

Rite Aid
Store# 10534
NEW YORK, NY

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



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FINAL

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Segment 1 of 4 starting view

Shelf Schematic Report

RITE AID_10534 Store # 10534 # of segments: 4



Name: 1_1		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
034100576363	LITE12/12CAN		1	Top 90	
071990000486	COORSLIGHT12/12CAN	New	1	Top 90	
018200110474	BUD12/12CAN	Core	1	Top 90	
018200530470	BUDLIGHT12/12CAN	Core	1	Top 90	
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side 90	

Name: 1_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200201448	MICHELOBULTRAPUREGOLD1...	PRO...	1	Front 90	
080660957852	MODELONEGRA6/12BTL		1	Side	
080660957654	MODELOESPECIAL6/12BTL		1	Front	
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side 90	

Name: 1_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
740522100832	BELLSTWOHEARTEDALE6/12B...		1	Side	
736920111327	GOOSEISLANDIPA6/12BTL		1	Side	
638489000299	DOGFISHHEAD60MINUTEIPA6/...		1	Side	
088573331011	SHINERBOCK6/12BTL		1	Side	
071990095161	BLUEMOONBELGIANWHITE12/...	Core	1	Side	

Name: 1_4		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
087692300502	SAMUELADAMSSEASONAL6/1...		1	Side	
087692100126	SAMUELADAMSSEASONAL6/1...		1	Side	
030613000531	BROOKLYNSEASONAL6/12BTL		1	Side	
030613000012	BROOKLYNLAGER6/12BTL		1	Side	
071990095116	BLUEMOONBELGIANWHITE6/1...		1	Front	

Name: 1_5		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
672438002002	BALLASTPOINTFATHOMIPA6/1...		1	Side	
786243119906	FLYINGDOGRAGINGBITCH6/12...		1	Side	
723830000094	LAGUNITASIPA6/12BTL		1	Side	
754527004217	NEWBELGIUMVOODOORANG...		1	Side	
071990095925	BLUEMOONLIGHTSKY12/12CAN	PRO...	1	Top 90	

Name: 1_6 W:30.00 in D:12.00 in

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Segment 1 of 4 starting view

Shelf Schematic Report

RITE AID_10534 Store # 10534		# of segments: 4	
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
862737000070	MONTAUKSESSIONIPA6/12CA...		1 Side
869071000278	MONTAUKWAVECHASER4/6/1...		1 Side
862737000070	MONTAUKSESSIONIPA6/12CA...		1 Side
072311630016	PILSNERURQUELL6/11.2BTL		1 Front
613008752200	ARNOLDPALMERSPIKEDHALF...	New	1 Front 90

Name: 2_1		W:30.00 in		D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci... Orientat...		
033544950449	CORONAPREMIER12/12CAN		1 Front 90		
080660956152	CORONA12/12BTL	Core	1 Side		
072890000163	HEINEKEN12/12BTL	Core	1 Side		
786150000144	STELLAARTOIS12/11.2BTL	Core	1 Side		

Name: 2_2		W:30.00 in		D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci... Orientat...		
033544950531	CORONAFAMILIAR12/12BTL		1 Side		
080660956152	CORONA12/12BTL	Core	1 Side		
072890000200	HEINEKEN12/12CAN	Core	1 Top 90		
181954000046	PERONI12/11.2BTL		1 Side		

Name: 2_3		W:30.00 in		D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci... Orientat...		
080660956756	CORONALIGHT12/12BTL	Core	1 Side		
083820123937	GUINNESSEXTRASTOUT6/12B...	Core	1 Side		
072890000118	HEINEKEN6/12BTL	Core	1 Side		
786150000014	STELLAARTOIS6/11.2BTL	Core	1 Side		
181954000022	PERONI6/11.2BTL		1 Front		

Name: 2_4		W:30.00 in		D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci... Orientat...		
080660956251	CORONALIGHT6/12BTL		1 Side		
080660956053	CORONA6/12BTL	Core	1 Side		
033544000434	CORONASELTZERVARIETY12/...	PRO...	1 Front 90		
635985800064	WHITECLAWVARIETY12/12CA...	PRO...	1 Front 90		
635985548904	WHITECLAWVARIETY12/12CA...	Core	1 Front 90		

Name: 2_5		W:30.00 in		D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci... Orientat...		
786150001462	HOEGAARDENBELGIANWHEA...		1 Side		
087692821021	ANGRYORCHARDCRISPAPPL...		1 Side		



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RITE AID_10534	Store # 10534	# of segments: 4
087692006862	TRULYVARIETYBERRY12/12C...	Core 1 Top 90
635985548904	WHITECLAWVARIETY12/12CA...	Core 2 Front 90

Name: 2_6	W:30.00 in	D:12.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
033544000137	CORONAVARIETYREFRESCA1...		1	Front 90
071990000158	COORSHARDSELTZERVARIET...	New	1	Front 90
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Front 90
034100012328	VIZZYVARIETY12/12CAN(A)	PRO...	1	Front 90
635985025986	WHITECLAWNATURALLIME6/1...		1	Top 90



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Segment 3 of 4 starting view

Shelf Schematic Report

RITE AID_10534 Store # 10534 # of segments: 4



Name: 3_1		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200219863	BUDLIGHT3/25CAN		2	Side	
018200250132	NATTYDADDY1/25CAN		2	Front	
034100000059	HIGHLIFE1/24CAN		2	Front	
022100000049	PABST1/24CAN		2	Front	
071439006017	ROLLINGROCK1/25CAN		2	Front	

Name: 3_2		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200219856	BUD3/25CAN		2	Side	
018200250002	BUD1/25CAN		2	Front	
018200004735	BUD1/16BTL(AL)		2	Front	
018200007958	BUDLIGHT1/16BTL(AL)		2	Front	
018200250019	BUDLIGHT1/25CAN		2	Front	

Name: 3_3		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
071990301200	COORSLIGHT3/24CAN		2	Side	
071990300654	COORSLIGHT1/24CAN		2	Front	
071990301033	COORSLIGHT1/16BTL(AL)		2	Front	
071990170202	COORSBANQUET1/16BTL(AL)		2	Front	
071990100711	COORSBANQUET1/24CAN		2	Front	

Name: 3_4		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
078250003287	STEEL RESERVE 211 1/24 CAN	PRO...	1	Front	
089924600244	YUENGLINGLAGER1/24CAN		1	Front	
034100003760	LITE1/16BTL(AL)		2	Front	
034100003555	LITE1/24CAN		2	Front	
642860130246	FOUNDERSALLDAYSESSIONI...		2	Front	
754527009052	NEWBELGIUMVOODOORANG...	PRO...	2	Front	

Name: 3_5		W:30.00 in	D:22.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
087692001355	SAMUELADAMS BOSTON LAGE...		1	Front	
087692001591	SAMUELADAMS REBEL IPA 1/16...		2	Front	
030613000593	BROOKLYN SUMMER ALE 1/16C...		2	Front	
030613000333	BROOKLYN LAGER 6/16CAN		1	Side	
071990095451	BLUEMOON BELGIAN WHITE 1/1...		2	Front	

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RITE AID_10534 Store # 10534 # of segments: 4
 723830011922 LAGUNITASIPA1/19.2CAN PRO... 2 Front

Name: 3_6		W:30.00 in	D:12.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
083783000030	SIERRANEVADAPALEALE1/16...		1	Front
083783110012	SIERRANEVADATORPEDOIPA...		1	Front
740522110848	BELLSTWOHEARTEDALE1/16C...		2	Front
856632004172	BRONXAMERICANPALEALE1/1...		1	Front
859093002381	SIXPOINTBENGALIIPA1/12CAN		2	Front
859093002367	SIXPOINTSWEETACTION1/12C...		1	Front
859093002374	SIXPOINTTHECRISP1/12CAN		2	Front

Name: 4_1		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
4005249004181	VELTINSPILSENER4/16.9CAN		1	Side
020507002505	BITBURGER4/16.9CAN		1	Side
087600101146	CARLSBERG1/16.9CAN		2	Front
689076611756	NARRAGANSETT1/24CAN		1	Front
018200250095	BUDLIGHTLIME1/25CAN		2	Front

Name: 4_2		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
070897183315	FOSTERSPREMIUM1/25.4CAN		2	Front
070897013315	FOSTERS1/25.4CAN		3	Front
087975026501	SAPPORO1/22CAN		1	Front
072890001191	HEINEKEN1/24CAN		2	Front
018200250286	BECKS1/25.4CAN		1	Front

Name: 4_3		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
089826001422	TECATE1/24CAN		2	Front
033544950227	PACIFICO1/24CAN		1	Front
033544950616	MODELONEGRA1/24CAN		1	Front
080660957210	MODELOESPECIAL1/24CAN		3	Front
080660956435	CORONA1/24CAN		2	Front
033544950470	CORONAPREMIER1/24CAN		1	Front

Name: 4_4		W:30.00 in	D:22.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
087692009702	TRULYPINEAPPLE1/24CAN	PRO...	2	Front
786150001707	STELLAARTOIS1/19.2CAN		2	Front



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RITE AID_10534 Store # 10534		# of segments: 4
070310014837	SEAGRAMSESCAPESSPIKEDJ...	2 Front
018200255052	BUDLIGHTLIMESTRAW-BER-RI...	1 Front
018200959998	BUDLIGHTLIMELEMON-ADE-RI...	1 Front
034100003234	REDDSWICKED1/24CAN	1 Front
087692000846	ANGRYORCHARDCRISPAPPL...	1 Front

Name: 4_5		W:30.00 in	D:22.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
087692010142	TRULYLEMONADE1/24CAN		2 Front
635985260387	WHITECLAWBLACKCHERRY1/...		2 Front
635985260394	WHITECLAWMANGO1/19.2CAN	PRO...	2 Front
071990000141	COORSHARDSELTZERBLKCH...	New	2 Front
034100000974	VIZZYPINEAPPLEMANGO1/24...	New	2 Front

Name: 4_6		W:30.00 in	D:12.00 in
UPC (12 Digit)	Name	Ast	HFaci... Orientat...
613008748296	ARNOLDPALMERSPIKEDHALF...		2 Front
087692752318	TWISTEDTEAHALFANDHALF1/...		2 Side
087692832317	TWISTEDTEAORIGINAL1/24CAN		2 Front
635985249856	MIKESHARDERC Cranberry...	PRO...	2 Front
635985245834	MIKESHARDERLEMONADE1/2...	New	2 Front



Rite Aid
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Warm

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Better 4 You section



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FINAL

Warm

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Segment 1 of 4 starting view

Shelf Schematic Report

RITE AID_10534 Store # 10534 # of segments: 4

Name: 1_1		W:96.00 in	D:18.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985548904	WHITECLAWVARIETY12/12CA...	Core	2	Front 90	
072890000163	HEINEKEN12/12BTL	Core	1	Front	
072890000200	HEINEKEN12/12CAN	Core	1	Side 90	
072890001528	HEINEKEN18/12BTL	New	1	Side	
786150000144	STELLAARTOIS12/11.2BTL	Core	1	Front	
080660956152	CORONA12/12BTL	Core	1	Front	
080660957111	MODELOESPECIAL18/12CAN	Core	1	Side 90	
080660957159	MODELOESPECIAL12/12CAN	Core	2	Top	
080660957159	MODELOESPECIAL12/12CAN	Core	1	Side 90	

Name: 1_2		W:96.00 in	D:18.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985260899	WHITECLAWBLACKCHERRY12...		1	Front 90	
635985100331	WHITECLAWMANGO12/12CAN		1	Front 90	
853897002271	BONANDVIVSPIKEDSELTZERV...	Move	1	Front 90	
018200202179	BUDLIGHTSELTZERVARIETYR...	New	1	Front 90	
072890000118	HEINEKEN6/12BTL	Core	1	Front	
786150000014	STELLAARTOIS6/11.2BTL	Core	1	Front	
080660956053	CORONA6/12BTL	Core	1	Front	
080660956152	CORONA12/12BTL	Core	1	Front	
033544950425	CORONAPREMIER12/12BTL	Core	1	Front	
018200530470	BUDLIGHT12/12CAN	Core	1	Side 90	
071990000486	COORSLIGHT12/12CAN	New	1	Side 90	
022100001701	PABST12/12CAN		1	Top 90	
071990480455	KEYSTONELIGHT15/12CAN		1	Side 90	

Name: 1_3		W:96.00 in	D:18.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985800064	WHITECLAWVARIETY12/12CA...	PRO...	1	Top 90	
087692009917	TRULYLEMONADEVARIETY12/...	PRO...	1	Front 90	
087692007814	TRULYROSE6/12CAN		1	Top 90	
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Front 90	
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Front 90	
786150000168	STELLAARTOIS12/11.2CAN	Core	1	Front 90	
072890001580	HEINEKENLIGHT6/12BTL		1	Front	
181954000022	PERON16/11.2BTL		1	Front	
083820123937	GUINNESSEXTRASTOUT6/12B...	Core	1	Side	
080660956251	CORONALIGHT6/12BTL		1	Side	



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FINAL

Warm

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Segment 1 of 4 starting view

Shelf Schematic Report

RITE AID_10534 Store # 10534		# of segments: 4	
033544950517	CORONAFAMILIAR6/12BTL		1 Front
080660957654	MODELOESPECIAL6/12BTL		1 Front
018200532184	BUDLIGHT18/12CAN	Core	1 Side
018200112188	BUD18/12CAN	Core	1 Side
071990300692	COORSLIGHT12/12BTL	Core	1 Side

Name: 1_4		W:96.00 in	D:14.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
635985260660	WHITECLAWRASPBERRY6/12...		1	Side
635985200253	WHITECLAWBLACKCHERRY6/...		1	Side
635985025986	WHITECLAWNATURALLIME6/1...		1	Side
635985260875	WHITECLAWMANGO6/12CAN		1	Side
635985200284	WHITECLAWRUBYGRAPEFRUI...		1	Side
071990095116	BLUEMOONBELGIANWHITE6/1...		1	Front
071990095611	BLUEMOONMANGOWHEAT6/1...		2	Side
030613000531	BROOKLYNSEASONAL6/12BTL		1	Side
030613000012	BROOKLYNLAGER6/12BTL		1	Side
083783375213	SIERRANEVADAPALEALE6/12...		2	Side
083783228229	SIERRANEVADASEASONAL6/1...		2	Side
740522100832	BELLSTWOHEARTEDALE6/12B...		1	Side
817904000834	ELYSIANSPACEDUSTIPA6/12B...		2	Side
736920111327	GOOSEISLANDIPA6/12BTL		1	Side
071439344508	ROLLINGROCK12/12CAN		1	Top 90

Name: 1_5		W:96.00 in	D:14.00 in	
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...
082000781424	SMIRNOFFSPIKEDSPARKLING...		1	Front 90
034100012328	VIZZYVARIETY12/12CAN(A)	PRO...	1	Front 90
034100012229	MOVVARIETY4/8.4CAN	PRO...	1	Front 90
033544000137	CORONAVARIETYREFRESCA1...		1	Front 90
723830000094	LAGUNITASIPA6/12BTL		1	Front
723830000209	LAGUNITASLITTLEPUMPIN6/1...		2	Side
786243119906	FLYINGDOGRAGINGBITCH6/12...		1	Side
859612001024	21STAMENDMENTHELLORHIG...		1	Side
754527009946	NEWBELGIUMVOODOOROTAT...		1	Side
862737000025	MONTAUKDRIFTWOOD6/12CA...		1	Side
862737000070	MONTAUKSESSIONIPA6/12CA...		1	Side
862737000063	MONTAUKSUMMER6/12CAN(W...		1	Front
862737000018	MONTAUKSUMMER6/12CAN		1	Side
869071000278	MONTAUKWAVECHASER4/6/1...		1	Front
862737000025	MONTAUKDRIFTWOOD6/12CA...		1	Side



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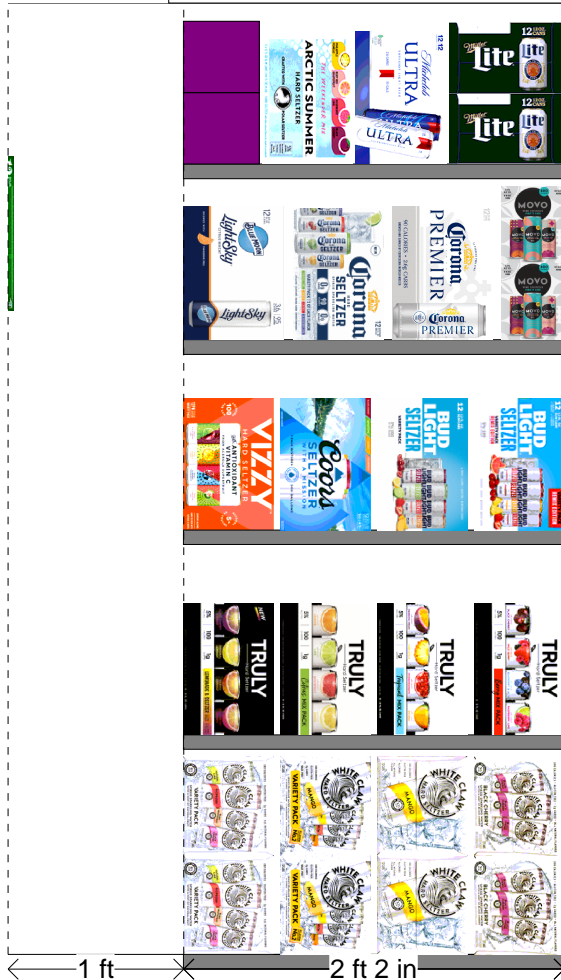
FINAL

Warm

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Segment 3 of 4 starting view

Better 4 You
section



Shelf Schematic Report

RITE AID_10534 Store # 10534 # of segments: 4

Name: 4_1		W:26.00 in	D:18.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
635985548904	WHITECLAWVARIETY12/12CA...	Core	1	Side 90	
635985800064	WHITECLAWVARIETY12/12CA...	PRO...	1	Side 90	
635985100331	WHITECLAWMANGO12/12CAN		1	Side 90	
635985260899	WHITECLAWBLACKCHERRY12...		1	Side 90	

Name: 4_2		W:26.00 in	D:18.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
087692009917	TRULYLEMONADEVARIETY12/...	PRO...	1	Front 90	
087692004240	TRULYVARIETYCITRUS12/12C...		1	Front 90	
087692008040	TRULYVARIETYTROPICAL12/1...		1	Front 90	
087692006862	TRULYVARIETYBERRY12/12C...	Core	1	Front 90	

Name: 4_3		W:26.00 in	D:18.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
034100012328	VIZZYVARIETY12/12CAN(A)	PRO...	1	Front 90	
071990000158	COORSHARDSELTZERVARIET...	New	1	Front 90	
018200202087	BUDLIGHTSELTZERVARIETY1...	PRO...	1	Front 90	
018200202179	BUDLIGHTSELTZERVARIETYR...	New	1	Front 90	

Name: 4_4		W:26.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
071990095925	BLUEMOONLIGHTSKY12/12CAN	PRO...	1	Top 90	
033544000434	CORONASELTZERVARIETY12/...	PRO...	1	Front 90	
033544950449	CORONAPREMIER12/12CAN		1	Front 90	
034100012229	MOVVARIETY4/8.4CAN	PRO...	1	Front	

Name: 4_5		W:26.00 in	D:14.00 in		
UPC (12 Digit)	Name	Ast	HFaci...	Orientat...	
018200202506	BUDLIGHTPLATINUMSELTZER...	New	1	Side	
041827701121	ARCTICCHILLHARDSELTZERV...	PRO...	1	Front 90	
018200069918	MICHELOBULTRA12/12CAN		1	Front 90	
034100576363	LITE12/12CAN		1	Side 90	