

Rite Aid  
Store# 1711  
NEW YORK, NY

Cold

FMB always lead flow in relation to store traffic flow.  
Open a support ticket if planogram flow shown is reversed from actual store traffic flow



**Rite Aid**  
**Store# 1711**  
**NEW YORK , NY**

FINAL

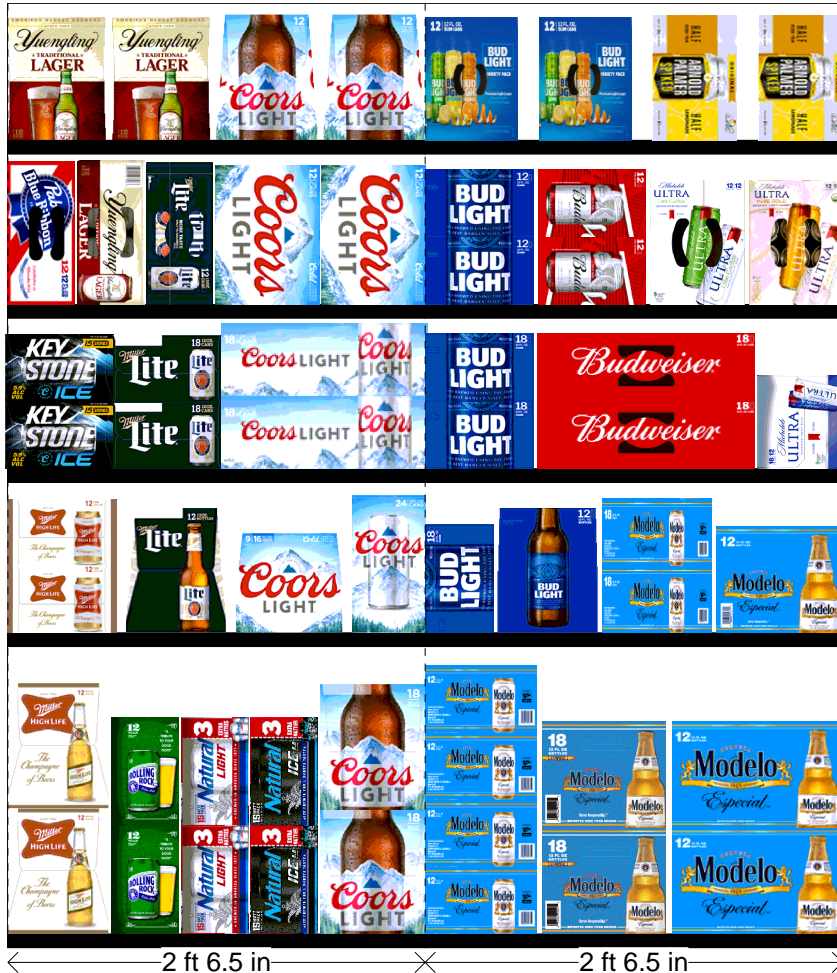
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Segment 1 of 8 starting view

## Shelf Schematic Report

RITE AID\_1711 Store # 1711 # of segments: 8



| Name: 1_1      |                      | W:30.50 in | D:26.00 in |             |  |
|----------------|----------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                 | Ast        | HFaci...   | Orientat... |  |
| 034100015091   | HIGHLIFE12/12BTL     | Core       | 1          | Side        |  |
| 071439344508   | ROLLINGROCK12/12CAN  |            | 1          | Side        |  |
| 018200200779   | NATURALLIGHT15/12CAN | Core       | 1          | Side        |  |
| 018200284434   | NATURALLICE15/12CAN  | Core       | 1          | Side        |  |
| 071990300784   | COORSLIGHT18/12BTL   | Core       | 1          | Side        |  |

| Name: 1_2      |                       | W:30.50 in | D:22.00 in |             |  |
|----------------|-----------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci...   | Orientat... |  |
| 034100016364   | HIGHLIFE12/12CAN      |            | 1          | Side 90     |  |
| 034100575090   | LITE12/12BTL          |            | 1          | Side        |  |
| 071990301040   | COORSLIGHT9/16BTL(AL) |            | 1          | Front       |  |
| 071990316006   | COORSLIGHT24/12CAN    |            | 1          | Side        |  |

| Name: 1_3      |                     | W:30.50 in | D:22.00 in |             |  |
|----------------|---------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                | Ast        | HFaci...   | Orientat... |  |
| 071990281519   | KEYSTONEICE15/12CAN |            | 1          | Side 90     |  |
| 034100573409   | LITE18/12CAN        | Core       | 1          | Side 90     |  |
| 071990300173   | COORSLIGHT18/12CAN  | Core       | 1          | Top         |  |

| Name: 1_4      |                        | W:30.50 in | D:22.00 in |             |  |
|----------------|------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci...   | Orientat... |  |
| 022100001701   | PABST12/12CAN          |            | 1          | Top 90      |  |
| 089924278986   | YUENGLINGLAGER12/12CAN |            | 1          | Top 90      |  |
| 034100576363   | LITE12/12CAN           |            | 1          | Top 90      |  |
| 071990000486   | COORSLIGHT12/12CAN     | New        | 2          | Front 90    |  |

| Name: 1_5      |                        | W:30.50 in | D:12.00 in |             |  |
|----------------|------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci...   | Orientat... |  |
| 089924278962   | YUENGLINGLAGER12/12BTL |            | 2          | Side        |  |
| 071990300692   | COORSLIGHT12/12BTL     | Core       | 2          | Side        |  |

| Name: 2_1      |                        | W:30.50 in | D:26.00 in |             |  |
|----------------|------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci...   | Orientat... |  |
| 080660957159   | MODELOESPECIAL12/12CAN | Core       | 1          | Side 90     |  |
| 033544950272   | MODELOESPECIAL18/12BTL | Core       | 1          | Side        |  |
| 080660957579   | MODELOESPECIAL12/12BTL | Core       | 1          | Front       |  |

| Name: 2_2 |  | W:30.50 in | D:22.00 in |  |  |
|-----------|--|------------|------------|--|--|
|-----------|--|------------|------------|--|--|

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Segment 1 of 8 starting view

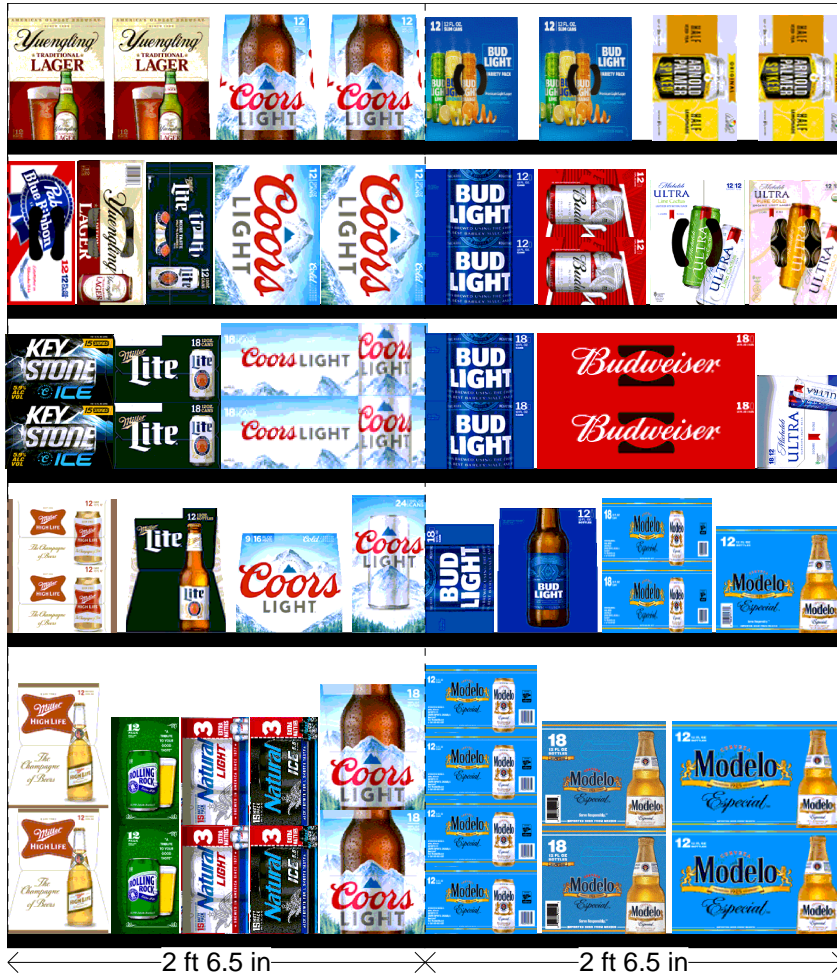
## Shelf Schematic Report

| RITE AID 1711 Store # 1711 # of segments: 8 |                        | UPC (12 Digit) | Name | Ast  | HFaci... | Orientat... |
|---|------------------------|----------------|------|------|----------|-------------|
| 018200532184                                | BUDLIGHT18/12CAN       |                |      | Core | 1        | Side        |
| 018200007699                                | BUDLIGHT12/12BTL       |                |      |      | 1        | Side        |
| 080660957111                                | MODELOESPECIAL18/12CAN |                |      | Core | 1        | Side 90     |
| 080660957579                                | MODELOESPECIAL12/12BTL |                |      | Core | 1        | Side        |

| Name: 2_3 W:30.50 in D:22.00 in |                       | UPC (12 Digit) | Name | Ast  | HFaci... | Orientat... |
|---------------------------------|-----------------------|----------------|------|------|----------|-------------|
| 018200532184                    | BUDLIGHT18/12CAN      |                |      | Core | 1        | Side 90     |
| 018200112188                    | BUD18/12CAN           |                |      | Core | 1        | Top         |
| 018200967214                    | MICHELOBULTRA18/12CAN |                |      |      | 1        | Side        |

| Name: 2_4 W:30.50 in D:22.00 in |                           | UPC (12 Digit) | Name | Ast    | HFaci... | Orientat... |
|---------------------------------|---------------------------|----------------|------|--------|----------|-------------|
| 018200530470                    | BUDLIGHT12/12CAN          |                |      | Core   | 1        | Side 90     |
| 018200110474                    | BUD12/12CAN               |                |      | Core   | 1        | Side 90     |
| 018200169847                    | MICHELOBULTRALIMECACTU... |                |      | PRO... | 1        | Top 90      |
| 018200201448                    | MICHELOBULTRAPUREGOLD1... |                |      | PRO... | 1        | Top 90      |

| Name: 2_5 W:30.50 in D:12.00 in |                             | UPC (12 Digit) | Name | Ast    | HFaci... | Orientat... |
|---------------------------------|-----------------------------|----------------|------|--------|----------|-------------|
| 018200202100                    | BUDLIGHTPEELSVARIETY12/1... |                |      | PRO... | 2        | Top 90      |
| 613008752200                    | ARNOLDPALMERSPIKEDHALF...   |                |      | New    | 2        | Front 90    |





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Segment 3 of 8 starting view

## Shelf Schematic Report

RITE AID\_1711 Store # 1711 # of segments: 8



| Name:          | 3_1            | W:30.50 in | D:26.00 in |             |  |  |
|----------------|----------------|------------|------------|-------------|--|--|
| UPC (12 Digit) | Name           | Ast        | HFaci...   | Orientat... |  |  |
| 080660956152   | CORONA12/12BTL | Core       | 3          | Front       |  |  |

| Name:          | 3_2            | W:30.50 in | D:22.00 in |             |  |  |
|----------------|----------------|------------|------------|-------------|--|--|
| UPC (12 Digit) | Name           | Ast        | HFaci...   | Orientat... |  |  |
| 080660956152   | CORONA12/12BTL | Core       | 2          | Front       |  |  |
| 080660956954   | CORONA12/12CAN | Core       | 1          | Top 90      |  |  |
| 080660954011   | CORONA6/7BTL   |            | 1          | Side        |  |  |

| Name:          | 3_3                   | W:30.50 in | D:22.00 in |             |  |  |
|----------------|-----------------------|------------|------------|-------------|--|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci...   | Orientat... |  |  |
| 033544000212   | MODELOESPECIAL24/7BTL | PRO...     | 1          | Front       |  |  |
| 080660954080   | CORONA24/7BTL         | Core       | 1          | Front       |  |  |

| Name:          | 3_4                        | W:30.50 in | D:22.00 in |             |  |  |
|----------------|----------------------------|------------|------------|-------------|--|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci...   | Orientat... |  |  |
| 018200202018   | BUDWEISERNITROGOLD12/12... | PRO...     | 1          | Top 90      |  |  |
| 072311630214   | SOL6/12BTL                 |            | 1          | Side        |  |  |
| 080660957654   | MODELOESPECIAL6/12BTL      |            | 1          | Side        |  |  |
| 080660954080   | CORONA24/7BTL              | Core       | 1          | Front       |  |  |

| Name:          | 3_5           | W:30.50 in | D:12.00 in |             |  |  |
|----------------|---------------|------------|------------|-------------|--|--|
| UPC (12 Digit) | Name          | Ast        | HFaci...   | Orientat... |  |  |
| 072311230216   | SOL12/12BTL   |            | 2          | Side        |  |  |
| 080660956053   | CORONA6/12BTL | Core       | 2          | Front       |  |  |

| Name:          | 4_1                    | W:30.50 in | D:26.00 in |             |  |  |
|----------------|------------------------|------------|------------|-------------|--|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci...   | Orientat... |  |  |
| 080660956800   | CORONA18/12BTL         | Core       | 2          | Side        |  |  |
| 786150000144   | STELLAARTOIS12/11.2BTL | Core       | 2          | Side        |  |  |

| Name:          | 4_2                    | W:30.50 in | D:22.00 in |             |  |  |
|----------------|------------------------|------------|------------|-------------|--|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci...   | Orientat... |  |  |
| 033544000182   | CORONAPREMIER18/12BTL  |            | 2          | Side        |  |  |
| 181954000046   | PERONI12/11.2BTL       |            | 1          | Side        |  |  |
| 786150000168   | STELLAARTOIS12/11.2CAN | Core       | 1          | Front 90    |  |  |

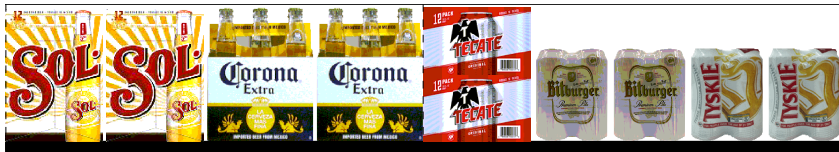
| Name:          | 4_3  | W:30.50 in | D:22.00 in |             |  |  |
|----------------|------|------------|------------|-------------|--|--|
| UPC (12 Digit) | Name | Ast        | HFaci...   | Orientat... |  |  |
|                |      |            |            |             |  |  |

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FINAL Cold FMB always lead flow in relation to store traffic flow.  
Open a support ticket if planogram flow shown is reversed from actual store traffic flow Segment 3 of 8 starting view

## Shelf Schematic Report

| RITE AID_1711 | Store # 1711          | # of segments: 8 |   |       |  |
|---------------|-----------------------|------------------|---|-------|--|
| 033544950425  | CORONAPREMIER12/12BTL | Core             | 1 | Side  |  |
| 080660956756  | CORONALIGHT12/12BTL   | Core             | 1 | Front |  |
| 181954000022  | PERONI6/11.2BTL       |                  | 1 | Side  |  |
| 786150000014  | STELLAARTOIS6/11.2BTL | Core             | 1 | Side  |  |



← 2 ft 6.5 in      ×      2 ft 6.5 in →

| Name: 4_4      | W:30.50 in            | D:22.00 in |          |             |  |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci... | Orientat... |  |
| 033544950449   | CORONAPREMIER12/12CAN |            | 1        | Top 90      |  |
| 033544950418   | CORONAPREMIER6/12BTL  |            | 1        | Side        |  |
| 080660956251   | CORONALIGHT6/12BTL    |            | 1        | Side        |  |
| 080660956213   | CORONALIGHT12/12CAN   |            | 1        | Front 90    |  |
| 033544950517   | CORONAFAMILIAR6/12BTL |            | 1        | Side        |  |

| Name: 4_5      | W:30.50 in               | D:12.00 in |          |             |  |
|----------------|--------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                     | Ast        | HFaci... | Orientat... |  |
| 089826900336   | TECATE12/12CAN           |            | 1        | Side 90     |  |
| 020507000112   | BITBURGER4/16.9CAN(WRAP) |            | 2        | Front       |  |
| 835609001116   | TYSKIE4/16.9CAN          |            | 2        | Front       |  |

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Segment 5 of 8 starting view

## Shelf Schematic Report

RITE AID\_1711 Store # 1711 # of segments: 8



| Name: 5_1      | W:30.50 in       | D:26.00 in |          |             |  |
|----------------|------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name             | Ast        | HFaci... | Orientat... |  |
| 082488123006   | BECKS12/12BTL    | Core       | 1        | Side        |  |
| 072890000163   | HEINEKEN12/12BTL | Core       | 3        | Side        |  |

| Name: 5_2      | W:30.50 in            | D:22.00 in |          |             |  |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci... | Orientat... |  |
| 082488123815   | BECKS12/12CAN         |            | 1        | Top 90      |  |
| 072890001597   | HEINEKENLIGHT12/12BTL | Core       | 1        | Side        |  |
| 072890000163   | HEINEKEN12/12BTL      | Core       | 2        | Side        |  |

| Name: 5_3      | W:30.50 in            | D:22.00 in |          |             |  |
|----------------|-----------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                  | Ast        | HFaci... | Orientat... |  |
| 072890100160   | AMSTELLIGHT12/12BTL   |            | 1        | Side        |  |
| 072890001887   | HEINEKENLIGHT12/12CAN |            | 1        | Front 90    |  |
| 072890001528   | HEINEKEN18/12BTL      | New        | 1        | Front       |  |

| Name: 5_4      | W:30.50 in                  | D:22.00 in |          |             |  |
|----------------|-----------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                        | Ast        | HFaci... | Orientat... |  |
| 042572040060   | SCHOFFERHOFERGRAPEFRU...    |            | 1        | Side        |  |
| 719057001563   | PRESIDENTE12/12BTL          |            | 1        | Side        |  |
| 072890006219   | HEINEKEN0.0NEARBEER6/12B... |            | 1        | Side        |  |
| 072890000200   | HEINEKEN12/12CAN            | Core       | 1        | Top 90      |  |
| 072890005298   | HEINEKEN12/8CAN             |            | 1        | Top 90      |  |

| Name: 5_5      | W:30.50 in                 | D:12.00 in |          |             |  |
|----------------|----------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci... | Orientat... |  |
| 083820123937   | GUINNESSEXTRASTOUT6/12B... | Core       | 2        | Front       |  |
| 072890000118   | HEINEKEN6/12BTL            | Core       | 2        | Front       |  |

| Name: 6_1      | W:30.50 in                 | D:26.00 in |          |             |  |
|----------------|----------------------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci... | Orientat... |  |
| 723830212121   | LAGUNITASIPA12/12CAN       |            | 1        | Side        |  |
| 030613000746   | BROOKLYNVARIETY12/12CAN    |            | 1        | Side        |  |
| 083783222005   | SIERRANEVADAPALEALE12/1... |            | 1        | Side        |  |
| 642860900245   | FOUNDERSALLDAYSESSIONI...  |            | 1        | Side        |  |
| 071990095161   | BLUEMOONBELGIANWHITE12/... | Core       | 1        | Side        |  |

| Name: 6_2      | W:30.50 in | D:22.00 in |          |             |  |
|----------------|------------|------------|----------|-------------|--|
| UPC (12 Digit) | Name       | Ast        | HFaci... | Orientat... |  |
|                |            |            |          |             |  |

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Segment 5 of 8 starting view

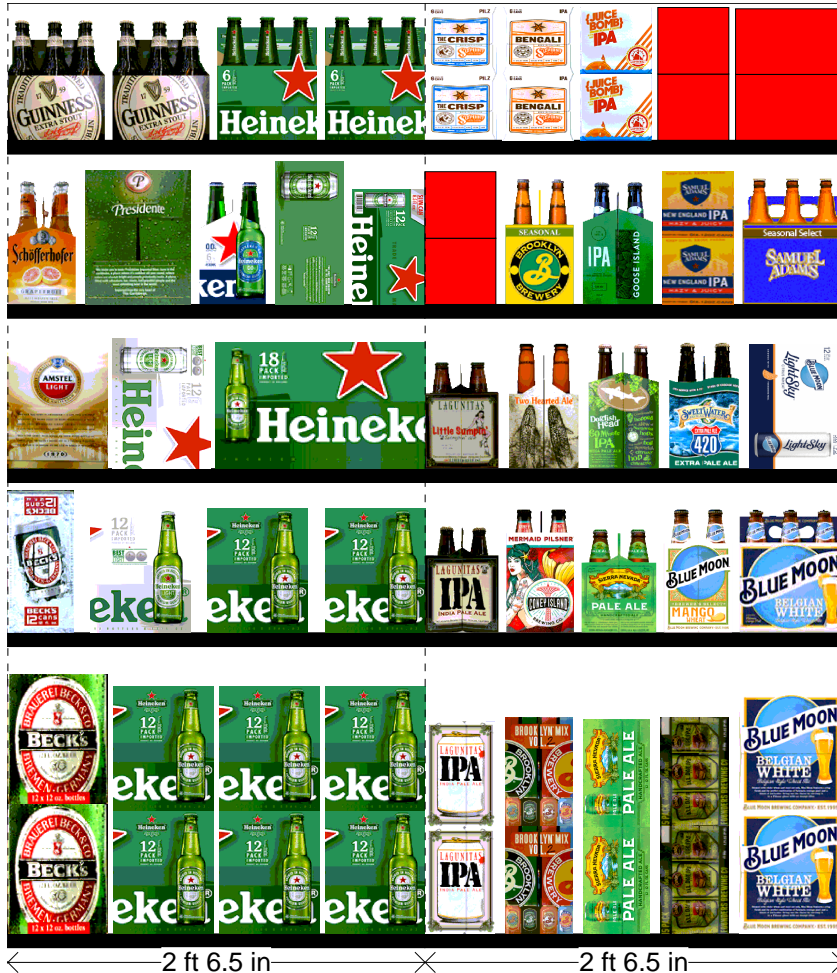
## Shelf Schematic Report

| RITE AID_1711 | Store # 1711               | # of segments: 8 |   |       |
|---------------|----------------------------|------------------|---|-------|
| 72383000094   | LAGUNITASIPA6/12BTL        |                  | 1 | Side  |
| 887151000949  | CONEYISLANDMERMAIDPILS...  |                  | 1 | Side  |
| 083783375213  | SIERRANEVADAPALEALE6/12... |                  | 1 | Side  |
| 071990095611  | BLUEMOONMANGOWHEAT6/1...   |                  | 1 | Side  |
| 071990095116  | BLUEMOONBELGIANWHITE6/1... |                  | 1 | Front |

| Name: 6_3      | W:30.50 in                  | D:22.00 in |          |             |
|----------------|-----------------------------|------------|----------|-------------|
| UPC (12 Digit) | Name                        | Ast        | HFaci... | Orientat... |
| 723830000209   | LAGUNITASLITTLESUMPIN6/1... |            | 1        | Side        |
| 740522100832   | BELLSTWOHEARTEDALE6/12B...  |            | 1        | Side        |
| 638489000299   | DOGFISHHEAD60MINUTEIPA6/... |            | 1        | Side        |
| 631234300026   | SWEETWATER 420 6/12 BTL     |            | 1        | Side        |
| 071990095925   | BLUEMOONLIGHTSKY12/12CAN    | PRO...     | 1        | Top 90      |

| Name: 6_4      | W:30.50 in                | D:22.00 in |          |             |
|----------------|---------------------------|------------|----------|-------------|
| UPC (12 Digit) | Name                      | Ast        | HFaci... | Orientat... |
| 030613000302   | BROOKLYNLAGER6/12CAN      |            | 1        | Side        |
| 030613000531   | BROOKLYNSEASONAL6/12BTL   |            | 1        | Side        |
| 736920111327   | GOOSEISLANDIPA6/12BTL     |            | 1        | Side        |
| 087692006879   | SAMUELADAMSNEWENGLAN...   | PRO...     | 1        | Side        |
| 087692000044   | SAMUELADAMSLIMITEDRELE... |            | 1        | Front       |

| Name: 6_5      | W:30.50 in                | D:12.00 in |          |             |
|----------------|---------------------------|------------|----------|-------------|
| UPC (12 Digit) | Name                      | Ast        | HFaci... | Orientat... |
| 859093002442   | SIXPOINTTHECRISP6/12CAN   |            | 1        | Side        |
| 859093002435   | SIXPOINTBENGALIPA6/12CAN  |            | 1        | Side        |
| 860367000729   | SLOOPJUICEBOMBIPA6/12CAN  | PRO...     | 1        | Side        |
| 869071000278   | MONTAUKWAVECHASER4/6/1... |            | 1        | Side        |
| 862737000063   | MONTAUKSUMMER6/12CAN(W... |            | 1        | Front       |





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Segment 7 of 8 starting view

## Shelf Schematic Report

RITE AID\_1711 Store # 1711 # of segments: 8



| Name: 7_1      |                             | W:30.50 in | D:26.00 in |             |  |
|----------------|-----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                        | Ast        | HFaci...   | Orientat... |  |
| 033544000434   | CORONASELTZERVARIETY12/...  | PRO...     | 1          | Front       |  |
| 087692004240   | TRULYVARIETYCITRUS12/12C... |            | 1          | Side        |  |
| 087692006862   | TRULYVARIETYBERRY12/12C...  | Core       | 1          | Side        |  |
| 087692009917   | TRULYLEMONADEVARIETY12/...  | PRO...     | 1          | Side        |  |

| Name: 7_2      |                            | W:30.50 in | D:22.00 in |             |  |
|----------------|----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci...   | Orientat... |  |
| 033544000137   | CORONAVARIETYREFRESCA1...  |            | 1          | Top         |  |
| 041827701121   | ARCTICCHILLHARDSLTZERV...  | PRO...     | 1          | Side        |  |
| 087692006787   | TRULYWILDBERRY6/12CAN      |            | 1          | Side        |  |
| 087692009658   | TRULYPINEAPPLE6/12CAN      | PRO...     | 1          | Side        |  |
| 087692009894   | TRULYWATERMELONKIWI6/12... |            | 1          | Side        |  |

| Name: 7_3      |                          | W:30.50 in | D:22.00 in |             |  |
|----------------|--------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                     | Ast        | HFaci...   | Orientat... |  |
| 033544950630   | CORONAREFRESCAPASSION... |            | 1          | Top 90      |  |
| 033544950678   | CORONAREFRESCAGUAVALI... |            | 1          | Top 90      |  |
| 034100012229   | MOVOVARIETY4/8.4CAN      |            | 2          | Front       |  |
| 071990000158   | COORSHARDSLTZERVARIET... | New        | 1          | Front 90    |  |
| 034100012328   | VIZZYVARIETY12/12CAN(A)  | PRO...     | 1          | Front 90    |  |

| Name: 7_4      |                            | W:30.50 in | D:22.00 in |             |  |
|----------------|----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                       | Ast        | HFaci...   | Orientat... |  |
| 635985067443   | MIKESHARDBLACKCHERRYLE...  |            | 1          | Side        |  |
| 635985100621   | MIKESHARDLEMONADE6/11.2... |            | 1          | Side        |  |
| 087692831020   | TWISTEDTEAORIGINAL6/12BTL  |            | 1          | Side        |  |
| 613008748333   | ARNOLDPALMERSPIKEDHALF...  |            | 1          | Side        |  |
| 082000781424   | SMIRNOFFSPIKEDSPARKLING... |            | 1          | Top 90      |  |

| Name: 7_5      |                          | W:30.50 in | D:12.00 in |             |  |
|----------------|--------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                     | Ast        | HFaci...   | Orientat... |  |
| 894137002712   | CRISPINROSE6/12CAN       |            | 2          | Side        |  |
| 087692006602   | ANGRYORCHARDROSE6/12BTL  |            | 2          | Side        |  |
| 087692821021   | ANGRYORCHARDCRISPAPPL... |            | 2          | Side        |  |

| Name: 8_1      |                        | W:30.50 in | D:26.00 in |             |  |
|----------------|------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci...   | Orientat... |  |
| 635985100331   | WHITECLAWMANGO12/12CAN |            | 1          | Side        |  |



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Segment 7 of 8 starting view

## Shelf Schematic Report



| RITE AID_1711 | Store # 1711               | # of segments: 8 |   |       |
|---------------|----------------------------|------------------|---|-------|
| 635985260899  | WHITECLAWBLACKCHERRY12...  |                  | 1 | Side  |
| 635985800064  | WHITECLAWVARIETY12/12CA... | PRO...           | 1 | Side  |
| 635985548904  | WHITECLAWVARIETY12/12CA... | Core             | 1 | Front |

| Name: 8_2      | W:30.50 in                 | D:22.00 in |          |             |
|----------------|----------------------------|------------|----------|-------------|
| UPC (12 Digit) | Name                       | Ast        | HFaci... | Orientat... |
| 018200202087   | BUDLIGHTSELTZERVARIETY1... | PRO...     | 1        | Side        |
| 018200202179   | BUDLIGHTSELTZERVARIETYR... | New        | 1        | Side        |
| 635985200284   | WHITECLAWRUBYGRAPEFRUI...  |            | 1        | Side        |
| 635985200253   | WHITECLAWBLACKCHERRY6/...  |            | 1        | Side        |
| 635985260875   | WHITECLAWMANGO6/12CAN      |            | 1        | Side        |

| Name: 8_3      | W:30.50 in          | D:22.00 in |          |             |
|----------------|---------------------|------------|----------|-------------|
| UPC (12 Digit) | Name                | Ast        | HFaci... | Orientat... |
| 018200250132   | NATTYDADDY1/25CAN   |            | 1        | Front       |
| 071990477127   | KEYSTONEICE1/24CAN  |            | 1        | Front       |
| 034100000059   | HIGHLIFE1/24CAN     |            | 1        | Front       |
| 034100003555   | LITE1/24CAN         |            | 1        | Front       |
| 071990100711   | COORSBANQUET1/24CAN |            | 1        | Front       |
| 071990300654   | COORSLIGHT1/24CAN   |            | 1        | Front       |
| 018200250019   | BUDLIGHT1/25CAN     |            | 1        | Front       |
| 018200250002   | BUD1/25CAN          |            | 1        | Front       |
| 018200250286   | BECKS1/25.4CAN      |            | 1        | Front       |

| Name: 8_4      | W:30.50 in                | D:22.00 in |          |             |
|----------------|---------------------------|------------|----------|-------------|
| UPC (12 Digit) | Name                      | Ast        | HFaci... | Orientat... |
| 613008748296   | ARNOLDPALMERSPIKEDHALF... |            | 1        | Front       |
| 087692832317   | TWISTEDTEAORIGINAL1/24CAN |            | 1        | Front       |
| 635985245834   | MIKESHARDERLEMONADE1/2... | New        | 1        | Front       |
| 080660956435   | CORONA1/24CAN             |            | 1        | Front       |
| 080660957210   | MODELOESPECIAL1/24CAN     |            | 1        | Front       |
| 072890001191   | HEINEKEN1/24CAN           |            | 1        | Front       |
| 087975026501   | SAPPORO1/22CAN            |            | 1        | Front       |
| 070897183315   | FOSTERSPREMIUM1/25.4CAN   |            | 1        | Front       |
| 070897013315   | FOSTERS1/25.4CAN          |            | 1        | Front       |

| Name: 8_5      | W:30.50 in                | D:12.00 in |          |             |
|----------------|---------------------------|------------|----------|-------------|
| UPC (12 Digit) | Name                      | Ast        | HFaci... | Orientat... |
| 087692010142   | TRULYLEMONADE1/24CAN      |            | 2        | Front       |
| 087692009511   | TRULYWILDBERRY1/24CAN     |            | 2        | Front       |
| 635985260448   | WHITECLAWRUBYGRAPEFRUI... | PRO...     | 2        | Front       |

# Rite Aid

## Store# 1711

### NEW YORK, NY

FINAL

Cold

FMB always lead flow in relation to store traffic flow.  
Open a support ticket if planogram flow shown is reversed from actual store traffic flow

Segment 7 of 8 starting view

## Shelf Schematic Report

|               |                           |                  |   |       |  |
|---------------|---------------------------|------------------|---|-------|--|
| RITE AID_1711 | Store # 1711              | # of segments: 8 |   |       |  |
| 635985260394  | WHITECLAWMANGO1/19.2CAN   | PRO...           | 2 | Front |  |
| 635985260387  | WHITECLAWBLACKCHERRY1/... |                  | 2 | Front |  |



Rite Aid  
Store# 1711  
NEW YORK, NY

Warm

FMB always lead flow in relation to store traffic flow.  
Open a support ticket if planogram flow shown is reversed from actual store traffic flow

L shaped warm shelf





**Rite Aid**  
**Store# 1711**  
**NEW YORK, NY**

FINAL

Warm

FMB always lead flow in relation to store traffic flow.  
 Open a support ticket if planogram flow shown is reversed from actual store traffic flow

Segment 1 of 3 starting view

## Shelf Schematic Report

RITE AID\_1711 Store # 1711 # of segments: 3



| Name: 1_1      |                            | W:36.00 in | D:16.00 in |             |
|----------------|----------------------------|------------|------------|-------------|
| UPC (12 Digit) | Name                       | Ast        | HFaci...   | Orientat... |
| 083783222005   | SIERRANEVADAPALEALE12/1... |            | 1          | Side        |
| 072890000200   | HEINEKEN12/12CAN           | Core       | 1          | Side        |
| 072890001597   | HEINEKENLIGHT12/12BTL      | Core       | 1          | Side        |
| 786150000144   | STELLAARTOIS12/11.2BTL     | Core       | 1          | Front       |
| 082488123006   | BECKS12/12BTL              | Core       | 1          | Side        |

| Name: 1_2      |                          | W:36.00 in | D:16.00 in |             |
|----------------|--------------------------|------------|------------|-------------|
| UPC (12 Digit) | Name                     | Ast        | HFaci...   | Orientat... |
| 087692004172   | TRULYCOLIMALIME6/12CAN   |            | 1          | Top         |
| 020507000112   | BITBURGER4/16.9CAN(WRAP) |            | 1          | Front       |
| 835609001116   | TSYKIE4/16.9CAN          |            | 1          | Front       |
| 072311630214   | SOL6/12BTL               |            | 1          | Side        |
| 080660954011   | CORONA6/7BTL             |            | 1          | Side        |
| 080660956053   | CORONA6/12BTL            | Core       | 1          | Front       |

| Name: 1_3      |                             | W:36.00 in | D:16.00 in |             |
|----------------|-----------------------------|------------|------------|-------------|
| UPC (12 Digit) | Name                        | Ast        | HFaci...   | Orientat... |
| 083783375213   | SIERRANEVADAPALEALE6/12...  |            | 1          | Side        |
| 072890006219   | HEINEKEN0.0NEARBEER6/12B... |            | 1          | Side        |
| 786150000014   | STELLAARTOIS6/11.2BTL       | Core       | 1          | Side        |
| 181954000022   | PERONI6/11.2BTL             |            | 1          | Side        |
| 033544950517   | CORONAFAMILIAR6/12BTL       |            | 1          | Side        |
| 080660956251   | CORONALIGHT6/12BTL          |            | 1          | Side        |
| 033544950418   | CORONAPREMIER6/12BTL        |            | 1          | Side        |

| Name: 1_4      |                            | W:36.00 in | D:16.00 in |             |
|----------------|----------------------------|------------|------------|-------------|
| UPC (12 Digit) | Name                       | Ast        | HFaci...   | Orientat... |
| 018200202506   | BUDLIGHTPLATINUMSELTZER... | New        | 1          | Side        |
| 635985067443   | MIKESHARDBLACKCHERRYLE...  |            | 1          | Side        |
| 635985100621   | MIKESHARDLEMONADE6/11.2... |            | 1          | Side        |
| 087692006602   | ANGRYORCHARDROSE6/12BTL    |            | 1          | Side        |
| 087692821021   | ANGRYORCHARDCRISPAPPL...   |            | 1          | Side        |
| 030613000531   | BROOKLYNSEASONAL6/12BTL    |            | 1          | Side        |
| 754527009946   | NEWBELGIUMVOODOOROTAT...   |            | 1          | Side        |

**Rite Aid**  
**Store# 1711**  
**NEW YORK , NY**

FINAL

Warm

FMB always lead flow in relation to store traffic flow.  
 Open a support ticket if planogram flow shown is reversed from actual store traffic flow

Segment 3 of 3 starting view

L shaped warm shelf



## Shelf Schematic Report

RITE AID\_1711 Store # 1711 # of segments: 3

| Name: 3_4      |                           | W:48.00 in | D:16.00 in |             |  |
|----------------|---------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                      | Ast        | HFaci...   | Orientat... |  |
| 033544950272   | MODELOESPECIAL18/12BTL    | Core       | 1          | Side        |  |
| 080660957579   | MODELOESPECIAL12/12BTL    | Core       | 1          | Side        |  |
| 071990700287   | COORSLIGHT12/12CAN(SLEEK) | Delete     | 1          | Front       |  |
| 034100015091   | HIGHLIFE12/12BTL          | Core       | 1          | Front       |  |
| 018200284434   | NATURALLICE15/12CAN       | Core       | 1          | Side        |  |
| 018200200779   | NATURALLIGHT15/12CAN      | Core       | 1          | Side        |  |

| Name: 3_3      |                        | W:48.00 in | D:16.00 in |             |  |
|----------------|------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                   | Ast        | HFaci...   | Orientat... |  |
| 080660957654   | MODELOESPECIAL6/12BTL  |            | 1          | Front       |  |
| 080660957111   | MODELOESPECIAL18/12CAN | Core       | 1          | Side 90     |  |
| 018200530470   | BUDLIGHT12/12CAN       | Core       | 1          | Top 90      |  |
| 018200110474   | BUD12/12CAN            | Core       | 1          | Side 90     |  |
| 071990300784   | COORSLIGHT18/12BTL     | Core       | 1          | Side        |  |
| 071990281519   | KEYSTONEICE15/12CAN    |            | 1          | Side 90     |  |

| Name: 3_2      |                          | W:48.00 in | D:16.00 in |             |  |
|----------------|--------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                     | Ast        | HFaci...   | Orientat... |  |
| 042572040060   | SCHOFFERHOFERGRAPEFRU... |            | 1          | Front       |  |
| 018200532184   | BUDLIGHT18/12CAN         | Core       | 1          | Side 90     |  |
| 018200113086   | BUD18/12BTL              |            | 1          | Side        |  |
| 071990300692   | COORSLIGHT12/12BTL       | Core       | 1          | Side        |  |
| 034100016364   | HIGHLIFE12/12CAN         |            | 1          | Side 90     |  |
| 071439344508   | ROLLINGROCK12/12CAN      |            | 1          | Side 90     |  |

| Name: 3_1      |                             | W:48.00 in | D:16.00 in |             |  |
|----------------|-----------------------------|------------|------------|-------------|--|
| UPC (12 Digit) | Name                        | Ast        | HFaci...   | Orientat... |  |
| 736920111327   | GOOSEISLANDIPA6/12BTL       |            | 1          | Side        |  |
| 723830000209   | LAGUNITASLITTLESUMPIN6/1... |            | 1          | Side        |  |
| 723830000094   | LAGUNITASIPA6/12BTL         |            | 1          | Side        |  |
| 071990095611   | BLUEMOONMANGOWHEAT6/1...    |            | 1          | Side        |  |
| 638489000299   | DOGFISHHEAD60MINUTEIPA6/... |            | 1          | Side        |  |
| 740522100832   | BELLSTWOHEARTEDALE6/12B...  |            | 1          | Side        |  |
| 887151000949   | CONEYISLANDMERMAIDPILS...   |            | 1          | Side        |  |
| 631234300026   | SWEETWATER 420 6/12 BTL     |            | 1          | Side        |  |
| 022100001701   | PABST12/12CAN               |            | 1          | Top 90      |  |