



Target Store: 2212 Display: D213XZT

Planogram Name: D213XZT 02/28/2021 PF: COLD BEER B: T2212: NY: 24 PK: METRO: 7x84x29





Target Store: 2212 Display: D213XZT

Planogram Name: D213XZT 02/28/2021 PF: COLD BEER B: T2212: NY: 24 PK:

METRO: 7x84x29

PF: COLD BEER B: T2212: NY: 24 PK: METRO: Store # 2212 H: 7 ft W: 7 ft 6.00 in D: 2 ft 5.00 in # of segments: 3

Name: S1		W:30.00 in	D:22.00 in	Avail Space: 1.41 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6	

Name: S2		W:30.00 in	D:22.00 in	Avail Space: 1.41 in			Ht Space: 14.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6	

Name: S3		W:30.00 in	D:22.00 in	Avail Space: 1.41 in			Ht Space: 15.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6	

Name: S4		W:30.00 in	D:22.00 in	Avail Space: 1.41 in			Ht Space: 21.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2	
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Front	4	
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Front	4	
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Front	4	

Name: S5		W:30.00 in	D:1.00 in	Avail Space: 30.00 in			Ht Space: 0.00 in
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Name: S6		W:30.00 in	D:22.00 in	Avail Space: 1.33 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060176	8066095608	CORONA 24/12 BTL (HG)	MALT BASED	1	Front	2	
213060217	3354495041	CORONA PREMIER 6/12 BTL	MALT BASED	1	Side	2	
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Side	2	

Name: S7		W:30.00 in	D:22.00 in	Avail Space: 1.41 in			Ht Space: 14.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Side	2	
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	3	Side	6	

Name: S8		W:30.00 in	D:22.00 in	Avail Space: 1.41 in			Ht Space: 15.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Side	2	
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	3	Side	6	

Name: S9		W:30.00 in	D:22.00 in	Avail Space: 1.41 in			Ht Space: 21.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Side	2	
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Front	4	
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Front	4	
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Front	4	

Name: S10		W:30.00 in	D:1.00 in	Avail Space: 30.00 in			Ht Space: 0.00 in
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Name: S11		W:30.00 in	D:22.00 in	Avail Space: 2.28 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	3	Side	3	

Name: S12		W:30.00 in	D:22.00 in	Avail Space: 2.28 in			Ht Space: 14.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	3	Side	3	

Name: S13		W:30.00 in	D:22.00 in	Avail Space: 0.76 in			Ht Space: 15.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Top	6	
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Top	6	
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Side 90	6	



Target Store: 2212 Display: D213XZT
Planogram Name: D213XZT 02/28/2021 PF: COLD BEER B: T2212: NY: 24 PK:
METRO: 7x84x29

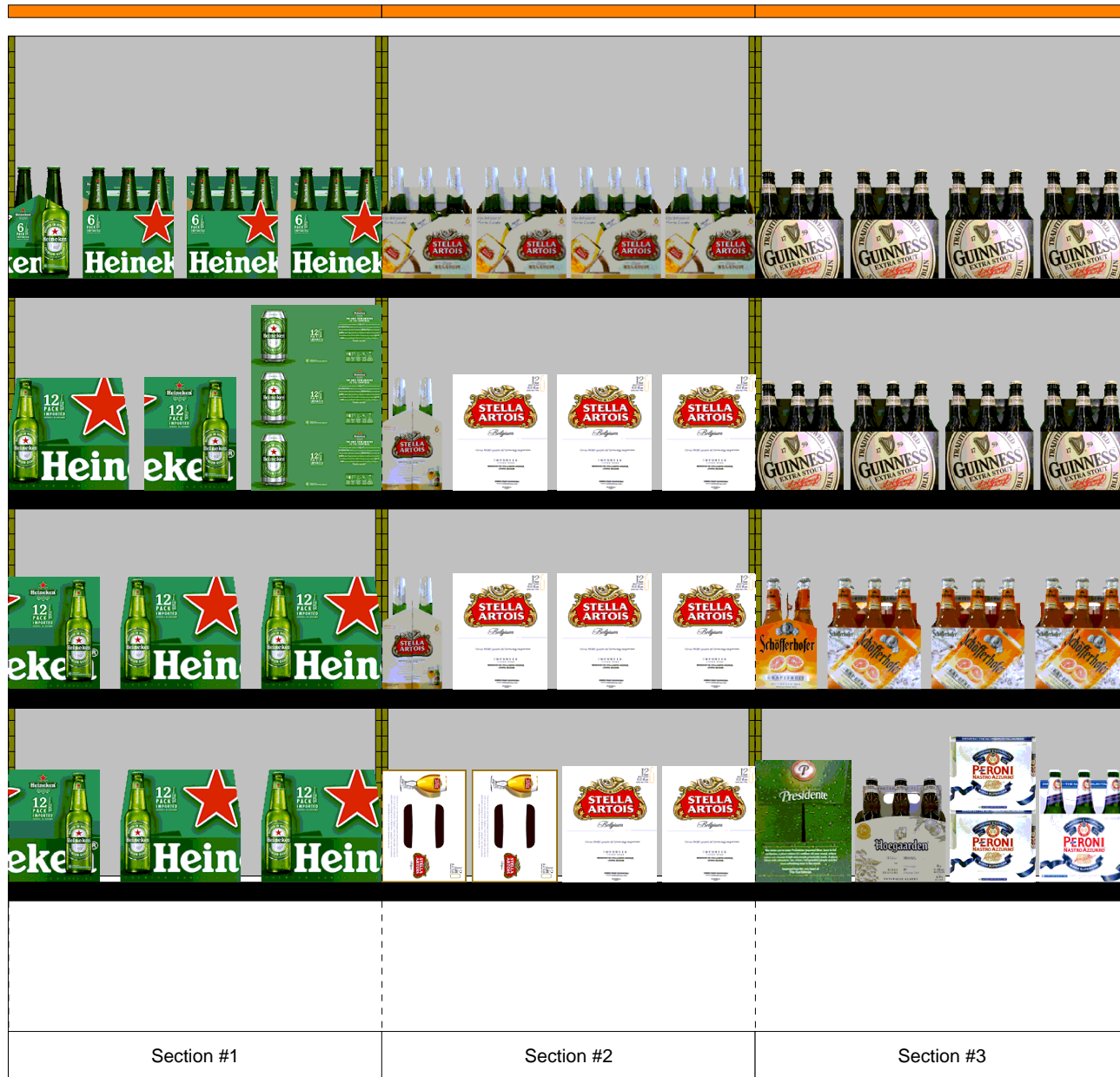
Name: S14		W:30.00 in	D:22.00 in	Avail Space: 2.70 in		Ht Space: 21.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060035	8066095785	MODELO NEGRA 6/12 BTL	MALT BASED	1	Front	3
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	2	Front	6

Name: S15		W:30.00 in	D:1.00 in	Avail Space: 30.00 in		Ht Space: 0.00 in
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Target Store: 2212 Display: D213X2J

Planogram Name: D213X2J 02/28/2021 PF: COLD BEER C: T2212: NY: 24 PK: METRO: 7x84x29





Target Store: 2212 Display: D213X2J

Planogram Name: D213X2J 02/28/2021 PF: COLD BEER C: T2212: NY: 24 PK:

METRO: 7x84x29

PF: COLD BEER C: T2212: NY: 24 PK: METRO: Store # 2212 H: 7 ft W: 7 ft 6.00 in D: 2 ft 5.00 in # of segments: 3

Name: S1		W:30.00 in	D:22.00 in	Avail Space: 3.30 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Front	3	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Front	3	

Name: S2		W:30.00 in	D:22.00 in	Avail Space: 3.30 in			Ht Space: 14.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Front	3	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Front	3	

Name: S3		W:30.00 in	D:22.00 in	Avail Space: 2.52 in			Ht Space: 15.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Front	3	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2	
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	1	Top	6	

Name: S4		W:30.00 in	D:22.00 in	Avail Space: 3.12 in			Ht Space: 21.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Side	3	
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4	
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4	
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4	

Name: S5		W:30.00 in	D:1.00 in	Avail Space: 30.00 in			Ht Space: 0.00 in
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Name: S6		W:30.00 in	D:22.00 in	Avail Space: 1.42 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060188	7861500016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	2	Top 90	6	
213060288	7861500014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	2	Side	4	

Name: S7		W:30.00 in	D:22.00 in	Avail Space: 2.69 in			Ht Space: 14.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060287	7861500001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Side	3	
213060288	7861500014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	3	Side	6	

Name: S8		W:30.00 in	D:22.00 in	Avail Space: 2.69 in			Ht Space: 15.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060287	7861500001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Side	3	
213060288	7861500014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	3	Side	6	

Name: S9		W:30.00 in	D:22.00 in	Avail Space: 1.08 in			Ht Space: 21.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060287	7861500001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4	
213060287	7861500001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4	
213060287	7861500001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4	
213060287	7861500001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4	

Name: S10		W:30.00 in	D:1.00 in	Avail Space: 30.00 in			Ht Space: 0.00 in
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Name: S11		W:30.00 in	D:22.00 in	Avail Space: 0.96 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060050	71905700156	PRESIDENTE 12/12 BTL	MALT BASED	1	Side	2	
213060139	78615000146	HOEGAARDEN BELGIAN WHEAT ...	MALT BASED	1	Front	4	
213060355	18195400115	PERONI 6/11.2 CAN	MALT BASED	1	Front	8	
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Front	4	

Name: S12		W:30.00 in	D:22.00 in	Avail Space: 2.50 in			Ht Space: 14.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010382	4257204006	SCHOFFERHOFER GRAPEFRUIT...	MALT BASED	1	Side	2	
213010382	4257204006	SCHOFFERHOFER GRAPEFRUIT...	MALT BASED	3	Front	12	



Target Store: 2212 Display: D213X2J
Planogram Name: D213X2J 02/28/2021 PF: COLD BEER C: T2212: NY: 24 PK:
METRO: 7x84x29

Name: S13		W:30.00 in	D:22.00 in	Avail Space: 1.60 in		Ht Space: 15.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4

Name: S14		W:30.00 in	D:22.00 in	Avail Space: 1.60 in		Ht Space: 21.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Front	4

Name: S15		W:30.00 in	D:1.00 in	Avail Space: 30.00 in		Ht Space: 0.00 in
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Target Store: 2212 Display: D213X2Y

Planogram Name: D213X2Y 02/28/2021 PF: COLD BEER D: T2212: NY: 24 PK: METRO: 7x84x29

Section #1	Section #2	Section #3
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Target Store: 2212 Display: D213X2Y

Planogram Name: D213X2Y 02/28/2021 PF: COLD BEER D: T2212: NY: 24 PK:

METRO: 7x84x29

PF: COLD BEER D: T2212: NY: 24 PK: METRO: Store # 2212 H: 7 ft W: 7 ft 6.00 in D: 2 ft 5.00 in # of segments: 3

Name: S1		W:30.00 in	D:22.00 in	Avail Space: 3.60 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050276	8992488007	YUENGLING LAGER 24/12 CAN	MALT BASED	1	Side 90	2	
213030033	7199031600	COORS LIGHT 24/12 CAN	MALT BASED	3	Side	3	

Name: S2		W:30.00 in	D:22.00 in	Avail Space: 0.57 in			Ht Space: 13.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	2	Side	4	
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Top	4	

Name: S3		W:30.00 in	D:22.00 in	Avail Space: 2.12 in			Ht Space: 13.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050612	8992427891	YUENGLING LAGER 6/12 BTL	MALT BASED	1	Front	4	
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Side	2	
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Side 90	4	
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Top 90	2	

Name: S4		W:30.00 in	D:22.00 in	Avail Space: 2.26 in			Ht Space: 24.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050612	8992427891	YUENGLING LAGER 6/12 BTL	MALT BASED	1	Front	4	
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	1	Front	4	
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Front	4	
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Side	2	

Name: S5		W:30.00 in	D:1.00 in	Avail Space: 30.00 in			Ht Space: 0.00 in
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Name: S6		W:30.00 in	D:22.00 in	Avail Space: 0.66 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030064	3410057306	LITE 24/12 CAN	MALT BASED	2	Side	2	
213030005	1820053168	BUD LIGHT 24/12 CAN	MALT BASED	2	Side	2	
213030013	1820011168	BUD 24/12 CAN	MALT BASED	2	Side	2	

Name: S7		W:30.00 in	D:22.00 in	Avail Space: 2.39 in			Ht Space: 13.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Side	2	
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	2	Side	2	
213030013	1820011168	BUD 24/12 CAN	MALT BASED	1	Side 90	2	

Name: S8		W:30.00 in	D:22.00 in	Avail Space: 2.47 in			Ht Space: 13.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030070	3410057636	LITE 12/12 CAN	MALT BASED	2	Top 90	4	
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Side	2	
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Top	4	

Name: S9		W:30.00 in	D:22.00 in	Avail Space: 2.61 in			Ht Space: 24.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Side	2	
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	1	Top 90	2	
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Front	4	
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Side	2	
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Top 90	2	

Name: S10		W:30.00 in	D:1.00 in	Avail Space: 30.00 in			Ht Space: 0.00 in
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Name: S11		W:30.00 in	D:22.00 in	Avail Space: 1.75 in			Ht Space: 14.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Side 90	4	
213030079	1820020077	NATURAL LIGHT 15/12 CAN	MALT BASED	1	Side 90	2	
213010087	1820019987	BUD LIGHT LIME LIME-A-RITA 12/...	MALT BASED	1	Top 90	3	
213010953	81582901054	CAYMAN JACK MOSCOW MULE ...	MALT BASED	1	Front	4	

Name: S12		W:30.00 in	D:22.00 in	Avail Space: 0.88 in			Ht Space: 13.50 in
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Target Store: 2212 Display: D213X2Y
 Planogram Name: D213X2Y 02/28/2021 PF: COLD BEER D: T2212: NY: 24 PK:
 METRO: 7x84x29

ID	UPC	Name	Category	HFacings	Orientation	Units
213054907	63598526042	MIKES HARDER VARIETY PACK ...	MALT BASED	1	Front 90	4
213010350	63598512998	MIKES HARD VARIETY PACK 12/...	MALT BASED	1	Side	2
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	1	Side	2
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	1	Side	2
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Side	2

Name: S13 W:30.00 in D:22.00 in Avail Space: 4.56 in Ht Space: 13.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213010877	3354400013	CORONA REFRESCA VARIETY 1...	MALT BASED	3	Top 90	9
213010355	1497421002	WOODCHUCK PEARSECCO 6/12 ...	CIDER	1	Side	4

Name: S14 W:30.00 in D:22.00 in Avail Space: 2.44 in Ht Space: 24.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top 90	3
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top 90	3
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	1	Top 90	3
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Front	4

Name: S15 W:30.00 in D:1.00 in Avail Space: 30.00 in Ht Space: 0.00 in



Target Store: 2212 Display: B105F5G

Planogram Name: B105F5G 04/04/2021 22 - SIGNAL THE SEASONS 1 (28FT) :BEER 28 : 4/4 - 5/9

Header Value STS/SS:HDR

Section #1	Section #2	Section #3	Section #4	Section #5	Section #6	Section #7
TRULY HARD TEA 12/12 CAN	Place 11x11 Promotion Sign Here	Frito Lay Classic Mix - 42ct	SunChips Garden Salsa Flavored Wholegrain Snacks - 7oz	SunChips Original Whole Grain Chips - 7oz	Goldfish Crackers Featuring Disney Princess - 6.6oz	Sea Salt Veggie Straws - 7oz - Good & Beautiful
TRULY HARD TEA 12/12 CAN	Place 11x11 Promotion Sign Here	Frito-Lay Variety Pack Doritos & Cheetos Mix - 18ct	Lay's Kettle Cooked Jalapeño Flavored Potato Chips - 8oz	Lay's Cooked Original Potato Chips - 7.5oz	Goldfish Crackers Featuring Marvel Avengers - 6.6oz	Barcel Takis Fuego Hot Chili Pepper & Lime Corn Snacks - 9.9oz
TRULY HARD TEA 12/12 CAN	Place 11x11 Promotion Sign Here	Frito-Lay Variety Pack Flavor Mix - 18ct	Lay's Wavy Original Potato Chips - 7.75oz	Lay's Sour Cream & Onion Flavored Potato Chips - 7.75oz	Pepperidge Farm Goldfish Cheddar Crackers - 6.6oz	Organic White Cheddar Puffs - 10oz
TRULY HARD TEA 12/12 CAN	Place 11x11 Promotion Sign Here	Frito-Lay Variety Pack Classic Mix - 18ct	Lay's Classic Potato Chips - 8oz	Lay's Barbecue Flavored Potato Chips - 7.75oz	Pepperidge Farm Goldfish Flavor Blasted Xtra Cheddar Crackers - 11oz Re-sealable Bag	Good & Beautiful Gather
					Pepperidge Farm Goldfish Colors Cheddar Crackers - 6.6oz Bag	SkippyPop Original Popcorn Sharing Size - 6.7oz
					Pepperidge Farm Goldfish Flavor Blasted Xtra Cheddar Crackers - 11oz Re-sealable Bag	Dot's Homestyle Pretzels - 16oz
					SkippyPop SnackPack - 14oz/14ct	Dot's Pretzels Southwest - 16oz



Target Store: 2212 Display: B105F5G
 Planogram Name: B105F5G 04/04/2021 22 - SIGNAL THE SEASONS 1 (28FT)
 :BEER 28 : 4/4 - 5/9

22 - SIGNAL THE SEASONS 1 (28FT) :BEER Store # 2212 H: 4 ft ... W: 28 ft D: 0 ft # of segments: 7

Name: S1		W:48.00 in	D:22.00 in	Avail Space: 3.00 in			Ht Space: 12.75 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213011061	8769201167	TRULY HARD TEA 12/12 CAN	MALT BASED	2	Front		6
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	3	Front		9

Name: S2		W:48.00 in	D:18.00 in	Avail Space: 3.00 in			Ht Space: 12.75 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213011061	8769201167	TRULY HARD TEA 12/12 CAN	MALT BASED	2	Front		4
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	3	Front		6

Name: S3		W:48.00 in	D:18.00 in	Avail Space: 3.00 in			Ht Space: 12.75 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213011061	8769201167	TRULY HARD TEA 12/12 CAN	MALT BASED	2	Front		4
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	3	Front		6

Name: S4		W:48.00 in	D:18.00 in	Avail Space: 3.00 in			Ht Space: 30.75 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213011061	8769201167	TRULY HARD TEA 12/12 CAN	MALT BASED	2	Front		4
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	3	Front		6

Name: S5 W:48.00 in D:1.00 in Avail Space: 0.00 in Ht Space: 0.00 in

Name: W:48.00 in D:0.50 in Avail Space: 0.00 in Ht Space: 0.00 in

Name: P1 W:47.00 in D:1.00 in Avail Space: 47.00 in Ht Space: 0.00 in

Name: S6		W:48.00 in	D:22.00 in	Avail Space: 3.00 in			Ht Space: 12.75 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Front		6
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	3	Front		9

Name: S7		W:48.00 in	D:18.00 in	Avail Space: 3.00 in			Ht Space: 12.75 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Front		4
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	3	Front		6

Name: S8		W:48.00 in	D:18.00 in	Avail Space: 3.00 in			Ht Space: 12.75 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Front		4
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	3	Front		6

Name: S9		W:48.00 in	D:18.00 in	Avail Space: 3.00 in			Ht Space: 5.12 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Front		4
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	3	Front		6

Name: P2 W:47.00 in D:1.00 in Avail Space: 47.00 in Ht Space: 0.00 in

Name: S10 W:48.00 in D:22.00 in Avail Space: 0.00 in Ht Space: 12.75 in

Name: S11 W:48.00 in D:18.00 in Avail Space: 0.00 in Ht Space: 12.75 in

Name: S12 W:48.00 in D:18.00 in Avail Space: 0.00 in Ht Space: 12.75 in

Name: S13 W:48.00 in D:18.00 in Avail Space: 8.25 in Ht Space: 5.12 in

Name: P3 W:47.00 in D:1.00 in Avail Space: 47.00 in Ht Space: 0.00 in

Name: S14 W:48.00 in D:22.00 in Avail Space: -1.00 in Ht Space: 12.75 in

Name: S15 W:48.00 in D:18.00 in Avail Space: -1.00 in Ht Space: 12.75 in



Target Store: 2212 Display: B105F5G
Planogram Name: B105F5G 04/04/2021 22 - SIGNAL THE SEASONS 1 (28FT)
:BEER 28 : 4/4 - 5/9

Name: S16	W:48.00 in	D:18.00 in	Avail Space: 4.50 in	Ht Space: 12.75 in
Name: S17	W:48.00 in	D:18.00 in	Avail Space: -2.96 in	Ht Space: 5.12 in
Name: P4	W:47.00 in	D:1.00 in	Avail Space: 47.00 in	Ht Space: 0.00 in
Name: S18	W:48.00 in	D:22.00 in	Avail Space: 3.00 in	Ht Space: 12.75 in
Name: S19	W:48.00 in	D:18.00 in	Avail Space: 3.65 in	Ht Space: 12.75 in
Name: S20	W:48.00 in	D:18.00 in	Avail Space: 0.60 in	Ht Space: 12.75 in
Name: S21	W:48.00 in	D:18.00 in	Avail Space: 0.30 in	Ht Space: 5.12 in
Name: P5	W:47.00 in	D:1.00 in	Avail Space: 47.00 in	Ht Space: 0.00 in
Name: S22	W:48.00 in	D:22.00 in	Avail Space: 0.00 in	Ht Space: 12.75 in
Name: S23	W:48.00 in	D:18.00 in	Avail Space: 8.00 in	Ht Space: 12.75 in
Name: S24	W:48.00 in	D:18.00 in	Avail Space: 5.50 in	Ht Space: 12.75 in
Name: S25	W:48.00 in	D:18.00 in	Avail Space: 0.00 in	Ht Space: 5.12 in
Name: P6	W:47.00 in	D:1.00 in	Avail Space: 47.00 in	Ht Space: 0.00 in
Name: S26	W:48.00 in	D:22.00 in	Avail Space: 4.00 in	Ht Space: 12.75 in
Name: S27	W:48.00 in	D:18.00 in	Avail Space: 4.00 in	Ht Space: 12.75 in
Name: S28	W:48.00 in	D:18.00 in	Avail Space: 6.82 in	Ht Space: 12.75 in
Name: S29	W:48.00 in	D:18.00 in	Avail Space: 6.63 in	Ht Space: 5.12 in
Name: P7	W:47.00 in	D:1.00 in	Avail Space: 47.00 in	Ht Space: 0.00 in



Target Store: 2212 Display: D213ZQM

Planogram Name: D213ZQM 02/28/2021 PF: COLD BEER: T2212: NY: 24 PK: METRO: RF: 27x84x36

FRRRR
TBBBB
EFFFF
RRRRC
NNNO
NAAO
OAVVL
COCOC
LLOOC
BOLL
LEERR
RRRR
NINI
NNFN
FOFO
OCC
CLLL
NINN
GGGG
SSSS
TTTT
KKKK
RRRR





Target Store: 2212 Display: D213ZQM

Planogram Name: D213ZQM 02/28/2021 PF: COLD BEER: T2212: NY: 24 PK:

METRO: RF: 27x84x36

PF: COLD BEER: T2212: NY: 24 PK: METRO: RF: Store # 2212 H: 7 ft W: 27 ft 6.00 in D: 3 ft # of segments: 11

Name: S1		W:30.00 in	D:22.00 in	Avail Space: 1.04 in			Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Top	2	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	2	Side 90	2	

Name: S2		W:30.00 in	D:22.00 in	Avail Space: 2.31 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213052642	60367511182	ALLAGASH BLACK 4/12 BTL	MALT BASED	1	Front	4	
213052636	63027946506	VICTORY GOLDEN MONKEY 6/12...	MALT BASED	1	Front	4	
213056362	81790400791	ELYSIAN CONTACT HAZE IPA 6/1...	MALT BASED	1	Side	2	
213051366	81790400083	ELYSIAN SPACE DUST IPA 6/12 ...	MALT BASED	1	Side	2	
213050587	74052210083	BELLS TWO HEARTED ALE 6/12 ...	MALT BASED	1	Side	2	

Name: S3		W:30.00 in	D:22.00 in	Avail Space: 1.84 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213051974	3061300071	BROOKLYN VARIETY PACK 12/12...	MALT BASED	1	Side	2	
213053183	85663200433	BRONX NO RESOLUTIONS 6/12 ...	MALT BASED	1	Side	2	
213053222	85663200428	BRONX VARIETY PACK 12/12 CAN	MALT BASED	1	Top 90	2	
213059551	63848900347	DOGFISH HEAD 60 MINUTE IPA 6...	MALT BASED	1	Side	2	
213055885	63848900364	DOGFISH HEAD SLIGHTLY MIGH...	MALT BASED	1	Side	2	

Name: S4		W:30.00 in	D:22.00 in	Avail Space: 1.50 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213053645	85909300242	SIXPOINT SWEET ACTION 6/12 C...	MALT BASED	1	Side	2	
213053644	85909300244	SIXPOINT THE CRISP 6/12 CAN	MALT BASED	1	Front	4	
213053646	85909300246	SIXPOINT RESIN IIPA 6/12 CAN	MALT BASED	1	Front	4	
213053643	85909300243	SIXPOINT BENGALI IPA 6/12 CAN	MALT BASED	1	Front	4	

Name: S5		W:30.00 in	D:22.00 in	Avail Space: 1.49 in			Ht Space: 23.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Front	4	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Side	2	
213055887	86665600047	MONTAUK PILSNER 6/12 CAN	MALT BASED	1	Front	4	
213053643	85909300243	SIXPOINT BENGALI IPA 6/12 CAN	MALT BASED	1	Front	4	

Name: S6		W:30.00 in	D:1.00 in	Avail Space: 25.00 in			Ht Space: 0.00 in
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Name: S7		W:30.00 in	D:22.00 in	Avail Space: 0.38 in			Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050174	87692300050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Front	4	
213050129	8769201103	SAMUEL ADAMS SEASONAL 12/1...	MALT BASED	1	Side	2	
213050044	8769210012	SAMUEL ADAMS BOSTON LAGE...	MALT BASED	1	Front	4	
213050047	8769210014	SAMUEL ADAMS BOSTON LAGE...	MALT BASED	1	Side	2	

Name: S8		W:30.00 in	D:22.00 in	Avail Space: 0.88 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050735	75452700201	NEW BELGIUM VARIETY PACK 1...	MALT BASED	1	Side	2	
213010916	3410001533	LEINIES SPRITZEN VARIETY 12/1...	MALT BASED	1	Top 90	3	
213050046	8769227102	SAMUEL ADAMS CHERRY WHEA...	MALT BASED	1	Front	4	
213050141	8769229103	SAMUEL ADAMS VARIETY PACK ...	MALT BASED	1	Side	2	

Name: S9		W:30.00 in	D:22.00 in	Avail Space: 2.29 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213055432	75452700994	NEW BELGIUM VOODOO ROTAT...	MALT BASED	1	Side	4	
213054981	75452700885	NEW BELGIUM VOODOO JUICY ...	MALT BASED	1	Side	6	
213050492	75452700421	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Front	4	
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Side	2	
213056184	75452701070	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Side	2	

Name: S10		W:30.00 in	D:22.00 in	Avail Space: 1.71 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050063	63625188901	STONE VARIETY PACK 12/12 BTL	MALT BASED	1	Side	2	



Target Store: 2212 Display: D213ZQM

Planogram Name: D213ZQM 02/28/2021 PF: COLD BEER: T2212: NY: 24 PK:

METRO: RF: 27x84x36

213056887	72383001406	LAGUNITAS LITTLE SUMPIN 6/12 ...	MALT BASED	1	Side	2
213050730	72383000009	LAGUNITAS IPA 6/12 BTL	MALT BASED	1	Front	4
213050982	72383010009	LAGUNITAS IPA 12/12 BTL	MALT BASED	1	Side	2

Name: S11		W:30.00 in	D:22.00 in	Avail Space: 1.64 in		Ht Space: 20.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213054206	63625174163	STONE TANGERINE EXPRESS 6/...	MALT BASED	1	Side	2
213056417	81062803155	GOLDEN ROAD HAZY PUP IPA 6/...	MALT BASED	1	Side	2
213057026	8378322857	SIERRA NEVADA WILD LITTLE T...	MALT BASED	1	Side	2
213050070	8378337512	SIERRA NEVADA PALE ALE 12/12...	MALT BASED	1	Side	2
213055686	8378353111	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Side	2

Name: S12		W:30.00 in	D:22.00 in	Avail Space: 1.43 in		Ht Space: 10.00 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	Side	2
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	1	Side	2
213054910	7199017052	BLUE MOON BELGIAN WHITE 15/...	MALT BASED	2	Side	2

Name: S13		W:30.00 in	D:22.00 in	Avail Space: 5.16 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050843	7199038620	BLUE MOON BREWMASTER VAR...	MALT BASED	1	Side	2
213050405	8780000071	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	4
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Side	2
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4

Name: S14		W:30.00 in	D:22.00 in	Avail Space: 2.59 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213051926	1820028156	SHOCK TOP BELGIAN WHITE 15/...	MALT BASED	1	Top	2
213060188	78615000016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	3
213060396	1820020188	STELLA ARTOIS LIMITED SERIE...	MALT BASED	1	Side	2

Name: S15		W:30.00 in	D:22.00 in	Avail Space: 0.30 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060287	78615000001	STELLA ARTOIS 6/11.2 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
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	1	Side	2

Name: S16		W:30.00 in	D:22.00 in	Avail Space: 3.11 in		Ht Space: 20.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060401	8382012536	GUINNESS NITRO COLD BREW 4...	MALT BASED	1	Front	4
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	2	Front	8
213010382	4257204006	SCHOFFERHOFER GRAPEFRUIT...	MALT BASED	1	Front	4

Name: S17		W:30.00 in	D:22.00 in	Avail Space: 1.41 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Side	2
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	2
213060217	3354495041	CORONA PREMIER 6/12 BTL	MALT BASED	1	Front	4
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Side	2

Name: S18		W:30.00 in	D:22.00 in	Avail Space: 2.12 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060139	78615000146	HOEGAARDEN BELGIAN WHEAT ...	MALT BASED	1	Side	3
213060050	71905700156	PRESIDENTE 12/12 BTL	MALT BASED	1	Side	2
213060138	7289000152	HEINEKEN 18/12 BTL	MALT BASED	1	Front	2

Name: S19		W:30.00 in	D:22.00 in	Avail Space: 0.72 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	2	Side	4
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	2	Side	4

Name: S20		W:30.00 in	D:22.00 in	Avail Space: 0.72 in		Ht Space: 11.00 in
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Target Store: 2212 Display: D213ZQM

Planogram Name: D213ZQM 02/28/2021 PF: COLD BEER: T2212: NY: 24 PK:

METRO: RF: 27x84x36

ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	4	Side	8

Name: S21 W:30.00 in D:22.00 in Avail Space: 0.61 in Ht Space: 20.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060041	7289000621	HEINEKEN 0.0 NEAR BEER 6/12 ...	MALT BASED	1	Side	3
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	1	Side 90	2
213060355	18195400115	PERONI 6/11.2 CAN	MALT BASED	1	Side	3
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Side	3

Name: S22 W:30.00 in D:22.00 in Avail Space: 1.41 in Ht Space: 10.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6

Name: S23 W:30.00 in D:22.00 in Avail Space: 1.41 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6

Name: S24 W:30.00 in D:22.00 in Avail Space: 1.41 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6

Name: S25 W:30.00 in D:22.00 in Avail Space: 1.41 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	3	Side	6

Name: S26 W:30.00 in D:22.00 in Avail Space: 1.81 in Ht Space: 20.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	2	Front	8
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	2

Name: S27 W:30.00 in D:22.00 in Avail Space: 2.82 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	3	Top 90	6

Name: S28 W:30.00 in D:22.00 in Avail Space: 5.17 in Ht Space: 9.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2
213030266	1820096715	MICHELOB ULTRA 24/12 CAN	MALT BASED	2	Side	2

Name: S29 W:30.00 in D:22.00 in Avail Space: 5.17 in Ht Space: 10.50 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2
213030267	1820096721	MICHELOB ULTRA 18/12 CAN	MALT BASED	2	Side	2

Name: S30 W:30.00 in D:22.00 in Avail Space: 2.39 in Ht Space: 11.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	1	Front	3
213060035	8066095785	MODELO NEGRA 6/12 BTL	MALT BASED	1	Side	2
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	1	Side	2
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Side	2

Name: S31 W:30.00 in D:22.00 in Avail Space: 1.26 in Ht Space: 20.00 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Top	2
213030268	1820006991	MICHELOB ULTRA 12/12 CAN	MALT BASED	1	Top	3
213030503	1820020144	MICHELOB ULTRA PURE GOLD 1...	MALT BASED	1	Top	3



Target Store: 2212 Display: D213ZQM

Planogram Name: D213ZQM 02/28/2021 PF: COLD BEER: T2212: NY: 24 PK:

METRO: RF: 27x84x36

Name: S32		W:30.00 in	D:22.00 in	Avail Space: 4.36 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030033	7199031600	COORS LIGHT 24/12 CAN	MALT BASED	3	Side	3
213030064	3410057306	LITE 24/12 CAN	MALT BASED	2	Side	2

Name: S33		W:30.00 in	D:22.00 in	Avail Space: 4.34 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030033	7199031600	COORS LIGHT 24/12 CAN	MALT BASED	3	Side	3
213030069	3410057340	LITE 18/12 CAN	MALT BASED	2	Side	2

Name: S34		W:30.00 in	D:22.00 in	Avail Space: 1.43 in		Ht Space: 9.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	2	Side	2
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Side	2
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Side	2
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Side	2

Name: S35		W:30.00 in	D:22.00 in	Avail Space: 4.58 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030027	7199030069	COORS LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030098	7199000047	COORS BANQUET 12/12 CAN	MALT BASED	1	Side	2
213030070	3410057636	LITE 12/12 CAN	MALT BASED	1	Side	2
213030132	3410057023	LITE 9/16 BTL (AL)	MALT BASED	1	Side	2

Name: S36		W:30.00 in	D:22.00 in	Avail Space: 0.62 in		Ht Space: 20.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030031	7199000024	COORS PURE 12/12 CAN	MALT BASED	1	Top	3
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Side	2
213030421	7199030104	COORS LIGHT 9/16 BTL (AL)	MALT BASED	1	Front	2
213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Front	4

Name: S37		W:30.00 in	D:22.00 in	Avail Space: 0.63 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050276	8992488007	YUENGLING LAGER 24/12 CAN	MALT BASED	1	Side	1
213030005	1820053168	BUD LIGHT 24/12 CAN	MALT BASED	2	Side	2
213030013	1820011168	BUD 24/12 CAN	MALT BASED	3	Side	3

Name: S38		W:30.00 in	D:22.00 in	Avail Space: 0.34 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050276	8992488007	YUENGLING LAGER 24/12 CAN	MALT BASED	1	Side	1
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	2	Side	2
213030010	1820000834	BUD 6/12 BTL	MALT BASED	1	Side	2
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Side	2
213030013	1820011168	BUD 24/12 CAN	MALT BASED	1	Side	1

Name: S39		W:30.00 in	D:22.00 in	Avail Space: 1.16 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050611	8992427896	YUENGLING LAGER 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	Top 90	2
213030079	1820020077	NATURAL LIGHT 15/12 CAN	MALT BASED	2	Side	2

Name: S40		W:30.00 in	D:22.00 in	Avail Space: 3.02 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050275	8992427898	YUENGLING LAGER 12/12 CAN	MALT BASED	1	Side	2
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	1	Side	2
213030478	1820028443	NATURAL ICE 15/12 CAN	MALT BASED	2	Side	2

Name: S41		W:30.00 in	D:22.00 in	Avail Space: 2.39 in		Ht Space: 20.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050612	8992427891	YUENGLING LAGER 6/12 BTL	MALT BASED	1	Side	2
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Side	2



Target Store: 2212 Display: D213ZQM

Planogram Name: D213ZQM 02/28/2021 PF: COLD BEER: T2212: NY: 24 PK:

METRO: RF: 27x84x36

213030036	3410001509	HIGH LIFE 12/12 BTL	MALT BASED	1	Side	2
213030117	3410001636	HIGH LIFE 12/12 CAN	MALT BASED	1	Side	2
213030522	1820020039	BUDWEISER ZERO 6/12 BTL	MALT BASED	1	Side	2

Name: S42		W:30.00 in	D:22.00 in	Avail Space: 2.19 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	1	Side	2
213010377	63598522413	MIKES HARD STRAWBERRY LEM...	MALT BASED	1	Side	2
213010385	63598506074	MIKES HARD SEASONAL 6/11.2 B...	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	Side	2

Name: S43		W:30.00 in	D:22.00 in	Avail Space: 0.96 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010352	8769200378	TWISTED TEA VARIETY PACK 12...	MALT BASED	1	Top 90	2
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	1	Side	2
213050331	3410008716	REDDS 6/12 BTL	MALT BASED	1	Side	2
213010728	61300874833	ARNOLD PALMER SPIKED HALF ...	MALT BASED	1	Side	3
213010953	81582901054	CAYMAN JACK MOSCOW MULE ...	MALT BASED	1	Side	2
213010087	1820019987	BUD LIGHT LIME LIME-A-RITA 12/...	MALT BASED	1	Top 90	3

Name: S44		W:30.00 in	D:22.00 in	Avail Space: 0.45 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010178	8769283134	TWISTED TEA ORIGINAL 12/12 C...	MALT BASED	1	Top 90	2
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Side	2
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
213010877	3354400013	CORONA REFRESCA VARIETY 1...	MALT BASED	1	Top 90	3

Name: S45		W:30.00 in	D:22.00 in	Avail Space: 2.34 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Front	4
213010308	8769200033	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Side	2
213011093	1820020263	MICHELOB ULTRA PURE SELTZE...	MALT BASED	1	Top 90	3
213010378	85231300483	PRESS VARIETY 12/12 CAN	MALT BASED	1	Top 90	3

Name: S46		W:30.00 in	D:22.00 in	Avail Space: 1.62 in		Ht Space: 20.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010355	1497421002	WOODCHUCK PEARSECCO 6/12 ...	CIDER	1	Side	2
213010567	85860400506	AUSTIN EASTCIDERS ORIGINAL ...	CIDER	1	Side	2
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Top	3
213010002	63598580029	WHITE CLAW VARIETY ICED TEA...	MALT BASED	1	Top	3

Name: S47		W:30.00 in	D:22.00 in	Avail Space: 4.15 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213013333	63598580017	MIKES HARD SELTZER VARIETY ...	MALT BASED	1	Top 90	3
213011095	1820020269	BUD LIGHT SELTZER VARIETY L...	MALT BASED	1	Top 90	3
213019403	1820020278	BUD LIGHT SELTZER VARIETY S...	MALT BASED	1	Top 90	3
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	1	Top 90	3

Name: S48		W:30.00 in	D:22.00 in	Avail Space: 5.16 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010070	85000965408	NUDE SELTZER VARIETY 12/12 ...	MALT BASED	1	Top 90	2
213011084	2210005037	PABST SELTZER VARIETY HARD...	MALT BASED	1	Top 90	3
213010041	2210005035	PABST STRONGER SELTZER VA...	MALT BASED	1	Top 90	3
213055463	81062803026	GOLDEN ROAD SPIKED AGUA F...	MALT BASED	1	Top 90	3

Name: S49		W:30.00 in	D:22.00 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
213017797	85001257138	MYSTIC REEF HARD SELTZER V...	MALT BASED	1	Front 90	3
213017441	85001257160	MYSTIC REEF HARD SELTZER L...	MALT BASED	1	Top 90	3
213010587	8769200424	TRULY VARIETY CITRUS 12/12 C...	MALT BASED	1	Top 90	3



Target Store: 2212 Display: D213ZQM

Planogram Name: D213ZQM 02/28/2021 PF: COLD BEER: T2212: NY: 24 PK:

METRO: RF: 27x84x36

Name: S50		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	2	Top 90	6
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	2	Top 90	6

Name: S51		W:30.00 in	D:22.00 in	Avail Space: 0.80 in		Ht Space: 20.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010738	8769200678	TRULY WILD BERRY 6/12 CAN	MALT BASED	1	Side	3
213011063	8769201169	TRULY STRAWBERRY LEMONAD...	MALT BASED	1	Front	4
213011061	8769201167	TRULY HARD TEA 12/12 CAN	MALT BASED	1	Top	3
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	1	Top	3

Name: S52		W:30.00 in	D:22.00 in	Avail Space: 3.10 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213018421	3410000549	VIZZY VARIETY 12/12 CAN (B)	MALT BASED	1	Top 90	3
213018420	3410001507	VIZZY VARIETY LEMONADE 12/1...	MALT BASED	1	Top 90	3
213012470	3410001232	VIZZY VARIETY 12/12 CAN (A)	MALT BASED	1	Top 90	3
213010999	7199000015	COORS HARD SELTZER VARIET...	MALT BASED	1	Top 90	3

Name: S53		W:30.00 in	D:22.00 in	Avail Space: 2.92 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010591	8200078142	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Top 90	3
213018620	8200079257	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	1	Top 90	3
213010137	81994200310	OSKAR BLUES WILD BASIN VARI...	MALT BASED	1	Top 90	3
213010978	1820020199	BON AND VIV SPIKED SELTZER ...	MALT BASED	1	Top 90	3

Name: S54		W:30.00 in	D:22.00 in	Avail Space: 9.75 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213014600	85001257163	TEXAS RANCH WATER BLUE AG...	MALT BASED	1	Top 90	3
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Top 90	6

Name: S55		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010552	63598520025	WHITE CLAW BLACK CHERRY 6/...	MALT BASED	1	Front	4
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	3	Top 90	9

Name: S56		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 20.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	1	Top	3
213010336	63598510033	WHITE CLAW MANGO 12/12 CAN	MALT BASED	1	Top	3
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top	3



Target Store: 2212 Display: B148K9H

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



Section #1



Target Store: 2212 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 # 2212 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: 2212 Display: B148LBZ

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





Target Store: 2212 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 # 2212 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: 2212 Display: B148LAS

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



Section #1



Target Store: 2212 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 # 2212 H: 3 ft W: 2 ft D: 0 ft # of segments: 1

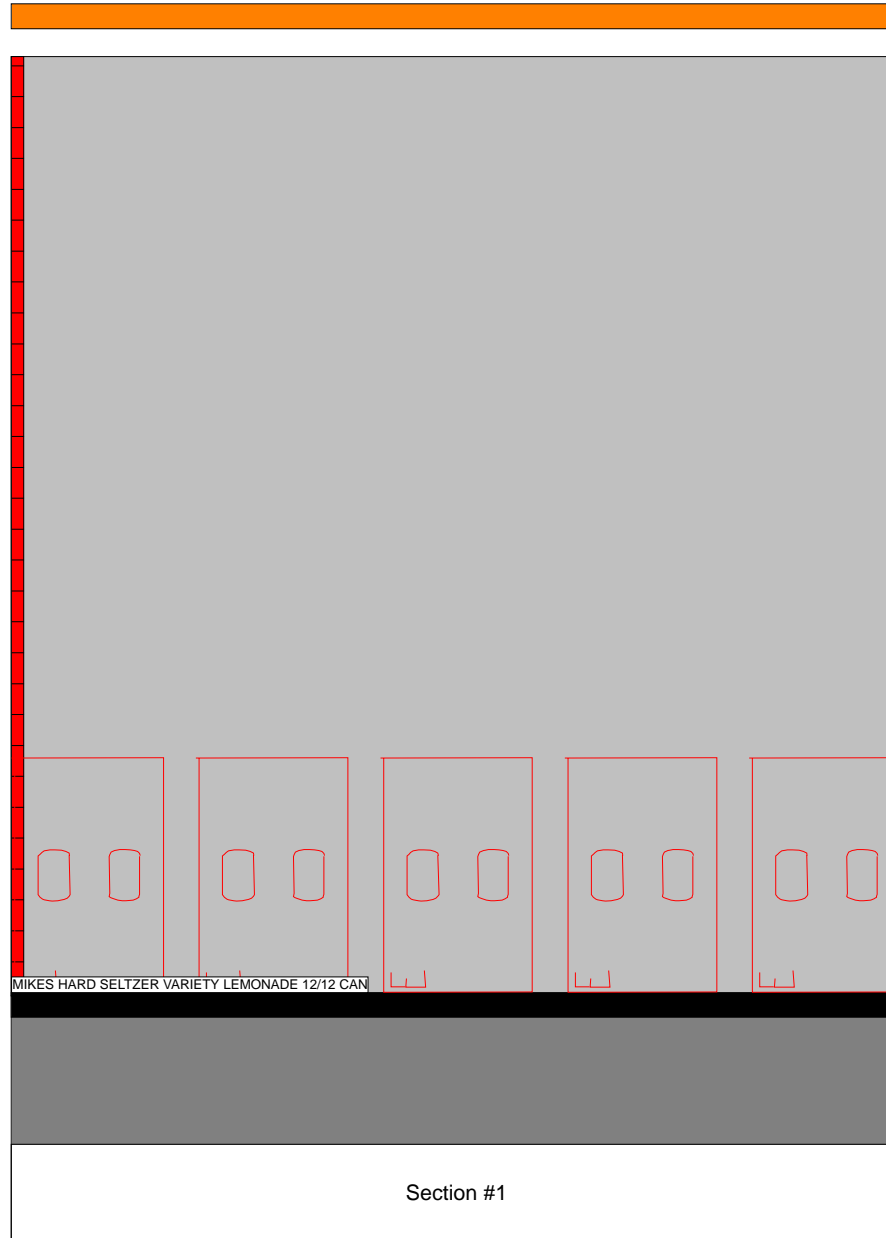
Name: S1		W:24.00 in	D:14.00 in	Avail Space: 2.74 in			Ht Space: 29.52 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030266	1820096715	MICHELOB ULTRA 24/12 CAN	MALT BASED	1	Side	3	
213030005	1820053168	BUD LIGHT 24/12 CAN	MALT BASED	1	Side	2	
213030033	7199031600	COORS LIGHT 24/12 CAN	MALT BASED	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: 2212 Display: B148K8H

Planogram Name: B148K8H 02/28/2021 D148 BEER BULK TABLE C: NY: 02/28-05/02 3x42x0





Target Store: 2212 Display: B148K8H
Planogram Name: B148K8H 02/28/2021 D148 BEER BULK TABLE C: NY:
02/28-05/02 3x42x0

D148 BEER BULK TABLE C: NY: 02/28-05/02 Store # 2212 H: 3 ft ... W: 3 ft D: 0 ft # of segments: 1

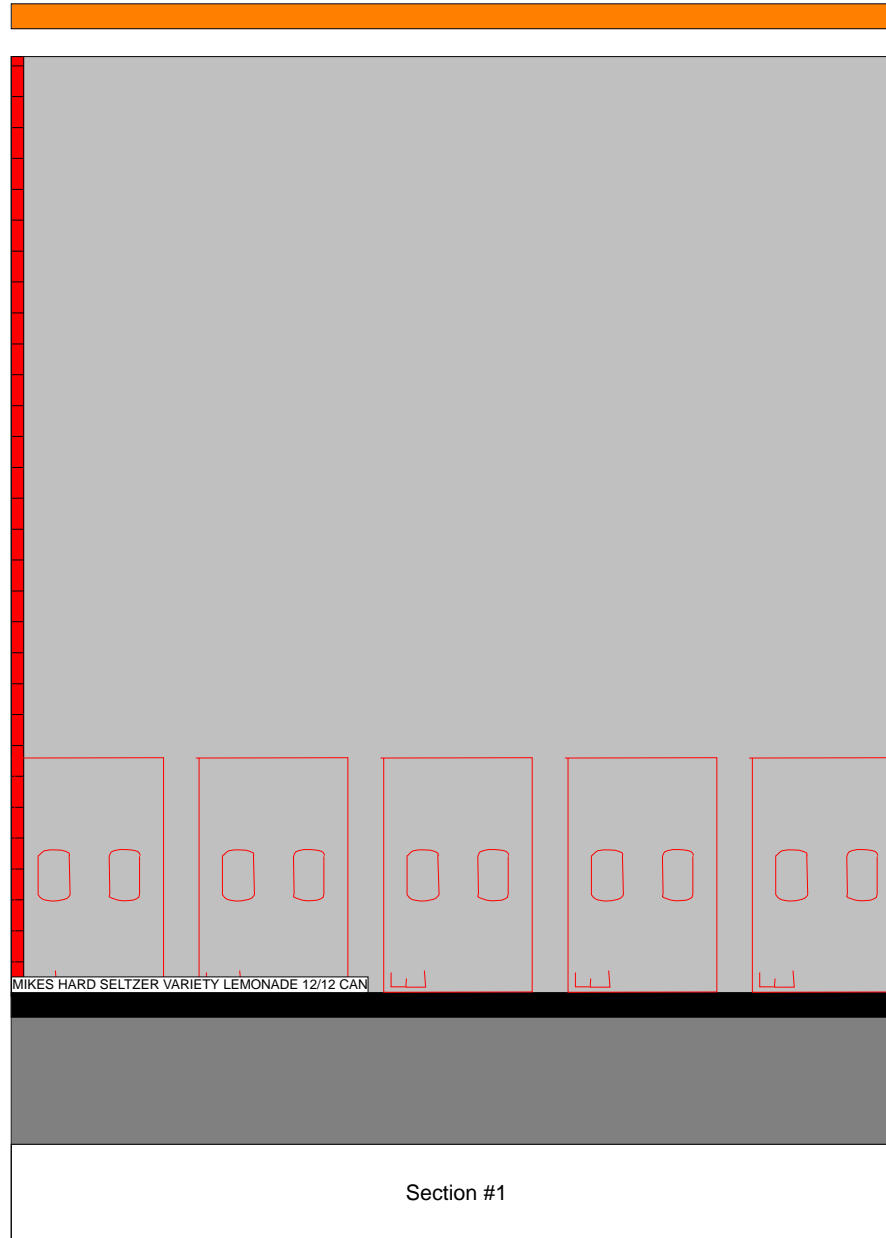
Name: S1		W:36.00 in	D:25.50 in	Avail Space: 5.20 in		Ht Space: 39.00 in	
ID	UPC	Name		Category	HFacings	Orientation	Units
213013333	63598580017	MIKES HARD SELTZER VARIETY ...		MALT BASED	5	Top 90	15

Name: S2 W:36.00 in D:1.00 in Avail Space: 36.00 in Ht Space: 0.00 in



Target Store: 2212 Display: B148K8L

Planogram Name: B148K8L 02/28/2021 D148 BEER BULK TABLE D: NY: 02/28-05/02 3x42x0





Target Store: 2212 Display: B148K8L
Planogram Name: B148K8L 02/28/2021 D148 BEER BULK TABLE D: NY:
02/28-05/02 3x42x0

D148 BEER BULK TABLE D: NY: 02/28-05/02 Store # 2212 H: 3 ft ... W: 3 ft D: 0 ft # of segments: 1

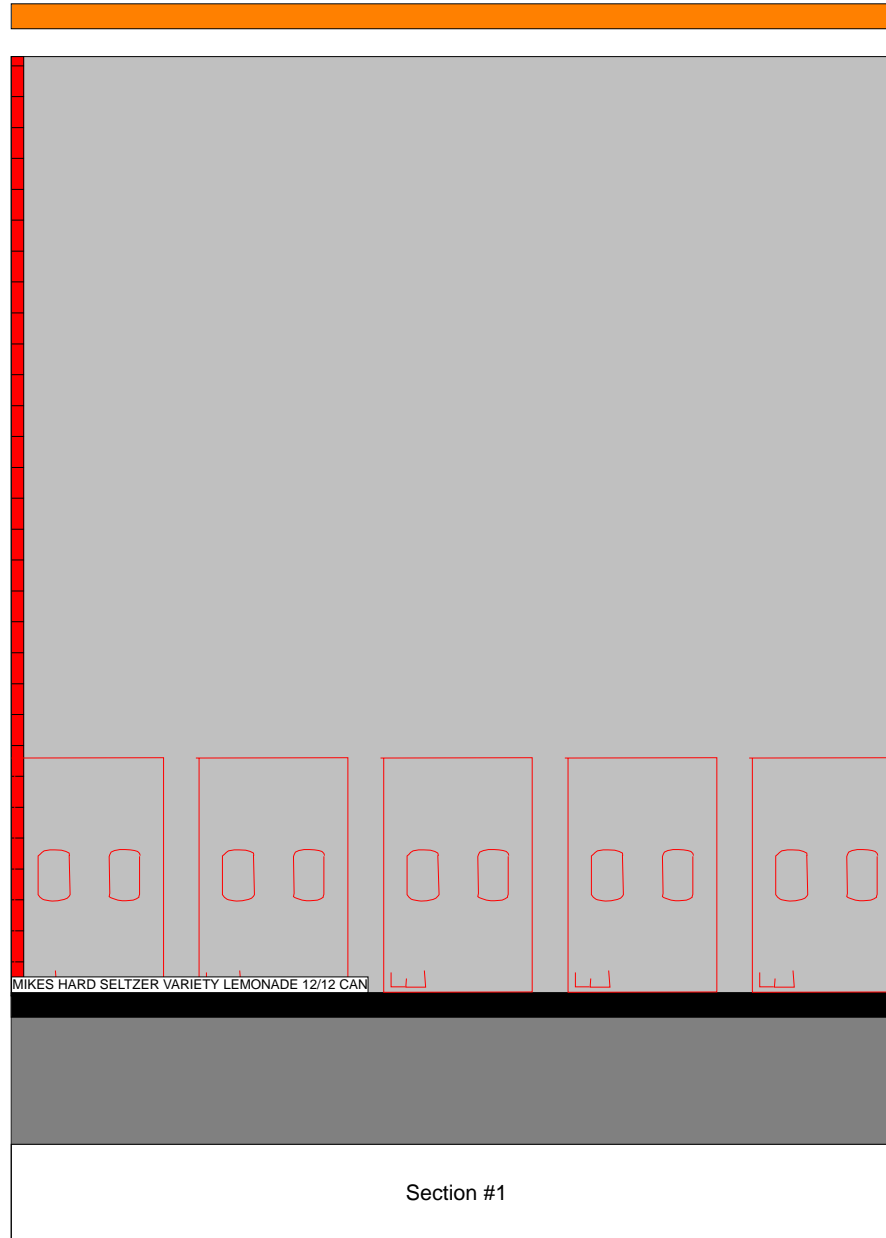
Name: S1		W:36.00 in	D:25.50 in	Avail Space: 5.20 in		Ht Space: 39.00 in	
ID	UPC	Name		Category	HFacings	Orientation	Units
213013333	63598580017	MIKES HARD SELTZER VARIETY ...		MALT BASED	5	Top 90	15

Name: S2 W:36.00 in D:1.00 in Avail Space: 36.00 in Ht Space: 0.00 in



Target Store: 2212 Display: B148K73

Planogram Name: B148K73 02/28/2021 D148 BEER BULK TABLE B: NY: 02/28-05/02 3x42x0





Target Store: 2212 Display: B148K73
Planogram Name: B148K73 02/28/2021 D148 BEER BULK TABLE B: NY:
02/28-05/02 3x42x0

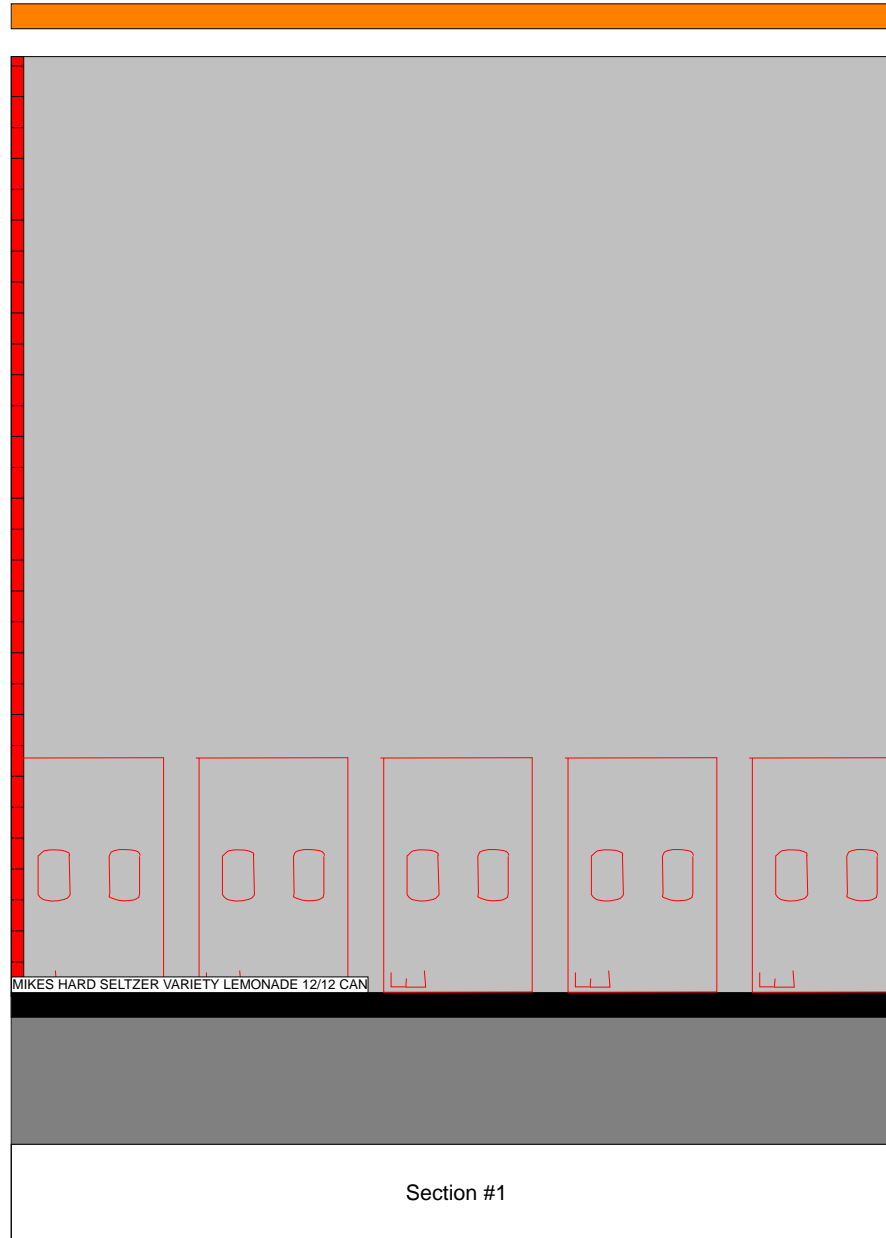
D148 BEER BULK TABLE B: NY: 02/28-05/02 Store # 2212 H: 3 ft ... W: 3 ft D: 0 ft # of segments: 1

Name: S1		W:36.00 in	D:25.50 in	Avail Space: 5.20 in		Ht Space: 39.00 in	
ID	UPC	Name		Category	HFacings	Orientation	Units
213013333	63598580017	MIKES HARD SELTZER VARIETY ...		MALT BASED	5	Top 90	15

Name: S2 W:36.00 in D:1.00 in Avail Space: 36.00 in Ht Space: 0.00 in



Target Store: 2212 Display: B148K7E
Planogram Name: B148K7E 02/28/2021 D148 BEER BULK TABLE A: NY: 02/28-05/02 3x42x0





Target Store: 2212 Display: B148K7E
Planogram Name: B148K7E 02/28/2021 D148 BEER BULK TABLE A: NY:
02/28-05/02 3x42x0

D148 BEER BULK TABLE A: NY: 02/28-05/02 Store # 2212 H: 3 ft ... W: 3 ft D: 0 ft # of segments: 1

Name: S1		W:36.00 in	D:25.50 in	Avail Space: 5.20 in		Ht Space: 39.00 in	
ID	UPC	Name		Category	HFacings	Orientation	Units
213013333	63598580017	MIKES HARD SELTZER VARIETY ...		MALT BASED	5	Top 90	15

Name: S2 W:36.00 in D:1.00 in Avail Space: 36.00 in Ht Space: 0.00 in



Target Store: 2212 Display: B120Q0X
Planogram Name: B120Q0X 04/04/2021 01:F:NB SELTZERS:NO SC:4/4 3x84x0





Target Store: 2212 Display: B120Q0X
 Planogram Name: B120Q0X 04/04/2021 01:F:NB SELTZERS:NO SC:4/4 3x84x0

01:F:NB SELTZERS:NO SC:4/4 Store # 2212 H: 7 ft W: 3 ft D: 0 ft # of segments: 1

Name: S1		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: S2		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: S3		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: S4		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: S5		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: S6		W:36.00 in	D:18.00 in	Avail Space: 5.40 in		Ht Space: 10.25 in	
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	5	Front 90	10	

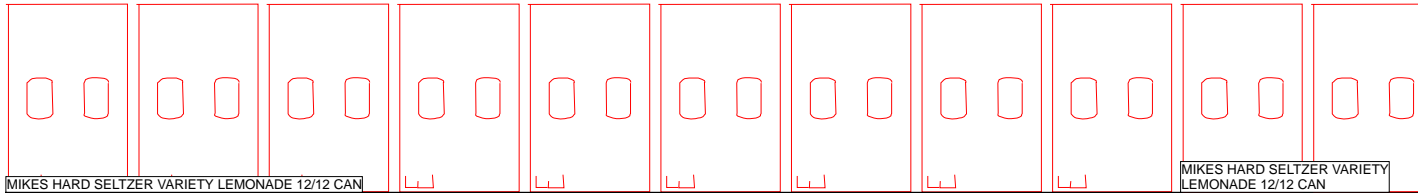
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Name: S7		W:36.00 in	D:1.00 in	Avail Space: 0.00 in		Ht Space: 10.12 in	
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Target Store: 2212 Display: B148LDK

Planogram Name: B148LDK 02/28/2021 D148 MEAT BUNKER (COND TRAY):NYC: 02/28-05/02 6x48x0



1-2

MERCHANDISE POG ON FIXTURE ON TOP OF MEAT BUNKER

Section #1



Target Store: 2212 Display: B148LDK
 Planogram Name: B148LDK 02/28/2021 D148 MEAT BUNKER (COND TRAY):NYC: 02/28-05/02 6x48x0

D148 MEAT BUNKER (COND TRAY):NYC: 02/28-05/02 Store # 2212 H: 4 ft W: 6 ft D: 0 ft # of segments: 1

Name: W:72.00 in D:31.00 in Avail Space: 72.00 in Ht Space: 19.12 in

Name: S1 W:72.00 in D:18.00 in Avail Space: 4.24 in Ht Space: 13.75 in

ID	UPC	Name	Category	HFacings	Orientation	Units
213013333	63598580017	MIKES HARD SELTZER VARIETY ...	MALT BASED	9	Top 90	18
213013333	63598580017	MIKES HARD SELTZER VARIETY ...	MALT BASED	2	Top 90	4

Name: S2 W:72.00 in D:1.00 in Avail Space: 72.00 in Ht Space: 0.00 in