



Target Store: 3284 Display: B148K9H

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



Section #1



Target Store: 3284 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 # 3284 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: 3284 Display: B148LBZ

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





Target Store: 3284 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 # 3284 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: 3284 Display: B148LAS

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



Section #1



Target Store: 3284 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 # 3284 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: 3284 Display: D213Y8C

Planogram Name: D213Y8C 02/28/2021 EXP: COLD BEER: T3284: NY: 24 PK:

METRO: 23x76x23

EXP: COLD BEER: T3284: NY: 24 PK: METRO: Store # 3284 H: 6 ft ... W: 22 ft 6.00 in D: 1 ft 11.0... # of segments: 9

Name: S1		W:30.00 in	D:22.00 in	Avail Space: 2.26 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	
213055436	8769200687	SAMUEL ADAMS WICKED HAZY I...	MALT BASED	1	Front	8	
213050174	8769230050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Side	3	
213050141	8769229103	SAMUEL ADAMS VARIETY PACK ...	MALT BASED	1	Side	2	

Name: S2		W:30.00 in	D:22.00 in	Avail Space: 0.92 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050048	8378337521	SIERRA NEVADA PALE ALE 6/12 ...	MALT BASED	1	Side	2	
213054887	8378311010	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Front	8	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side 90	2	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Side 90	2	

Name: S3		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	
213050730	72383000009	LAGUNITAS IPA 6/12 BTL	MALT BASED	1	Front	4	
213050982	72383010009	LAGUNITAS IPA 12/12 BTL	MALT BASED	1	Side	2	
213010932	3410001532	LEINIES SPRITZEN VARIETY 6/12...	MALT BASED	1	Side 90	6	
213010916	3410001533	LEINIES SPRITZEN VARIETY 12/1...	MALT BASED	1	Front 90	3	

Name: S4		W:30.00 in	D:22.00 in	Avail Space: 2.18 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050399	3061300056	BROOKLYN SUMMER ALE 12/12 ...	MALT BASED	1	Side 90	4	
213053222	85663200428	BRONX VARIETY PACK 12/12 CAN	MALT BASED	1	Top 90	2	
213050959	68174511112	BLUE POINT TOASTED LAGER 6/...	MALT BASED	1	Side	2	
213059551	63848900347	DOGFISH HEAD 60 MINUTE IPA 6...	MALT BASED	1	Side	4	
213051366	81790400083	ELYSIAN SPACE DUST IPA 6/12 ...	MALT BASED	1	Side	2	

Name: S5		W:30.00 in	D:22.00 in	Avail Space: 1.46 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	4	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Side	4	
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Side	4	
213053644	85909300244	SIXPOINT THE CRISP 6/12 CAN	MALT BASED	1	Side	4	
213053643	85909300243	SIXPOINT BENGALI IPA 6/12 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: -10.00 in Ht Space: 0.00 in

Name: S7		W:30.00 in	D:22.00 in	Avail Space: 2.17 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054981	75452700885	NEW BELGIUM VOODOO JUICY ...	MALT BASED	1	Side	6	
213055432	75452700994	NEW BELGIUM VOODOO ROTAT...	MALT BASED	1	Side	4	
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	
213056104	79386653008	LEFT HAND MILK STOUT NITRO ...	MALT BASED	1	Side	3	

Name: S8		W:30.00 in	D:22.00 in	Avail Space: 0.94 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 90	6	
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	
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: S9		W:30.00 in	D:22.00 in	Avail Space: 1.21 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Front	3	
213051847	81994200005	OSKAR BLUES DALES 12/12 CAN	MALT BASED	1	Top 90	2	
213056212	7199009592	BLUE MOON LIGHT SKY 12/12 CAN	MALT BASED	1	Top 90	3	
213050405	8780000071	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	4	



Target Store: 3284 Display: D213Y8C

Planogram Name: D213Y8C 02/28/2021 EXP: COLD BEER: T3284: NY: 24 PK:

METRO: 23x76x23

Name: S10		W:30.00 in	D:22.00 in	Avail Space: 0.93 in		Ht Space: 10.50 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	Front	3
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Front	3

Name: S11		W:30.00 in	D:22.00 in	Avail Space: 0.56 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	Side	3
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Front	4
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	2	Top 90	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: S12		W:30.00 in	D:22.00 in	Avail Space: 1.31 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Side 90	4
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Side 90	4
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2

Name: S13		W:30.00 in	D:22.00 in	Avail Space: 2.16 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	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: S14		W:30.00 in	D:22.00 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	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
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	2

Name: S15		W:30.00 in	D:22.00 in	Avail Space: 0.99 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060188	78615000016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	3
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
213060269	18195400004	PERONI 12/11.2 BTL	MALT BASED	1	Side	2

Name: S16		W:30.00 in	D:22.00 in	Avail Space: 0.51 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Side	3
213060022	8382012360	GUINNESS DRAUGHT STOUT 4/1...	MALT BASED	2	Side	8
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4
213060110	18195400002	PERONI 6/11.2 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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Name: S17		W:30.00 in	D:22.00 in	Avail Space: 0.88 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Side	4
213030267	1820096721	MICHELOB ULTRA 18/12 CAN	MALT BASED	1	Top	3

Name: S18		W:30.00 in	D:22.00 in	Avail Space: 2.25 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Side	4
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Side	2

Name: S19		W:30.00 in	D:22.00 in	Avail Space: 2.25 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units



Target Store: 3284 Display: D213Y8C

Planogram Name: D213Y8C 02/28/2021 EXP: COLD BEER: T3284: NY: 24 PK:

METRO: 23x76x23

213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	2
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Side	2

Name: S20		W:30.00 in	D:22.00 in	Avail Space: 0.82 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Side	4
213030268	1820006991	MICHELOB ULTRA 12/12 CAN	MALT BASED	2	Top 90	6

Name: S21		W:30.00 in	D:22.00 in	Avail Space: 2.48 in		Ht Space: 10.50 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
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	1	Front	4
213030503	1820020144	MICHELOB ULTRA PURE GOLD 1...	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: S22		W:30.00 in	D:22.00 in	Avail Space: 2.11 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Side 90	2
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Side	1
213030069	3410057340	LITE 18/12 CAN	MALT BASED	1	Side 90	2
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Side	2

Name: S23		W:30.00 in	D:22.00 in	Avail Space: 2.40 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	2	Top 90	4
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Front	3
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Side	2

Name: S24		W:30.00 in	D:22.00 in	Avail Space: 1.29 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030421	7199030104	COORS LIGHT 9/16 BTL (AL)	MALT BASED	1	Side	2
213030070	3410057636	LITE 12/12 CAN	MALT BASED	1	Top	4
213050275	8992427898	YUENGLING LAGER 12/12 CAN	MALT BASED	1	Top	4

Name: S25		W:30.00 in	D:22.00 in	Avail Space: 1.90 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030027	7199030069	COORS LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030132	3410057023	LITE 9/16 BTL (AL)	MALT BASED	2	Front	4
213050612	8992427891	YUENGLING LAGER 6/12 BTL	MALT BASED	1	Side	2

Name: S26		W:30.00 in	D:22.00 in	Avail Space: 2.48 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Front	4
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Front	4
213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Front	4
213050612	8992427891	YUENGLING LAGER 6/12 BTL	MALT BASED	1	Side	2

Name:		W:30.00 in	D:22.00 in	Avail Space: 0.00 in		Ht Space: 0.00 in
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Name: S27		W:30.00 in	D:22.00 in	Avail Space: 1.53 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	1	Top	4
213030417	7199048045	KEYSTONE LIGHT 15/12 CAN	MALT BASED	1	Top	4

Name: S28		W:30.00 in	D:22.00 in	Avail Space: 1.30 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030408	1820097009	BUD LIGHT 12/16 BTL (AL)	MALT BASED	2	Side	4
213030036	3410001509	HIGH LIFE 12/12 BTL	MALT BASED	1	Side	2
213030036	3410001509	HIGH LIFE 12/12 BTL	MALT BASED	1	Side	2



Target Store: 3284 Display: D213Y8C

Planogram Name: D213Y8C 02/28/2021 EXP: COLD BEER: T3284: NY: 24 PK:

METRO: 23x76x23

Name: S29		W:30.00 in	D:22.00 in	Avail Space: 2.50 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	2	Side	4
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Top 90	2
213030144	2210000170	PABST 12/12 CAN	MALT BASED	1	Side 90	4

Name: S30		W:30.00 in	D:22.00 in	Avail Space: 2.42 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	2	Side 90	8
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Top 90	2
213030154	1820015983	BUD LIGHT LIME 12/12 CAN	MALT BASED	1	Top 90	3

Name: S31		W:30.00 in	D:22.00 in	Avail Space: 0.25 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	3	Front	12
213030154	1820015983	BUD LIGHT LIME 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:22.00 in	Avail Space: 2.68 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	1	Front	4
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	1	Side	2
213010385	63598506074	MIKES HARD SEASONAL 6/11.2 B...	MALT BASED	1	Front	4
213010350	63598512998	MIKES HARD VARIETY PACK 12/...	MALT BASED	1	Side	2

Name: S33		W:30.00 in	D:22.00 in	Avail Space: 1.69 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050331	3410008716	REDDS 6/12 BTL	MALT BASED	1	Side	2
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Side	2
213011075	8200079641	SMIRNOFF ICE VARIETY ZERO S...	MALT BASED	1	Front 90	3
213010901	8200078970	SMIRNOFF ICE FUN VARIETY 12/...	MALT BASED	1	Front 90	3
213054907	63598526042	MIKES HARDER VARIETY PACK ...	MALT BASED	1	Top 90	3

Name: S34		W:30.00 in	D:22.00 in	Avail Space: 2.05 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
213010352	8769200378	TWISTED TEA VARIETY PACK 12...	MALT BASED	1	Top 90	2
213010733	8769275134	TWISTED TEA HALF AND HALF 1...	MALT BASED	1	Top 90	2
213010728	61300874833	ARNOLD PALMER SPIKED HALF ...	MALT BASED	1	Side	3
213011069	85001783707	CROOK AND MARKER MARGARI...	MALT BASED	1	Side	2
213010786	85531000827	CROOK AND MARKER ZERO GUI...	MALT BASED	1	Side	2

Name: S35		W:30.00 in	D:22.00 in	Avail Space: 2.26 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010448	9200002000	NOT YOUR FATHERS ROOT BEE...	MALT BASED	1	Side	2
213010567	85860400506	AUSTIN EASTCIDERS ORIGINAL ...	CIDER	1	Front	8
213010308	8769200033	ANGRY ORCHARD CRISP APPLE...	CIDER	2	Side	4

Name: S36		W:30.00 in	D:22.00 in	Avail Space: 2.55 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010867	8769200838	ANGRY ORCHARD UNFILTERED ...	CIDER	1	Front	4
213010867	8769200838	ANGRY ORCHARD UNFILTERED ...	CIDER	1	Side	2
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	2	Front	8

Name:		W:30.00 in	D:22.00 in	Avail Space: 0.00 in		Ht Space: 0.00 in
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Name: S37		W:30.00 in	D:22.00 in	Avail Space: 3.14 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213013377	79603082431	KONA HARD SELTZER VARIETY ...	MALT BASED	1	Side 90	4
213013333	63598580017	MIKES HARD SELTZER VARIETY ...	MALT BASED	1	Top 90	3
213010003	75452701120	NEW BELGIUM VARIETY FRUIT S...	MALT BASED	1	Front 90	3
213010137	81994200310	OSKAR BLUES WILD BASIN VARI...	MALT BASED	1	Top 90	3



Target Store: 3284 Display: D213Y8C

Planogram Name: D213Y8C 02/28/2021 EXP: COLD BEER: T3284: NY: 24 PK:

METRO: 23x76x23

Name: S38		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	1	Top 90	3
213010226	2113618087	TOPO CHICO SPIKED SPARKLIN...	MALT BASED	1	Top 90	3
213017797	85001257138	MYSTIC REEF HARD SELTZER V...	MALT BASED	1	Top 90	3
213017441	85001257160	MYSTIC REEF HARD SELTZER L...	MALT BASED	1	Top 90	3

Name: S39		W:30.00 in	D:22.00 in	Avail Space: 3.09 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	2	Top 90	6
213010378	85231300483	PRESS VARIETY 12/12 CAN	MALT BASED	1	Top 90	3
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Top 90	3

Name: S40		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	1	Top 90	3
213011061	8769201167	TRULY HARD TEA 12/12 CAN	MALT BASED	1	Top 90	3
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	2	Top 90	6

Name: S41		W:30.00 in	D:22.00 in	Avail Space: 4.20 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010587	8769200424	TRULY VARIETY CITRUS 12/12 C...	MALT BASED	1	Top 90	3
213010738	8769200678	TRULY WILD BERRY 6/12 CAN	MALT BASED	1	Side 90	6
213011063	8769201169	TRULY STRAWBERRY LEMONAD...	MALT BASED	1	Side 90	6
213010002	63598580029	WHITE CLAW VARIETY ICED TEA...	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: S42		W:30.00 in	D:22.00 in	Avail Space: 3.02 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213055463	81062803026	GOLDEN ROAD SPIKED AGUA F...	MALT BASED	1	Top 90	3
213010591	8200078142	SMIRNOFF SPIKED SPARKLING ...	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

Name: S43		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010978	1820020199	BON AND VIV SPIKED SELTZER ...	MALT BASED	1	Top 90	3
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	1	Top 90	3
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	1	Top 90	3
213010336	63598510033	WHITE CLAW MANGO 12/12 CAN	MALT BASED	1	Top 90	3

Name: S44		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	4	Top 90	12

Name: S45		W:30.00 in	D:22.00 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	3	Top 90	9
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	1	Top 90	3

Name: S46		W:30.00 in	D:22.00 in	Avail Space: 4.80 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
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
213010345	63598526066	WHITE CLAW RASPBERRY 6/12 ...	MALT BASED	1	Side 90	6
213010956	63598580006	WHITE CLAW VARIETY PACK 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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Target Store: 3284 Display: D2131EK
 Planogram Name: D2131EK 02/28/2021 EXP: WARM BEER: T3284: NY: 24PK: 24x84x22

Section #1	Section #2	Section #3	Section #4	Section #5	Section #6



Target Store: 3284 Display: D2131EK

Planogram Name: D2131EK 02/28/2021 EXP: WARM BEER: T3284: NY: 24PK:
24x84x22

213054981	75452700885	NEW BELGIUM VOODOO JUICY ...	MALT BASED	1	Front	8
213010932	3410001532	LEINIES SPRITZEN VARIETY 6/12...	MALT BASED	1	Side 90	6
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4
213050405	8780000071	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	2	Front	8

Name: S11		W:48.00 in	D:22.00 in	Avail Space: 3.45 in		Ht Space: 15.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213050492	75452700421	NEW BELGIUM VOODOO RANGE...	MALT BASED	2	Front	8
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Front	4
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	3	Front	12

Name: S12		W:48.00 in	D:22.00 in	Avail Space: 2.59 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	2	Side	8
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	1	Side	4
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Side	8
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	4

Name: S13		W:48.00 in	D:22.00 in	Avail Space: 0.85 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2
213060188	78615000016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	3
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Side	4
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Front	2

Name: S14		W:48.00 in	D:22.00 in	Avail Space: 0.85 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	2
213060188	78615000016	STELLA ARTOIS 12/11.2 CAN	MALT BASED	1	Top 90	3
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	1	Side	2
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	2	Side	4
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Front	2

Name: S15		W:48.00 in	D:22.00 in	Avail Space: 2.28 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060051	7289000020	HEINEKEN 12/12 CAN	MALT BASED	1	Side 90	4
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	2	Front	8
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side 90	4
213060570	8066095695	CORONA 12/12 CAN	MALT BASED	1	Side 90	4
213060217	3354495041	CORONA PREMIER 6/12 BTL	MALT BASED	1	Front	4

Name: S16		W:48.00 in	D:22.00 in	Avail Space: 3.44 in		Ht Space: 15.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	2	Front	8
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Front	4
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Front	4
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	2	Front	8

Name: S17		W:48.00 in	D:22.00 in	Avail Space: 3.47 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	4
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	2	Side	4
213030267	1820096721	MICHELOB ULTRA 18/12 CAN	MALT BASED	1	Top	9

Name: S18		W:48.00 in	D:22.00 in	Avail Space: 2.43 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Side	1
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Side	1
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	2	Side	4

Name: S19		W:48.00 in	D:22.00 in	Avail Space: 2.66 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units



Target Store: 3284 Display: D2131EK
 Planogram Name: D2131EK 02/28/2021 EXP: WARM BEER: T3284: NY: 24PK:
 24x84x22

213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	3	Top	12
213030268	1820006991	MICHELOB ULTRA 12/12 CAN	MALT BASED	2	Top 90	6

Name: S20		W:48.00 in	D:22.00 in	Avail Space: 1.08 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	3	Top	12
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	2	Front	8

Name: S21		W:48.00 in	D:22.00 in	Avail Space: 5.24 in		Ht Space: 15.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060036	8066095765	MODELO ESPECIAL 6/12 BTL	MALT BASED	3	Front	9
213060038	8066095301	PACIFICO 6/12 BTL	MALT BASED	2	Front	8

Name: S22		W:48.00 in	D:22.00 in	Avail Space: 1.53 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Top	8
213030069	3410057340	LITE 18/12 CAN	MALT BASED	1	Top	8
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	1	Top	8

Name: S23		W:48.00 in	D:22.00 in	Avail Space: 2.41 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Side 90	4
213030070	3410057636	LITE 12/12 CAN	MALT BASED	1	Side 90	4
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	2	Side	4
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	2	Side 90	8

Name: S24		W:48.00 in	D:22.00 in	Avail Space: 3.11 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030421	7199030104	COORS LIGHT 9/16 BTL (AL)	MALT BASED	1	Front	2
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Side	2
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Side	2
213050275	8992427898	YUENGLING LAGER 12/12 CAN	MALT BASED	1	Side 90	4
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	1	Side	2

Name: S25		W:48.00 in	D:22.00 in	Avail Space: 1.95 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030027	7199030069	COORS LIGHT 12/12 BTL	MALT BASED	1	Side	2
213030132	3410057023	LITE 9/16 BTL (AL)	MALT BASED	1	Front	2
213050612	8992427891	YUENGLING LAGER 6/12 BTL	MALT BASED	1	Front	4
213050275	8992427898	YUENGLING LAGER 12/12 CAN	MALT BASED	1	Side 90	4
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Front	4
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	1	Front	4

Name: S26		W:48.00 in	D:22.00 in	Avail Space: 2.94 in		Ht Space: 15.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	2	Front	8
213030132	3410057023	LITE 9/16 BTL (AL)	MALT BASED	1	Front	2
213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Front	4
213030011	1820011047	BUD 12/12 CAN	MALT BASED	3	Top 90	6

Name: S27		W:48.00 in	D:22.00 in	Avail Space: 1.33 in		Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213016641	1820028686	BUD LIGHT SELTZER VARIETY 2...	MALT BASED	1	Side 90	3
213010040	7199001129	COORS HARD SELTZER VARIET...	MALT BASED	1	Side 90	3
213012531	3354400045	CORONA SELTZER VARIETY 24/...	MALT BASED	1	Side 90	3
213010950	8769200971	TRULY VARIETY PACK 24/12 CAN	MALT BASED	1	Side 90	3
213010957	63598510024	WHITE CLAW VARIETY PACK 24/...	MALT BASED	1	Side 90	3

Name: S28		W:48.00 in	D:22.00 in	Avail Space: 1.95 in		Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
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
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	5	Top 90	15



Target Store: 3284 Display: D2131EK
Planogram Name: D2131EK 02/28/2021 EXP: WARM BEER: T3284: NY: 24PK:
24x84x22

Name: S29		W:48.00 in	D:22.00 in	Avail Space: 0.75 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	4	Top 90	12
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	3	Top 90	9

Name: S30		W:48.00 in	D:22.00 in	Avail Space: 0.75 in		Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	3	Top 90	9
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	2	Top 90	6
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	2	Top 90	6

Name: S31		W:48.00 in	D:22.00 in	Avail Space: 0.77 in		Ht Space: 15.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010137	81994200310	OSKAR BLUES WILD BASIN VARI...	MALT BASED	1	Top 90	3
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Top 90	3
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Top 90	3
213010999	7199000015	COORS HARD SELTZER VARIET...	MALT BASED	1	Top 90	3
213014412	1820020208	BUD LIGHT SELTZER VARIETY 1...	MALT BASED	2	Top 90	6
213012470	3410001232	VIZZY VARIETY 12/12 CAN (A)	MALT BASED	1	Top 90	3