



## SCHEMATIC BACKING REPORT





1997.PSA

### Planogram: 1997\_12ft\_OPEN\_WARM

Segment #2 : Shelf #1      DEPTH: 12 in    WIDTH: 144 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 48.00 in





POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
1	3	63598554890	White Claw Variety Pk Hr...	1.50	3.00	1.00	
2	2	8769200686	Truly Spiked Spklg Berry ...	1.00	2.00	1.00	
3	1	8769200991	Truly Spiked Spklg Lemo...	0.50	1.00	1.00	
4	1	1820020208	Bud Light Seltzer Variety ...	0.50	1.00	1.00	
16	1	85389700227	Bon & Viv SS Variety Pa...	0.50	1.00	1.00	
17	1	7199009511	Blue Moon Belgian White...	0.50	2.00	1.00	
18	1	81760601020	Captain Lawrence IPA 6/...	0.50	2.00	1.00	
19	1	81760601000	Captain Lawrence Pale A...	0.50	2.00	1.00	
20	1	78615000001	Stella Artois 6/11B	0.50	2.00	1.00	
21	1	7289000011	Heineken 6/12B	0.50	2.00	1.00	
32	2	8066095605	Corona Extra 6/12B	1.00	4.00	1.00	
33	1	8066095625	Corona Light 6/12B	0.50	2.00	1.00	
34	1	7231163012	Dos Equis Lager 6/12B	0.50	2.00	1.00	
35	1	8382012368	Guinness Draught 8/15C	0.67	2.00	1.00	
36	2	7199030120	Coors Light 3/24C	0.40	2.00	1.00	
37	1	7199000008	Coors Light 6/12C	0.50	2.00	2.00	

Segment #2 : Shelf #2      DEPTH: 12 in    WIDTH: 144 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 36.00 in












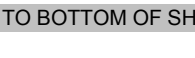
POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
5	1	75452700161	New Belgium Fat Tire A...	1.00	2.00	2.00	
6	2	8769201103	Samuel Adams Seasonal...	1.00	2.00	1.00	
7	1	7289000020	Heineken 12/12C	1.00	2.00	2.00	
8	1	8066095695	Corona Extra 12/12C	1.00	2.00	2.00	
22	4	8066095715	Modelo 12/12C	4.00	8.00	2.00	
23	1	8066095765	Modelo 6/12B	0.50	2.00	1.00	
38	1	1820053218	Bud Light 18/12C	2.00	2.00	2.00	

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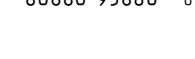
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39	1	1820053047	Bud Light 12/12C	1.00	2.00	2.00	
40	1	1820011047	Budweiser 12/12C	1.00	2.00	2.00	
41	1	7199000048	Coors Light 12/12C	1.00	2.00	2.00	
42	2	7199030069	Coors Light 12/12B	1.00	2.00	1.00	

Segment #2 : Shelf #3      DEPTH: 12 in    WIDTH: 144 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 23.00 in



POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
9	2	8248812300	Becks 12/12B	1.00	2.00	1.00	
10	2	8066095675	Corona Light 12/12B	1.00	2.00	1.00	
11	2	8066095787	Negra Modelo 12/12B	1.00	2.00	1.00	
24	1	1820005989	Michelob Ultra 6/12B	0.50	2.00	1.00	
25	2	1820020083	Michelob Ultra Pure Gold...	1.00	2.00	1.00	
26	2	1820000769	Bud Light 12/12B	1.00	2.00	1.00	
27	2	1820000771	Budweiser 12/12B	1.00	2.00	1.00	
43	1	1820011218	Budweiser 18/12C	2.00	2.00	2.00	
44	1	7199030017	Coors Light 18/12C	2.00	2.00	2.00	
45	1	3410057340	Miller Lite 18/12C	2.00	2.00	2.00	
46	1	1820020077	Natural Light 15/12C	1.00	2.00	2.00	
47	1	1820028443	Natural Ice 15/12C	1.00	2.00	2.00	

Segment #2 : Shelf #4      DEPTH: 12 in    WIDTH: 144 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
12	1	63598512998	Mikes Hard Variety Pack ...	1.00	2.00	2.00	
13	2	78615000014	Stella Artois 12/11B	2.00	4.00	2.00	
14	2	7289000016	Heineken 12/12B	2.00	4.00	2.00	
15	1	7289000159	Heineken Premium Light ...	1.00	2.00	2.00	
28	2	8066095757	Modelo 12/12B	2.00	4.00	2.00	
29	1	1820005990	Michelob Ultra 12/12B	1.00	2.00	2.00	
30	1	8066095621	Corona Light 12/12C	1.00	2.00	2.00	
31	1	8066095680	Corona Extra 18/12B	2.00	2.00	2.00	

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48	6	8066095615	Corona Extra 12/12B	6.00	12.00	2.00	 0 80660 95615 2
49	1	3410001509	Miller High Life 12/12B	1.00	2.00	2.00	 0 34100 01509 1

SKUs on Planogram: 49



1997\_5\_DOOR\_COLD



Printed: 7/2/2020

Traffic Flow Left-right

POG: 1997.PSA

POG Size: 9'7.00

Segments 1 - 5 of 5

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**Planogram: 1997\_5\_DOOR\_COLD**





Segment #1 : Shelf #1      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 43.00 in

POS #	FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
1	1	63598554890	White Claw Variety Pk Hr...	1.50	3.00	1.00	
2	1	63598580006	White Claw Variety Pk2 ...	1.50	3.00	1.00	
3	1	8769200686	Truly Spiked Spklig Berry ...	1.50	3.00	1.00	




Segment #1 : Shelf #2      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 32.00 in

POS #	FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
4	1	1820020208	Bud Light Seltzer Variety ...	1.50	3.00	1.00	
5	1	8200078142	Smirnoff Spk Seltzer Mix...	1.50	3.00	1.00	
6	1	7199009591	Blue Moon Light Sky 6/12C	0.75	3.00	1.00	
7	1	7199009511	Blue Moon Belgian White...	0.75	3.00	1.00	



Segment #1 : Shelf #3      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 21.00 in

POS #	FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
8	1	64286090024	Founders All Day IPA 15/...	1.00	2.00	2.00	
9	1	78615000001	Stella Artois 6/11B	0.75	3.00	1.00	
10	1	7289000011	Heineken 6/12B	0.75	3.00	1.00	
11	1	7289000020	Heineken 12/12C	1.00	2.00	1.00	

Segment #1 : Shelf #4      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in


POS #	FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
12	1	78615000014	Stella Artois 12/11B	2.00	4.00	2.00	
13	1	7289000016	Heineken 12/12B	2.00	4.00	2.00	
14	1	7289000159	Heineken Premium Light ...	2.00	4.00	2.00	

Segment #2 : Shelf #1      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 43.00 in





POS #	FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
15	1	8769200991	Truly Spiked Spklig Lemo...	1.50	3.00	1.00	
16	1	3354400043	Corona Seltzer Variety P...	1.50	3.00	1.00	

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17	1	85389700227	Bon & Viv SS Variety Pa...	1.50	3.00	1.00	
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Segment #2 : Shelf #2      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 32.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
18	1	86273700006	Montauk Summer Ale 6/1...	1.00	4.00	2.00	
19	1	86907100027	Montauk Wave Chaser I...	1.00	4.00	2.00	
20	1	81760601020	Captain Lawrence IPA 6/...	0.75	3.00	1.00	
21	1	81760601000	Captain Lawrence Pale A...	0.75	3.00	1.00	



Segment #2 : Shelf #3      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 21.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
22	1	75452700885	New Belgium Voodoo Ra...	1.00	4.00	2.00	
23	1	8378337521	Sierra Nevada Pale Ale 6...	0.50	2.00	1.00	
24	1	8066095625	Corona Light 6/12B	0.50	2.00	1.00	
25	1	8066095605	Corona Extra 6/12B	0.50	2.00	1.00	




Segment #2 : Shelf #4      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
26	1	8066095621	Corona Light 12/12C	3.00	6.00	2.00	
27	2	8066095615	Corona Extra 12/12B	4.00	8.00	2.00	

Segment #3 : Shelf #1      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 43.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
28	1	8066095765	Modelo 6/12B	0.50	2.00	1.00	
29	2	8066095715	Modelo 12/12C	4.00	8.00	2.00	

Segment #3 : Shelf #2      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 32.00 in




POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
30	1	3354495053	Corona Familiar 12/12B	1.00	2.00	1.00	
31	1	3354495041	Corona Premier 6/12B	0.50	2.00	1.00	
32	1	3354495042	Corona Premier 12/12B	1.00	2.00	1.00	

Segment #3 : Shelf #3      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 21.00 in




POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
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33	1	8066095675	Corona Light 12/12B	1.00	2.00	1.00	
34	1	8066095695	Corona Extra 12/12C	1.00	2.00	1.00	
35	1	8248812300	Becks 12/12B	1.00	2.00	1.00	





Segment #3 : Shelf #4 DEPTH: 23 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS # FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode	
36	1	8066095680	Corona Extra 18/12B	2.00	2.00	2.00	
37	1	8066095757	Modelo 12/12B	2.00	4.00	2.00	
38	1	1820096721	Michelob Ultra 18/12C SC	2.00	2.00	2.00	




Segment #4 : Shelf #1 DEPTH: 23 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 43.00 in

POS # FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode	
39	1	8382012368	Guinness Draught 8/15C	1.33	4.00	1.00	
40	1	8382012393	Guinness Extra Stout 6/1...	1.00	4.00	1.00	



Segment #4 : Shelf #2 DEPTH: 23 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 31.00 in

POS # FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode	
41	1	7231163012	Dos Equis Lager 6/12B	0.50	2.00	1.00	
42	1	1820005989	Michelob Ultra 6/12B	0.75	3.00	1.00	
43	1	1820020210	Bud Light Peels Variety 1...	1.00	2.00	1.00	
44	1	7199000008	Coors Light 6/12C	1.50	6.00	2.00	

Segment #4 : Shelf #3 DEPTH: 23 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 20.00 in

POS # FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode	
45	1	1820000769	Bud Light 12/12B	1.00	2.00	1.00	
46	1	1820011047	Budweiser 12/12C	1.00	2.00	1.00	
47	1	1820000771	Budweiser 12/12B	1.00	2.00	1.00	


Segment #4 : Shelf #4 DEPTH: 23 in WIDTH: 23 in DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in


POS # FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode	
48	1	1820053218	Bud Light 18/12C	3.00	3.00	1.00	
49	1	1820053047	Bud Light 12/12C	2.00	4.00	2.00	










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50	1	1820011218	Budweiser 18/12C	3.00	3.00	1.00	
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51	1	7199030017	Coors Light 18/12C	5.00	5.00	3.00	
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Segment #5 : Shelf #1      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 44.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
52	1	7089701331	Fosters Lager 1/25C	0.50	6.00	1.00	
53	1	7089718331	Fosters Premium Ale 1/2...	0.50	6.00	1.00	
54	1	7289000119	Heineken 1/24C	0.67	8.00	1.00	
55	1	1820025505	Ritas Straw-Ber-Rita 1/2...	0.53	8.00	1.00	
56	1	1820026061	Bud Light Seltzer Black ...	0.53	8.00	1.00	
57	1	8769200951	Truly Spiked Spkfg Wild ...	0.67	8.00	1.00	
58	1	8769200970	Truly Spiked Spkfg Pinea...	0.67	8.00	1.00	


Segment #5 : Shelf #2      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 32.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
59	1	1820025001	Bud Light 1/25C	0.53	8.00	1.00	
60	1	1820025000	Budweiser 1/25C	0.53	8.00	1.00	
61	1	7199030065	Coors Light 1/24C	0.58	7.00	1.00	
62	1	7199010071	Coors 1/24C	0.58	7.00	1.00	
63	1	3410000355	Miller Lite 1/24C	0.67	8.00	1.00	
64	1	8066095721	Modelo 1/24C	0.67	8.00	1.00	
65	1	1820025008	Natural Ice 1/25C	0.53	8.00	1.00	

Segment #5 : Shelf #3      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 20.00 in




POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
66	1	7199000048	Coors Light 12/12C	1.00	2.00	1.00	
67	1	7199030069	Coors Light 12/12B	1.00	2.00	1.00	
68	1	3410001509	Miller High Life 12/12B	1.00	2.00	1.00	

Segment #5 : Shelf #4      DEPTH: 23 in    WIDTH: 23 in    DISTANCE FROM TOP OF BASE SHELF TO BOTTOM OF SHELF: 0.00 in

POS	# FAC	UPC	NAME	CASES	CAPACITY	UNITS HIGH	Barcode
69	1	7199030078	Coors Light 18/12B	2.00	2.00	2.00	

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70	1	3410057340	Miller Lite 18/12C	3.00	3.00	1.00	
71	1	1820020077	Natural Light 15/12C	2.00	4.00	2.00	
72	1	1820028443	Natural Ice 15/12C	2.00	4.00	2.00	

SKUs on Planogram: 72