345	Becks 6/12B	1.0	4	1	51.8	0.5
69	1	1820020994	1820020994	Bud Light Platinum 12/12C SC	1.5	3	1	0.0	0.0
70	1	1820014990	1820014990	Bud Light Lime 12/12B	1.5	3	1	17.1	1.2

Segment #3 : Shelf #1 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 58.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
62	1	8382012368	8382012368	Guinness Draught 8/15C	1.0	3	1	0.0	0.0
63	1	9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	1.0	4	1	13.0	2.2
64	1	1820024001	1820024001	Stella Artois Cidre 6/12B	1.0	4	1	45.5	0.6
65	1	8769282102	8769282102	Angry Orchard Crisp Apple 6/12B	1.0	4	1	71.6	0.4
66	1	1820014991	1820014991	Bud Light Lime 6/12B	1.0	4	1	37.0	0.8

Segment #4 : Shelf #6 DEPTH: 36 in WIDTH: 27 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
104	1	7199030079	7199030079	Coors Light 24/12BBB	2.0	2	1	0.0	0.0
105	1	7199030078	7199030078	Coors Light 18/12B	2.0	2	1	45.5	0.3
106	1	7199030069	7199030069	Coors Light 12/12B	1.5	3	1	269.2	0.1

Segment #4 : Shelf #5 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 12.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
100	1	7199030017	7199030017	Coors Light 18/12C	2.0	2	1	4.4	3.2
101	1	1820015047	1820015047	Natural Light 12/12C	1.5	3	1	19.5	1.1
102	1	3410001509	3410001509	Miller High Life 12/12B	1.5	3	1	437.5	0.0
103	1	1820061047	1820061047	Busch 12/12C	1.5	3	1	0.0	0.0

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Segment #4 : Shelf #4 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 22.40 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
96	1	1820000771	1820000771	Budweiser 12/12B	2.0	4	1	9.1	3.1
97	1	7199031600	7199031600	Coors Light 24/12C	2.0	2	1	0.0	0.0
98	1	7199000048	7199000048	Coors Light 12/12C	1.5	3	1	1.7	12.0
99	1	3410057306	3410057306	Miller Lite 24/12C	2.0	2	1	0.0	0.0

Segment #4 : Shelf #3 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 34.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
91	1	1820011047	1820011047	Budweiser 12/12C	1.5	3	1	4.7	4.4
92	1	1820008981	1820008981	Budweiser 8/16C	1.0	3	1	0.0	0.0
93	1	1820000834	1820000834	Budweiser 6/12B	1.0	4	1	32.0	0.9
94	1	7199030005	7199030005	Coors Light 6/12B	1.0	4	1	30.4	0.9
95	1	7143934450	7143934450	Rolling Rock 12/12C	1.5	3	1	79.8	0.3

Segment #4 : Shelf #2 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 46.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
85	1	1820000833	1820000833	Bud Light 6/12B	1.0	4	1	19.6	1.4
86	1	1820021986	1820021986	Bud Light 3/25C	0.8	4	1	0.0	0.0
87	1	1820021985	1820021985	Budweiser 3/25C	0.8	4	1	0.0	0.0
88	1	7199030120	7199030120	Coors Light 3/24C	0.8	4	1	0.0	0.0
89	1	3410057505	3410057505	Miller Lite 6/12B	1.0	4	1	90.9	0.3
90	1	7143934806	7143934806	Rolling Rock 6/12B	1.0	4	1	90.9	0.3

Segment #4 : Shelf #1 DEPTH: 36 in WIDTH: 27 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 58.00 in

SKUs on Planogram: 106

UNALLOCATED ITEMS/OPTIONAL ITEMS

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UNALLOCATED SKU REPORT

	UPC	NAME	MVMT	Profit	Sales	Category	Manufacturer
1	1820053349	Bud Light 24/12BBB	0.000	\$0.00	\$0.00	Premium	Anheuser-Busch InBev