



Printed: 4/19/2016  
 Traffic Flow Left-right  
 POG: 13750.psa



POG Size: 9'0.00  
 Segments 1 - 4 of 4  
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## SCHEMATIC BACKING REPORT

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### Planogram: 13750.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
26	1	4182700012	4182700012	Harpoon Mix Pack 12/12B	1.5	3	1	55.7	0.4
27	1	79837312125	79837312125	Magic Hat Variety Pack 12/12B	1.5	3	1	45.5	0.5
28	1	7289000159	7289000159	Heineken Premium Light 12/12B	1.5	3	1	2.6	8.0

Segment #1 : Shelf #5 DEPTH: 36 in WIDTH: 24 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
23	1	7199009516	7199009516	Blue Moon Belgian White Ale 12/12B	1.5	3	1	0.0	0.0
24	1	7199009536	7199009536	Blue Moon Seasonal 12/12B	1.5	3	1	13.0	1.6
25	1	64286090024	64286090024	Founders All Day IPA 15/12C	1.0	2	1	18.2	0.8

Segment #1 : Shelf #4 DEPTH: 36 in WIDTH: 24 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
19	1	79837312602	79837312602	Magic Hat #9 6/12B	1.0	4	1	22.7	1.2
20	1	7199009511	7199009511	Blue Moon Belgian White Ale 6/12B	1.0	4	1	7.3	3.8
21	1	7199009532	7199009532	Blue Moon Seasonal 6/12B	1.0	4	1	21.4	1.3
22	1	64286020007	64286020007	Founders Dirty Bastard 6/12B	1.0	4	1	36.4	0.8

Segment #1 : Shelf #3 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 35.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
15	1	9200002000	9200002000	Small Town Not Your Fathers RtBr 6/12B	1.0	4	1	5.2	5.4
16	1	63848900029	63848900029	Dogfish Head 60 Minute IPA 6/12B	1.0	4	1	26.4	1.1
17	1	63848900061	63848900061	Dogfish Head 90 Min Imp IPA 4/12B	1.2	7	1	8.0	6.2
18	1	63848900137	63848900137	Dogfish Head Namaste 6/12B	1.0	4	1	36.4	0.8

Segment #1 : Shelf #2 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 47.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
8	1	1820025006	1820025006	Bud Ice 1/25C	0.8	12	1	0.0	0.0
9	1	7199048024	7199048024	Keystone Light 1/24C	1.0	12	1	5.2	16.2
10	1	7199047712	7199047712	Keystone Ice 1/24C	1.0	12	1	10.0	8.4
11	1	1820025008	1820025008	Natural Ice 1/25C	0.8	12	1	0.0	0.0
12	1	1820025002	1820025002	Natural Light 1/25C	0.8	12	1	0.0	0.0
13	1	7031000150	7031000150	Genesee Cream Ale 1/24C	1.0	12	1	6.8	12.4
14	1	8769282102	8769282102	Angry Orchard Crisp Apple 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: 59.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
1	1	78615000057	78615000057	Stella Artois 1/22B	0.8	12	1	6.0	14.1
2	1	8769283231	8769283231	Twisted Tea 1/24C	1.0	12	1	0.0	0.0
3	1	8066095643	8066095643	Corona Extra 1/24C	1.0	12	1	54.6	1.5
4	1	7089701331	7089701331	Fosters Lager 1/25C	0.8	10	1	7.6	9.2
5	1	1820025000	1820025000	Budweiser 1/25C	0.8	12	1	7.2	11.7
6	1	7199010071	7199010071	Coors 1/24C	1.0	12	1	3.5	23.9
7	1	7199030065	7199030065	Coors Light 1/24C	1.0	12	1	7.0	12.1

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
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48	2	7289000016	7289000016	Heineken 12/12B	3.0	6	1	2.1	19.8
49	1	78615000014	78615000014	Stella Artois 12/11B	1.5	3	1	2.7	7.8

Segment #2 : Shelf #5      DEPTH: 36 in    WIDTH: 24 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
45	1	8769229103	8769229103	Samuel Adams Ssnl Variety-Mix Pk 12/12B	1.5	3	1	14.0	1.5
46	1	85375900063	85375900063	Southern Tier Super Pack 12/12B	1.5	3	1	0.0	0.0
47	1	8066095695	8066095695	Corona Extra 12/12C	1.5	3	1	12.4	1.7

Segment #2 : Shelf #4      DEPTH: 36 in    WIDTH: 24 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
41	1	8769201103	8769201103	Samuel Adams Seasonal 12/12B	1.5	3	1	28.1	0.7
42	1	8769227102	8769227102	Samuel Adams Cherry Wht 6/12B	1.0	4	1	10.1	2.8
43	1	8769200127	8769200127	Samuel Adams Rebel IPA 6/12B	1.0	4	1	20.2	1.4
44	1	8769200269	8769200269	Samuel Adams Rebel Rouser 6/12B	1.0	4	1	45.5	0.6

Segment #2 : Shelf #3      DEPTH: 36 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 35.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
37	1	8769200004	8769200004	Samuel Adams Seasonal Select 6/12B	1.0	4	1	8.7	3.2
38	1	8769210012	8769210012	Samuel Adams Boston Lgr 6/12B	1.0	4	1	13.0	2.2
39	1	8769230050	8769230050	Samuel Adams Seasonal 6/12B	1.0	4	1	6.6	4.2
40	1	72383000009	72383000009	Lagunitas IPA 6/12B	1.0	4	1	18.2	1.5

Segment #2 : Shelf #2      DEPTH: 36 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 47.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
33	1	3410051605	3410051605	Leinenkugel Seasonal Shandy 6/12B	1.0	4	1	33.1	0.8
34	1	1820013986	1820013986	Shock Top Belgian White Ale 6/12B	1.0	4	1	40.5	0.7
35	1	1820021998	1820021998	Shock Top Honeycrisp Apple Wheat 6/12B	1.0	4	1	36.4	0.8
36	1	1820016989	1820016989	Shock Top Raspberry Wheat 6/12B	1.0	4	1	30.3	0.9

Segment #2 : 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
29	1	8002242230	8002242230	Abita Purple Haze 6/12B	1.0	4	1	40.5	0.7
30	1	81760601020	81760601020	Captain Lawrence IPA 6/12B	1.0	4	1	45.3	0.6
31	1	8378322822	8378322822	Sierra Nevada Seasonal 6/12B	1.0	4	1	33.1	0.8
32	1	85909300243	85909300243	SixPoint Bengali 6/12C	1.3	5	1	56.9	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
67	1	7199030104	7199030104	Coors Light 9/16AL	2.0	4	1	3.2	8.8
68	1	7199030017	7199030017	Coors Light 18/12C	2.0	2	1	4.1	3.4
69	1	7199030069	7199030069	Coors Light 12/12B	1.5	3	1	0.0	0.0

Segment #3 : Shelf #5      DEPTH: 36 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 11.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
64	2	7199000048	7199000048	Coors Light 12/12C	3.0	6	1	2.7	15.6
65	1	3410057509	3410057509	Miller Lite 12/12B	1.5	3	1	2.9	7.3
66	1	3410057340	3410057340	Miller Lite 18/12C	2.0	2	1	6.7	2.1

Segment #3 : Shelf #4      DEPTH: 36 in    WIDTH: 24 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 23.00 in

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POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
62	1	8066095675	8066095675	Corona Light 12/12B	1.5	3	1	2.7	7.8
63	2	8066095615	8066095615	Corona Extra 12/12B	3.0	6	1	2.1	20.0

Segment #3 : Shelf #3 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 35.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
58	1	60875200906	60875200906	River Horse Tripel Horse 6/12B	1.0	4	1	33.1	0.8
59	1	8066095625	8066095625	Corona Light 6/12B	1.0	4	1	5.6	5.0
60	1	8066095605	8066095605	Corona Extra 6/12B	1.0	4	1	5.6	5.0
61	1	8066095715	8066095715	Modelo 12/12C	1.5	3	1	4.5	4.7

Segment #3 : Shelf #2 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 47.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
54	1	60875200506	60875200506	River Horse Hop Hazard 6/12B	1.0	4	1	45.5	0.6
55	1	7289000011	7289000011	Heineken 6/12B	1.0	4	1	20.8	1.3
56	1	8066095765	8066095765	Modelo 6/12B	1.0	4	1	13.5	2.1
57	1	8066095755	8066095755	Modelo 6/12C	1.0	4	1	10.4	2.7

Segment #3 : 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
50	1	78624311990	78624311990	Flying Dog Raging Btch Belgn Ale 6/12B	1.0	4	1	36.4	0.8
51	1	78615000001	78615000001	Stella Artois 6/11B	1.0	4	1	5.4	5.2
52	1	71905700131	71905700131	Presidente 6/12B	1.0	4	1	4.4	6.4
53	1	8992427891	8992427891	Yuengling Traditional Lager 6/12B	1.0	4	1	7.5	3.7

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
87	1	7199030078	7199030078	Coors Light 18/12B	2.0	2	1	0.0	0.0
88	1	7199031600	7199031600	Coors Light 24/12C	2.0	2	1	0.0	0.0
89	1	1820053168	1820053168	Bud Light 24/12C	2.0	2	1	0.0	0.0
90	1	1820011168	1820011168	Budweiser 24/12C	2.0	2	1	0.0	0.0

Segment #4 : Shelf #5 DEPTH: 36 in WIDTH: 24 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
85	1	3410057023	3410057023	Miller Lite 9/16AL	2.0	4	1	10.7	2.6
86	1	1820011308	1820011308	Budweiser 18/12B	4.0	4	1	2.8	10.0

Segment #4 : Shelf #4 DEPTH: 36 in WIDTH: 24 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
81	1	1820053218	1820053218	Bud Light 18/12C	2.0	2	1	0.0	0.0
82	1	1820053308	1820053308	Bud Light 18/12B	2.0	2	1	1.9	7.2
83	1	1820011218	1820011218	Budweiser 18/12C	2.0	2	1	0.0	0.0
84	1	2210000170	2210000170	Pabst 12/12C	1.5	3	1	2.8	7.5

Segment #4 : Shelf #3 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 35.00 in

POS	# FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
78	1	1820053047	1820053047	Bud Light 12/12C	1.5	3	1	2.0	10.6
79	1	1820000769	1820000769	Bud Light 12/12B	1.5	3	1	0.0	0.0
80	2	1820011047	1820011047	Budweiser 12/12C	3.0	6	1	2.7	15.8

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Segment #4 : Shelf #2 DEPTH: 36 in WIDTH: 24 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 47.00 in

POS	#	FAC	UPC	ID	NAME	CASES	CAPACITY	UNITS HIGH	DOS	MVMT
75	1		8992427896	8992427896	Yuengling Traditional Lager 12/12B	1.5	3	1	7.0	3.0
76	1		1820000771	1820000771	Budweiser 12/12B	1.5	3	1	0.0	0.0
77	1		3410001509	3410001509	Miller High Life 12/12B	1.5	3	1	39.0	0.5

Segment #4 : 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
70	1		1820021986	1820021986	Bud Light 3/25C	0.8	4	1	0.0	0.0
71	1		1820021985	1820021985	Budweiser 3/25C	0.8	4	1	0.0	0.0
72	1		1820008981	1820008981	Budweiser 8/16C	1.0	3	1	0.0	0.0
73	1		1820061047	1820061047	Busch 12/12C	1.5	3	1	0.0	0.0
74	1		3410001505	3410001505	Miller High Life 6/12B	1.0	4	1	0.0	0.0

SKUs on Planogram: 90

UNALLOCATED ITEMS/OPTIONAL ITEMS

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UNALLOCATED SKU REPORT

	UPC	NAME	MVMT	Profit	Sales	Category	Manufacturer
1	7199000008	Coors Light 6/12C	2.785	\$0.00	\$0.00	Premium	MillerCoors