

Segment #1 : Shelf #1 DEPTH: 24 in WIDTH: 96 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 65.00 in

| POS | # | FAC | UPC | NAME | BRAND TYPE | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|---|-----|-----------------|-----------------------------|-------------------|------------|----------|------------|------|------|
| 1 | 1 | | 6206702798 | HITACHINONESTWHIT... | | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 2 | 1 | | 8572510814 | LINDEMANSFRAMBOIS... | | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 3 | 1 | | 8572510812 | Lindemans Kreik Lambic... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 4 | 1 | | 8572510815 | Lindemans Peche Lambi... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 5 | 1 | | 675748393022020 | Lindemans Strawberry 1... | | 9999999... | 7.00 | 1.00 | 0.00 | 0.00 |
| 6 | 1 | | 8170600004 | CHIMAYALEPREMIERE... | | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 7 | 1 | | 8170600013 | Chimay Cinq Cents Ale 1... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 8 | 1 | | 8170600007 | CHIMAYALEGRNDRSR... | | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 9 | 1 | | 85999600075 | Duvel Special Belgian Al... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 10 | 1 | | 85999600038 | La Chouffe 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 11 | 1 | | 60878252000 | Delirium Tremens 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 12 | 1 | | 60878252100 | Delirium Nocturnum 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 13 | 1 | | 60878252732 | Delirium Red 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 14 | 1 | | 77228505111 | Unibroue La Fin Du Mon... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 55 | 1 | | 77228514111 | Unibroue Terrible 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 56 | 1 | | 73604051945 | Innis & Gunn Oak Aged-... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 57 | 1 | | 111222666 | Buyer Decision 25 oz Im... | | 9999999... | 4.00 | 1.00 | 0.00 | 0.00 |
| 58 | 2 | | 67675849393002 | Rancho La Gloria 25 oz | | 9999999... | 8.00 | 1.00 | 0.00 | 0.00 |
| 59 | 3 | | 675748393320202 | Begonia Sangria 25 oz | | 9999999... | 18.00 | 1.00 | 0.00 | 0.00 |

Segment #1 : Shelf #2 DEPTH: 24 in WIDTH: 96 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 51.00 in

| POS | # | FAC | UPC | NAME | BRAND TYPE | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|---|-----|-------------|----------------------------|-------------------|------------|----------|------------|------|------|
| 15 | 1 | | 3061300102 | BROOKLYNLOCAL1-25... | | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 16 | 1 | | 3061300122 | Brooklyn Local 2 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 17 | 1 | | 3061300142 | Brooklyn Sorachi Ace 1/... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 18 | 1 | | 3061300132 | Brooklyn Seasonal 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 19 | 1 | | 64944000001 | Ommegang Abbey Ale 1/... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 20 | 1 | | 64944000003 | Ommegang Hennepin 1/... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 21 | 1 | | 64944000004 | Ommegang Three Philos... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 22 | 1 | | 64944047668 | Ommegang GOT Iron Th... | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 23 | 1 | | 60367510495 | Allagash Tripel 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 24 | 1 | | 60367510895 | Allagash Seasonal 1/25B | COMPETITOR BRANDS | 0.58 | 7.00 | 1.00 | 0.00 | 0.00 |
| 60 | 1 | | 555444666 | Buyer Decision 25 oz Do... | | 9999999... | 4.00 | 1.00 | 0.00 | 0.00 |

Segment #1 : Shelf #3 DEPTH: 24 in WIDTH: 96 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 38.00 in

| POS | # | FAC | UPC | NAME | BRAND TYPE | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|---|-----|-------------|------------------------------|-------------------|------------|----------|------------|------|------|
| 25 | 1 | | 70510527680 | Maine Beer Peeper Ale 1... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 26 | 1 | | 79450486882 | Maine Beer Mo Pale Ale ... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 27 | 1 | | 70510532166 | Maine Beer Lunch IPA 1/... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 28 | 1 | | 72802837517 | Oxbow Crossfade 16.9oz | | 9999999... | 9.00 | 1.00 | 0.00 | 0.00 |
| 29 | 1 | | 0000001 | Oxbow Sasuga 16.9oz | | 9999999... | 9.00 | 1.00 | 0.00 | 0.00 |
| 30 | 1 | | 787876666 | Buyer Decision 16oz Flo... | | 9999999... | 4.00 | 1.00 | 0.00 | 0.00 |
| 61 | 1 | | 8378337522 | Sierra Nevada Pale Ale 1... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 62 | 1 | | 8378367505 | Sierra Nevada Torpedo ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 63 | 1 | | 63625177000 | Stone IPA 1/22B | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 64 | 1 | | 63625178000 | Stone Arrogant Bastard ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 65 | 1 | | 63625177035 | Stone Ruination IPA 1/22B | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 66 | 1 | | 63625176000 | Stone Smoked Porter 1/... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 67 | 1 | | 72383000004 | Lagunitas IPA 1/22B | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 68 | 1 | | 72383000001 | Lagunitas Maximus 1/22L | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 69 | 1 | | 72383000002 | Lagunitas Imperial Stout ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 70 | 1 | | 72383000003 | Lagunitas Seasonal 1/22B | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |

Segment #1 : Shelf #4 DEPTH: 24 in WIDTH: 96 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 25.00 in

| POS | # | FAC | UPC | NAME | BRAND TYPE | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|---|-----|-----|------|------------|-------|----------|------------|-----|------|
|-----|---|-----|-----|------|------------|-------|----------|------------|-----|------|

| | | | | | | | | | |
|----|---|-------------|-----------------------------|-------------------|------------|------|------|------|------|
| 31 | 1 | 12345 | Buyer Decision 22 oz - ... | | 9999999... | 4.00 | 1.00 | 0.00 | 0.00 |
| 71 | 1 | 1612102200 | J.K.'s Scrumpy Hard Cid... | COMPETITOR BRANDS | 0.53 | 8.00 | 1.00 | 0.00 | 0.00 |
| 72 | 1 | 65379200930 | Doc's Draft Hard Apple C... | COMPETITOR BRANDS | 0.53 | 8.00 | 1.00 | 0.00 | 0.00 |
| 73 | 1 | 65379200502 | Doc's Draft Hard Pear Ci... | COMPETITOR BRANDS | 0.53 | 8.00 | 1.00 | 0.00 | 0.00 |
| 74 | 1 | 65379200318 | Doc's Draft Hard Raspbe... | COMPETITOR BRANDS | 0.53 | 8.00 | 1.00 | 0.00 | 0.00 |
| 75 | 1 | 65379201031 | Doc's Draft Hard Pumpki... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |

Segment #1 : Shelf #5 DEPTH: 24 in WIDTH: 96 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 13.00 in

| POS | # FAC | UPC | NAME | BRAND TYPE | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|-------------|------------------------------|-------------------|-------|----------|------------|------|------|
| 32 | 1 | 8572517604 | Green's Discovery Ambe... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 33 | 1 | 8572517602 | Green's Endeavour Dub... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 34 | 1 | 8572517606 | Green's Quest Tripel Ale ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 35 | 1 | 8572517610 | Green's India Pale Ale 1/... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 36 | 1 | 8572534003 | Pinkus Organic Hefe-We... | COMPETITOR BRANDS | 0.45 | 9.00 | 1.00 | 0.00 | 0.00 |
| 37 | 1 | 8572534002 | Pinkus Organic UR-Pils ... | COMPETITOR BRANDS | 0.45 | 9.00 | 1.00 | 0.00 | 0.00 |
| 38 | 1 | 73739801620 | Schneider Weisse Hefe-... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 39 | 1 | 73739801820 | Schneider Weisse Aventi... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 40 | 1 | 73739802722 | Schneider Weisse Wies... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 41 | 1 | 73739802717 | Schneider BrklynerHopfe... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 42 | 1 | 71155609000 | Erdinger Hefeweizen 1/1... | COMPETITOR BRANDS | 0.33 | 8.00 | 1.00 | 0.00 | 0.00 |
| 43 | 1 | 71155609010 | Erdinger Hefeweizen Dar... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 44 | 1 | 67574700109 | Hofbrau Original 1/17B | COMPETITOR BRANDS | 0.45 | 9.00 | 1.00 | 0.00 | 0.00 |
| 45 | 1 | 67574700415 | Hofbrau Hefeweizen 1/17B | COMPETITOR BRANDS | 0.45 | 9.00 | 1.00 | 0.00 | 0.00 |
| 46 | 1 | 75224511450 | Weihenstephaner Pilsne... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 47 | 1 | 75224511150 | Weihenstephan Hefewei... | COMPETITOR BRANDS | 0.60 | 9.00 | 1.00 | 0.00 | 0.00 |
| 48 | 1 | 75224512254 | Weihenstephaner Vitus ... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 49 | 1 | 75224513130 | Weihenstephaner Korbin... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 76 | 1 | 75224511250 | Weihenstephaner Kristall... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 77 | 1 | 75224511350 | Weihenstephaner Hefew... | COMPETITOR BRANDS | 0.75 | 9.00 | 1.00 | 0.00 | 0.00 |
| 78 | 1 | 70033000016 | Well's Banana Bread 1/1... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 79 | 1 | 83326000151 | Youngs Double Chocolat... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 80 | 1 | 8572511522 | Samuel Smiths IPA 1/19B | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 81 | 1 | 8572511508 | SAMSMITHSNUTBROW... | | 0.53 | 8.00 | 1.00 | 0.00 | 0.00 |
| 82 | 1 | 8572511529 | Samuel Smiths Imperial ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 83 | 1 | 8572511509 | SAMSMITHSOATMEAL... | | 0.53 | 8.00 | 1.00 | 0.00 | 0.00 |
| 84 | 1 | 8572511607 | Samuel Smiths Organic ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 85 | 1 | 8572511605 | Samuel Smiths Organic ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 86 | 1 | 8572511600 | Samuel Smiths Organic ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 87 | 1 | 8572511604 | Samuel Smiths Organic ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 88 | 1 | 8572511602 | Samuel Smiths Organic ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 89 | 1 | 8572511527 | Samuel Smiths Organic ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 90 | 1 | 8572511525 | Samuel Smiths Organic ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |
| 91 | 1 | 8572511531 | Samuel Smiths Organic ... | COMPETITOR BRANDS | 0.67 | 8.00 | 1.00 | 0.00 | 0.00 |

Segment #1 : Shelf #6 DEPTH: 24 in WIDTH: 96 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

| POS | # FAC | UPC | NAME | BRAND TYPE | CASES | CAPACITY | UNITS HIGH | DOS | MVMT |
|-----|-------|-------------|----------------------------|-------------------|-------|----------|------------|------|------|
| 50 | 1 | 78615000014 | Stella Artois 12/11B | IMPORT BRANDS | 1.50 | 3.00 | 1.00 | 0.00 | 0.00 |
| 51 | 1 | 78615000016 | Stella Artois 12/11C | IMPORT BRANDS | 1.50 | 3.00 | 1.00 | 0.00 | 0.00 |
| 52 | 1 | 8066095615 | CORONA12LN | | 1.50 | 3.00 | 1.00 | 0.00 | 0.00 |
| 53 | 1 | 8066095757 | MODELOESPECIAL12NR | | 1.00 | 2.00 | 1.00 | 0.00 | 0.00 |
| 54 | 1 | 8066095715 | MODELOESPECIAL12C... | | 2.00 | 4.00 | 2.00 | 0.00 | 0.00 |
| 92 | 1 | 2210000170 | PABST12CAN | | 2.00 | 4.00 | 2.00 | 0.00 | 0.00 |
| 93 | 1 | 7031000141 | Narragansett Lager 12/1... | COMPETITOR BRANDS | 2.00 | 4.00 | 2.00 | 0.00 | 0.00 |
| 94 | 1 | 1996216453 | Narragansett Dels Shan... | COMPETITOR BRANDS | 2.00 | 4.00 | 2.00 | 0.00 | 0.00 |
| 95 | 1 | 7199009516 | BLUEMOON12NR | | 1.50 | 3.00 | 1.00 | 0.00 | 0.00 |
| 96 | 1 | 3410001509 | MHL12LN | | 1.00 | 2.00 | 1.00 | 0.00 | 0.00 |

SKUs on Planogram: 96