

Rite Aid  
Store# 4196  
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



2 ft 6 in

2 ft 6 in

2 ft 6 in

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Segment 1 of 4 starting view

## Shelf Schematic Report

RITE AID\_4196 Store # 4196 # of segments: 4



Name: 1_1		W:30.00 in	D:26.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
635985200253	WHITECLAWBLACKCHERRY6/...		1	Side
635985548904	WHITECLAWVARIETYPACK12/...	Core	2	Side 90
635985800064	WHITECLAWVARIETYPACK12/...	PRO...	1	Side 90
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Side 90

Name: 1_2		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
635985260899	WHITECLAWBLACKCHERRY12...		1	Front 90
087692006862	TRULYVARIETYBERRY12/12C...	Core	1	Front 90
087692004240	TRULYVARIETYCITRUS12/12C...		1	Front 90
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Front 90
030613000012	BROOKLYNLAGER6/12BTL		1	Side

Name: 1_3		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
635985100331	WHITECLAWMANGO12/12CAN		1	Front 90
087692009917	TRULYLEMONADEVARIETY12/...	PRO...	1	Front 90
041827701121	ARCTICSUMMERSPIKEDVARI...	PRO...	1	Front 90
018200202179	BUDLIGHTSELTZERVARIETYR...	New	1	Front 90
030613000531	BROOKLYNSEASONAL6/12BTL		1	Side

Name: 1_4		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
034100012328	VIZZYVARIETY12/12CAN	PRO...	1	Front 90
071990000158	COORSHARDSELTZERVARIET...	New	1	Front 90
071990095925	BLUEMOONLIGHTSKY12/12CAN	PRO...	1	Top 90
071990095116	BLUEMOONBELGIANWHITE6/1...		1	Front

Name: 1_5		W:30.00 in	D:12.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
635985025986	WHITECLAWNATURALLIME6/1...		1	Side 90
635985260875	WHITECLAWMANGO6/12CAN		1	Side 90
018200202506	BUDLIGHTPLATINUMSELTZER...	New	1	Front
635985100621	MIKESHARDLEMONADE6/11.2...		2	Side

Name: 2_1		W:30.00 in	D:26.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
072890001528	HEINEKEN18/12BTL	New	1	Side



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072890000163	HEINEKEN12/12BTL	Core	1	Side
786150000144	STELLAARTOIS12/11.2BTL	Core	1	Side
082488123006	BECKS12/12BTL	Core	1	Side

Name: 2_2		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
723830212121	LAGUNITASIPA12/12CAN		1	Top 90
072890000200	HEINEKEN12/12CAN	Core	1	Top 90
072890000118	HEINEKEN6/12BTL	Core	1	Side
786150000014	STELLAARTOIS6/11.2BTL	Core	1	Side
786150000168	STELLAARTOIS12/11.2CAN	Core	1	Top 90

Name: 2_3		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
723830000094	LAGUNITASIPA6/12BTL		1	Side
740522100832	BELLSTWOHEARTEDALE6/12B...		1	Side
072890006219	HEINEKEN0.0NEARBEER6/12B...		1	Side
181954000022	PERONI6/11.2BTL		1	Side
181954000046	PERONI12/11.2BTL		1	Side

Name: 2_4		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
681745111123	BLUEPOINTTOASTEDLAGER6/...		1	Side
083783375213	SIERRANEVADAPALEALE6/12...		1	Side
083783228229	SIERRANEVADASEASONAL6/1...		1	Side
087692100126	SAMUELADAMSBOSTONLAGE...		1	Side
736920111327	GOOSEISLANDIPA6/12BTL		1	Side

Name: 2_5		W:30.00 in	D:12.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
869071000278	MONTAUKWAVECHASER4/6/1...		1	Side
862737000063	MONTAUKSUMMER6/12CAN(W...		1	Side
862737000070	MONTAUKSESSIONIPA6/12CA...		1	Side
859093002442	SIXPOINTTHECRISP6/12CAN		1	Side
859093002435	SIXPOINTBENGALIIPA6/12CAN		1	Side



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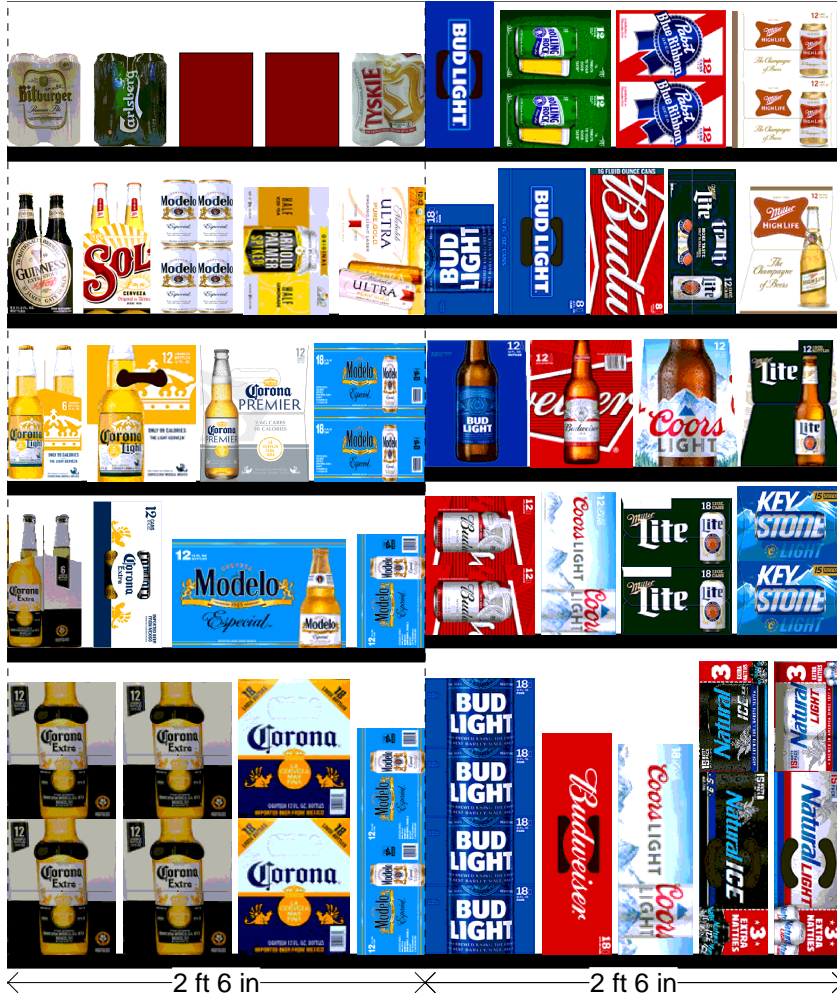
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Segment 3 of 4 starting view

## Shelf Schematic Report

RITE AID\_4196 Store # 4196 # of segments: 4



Name: 3_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956152	CORONA12/12BTL	Core	2	Side	
080660956800	CORONA18/12BTL	Core	1	Side	
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side	

Name: 3_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956053	CORONA6/12BTL	Core	1	Side	
080660956954	CORONA12/12CAN	Core	1	Top 90	
080660957579	MODELOESPECIAL12/12BTL	Core	1	Front	
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side	

Name: 3_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
080660956251	CORONALIGHT6/12BTL		1	Side	
080660956756	CORONALIGHT12/12BTL	Core	1	Side	
033544950425	CORONAPREMIER12/12BTL	Core	1	Side	
080660957111	MODELOESPECIAL18/12CAN	Core	1	Side 90	

Name: 3_4		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
083820123937	GUINNESSEXTRASTOUT6/12B...	Core	1	Side	
072311630214	SOL6/12BTL		1	Side	
080660957555	MODELOESPECIAL6/12CAN		1	Side	
613008752200	ARNOLDPALMERSPIKEDHALF...	New	1	Front 90	
018200201448	MICHELOBULTRAPUREGOLD1...	PRO...	1	Front 90	

Name: 3_5		W:30.00 in	D:12.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
020507000112	BITBURGER4/16.9CAN(WRAP)		1	Front	
087600101153	CARLSBERG4/16.9CAN		1	Front	
4005249004181	VELTINSPILSENER4/16.9CAN		2	Front	
835609001116	TYSKIE4/16.9CAN		1	Front	

Name: 4_1		W:30.00 in	D:26.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200532184	BUDLIGHT18/12CAN	Core	1	Side 90	
018200112188	BUD18/12CAN	Core	1	Top 90	
071990300173	COORSLIGHT18/12CAN	Core	1	Top 90	

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Segment 3 of 4 starting view

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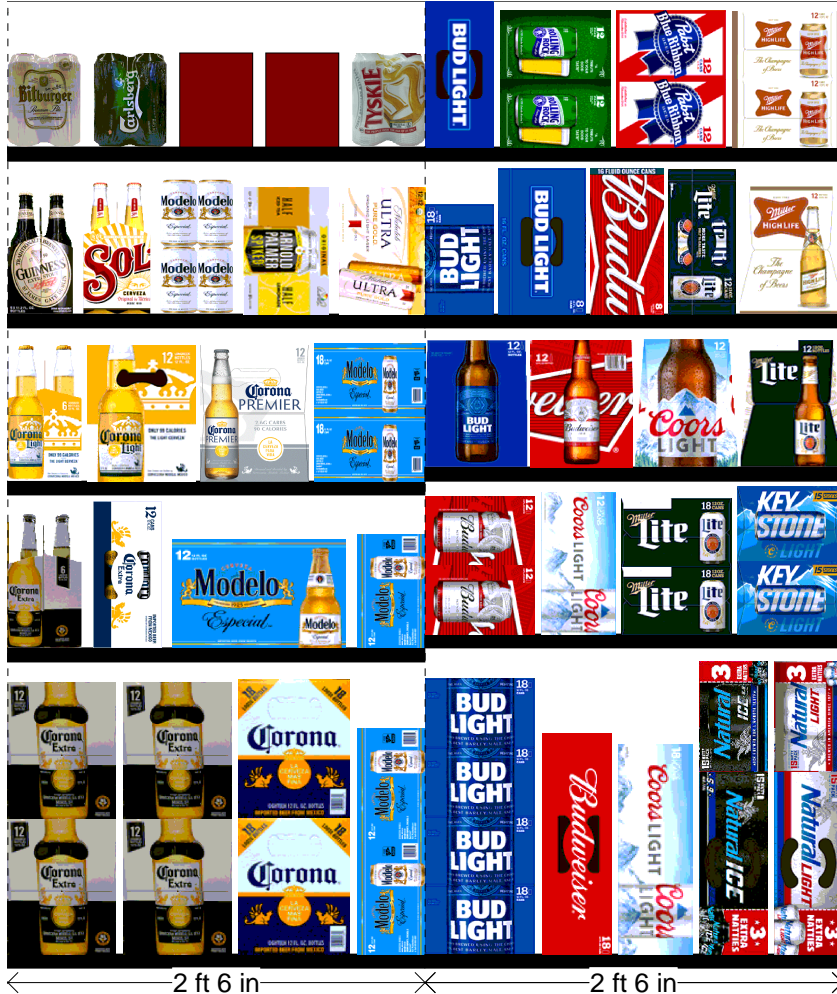
RITE AID_4196	Store # 4196	# of segments: 4
018200284434	NATURALICE15/12CAN	Core 1 Top 90
018200200779	NATURALLIGHT15/12CAN	Core 1 Top 90

Name: 4_2	W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200110474	BUD12/12CAN	Core	1	Side 90
071990000486	COORSLIGHT12/12CAN	New	1	Top 90
034100573409	LITE18/12CAN	Core	1	Side 90
071990480455	KEYSTONELIGHT15/12CAN		1	Side 90

Name: 4_3	W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200007699	BUDLIGHT12/12BTL		1	Side
018200007712	BUD12/12BTL		1	Side
071990300692	COORSLIGHT12/12BTL	Core	1	Side
034100575090	LITE12/12BTL		1	Side

Name: 4_4	W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200532184	BUDLIGHT18/12CAN	Core	1	Side
018200089893	BUDLIGHT8/16CAN		1	Top 90
018200089817	BUD8/16CAN		1	Front 90
034100576363	LITE12/12CAN		1	Top 90
034100015091	HIGHLIFE12/12BTL	Core	1	Side

Name: 4_5	W:30.00 in	D:12.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
018200530470	BUDLIGHT12/12CAN	Core	1	Top 90
071439344508	ROLLINGROCK12/12CAN		1	Side 90
022100001701	PABST12/12CAN		1	Side 90
034100016364	HIGHLIFE12/12CAN		1	Side 90





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Segment 1 of 2 starting view

## Shelf Schematic Report

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Name: 1_1		W:96.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200284434	NATURALICE15/12CAN	Core	1	Side	
018200200779	NATURALLIGHT15/12CAN	Core	1	Side	
071439344508	ROLLINGROCK12/12CAN		1	Side 90	
071990300173	COORSLIGHT18/12CAN	Core	1	Side	
071990000486	COORSLIGHT12/12CAN	New	1	Side	
018200532184	BUDLIGHT18/12CAN	Core	1	Side 90	
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side 90	
080660957579	MODELOESPECIAL12/12BTL	Core	1	Side	
033544950272	MODELOESPECIAL18/12BTL	Core	1	Side	
080660956152	CORONA12/12BTL	Core	1	Front	
080660954080	CORONA24/7BTL	Core	1	Side	
072890000163	HEINEKEN12/12BTL	Core	1	Side	
635985548904	WHITECLAWVARIETYPACK12/...	Core	1	Side 90	

Name: 1_2		W:96.00 in	D:13.50 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200110474	BUD12/12CAN	Core	1	Side 90	
018200112188	BUD18/12CAN	Core	1	Side 90	
642860900245	FOUNDERSALLDAYSESSIONI...		1	Side 90	
723830212121	LAGUNITASIPA12/12CAN		1	Top 90	
080660957111	MODELOESPECIAL18/12CAN	Core	1	Side 90	
080660956053	CORONA6/12BTL	Core	2	Side	
082488123006	BECKS12/12BTL	Core	1	Front	
786150002001	STELLAARTOIS6/12CAN		1	Side 90	
072890000118	HEINEKEN6/12BTL	Core	1	Front	
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Front 90	
087692006862	TRULYVARIETYBERRY12/12C...	Core	1	Front 90	
087692004240	TRULYVARIETYCITRUS12/12C...		1	Front 90	
635985260899	WHITECLAWBLACKCHERRY12...		1	Front 90	

Name: 1_3		W:96.00 in	D:13.50 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
859093002619	SIXPOINTVARIETY12/12CAN		1	Top 90	
030613000531	BROOKLYNSEASONAL6/12BTL		2	Side	
030613000012	BROOKLYNLAGER6/12BTL		2	Side	
723830000094	LAGUNITASIPA6/12BTL		2	Side	
080660957555	MODELOESPECIAL6/12CAN		1	Side	
020507000112	BITBURGER4/16.9CAN(WRAP)		1	Front	



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RITE AID_4196	Store # 4196	# of segments: 2		
087600101153	CARLSBERG4/16.9CAN		1	Front
181954000022	PERONI6/11.2BTL		1	Front
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Front 90
071990000158	COORSHARDSELTZERVARIET...	New	1	Front 90
034100012328	VIZZYVARIETY12/12CAN	PRO...	1	Front 90
087692009917	TRULYLEMONADEVARIETY12/...	PRO...	1	Front 90
087692008040	TRULYVARIETYTROPICAL12/1...		1	Front 90
635985100331	WHITECLAWMANGO12/12CAN		1	Front 90

Name: 1_4	W:96.00 in	D:13.50 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
856632004271	BRONXSUMMER6/12CAN		1	Side
859093002428	SIXPOINTSWEETACTION6/12C...		1	Side
859093002466	SIXPOINTRESINIIPA6/12CAN		1	Side
859093002442	SIXPOINTTHECRISP6/12CAN		1	Side
859093002435	SIXPOINTBENGALIPA6/12CAN		1	Side
862737000070	MONTAUKSESSIONIPA6/12CA...		1	Side
862737000063	MONTAUKSUMMER6/12CAN(W...		1	Side
869071000278	MONTAUKWAVECHASER4/6/1...		1	Side
087692006602	ANGRYORCHARDROSE6/12BTL		2	Side
033544950630	CORONAREFRESCAPASSION...		1	Side
082000781424	SMIRNOFFSPIKEDSPARKLING...		1	Front 90
853897002271	BONANDVIVSPIKEDSELTZERV...	Move	1	Front 90
018200285486	BONANDVIVSPIKEDSELTZERV...		1	Side
087692007814	TRULYROSE6/12CAN		1	Side
635985260875	WHITECLAWMANGO6/12CAN		1	Side
635985025986	WHITECLAWNATURALLIME6/1...		1	Side
635985200253	WHITECLAWBLACKCHERRY6/...		1	Side
635985800064	WHITECLAWVARIETYPACK12/...	PRO...	1	Side 90

