



Target Store: 2850 Display: B148K9H

Planogram Name: B148K9H 02/28/2021 D148 CASE STACK BEER 1: NY: 02/28-05/02 2x36x0





Target Store: 2850 Display: B148K9H
Planogram Name: B148K9H 02/28/2021 D148 CASE STACK BEER 1: NY:
02/28-05/02 2x36x0

D148 CASE STACK BEER 1: NY: 02/28-05/02 Store # 2850 H: 3 ft W: 2 ft D: 0 ft # of segments: 1

Name: S1		W:24.00 in	D:14.00 in	Avail Space: 1.44 in		Ht Space: 29.52 in	
ID	UPC	Name		Category	HFacings	Orientation	Units
213050129	8769201103	SAMUEL ADAMS SEASONAL 12/1...		MALT BASED	1	Side	2
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...		MALT BASED	2	Side	6

Name: S2 W:24.00 in D:1.00 in Avail Space: 24.00 in Ht Space: 0.00 in



Target Store: 2850 Display: B148LBZ

Planogram Name: B148LBZ 02/28/2021 D148 CASE STACK BEER 3: NY: 02/28-05/02 2x36x0



Section #1



Target Store: 2850 Display: B148LBZ
Planogram Name: B148LBZ 02/28/2021 D148 CASE STACK BEER 3: NY:
02/28-05/02 2x36x0

D148 CASE STACK BEER 3: NY: 02/28-05/02 Store # 2850 H: 3 ft W: 2 ft D: 0 ft # of segments: 1

Name: S1		W:24.00 in	D:14.00 in	Avail Space: 1.41 in		Ht Space: 29.52 in	
ID	UPC	Name		Category	HFacings	Orientation	Units
213050063	63625188901	STONE VARIETY PACK 12/12 BTL		MALT BASED	3	Side	6

Name: S2 W:24.00 in D:1.00 in Avail Space: 24.00 in Ht Space: 0.00 in



Target Store: 2850 Display: B148LAS

Planogram Name: B148LAS 02/28/2021 D148 CASE STACK BEER 2: NY: 24PK: 02/28-05/02 2x36x0



Section #1



Target Store: 2850 Display: B148LAS
 Planogram Name: B148LAS 02/28/2021 D148 CASE STACK BEER 2: NY: 24PK:
 02/28-05/02 2x36x0

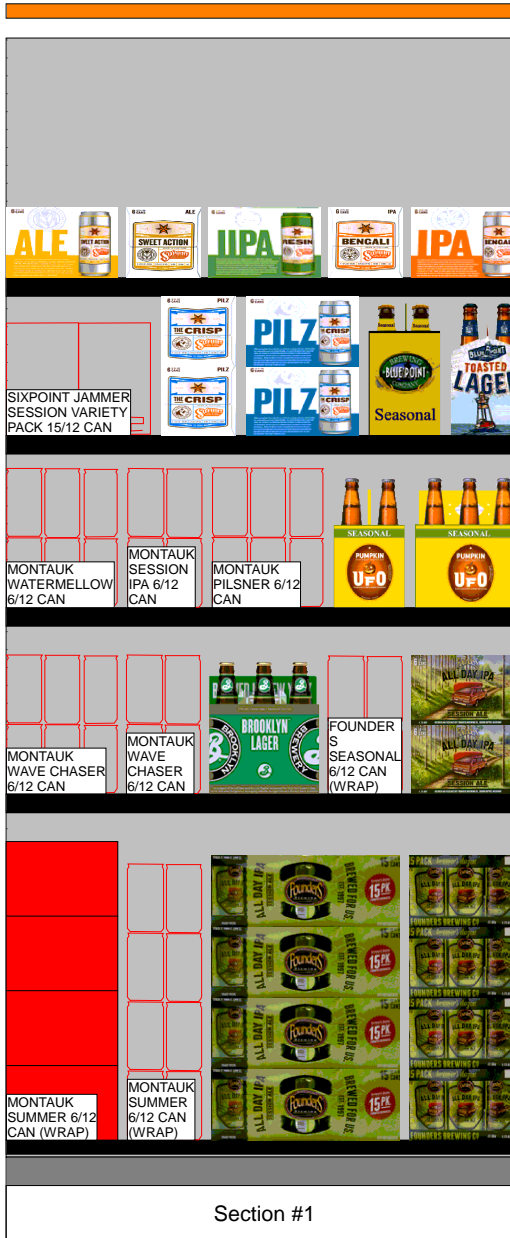
D148 CASE STACK BEER 2: NY: 24PK: 02/28-05/02 Store # 2850 H: 3 ft W: 2 ft D: 0 ft # of segments: 1

Name: S1		W:24.00 in	D:14.00 in	Avail Space: 2.74 in			Ht Space: 29.52 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030266	1820096715	MICHELOB ULTRA 24/12 CAN	MALT BASED	1	Side	3	
213030005	1820053168	BUD LIGHT 24/12 CAN	MALT BASED	1	Side	2	
213030033	7199031600	COORS LIGHT 24/12 CAN	MALT BASED	1	Side	2	
213030064	3410057306	LITE 24/12 CAN	MALT BASED	1	Side	2	

Name: S2 W:24.00 in D:1.00 in Avail Space: 24.00 in Ht Space: 0.00 in



Target Store: 2850 Display: D213YHN
Planogram Name: D213YHN 02/28/2021 PF: WARM BEER C: NY: 24PK: 3x84x18





Target Store: 2850 Display: D213YHN
Planogram Name: D213YHN 02/28/2021 PF: WARM BEER C: NY: 24PK:
3x84x18

PF: WARM BEER C: NY: 24PK: Store # 2850 H: 7 ft W: 3 ft D: 1 ft 6.00 in # of segments: 1

Name: S1		W:36.00 in	D:22.00 in	Avail Space: 1.97 in			Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Top	16	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Side	8	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Top	8	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side 90	4	

Name: S2		W:36.00 in	D:18.00 in	Avail Space: 2.38 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Front	6	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	4	
213050941	3061300001	BROOKLYN LAGER 6/12 BTL	MALT BASED	1	Front	3	
213054950	64286015025	FOUNDERS SEASONAL 6/12 CAN...	MALT BASED	1	Side	4	
213054945	64286015024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Front	6	

Name: S3		W:36.00 in	D:18.00 in	Avail Space: 2.79 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Front	6	
213051883	86273700003	MONTAUK SESSION IPA 6/12 CAN	MALT BASED	1	Side	4	
213055887	86665600047	MONTAUK PILSNER 6/12 CAN	MALT BASED	1	Front	6	
213050549	4182790046	HARPOON UFO SEASONAL 6/12 ...	MALT BASED	1	Side	2	
213050549	4182790046	HARPOON UFO SEASONAL 6/12 ...	MALT BASED	1	Front	3	

Name: S4		W:36.00 in	D:18.00 in	Avail Space: 2.96 in			Ht Space: 9.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213056144	85909300297	SIXPOINT JAMMER SESSION VA...	MALT BASED	2	Side	2	
213053644	85909300244	SIXPOINT THE CRISP 6/12 CAN	MALT BASED	1	Side	4	
213053644	85909300244	SIXPOINT THE CRISP 6/12 CAN	MALT BASED	1	Front	6	
213051106	68174511118	BLUE POINT SEASONAL 6/12 BTL	MALT BASED	1	Side	2	
213050959	68174511112	BLUE POINT TOASTED LAGER 6/...	MALT BASED	1	Side	2	

Name: S5		W:36.00 in	D:18.00 in	Avail Space: 2.31 in			Ht Space: 18.08 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213053645	85909300242	SIXPOINT SWEET ACTION 6/12 C...	MALT BASED	1	Front	3	
213053645	85909300242	SIXPOINT SWEET ACTION 6/12 C...	MALT BASED	1	Side	2	
213053646	85909300246	SIXPOINT RESIN IIPA 6/12 CAN	MALT BASED	1	Front	3	
213053643	85909300243	SIXPOINT BENGALI IPA 6/12 CAN	MALT BASED	1	Side	2	
213053643	85909300243	SIXPOINT BENGALI IPA 6/12 CAN	MALT BASED	1	Front	3	

Name: S6		W:36.00 in	D:1.00 in	Avail Space: 36.00 in			Ht Space: 0.00 in
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Target Store: 2850 Display: B120Q0W

Planogram Name: B120Q0W 04/04/2021 01:F:NB SELTZERS:GG FRUIT STRIPS/SYRUP/DRIED FRUIT:4/4 3x84x0

Permanent sidecap fixture - please refer to adjacency for specific placement [left or right side of endcap]





Target Store: 2850 Display: B120Q0W
 Planogram Name: B120Q0W 04/04/2021 01:F:NB SELTZERS:GG FRUIT STRIPS/SYRUP/DRIED FRUIT:4/4 3x84x0

01:F:NB SELTZERS:GG FRUIT STRIPS/SYRUP/DRIED FR... Store # 2850 H: 7 ft W: 5 ft D: 0 ft # of segments: 2

Name: S1	W:24.00 in	D:12.00 in	Avail Space: 4.50 in			Ht Space: 13.85 in
ID	UPC	Name	Category	HFacings	Orientation	Units
261070371	78168298	Apple, Strawberry, & Peach Fr...	07	3	Front	18

Name: S2	W:24.00 in	D:12.00 in	Avail Space: 4.50 in			Ht Space: 12.45 in
ID	UPC	Name	Category	HFacings	Orientation	Units
261070367	78168294	Mango & Strawberry Slices Fre...	07	3	Front	27

Name: S3	W:24.00 in	D:12.00 in	Avail Space: 5.25 in			Ht Space: 11.20 in
ID	UPC	Name	Category	HFacings	Orientation	Units
231030057	78792428	Pure Maple Syrup - 12 fl oz - Good ...	03	5	Front	35

Name: S4	W:24.00 in	D:12.00 in	Avail Space: 3.75 in			Ht Space: 9.95 in
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Name: S5	W:24.00 in	D:12.00 in	Avail Space: 3.75 in			Ht Space: 10.25 in
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Name: S6	W:24.00 in	D:1.00 in	Avail Space: 0.00 in			Ht Space: 12.92 in
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Name:	W:36.00 in	D:0.01 in	Avail Space: 0.00 in			Ht Space: 0.00 in
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Name: S7	W:36.00 in	D:22.00 in	Avail Space: 5.25 in			Ht Space: 9.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	5	Front 90	15

Name: S8	W:36.00 in	D:18.00 in	Avail Space: 5.25 in			Ht Space: 9.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	5	Front 90	10

Name: S9	W:36.00 in	D:18.00 in	Avail Space: 5.25 in			Ht Space: 9.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010002	63598580029	WHITE CLAW VARIETY ICED TEA...	MALT BASED	5	Front 90	10

Name: S10	W:36.00 in	D:18.00 in	Avail Space: 2.25 in			Ht Space: 9.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213011061	8769201167	TRULY HARD TEA 12/12 CAN	MALT BASED	5	Top 90	15

Name: S11	W:36.00 in	D:18.00 in	Avail Space: 5.40 in			Ht Space: 10.03 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	5	Front 90	10

Name: S12	W:36.00 in	D:18.00 in	Avail Space: 5.40 in			Ht Space: 8.45 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	5	Front 90	10

Name: S13	W:36.00 in	D:1.00 in	Avail Space: 0.00 in			Ht Space: 10.12 in
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Name:	W:36.00 in	D:0.01 in	Avail Space: 0.00 in			Ht Space: 0.00 in
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Target Store: 2850 Display: D213YFS
 Planogram Name: D213YFS 02/28/2021 PF: WARM BEER:B: T2850: NY: 24PK: 7x84x22



Section #1

Section #2



Target Store: 2850 Display: D213YFS

Planogram Name: D213YFS 02/28/2021 PF: WARM BEER:B: T2850: NY: 24PK:
7x84x22

PF: WARM BEER:B: T2850: NY: 24PK: Store # 2850 H: 7 ft W: 7 ft D: 1 ft 10.0... # of segments: 2

Name: S1		W:48.00 in	D:22.00 in	Avail Space: 3.01 in			Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	4	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Side	8	
213060148	8066095787	MODELO NEGRA 12/12 BTL	MALT BASED	1	Side	2	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	4	

Name: S2		W:48.00 in	D:22.00 in	Avail Space: 0.88 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Front	4	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Front	2	
213060035	8066095785	MODELO NEGRA 6/12 BTL	MALT BASED	1	Front	3	
213060292	8066095711	MODELO ESPECIAL 18/12 CAN	MALT BASED	1	Side 90	2	

Name: S3		W:48.00 in	D:22.00 in	Avail Space: 0.79 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	1	Side	2	
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Front	2	
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Front	2	
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	1	Front	3	
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Side 90	4	
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Top 90	2	

Name: S4		W:48.00 in	D:22.00 in	Avail Space: 1.86 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060217	3354495041	CORONA PREMIER 6/12 BTL	MALT BASED	1	Side	2	
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Front	4	
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	2	Front	8	
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side	2	
213060038	8066095301	PACIFICO 6/12 BTL	MALT BASED	1	Front	4	
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Top 90	2	

Name: S5		W:48.00 in	D:22.00 in	Avail Space: 1.19 in			Ht Space: 16.08 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060016	61756312000	TIGER 6/11.2 BTL	MALT BASED	1	Front	4	
213060070	8248812377	BECKS 4/16 CAN	MALT BASED	1	Front	4	
213060064	7231163001	PILSNER URQUELL 6/11.2 BTL	MALT BASED	1	Front	4	
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Front	4	
213060022	8382012360	GUINNESS DRAUGHT STOUT 4/1...	MALT BASED	1	Front	4	
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4	
213060099	8382010403	GUINNESS DRAUGHT STOUT 12/...	MALT BASED	1	Side	2	

Name: S6		W:48.00 in	D:1.00 in	Avail Space: 48.00 in			Ht Space: 0.00 in
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Name: S7		W:36.00 in	D:22.00 in	Avail Space: 1.85 in			Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060239	7289000159	HEINEKEN LIGHT 12/12 BTL	MALT BASED	1	Front	6	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Front	6	
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	1	Side	4	
213060400	78615000149	STELLA ARTOIS 18/11.2 BTL	MALT BASED	1	Side	2	

Name: S8		W:36.00 in	D:22.00 in	Avail Space: 1.55 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060041	7289000621	HEINEKEN 0.0 NEAR BEER 6/12 ...	MALT BASED	1	Side	3	
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	1	Side 90	4	
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4	
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4	
213060400	78615000149	STELLA ARTOIS 18/11.2 BTL	MALT BASED	1	Side	1	

Name: S9		W:36.00 in	D:22.00 in	Avail Space: 2.12 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Top 90	3	



Target Store: 2850 Display: D213YFS

Planogram Name: D213YFS 02/28/2021 PF: WARM BEER:B: T2850: NY: 24PK:
7x84x22

213010137	81994200310	OSKAR BLUES WILD BASIN VARI...	MALT BASED	1	Top 90	3
213010591	8200078142	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Top 90	3
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	1	Top 90	3
213060188	78615000016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	3

Name: S10		W:36.00 in	D:22.00 in	Avail Space: 2.25 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	1	Top 90	3
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	1	Top 90	3
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top 90	3
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Top 90	6

Name: S11		W:36.00 in	D:22.00 in	Avail Space: 2.25 in		Ht Space: 14.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010587	8769200424	TRULY VARIETY CITRUS 12/12 C...	MALT BASED	1	Top 90	3
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	1	Top 90	3
213010346	63598526087	WHITE CLAW MANGO 6/12 CAN	MALT BASED	1	Front	5
213010553	63598520028	WHITE CLAW RUBY GRAPEFRUI...	MALT BASED	1	Front	5
213010345	63598526066	WHITE CLAW RASPBERRY 6/12 ...	MALT BASED	1	Front	5



Target Store: 2850 Display: D2130Q3
 Planogram Name: D2130Q3 02/28/2021 PF: WARM BEER:A: T2850: NY: 24PK: 10x84x22



Section #1

Section #2

Section #3



Target Store: 2850 Display: D2130Q3
 Planogram Name: D2130Q3 02/28/2021 PF: WARM BEER:A: T2850: NY:
 24PK: 10x84x22

PF: WARM BEER:A: T2850: NY: 24PK: Store # 2850 H: 7 ft W: 10 ft D: 1 ft 10.0... # of segments: 3

Name: S1		W:48.00 in	D:22.00 in	Avail Space: 1.87 in			Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030330	7199017037	COORS BANQUET 12/12 BTL (ST...	MALT BASED	1	Side	3	
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Top	8	
213030069	3410057340	LITE 18/12 CAN	MALT BASED	1	Side 90	4	
213030027	7199030069	COORS LIGHT 12/12 BTL	MALT BASED	1	Side	4	
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Side	4	

Name: S2		W:48.00 in	D:22.00 in	Avail Space: 1.57 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030098	7199000047	COORS BANQUET 12/12 CAN	MALT BASED	1	Side	2	
213030332	7199017028	COORS BANQUET 6/12 BTL	MALT BASED	1	Side	2	
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Top	4	
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Side	3	
213030132	3410057023	LITE 9/16 BTL (AL)	MALT BASED	1	Front	2	
213030070	3410057636	LITE 12/12 CAN	MALT BASED	1	Side 90	4	
213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Side	3	

Name: S3		W:48.00 in	D:22.00 in	Avail Space: 0.81 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213056212	7199009592	BLUE MOON LIGHT SKY 12/12 CAN	MALT BASED	1	Top 90	3	
213056211	7199009591	BLUE MOON LIGHT SKY 6/12 CAN	MALT BASED	1	Side	3	
213054910	7199017052	BLUE MOON BELGIAN WHITE 15/...	MALT BASED	1	Side 90	2	
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	1	Side	2	
213053435	7199017044	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Side	3	
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	

Name: S4		W:48.00 in	D:22.00 in	Avail Space: 2.67 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213051926	1820028156	SHOCK TOP BELGIAN WHITE 15/...	MALT BASED	1	Side 90	2	
213050174	8769230050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Side	3	
213055436	8769200687	SAMUEL ADAMS WICKED HAZY I...	MALT BASED	1	Side	4	
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	1	Front	4	
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Side	3	
213050492	75452700421	NEW BELGIUM VODOO RANGE...	MALT BASED	1	Front	4	
213050405	8780000071	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	4	

Name: S5		W:48.00 in	D:22.00 in	Avail Space: 1.20 in			Ht Space: 17.33 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050731	1820013986	SHOCK TOP BELGIAN WHITE 6/1...	MALT BASED	1	Side	2	
213051366	81790400083	ELYSIAN SPACE DUST IPA 6/12 ...	MALT BASED	1	Side	2	
213054206	63625174163	STONE TANGERINE EXPRESS 6/...	MALT BASED	1	Front 90	4	
213050730	72383000009	LAGUNITAS IPA 6/12 BTL	MALT BASED	1	Front	4	
213050187	8378322822	SIERRA NEVADA SEASONAL 6/1...	MALT BASED	1	Side	2	
213050048	8378337521	SIERRA NEVADA PALE ALE 6/12 ...	MALT BASED	1	Side	2	
213054887	8378311010	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Side	2	
213055686	8378353111	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Side 90	2	

Name: S6		W:48.00 in	D:1.00 in	Avail Space: 48.00 in			Ht Space: 0.00 in
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Name: S7		W:36.00 in	D:22.00 in	Avail Space: 0.34 in			Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	1	Top	8	
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Front	4	
213030014	1820000771	BUD 12/12 BTL	MALT BASED	1	Front	4	

Name: S8		W:36.00 in	D:22.00 in	Avail Space: 2.35 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	1	Top	4	
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Side	2	
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Side 90	4	



Target Store: 2850 Display: D2130Q3
 Planogram Name: D2130Q3 02/28/2021 PF: WARM BEER:A: T2850: NY:
 24PK: 10x84x22

213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Side 90	4
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Name: S9		W:36.00 in	D:22.00 in	Avail Space: 2.34 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Front	4
213030375	1820000115	BUD LIGHT 6/16 CAN	MALT BASED	1	Front	4
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	1	Top	4
213030010	1820000834	BUD 6/12 BTL	MALT BASED	1	Front	4

Name: S10		W:36.00 in	D:22.00 in	Avail Space: 2.93 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010350	63598512998	MIKES HARD VARIETY PACK 12/...	MALT BASED	2	Side	4
213054907	63598526042	MIKES HARDER VARIETY PACK ...	MALT BASED	2	Top 90	6
213010448	9200002000	NOT YOUR FATHERS ROOT BEE...	MALT BASED	1	Front	4

Name: S11		W:36.00 in	D:22.00 in	Avail Space: 1.30 in		Ht Space: 14.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	2	Front	8
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	1	Front	4
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Front	4
213050331	3410008716	REDDS 6/12 BTL	MALT BASED	1	Side	2

Name: S12		W:36.00 in	D:22.00 in	Avail Space: 2.68 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Top	8
213030417	7199048045	KEYSTONE LIGHT 15/12 CAN	MALT BASED	1	Side 90	4
213030036	3410001509	HIGH LIFE 12/12 BTL	MALT BASED	1	Side	4
213030079	1820020077	NATURAL LIGHT 15/12 CAN	MALT BASED	1	Side 90	4

Name: S13		W:36.00 in	D:22.00 in	Avail Space: 2.55 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Side 90	4
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Top 90	2
213030117	3410001636	HIGH LIFE 12/12 CAN	MALT BASED	1	Side 90	4
213030079	1820020077	NATURAL LIGHT 15/12 CAN	MALT BASED	1	Side	1
213030079	1820020077	NATURAL LIGHT 15/12 CAN	MALT BASED	1	Side 90	2

Name: S14		W:36.00 in	D:22.00 in	Avail Space: 2.25 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	5	Top 90	15

Name: S15		W:36.00 in	D:22.00 in	Avail Space: 4.16 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010178	8769283134	TWISTED TEA ORIGINAL 12/12 C...	MALT BASED	2	Top 90	4
213010733	8769275134	TWISTED TEA HALF AND HALF 1...	MALT BASED	2	Top 90	4
213010728	61300874833	ARNOLD PALMER SPIKED HALF ...	MALT BASED	2	Side 90	12

Name: S16		W:36.00 in	D:22.00 in	Avail Space: 2.06 in		Ht Space: 14.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010379	8834510151	STRONGBOW GOLD 6/11.2 BTL	CIDER	1	Front	4
213010379	8834510151	STRONGBOW GOLD 6/11.2 BTL	CIDER	1	Side	3
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	2	Front	8
213010308	8769200033	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Side	2



Target Store: 2850 Display: D2135L9

Planogram Name: D2135L9 02/28/2021 PF: COLD BEER: T2850: NY: 24PK: METRO: HIGH VOLUME 22x84x24

Vertical text on the left side of the planogram, likely representing a barcode or product list.

Section #1		Section #2		Section #3		Section #4		Section #5		Section #6		Section #7		Section #8		Section #9	



Target Store: 2850 Display: D2135L9
 Planogram Name: D2135L9 02/28/2021 PF: COLD BEER: T2850: NY: 24PK:
 METRO: HIGH VOLUME 22x84x24

PF: COLD BEER: T2850: NY: 24PK: METRO: HIGH VOLUME Store # 2850 H: 7 ft W: 22 ft 6.00 in D: 2 ft # of segments: 9

Name: S1		W:30.00 in	D:24.00 in	Avail Space: 1.29 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054682	81601402080	SOUTHERN TIER OVERPACKD 1...	MALT BASED	1	Side 90	2	
213050731	1820013986	SHOCK TOP BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	
213051926	1820028156	SHOCK TOP BELGIAN WHITE 15/...	MALT BASED	1	Top	6	

Name: S2		W:30.00 in	D:24.00 in	Avail Space: 1.46 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Front	8	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	6	
213055887	86665600047	MONTAUK PILSNER 6/12 CAN	MALT BASED	1	Side	6	
213051883	86273700003	MONTAUK SESSION IPA 6/12 CAN	MALT BASED	1	Side	6	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Side	6	

Name: S3		W:30.00 in	D:24.00 in	Avail Space: 1.89 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213059305	4023246324	THREES BREWING LOGICAL CO...	MALT BASED	1	Front	4	
213050941	3061300001	BROOKLYN LAGER 6/12 BTL	MALT BASED	1	Side	3	
213051106	68174511118	BLUE POINT SEASONAL 6/12 BTL	MALT BASED	1	Side	3	
213050959	68174511112	BLUE POINT TOASTED LAGER 6/...	MALT BASED	1	Side	3	
213055845	68174500134	BLUE POINT TOASTED LAGER 1...	MALT BASED	1	Side 90	2	

Name: S4		W:30.00 in	D:24.00 in	Avail Space: 1.39 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213053645	85909300242	SIXPOINT SWEET ACTION 6/12 C...	MALT BASED	1	Side	6	
213053646	85909300246	SIXPOINT RESIN IIPA 6/12 CAN	MALT BASED	1	Side	6	
213053643	85909300243	SIXPOINT BENGALI IPA 6/12 CAN	MALT BASED	1	Side	6	
213053644	85909300244	SIXPOINT THE CRISP 6/12 CAN	MALT BASED	1	Side	6	
213056144	85909300297	SIXPOINT JAMMER SESSION VA...	MALT BASED	1	Side 90	2	

Name: S5		W:30.00 in	D:24.00 in	Avail Space: 1.14 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060259	7289000119	HEINEKEN 1/24 CAN	MALT BASED	1	Front	8	
213060237	8066095721	MODELO ESPECIAL 1/24 CAN	MALT BASED	1	Front	8	
213060227	8797502650	SAPPORO 1/22 CAN	MALT BASED	2	Front	16	
213030397	71990300065	COORS LIGHT 1/24 CAN	MALT BASED	1	Front	8	
213030354	7199010071	COORS BANQUET 1/24 CAN	MALT BASED	1	Front	8	
213030396	3410000355	LITE 1/24 CAN	MALT BASED	1	Front	8	
213030399	1820025001	BUD LIGHT 1/25 CAN	MALT BASED	1	Front	8	
213030398	1820025000	BUD 1/25 CAN	MALT BASED	1	Front	8	
213030058	1820025008	NATURAL ICE 1/25 CAN	MALT BASED	1	Front	8	

Name: W:30.00 in D:22.00 in Avail Space: 0.00 in Ht Space: 0.00 in

Name: S6 W:30.00 in D:1.00 in Avail Space: 20.00 in Ht Space: 0.00 in

Name: S7		W:30.00 in	D:24.00 in	Avail Space: 0.55 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050763	79603011496	KONA BIG WAVE GOLDEN ALE 6/...	MALT BASED	1	Front	4	
213010916	3410001533	LEINIES SPRITZEN VARIETY 12/1...	MALT BASED	1	Front 90	3	
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	1	Front	4	
213010367	3410051607	LEINIES SEASONAL SHANDY 12/...	MALT BASED	1	Side	2	

Name: S8		W:30.00 in	D:24.00 in	Avail Space: 1.02 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213056887	72383001406	LAGUNITAS LITTLE SUMPIN 6/12 ...	MALT BASED	1	Side	6	
213050048	8378337521	SIERRA NEVADA PALE ALE 6/12 ...	MALT BASED	1	Front	4	
213050187	8378322822	SIERRA NEVADA SEASONAL 6/1...	MALT BASED	1	Side	2	
213054887	8378311010	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Side	6	
213055686	8378353111	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Side	2	

Name: S9 W:30.00 in D:24.00 in Avail Space: 1.70 in Ht Space: 10.50 in



Target Store: 2850 Display: D2135L9
 Planogram Name: D2135L9 02/28/2021 PF: COLD BEER: T2850: NY: 24PK:
 METRO: HIGH VOLUME 22x84x24

ID	UPC	Name	Category	HFacings	Orientation	Units
213050730	72383000009	LAGUNITAS IPA 6/12 BTL	MALT BASED	1	Front	4
213050982	72383010009	LAGUNITAS IPA 12/12 BTL	MALT BASED	1	Side	2
213054206	63625174163	STONE TANGERINE EXPRESS 6/...	MALT BASED	1	Side	6
213050063	63625188901	STONE VARIETY PACK 12/12 BTL	MALT BASED	1	Side	2

Name: S10 W:30.00 in D:24.00 in Avail Space: 1.38 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213050587	74052210083	BELLS TWO HEARTED ALE 6/12 ...	MALT BASED	1	Side	3
213054950	64286015025	FOUNDERS SEASONAL 6/12 CAN...	MALT BASED	1	Side	6
213054945	64286015024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side	6
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Top	6

Name: S11 W:30.00 in D:24.00 in Avail Space: 1.78 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213053650	63848900193	DOGFISH HEAD SEA QUENCH A...	MALT BASED	1	Side	6
213055885	63848900364	DOGFISH HEAD SLIGHTLY MIGH...	MALT BASED	1	Side	6
213056362	81790400791	ELYSIAN CONTACT HAZE IPA 6/1...	MALT BASED	1	Side	6
213051366	81790400083	ELYSIAN SPACE DUST IPA 6/12 ...	MALT BASED	1	Front	4
213052636	63027946506	VICTORY GOLDEN MONKEY 6/12...	MALT BASED	1	Side	3

Name: W:30.00 in D:22.00 in Avail Space: 0.00 in Ht Space: 0.00 in

Name: S12 W:30.00 in D:24.00 in Avail Space: 2.11 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060064	7231163001	PILSNER URQUELL 6/11.2 BTL	MALT BASED	1	Side	3
213060016	61756312000	TIGER 6/11.2 BTL	MALT BASED	1	Side	3
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Side	3
213060269	18195400004	PERONI 12/11.2 BTL	MALT BASED	1	Side	2
213060356	4257204412	SCHOFFERHOFER HEFEWEIZEN...	MALT BASED	1	Top 90	3

Name: S13 W:30.00 in D:24.00 in Avail Space: 1.72 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213056211	7199009591	BLUE MOON LIGHT SKY 6/12 CAN	MALT BASED	1	Side	3
213056212	7199009592	BLUE MOON LIGHT SKY 12/12 CAN	MALT BASED	1	Front 90	3
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Side	3
213060022	8382012360	GUINNESS DRAUGHT STOUT 4/1...	MALT BASED	1	Front	4
213060099	8382010403	GUINNESS DRAUGHT STOUT 12/...	MALT BASED	1	Side	2

Name: S14 W:30.00 in D:24.00 in Avail Space: 2.13 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213050405	8780000071	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	4
213050405	8780000071	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Side	3
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	1	Side	2
213054910	7199017052	BLUE MOON BELGIAN WHITE 15/...	MALT BASED	1	Side 90	2

Name: S15 W:30.00 in D:24.00 in Avail Space: 1.84 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213055436	8769200687	SAMUEL ADAMS WICKED HAZY I...	MALT BASED	1	Side	6
213050549	4182790046	HARPOON UFO SEASONAL 6/12 ...	MALT BASED	1	Side	3
213053435	7199017044	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Side	3
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Side	3
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	5

Name: S16 W:30.00 in D:24.00 in Avail Space: 0.53 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213050174	8769230050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Side	3
213050044	8769210012	SAMUEL ADAMS BOSTON LAGE...	MALT BASED	1	Side	3
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Front	4
213050838	75452700066	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Side	3
213050492	75452700421	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Front	4

Name: W:30.00 in D:22.00 in Avail Space: 0.00 in Ht Space: 0.00 in



Target Store: 2850 Display: D2135L9
 Planogram Name: D2135L9 02/28/2021 PF: COLD BEER: T2850: NY: 24PK:
 METRO: HIGH VOLUME 22x84x24

Name: S17		W:30.00 in	D:24.00 in	Avail Space: 0.49 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060035	8066095785	MODELO NEGRA 6/12 BTL	MALT BASED	1	Front	3
213060148	8066095787	MODELO NEGRA 12/12 BTL	MALT BASED	1	Front	2
213060292	8066095711	MODELO ESPECIAL 18/12 CAN	MALT BASED	1	Side 90	2

Name: S18		W:30.00 in	D:24.00 in	Avail Space: 1.30 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	2	Side	4
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	1	Side	2
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	1	Front	3

Name: S19		W:30.00 in	D:24.00 in	Avail Space: 0.71 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2
213060239	7289000159	HEINEKEN LIGHT 12/12 BTL	MALT BASED	1	Side	2
213060400	78615000149	STELLA ARTOIS 18/11.2 BTL	MALT BASED	1	Front	3

Name: S20		W:30.00 in	D:24.00 in	Avail Space: 0.90 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	1	Side	2
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	1	Side	2
213060188	78615000016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	4

Name: S21		W:30.00 in	D:24.00 in	Avail Space: 3.09 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060041	7289000621	HEINEKEN 0.0 NEAR BEER 6/12 ...	MALT BASED	1	Front	4
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	2	Front	8
213060070	8248812377	BECKS 4/16 CAN	MALT BASED	1	Front	4

Name:		W:30.00 in	D:22.00 in	Avail Space: 0.00 in		Ht Space: 0.00 in
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Name: S22		W:30.00 in	D:24.00 in	Avail Space: 3.40 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Side	2
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Side	1

Name: S23		W:30.00 in	D:24.00 in	Avail Space: 1.29 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Side 90	4
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Top 90	3
213060045	8066095680	CORONA 18/12 BTL	MALT BASED	1	Front	3

Name: S24		W:30.00 in	D:24.00 in	Avail Space: 1.66 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060038	8066095301	PACIFICO 6/12 BTL	MALT BASED	1	Side	3
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6

Name: S25		W:30.00 in	D:24.00 in	Avail Space: 1.41 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060217	3354495041	CORONA PREMIER 6/12 BTL	MALT BASED	1	Side	3
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Side	4

Name: S26		W:30.00 in	D:24.00 in	Avail Space: 1.41 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Front	4
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	2
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	3
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Front	4

Name:		W:30.00 in	D:22.00 in	Avail Space: 0.00 in		Ht Space: 0.00 in
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Target Store: 2850 Display: D2135L9
 Planogram Name: D2135L9 02/28/2021 PF: COLD BEER: T2850: NY: 24PK:
 METRO: HIGH VOLUME 22x84x24

Name: S27		W:30.00 in	D:24.00 in	Avail Space: 0.83 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030266	1820096715	MICHELOB ULTRA 24/12 CAN	MALT BASED	2	Side	2
213030503	1820020144	MICHELOB ULTRA PURE GOLD 1...	MALT BASED	1	Front 90	3
213030033	7199031600	COORS LIGHT 24/12 CAN	MALT BASED	2	Side	2

Name: S28		W:30.00 in	D:24.00 in	Avail Space: 2.50 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030267	1820096721	MICHELOB ULTRA 18/12 CAN	MALT BASED	2	Side	2
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Side 90	4
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Side 90	2

Name: S29		W:30.00 in	D:24.00 in	Avail Space: 0.58 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030268	1820006991	MICHELOB ULTRA 12/12 CAN	MALT BASED	1	Front 90	3
213030330	7199017037	COORS BANQUET 12/12 BTL (ST...	MALT BASED	1	Side	2
213030027	7199030069	COORS LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Side	2

Name: S30		W:30.00 in	D:24.00 in	Avail Space: 1.77 in		Ht Space: 9.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Side	2
213030098	7199000047	COORS BANQUET 12/12 CAN	MALT BASED	1	Side	2
213030421	7199030104	COORS LIGHT 9/16 BTL (AL)	MALT BASED	1	Front	3
213030132	3410057023	LITE 9/16 BTL (AL)	MALT BASED	1	Front	3

Name: S31		W:30.00 in	D:24.00 in	Avail Space: 2.23 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	1	Front	4
213030332	7199017028	COORS BANQUET 6/12 BTL	MALT BASED	1	Side	2
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Side	3
213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Side	3
213030070	3410057636	LITE 12/12 CAN	MALT BASED	1	Top 90	3

Name:		W:30.00 in	D:22.00 in	Avail Space: 0.00 in		Ht Space: 0.00 in
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Name: S32		W:30.00 in	D:24.00 in	Avail Space: 1.55 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030064	3410057306	LITE 24/12 CAN	MALT BASED	1	Side 90	2
213030005	1820053168	BUD LIGHT 24/12 CAN	MALT BASED	1	Side 90	2
213030417	7199048045	KEYSTONE LIGHT 15/12 CAN	MALT BASED	1	Side 90	2

Name: S33		W:30.00 in	D:24.00 in	Avail Space: 1.25 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030069	3410057340	LITE 18/12 CAN	MALT BASED	1	Side 90	2
213050276	8992488007	YUENGLING LAGER 24/12 CAN	MALT BASED	1	Side 90	2
213030013	1820011168	BUD 24/12 CAN	MALT BASED	1	Side 90	2

Name: S34		W:30.00 in	D:24.00 in	Avail Space: 1.40 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050275	8992427898	YUENGLING LAGER 12/12 CAN	MALT BASED	1	Side 90	4
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	1	Side 90	2
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Top 90	3
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Side 90	4

Name: S35		W:30.00 in	D:24.00 in	Avail Space: 3.59 in		Ht Space: 9.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Side	2
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030408	1820097009	BUD LIGHT 12/16 BTL (AL)	MALT BASED	1	Side	2
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Side	2

Name: S36		W:30.00 in	D:24.00 in	Avail Space: 2.25 in		Ht Space: 10.50 in
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Target Store: 2850 Display: D2135L9
 Planogram Name: D2135L9 02/28/2021 PF: COLD BEER: T2850: NY: 24PK:
 METRO: HIGH VOLUME 22x84x24

ID	UPC	Name	Category	HFacings	Orientation	Units
213050612	8992427891	YUENGLING LAGER 6/12 BTL	MALT BASED	1	Front	4
213030375	1820000115	BUD LIGHT 6/16 CAN	MALT BASED	1	Side	3
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Side	3
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	1	Top 90	3
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Top 90	3

Name: W:30.00 in D:22.00 in Avail Space: 0.00 in Ht Space: 0.00 in

Name: S37 W:30.00 in D:24.00 in Avail Space: 1.20 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213010733	8769275134	TWISTED TEA HALF AND HALF 1...	MALT BASED	1	Side	2
213010178	8769283134	TWISTED TEA ORIGINAL 12/12 C...	MALT BASED	1	Side	2
213010352	8769200378	TWISTED TEA VARIETY PACK 12...	MALT BASED	1	Side	2
213010350	63598512998	MIKES HARD VARIETY PACK 12/...	MALT BASED	1	Side	2
213054907	63598526042	MIKES HARDER VARIETY PACK ...	MALT BASED	1	Front 90	4

Name: S38 W:30.00 in D:24.00 in Avail Space: 2.63 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213010728	61300874833	ARNOLD PALMER SPIKED HALF ...	MALT BASED	1	Side	3
213011075	8200079641	SMIRNOFF ICE VARIETY ZERO S...	MALT BASED	1	Top 90	3
213010901	8200078970	SMIRNOFF ICE FUN VARIETY 12/...	MALT BASED	1	Top 90	3
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	1	Side	3
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	1	Side	3

Name: S39 W:30.00 in D:24.00 in Avail Space: 1.62 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213010087	1820019987	BUD LIGHT LIME LIME-A-RITA 12/...	MALT BASED	1	Top 90	3
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Side	3
213010591	8200078142	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Front 90	3
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	1	Top 90	3
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	1	Front 90	3

Name: S40 W:30.00 in D:24.00 in Avail Space: 2.87 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213010308	8769200033	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Side	2
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	1	Top 90	3
213010587	8769200424	TRULY VARIETY CITRUS 12/12 C...	MALT BASED	1	Front 90	3
213011061	8769201167	TRULY HARD TEA 12/12 CAN	MALT BASED	1	Top 90	3

Name: S41 W:30.00 in D:24.00 in Avail Space: 3.65 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Front	4
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Side	3
213010774	85919900313	CITIZEN THE DIRTY MAYOR 4/16 ...	CIDER	1	Front	4
213010738	8769200678	TRULY WILD BERRY 6/12 CAN	MALT BASED	1	Side	3
213011063	8769201169	TRULY STRAWBERRY LEMONAD...	MALT BASED	1	Side	3

Name: W:30.00 in D:22.00 in Avail Space: 0.00 in Ht Space: 0.00 in

Name: S42 W:30.00 in D:24.00 in Avail Space: 3.51 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213013333	63598580017	MIKES HARD SELTZER VARIETY ...	MALT BASED	1	Top 90	3
213010978	1820020199	BON AND VIV SPIKED SELTZER ...	MALT BASED	1	Top 90	3
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	1	Top 90	3
213055463	81062803026	GOLDEN ROAD SPIKED AGUA F...	MALT BASED	1	Top 90	3

Name: S43 W:30.00 in D:24.00 in Avail Space: 3.02 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213010363	4182770112	ARCTIC CHILL SPIKED VARIETY ...	MALT BASED	1	Top 90	3
213010999	7199000015	COORS HARD SELTZER VARIET...	MALT BASED	1	Top 90	3
213012470	3410001232	VIZZY VARIETY 12/12 CAN (A)	MALT BASED	1	Top 90	3
213010137	81994200310	OSKAR BLUES WILD BASIN VARI...	MALT BASED	1	Top 90	3



Target Store: 2850 Display: D2135L9
Planogram Name: D2135L9 02/28/2021 PF: COLD BEER: T2850: NY: 24PK:
METRO: HIGH VOLUME 22x84x24

Name: S44		W:30.00 in	D:24.00 in	Avail Space: 3.60 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010226	2113618087	TOPO CHICO SPIKED SPARKLIN...	MALT BASED	1	Top 90	3
213017441	85001257160	MYSTIC REEF HARD SELTZER L...	MALT BASED	1	Top 90	3
213017797	85001257138	MYSTIC REEF HARD SELTZER V...	MALT BASED	1	Front 90	3
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Top 90	3

Name: S45		W:30.00 in	D:24.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top 90	3
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Top 90	6
213010336	63598510033	WHITE CLAW MANGO 12/12 CAN	MALT BASED	1	Top 90	3

Name: S46		W:30.00 in	D:24.00 in	Avail Space: 2.05 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010553	63598520028	WHITE CLAW RUBY GRAPEFRUI...	MALT BASED	1	Side	3
213010345	63598526066	WHITE CLAW RASPBERRY 6/12 ...	MALT BASED	1	Side	3
213010346	63598526087	WHITE CLAW MANGO 6/12 CAN	MALT BASED	1	Side 90	6
213010552	63598520025	WHITE CLAW BLACK CHERRY 6/...	MALT BASED	1	Side 90	6
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	1	Top 90	3

Name:		W:30.00 in	D:22.00 in	Avail Space: 0.00 in		Ht Space: 0.00 in
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