



Target Store: 1191    Display: B148K9H

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





Target Store: 1191    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 # 1191    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: 1191    Display: B148LBZ

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





Target Store: 1191    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 # 1191    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: 1191    Display: B148LAS

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



Section #1



Target Store: 1191    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 # 1191    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: 1191    Display: B148K04

Planogram Name: B148K04 02/28/2021 D148 B BEER EC: NY: 24PK: 02/28-05/02 3x84x0


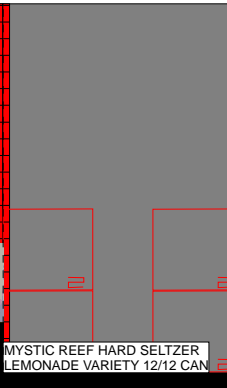

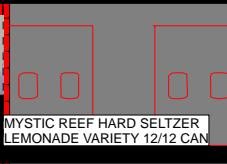



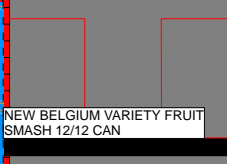

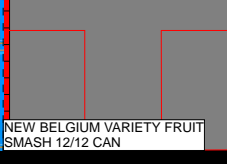
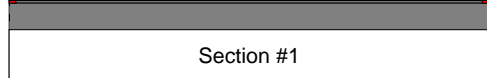
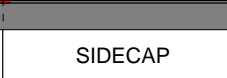
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LOCATION 1

Always place sidecaps on one consistent side matching your traffic flow. In the event that battery sidecap/MAC station is already installed on preferred side for traffic flow, place on opposite side.

MYSTIC REEF HARD SELTZER  
LEMONADE VARIETY 12/12 CAN

MYSTIC REEF HARD SELTZER  
LEMONADE VARIETY 12/12 CAN

NEW BELGIUM VARIETY FRUIT  
SMASH 12/12 CAN

NEW BELGIUM VARIETY FRUIT  
SMASH 12/12 CAN

NEW BELGIUM VARIETY FRUIT  
SMASH 12/12 CAN

Section #1

SIDECAP



Target Store: 1191    Display: B148K04  
 Planogram Name: B148K04 02/28/2021 D148 B BEER EC: NY: 24PK: 02/28-05/02 3x84x0

D148 B BEER EC: NY: 24PK: 02/28-05/02    Store # 1191    H: 7 ft    W: 4 ft 6.00 in    D: 1 ft 6.00 in # of segments: 2

Name: S1		W:36.00 in	D:18.00 in	Avail Space: 1.86 in			Ht Space: 23.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Side	3	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	2	Front	6	

Name: S2		W:36.00 in	D:18.00 in	Avail Space: 4.96 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	4	Side	4	

Name: S3		W:36.00 in	D:18.00 in	Avail Space: 4.96 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	4	Side	4	

Name: S4		W:36.00 in	D:18.00 in	Avail Space: 4.96 in			Ht Space: 29.08 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	4	Side	4	

Name: P1    W:36.00 in    D:0.10 in    Avail Space: 36.00 in    Ht Space: 0.00 in

Name: S5    W:36.00 in    D:1.00 in    Avail Space: 32.00 in    Ht Space: 0.00 in

Name:    W:36.00 in    D:0.50 in    Avail Space: 0.00 in    Ht Space: 0.00 in

Name: S6		W:18.00 in	D:9.00 in	Avail Space: 5.70 in			Ht Space: 11.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010003	75452701120	NEW BELGIUM VARIETY FRUIT S...	MALT BASED	2	Front 90	2	

Name: S7		W:18.00 in	D:9.00 in	Avail Space: 5.70 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010003	75452701120	NEW BELGIUM VARIETY FRUIT S...	MALT BASED	2	Front 90	2	

Name: S8		W:18.00 in	D:9.00 in	Avail Space: 5.70 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010003	75452701120	NEW BELGIUM VARIETY FRUIT S...	MALT BASED	2	Front 90	2	

Name: S9		W:18.00 in	D:9.00 in	Avail Space: 4.50 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213017441	85001257160	MYSTIC REEF HARD SELTZER L...	MALT BASED	2	Top 90	2	

Name: S10		W:18.00 in	D:9.00 in	Avail Space: 4.50 in			Ht Space: 27.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213017441	85001257160	MYSTIC REEF HARD SELTZER L...	MALT BASED	2	Side	4	





Target Store: 1191 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: 1191 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 # 1191 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, &#38; 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 &#38; 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

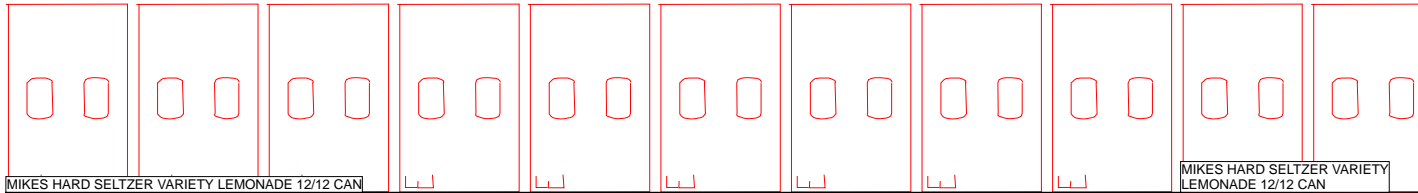
Name: S13	W:36.00 in	D:1.00 in	Avail Space: 0.00 in			Ht Space: 10.12 in
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Name:	W:36.00 in	D:0.01 in	Avail Space: 0.00 in			Ht Space: 0.00 in
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Target Store: 1191    Display: B148LDK

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: 1191    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 # 1191    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

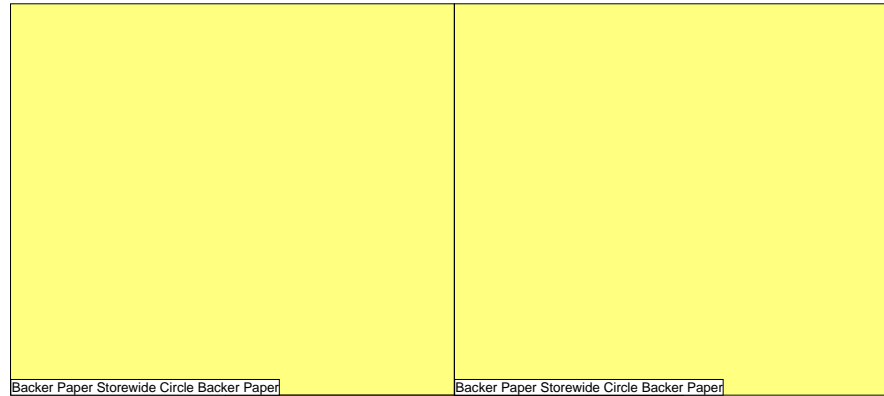
Name: S1                    W:72.00 in                    D:18.00 in                    Avail Space: 4.24 in                    Ht Space: 13.75 in

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

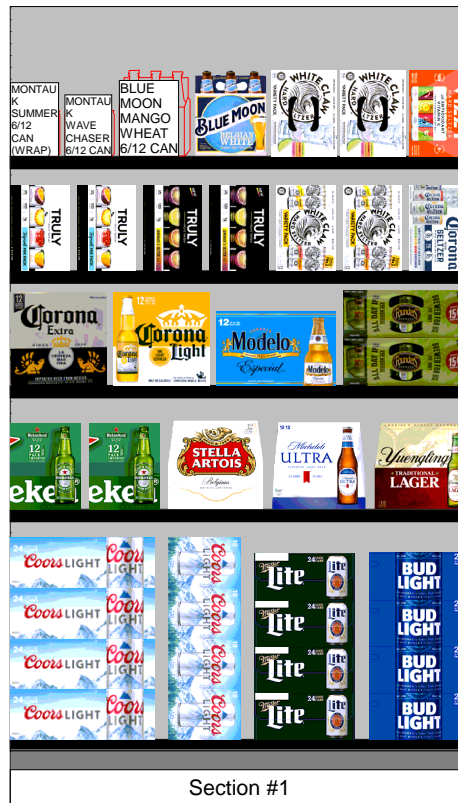


Target Store: 1191    Display: D2130YA  
Planogram Name: D2130YA 02/28/2021 PF: WARM BEER: NY: 24PK: 4x84x18



Backer Paper Storewide Circle Backer Paper

Backer Paper Storewide Circle Backer Paper





Target Store: 1191 Display: D2130YA

Planogram Name: D2130YA 02/28/2021 PF: WARM BEER: NY: 24PK: 4x84x18

PF: WARM BEER: NY: 24PK: Store # 1191 H: 7 ft W: 4 ft D: 1 ft 6.00 in # of segments: 1

Name: S1		W:48.00 in	D:22.00 in	Avail Space: 4.50 in			Ht Space: 22.82 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213030033	7199031600	COORS LIGHT 24/12 CAN	MALT BASED	1	Top	8	
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Side 90	4	
213030064	3410057306	LITE 24/12 CAN	MALT BASED	1	Side 90	4	
213030005	1820053168	BUD LIGHT 24/12 CAN	MALT BASED	1	Side 90	4	

Name: S2		W:48.00 in	D:18.00 in	Avail Space: 3.71 in			Ht Space: 11.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	1	
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	1	Side	1	
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	1	Front	2	
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Front	2	
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Front	2	

Name: S3		W:48.00 in	D:18.00 in	Avail Space: 2.39 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Front	2	
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Front	2	
213060146	8066095757	MODELO ESPECIAL 12/12 BTL	MALT BASED	1	Front	2	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Top	4	

Name: S4		W:48.00 in	D:18.00 in	Avail Space: 5.05 in			Ht Space: 10.70 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	2	Front 90	4	
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	2	Front 90	4	
213010956	63598580006	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Front 90	4	
213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	1	Front 90	2	

Name: S5		W:48.00 in	D:18.00 in	Avail Space: 3.00 in			Ht Space: 19.58 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Side	2	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	2	
213050405	8780000071	BLUE MOON MANGO WHEAT 6/1...	MALT BASED	1	Front	3	
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	3	
213010596	63598554890	WHITE CLAW VARIETY PACK 12/...	MALT BASED	2	Top 90	6	
213012470	3410001232	VIZZY VARIETY 12/12 CAN (A)	MALT BASED	1	Front 90	2	

Name: S6		W:48.00 in	D:1.00 in	Avail Space: -45.00 in			Ht Space: 0.00 in
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Target Store: 1191 Display: D2135LX  
 Planogram Name: D2135LX 02/28/2021 PF: COLD BEER: T1191: NY: 24PK:  
 COLLEGE: METRO: HIGH VOLUME 22x84x22

PF: COLD BEER: T1191: NY: 24PK: COLLEGE: METRO: HI... Store # 1191 H: 7 ft W: 22 ft 6.00 in D: 1 ft 10.0... # of segments: 9

Name: S1		W:30.00 in	D:22.00 in	Avail Space: 1.73 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	
213057026	8378322857	SIERRA NEVADA WILD LITTLE T...	MALT BASED	1	Side	4	
213054887	8378311010	SIERRA NEVADA HAZY LITTLE T...	MALT BASED	1	Front	8	
213050063	63625188901	STONE VARIETY PACK 12/12 BTL	MALT BASED	1	Side	2	

Name: S2		W:30.00 in	D:22.00 in	Avail Space: 2.14 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213051106	68174511118	BLUE POINT SEASONAL 6/12 BTL	MALT BASED	1	Front	4	
213050959	68174511112	BLUE POINT TOASTED LAGER 6/...	MALT BASED	1	Front	4	
213055436	8769200687	SAMUEL ADAMS WICKED HAZY I...	MALT BASED	1	Side	4	
213050174	8769230050	SAMUEL ADAMS SEASONAL 6/12...	MALT BASED	1	Front	4	

Name: S3		W:30.00 in	D:22.00 in	Avail Space: 1.96 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213051106	68174511118	BLUE POINT SEASONAL 6/12 BTL	MALT BASED	1	Side	2	
213051106	68174511118	BLUE POINT SEASONAL 6/12 BTL	MALT BASED	1	Front	4	
213051106	68174511118	BLUE POINT SEASONAL 6/12 BTL	MALT BASED	2	Front	8	

Name: S4		W:30.00 in	D:22.00 in	Avail Space: 1.44 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Front	8	
213050181	86273700006	MONTAUK SUMMER 6/12 CAN (W...	MALT BASED	1	Side	4	
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Side	4	
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Side	4	
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	1	Side	4	

Name: S5		W:30.00 in	D:22.00 in	Avail Space: 1.47 in			Ht Space: 22.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Front	8	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	4	
213054151	86907100027	MONTAUK WAVE CHASER 6/12 C...	MALT BASED	1	Side	4	
213054152	86907100026	MONTAUK WATERMELLOW 6/12 ...	MALT BASED	2	Side	8	

Name: S6		W:30.00 in	D:1.00 in	Avail Space: 20.00 in			Ht Space: 0.00 in
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Name: S7		W:30.00 in	D:22.00 in	Avail Space: 2.44 in			Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213051366	81790400083	ELYSIAN SPACE DUST IPA 6/12 ...	MALT BASED	1	Side	2	
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	2	Side	4	
213050242	7199009516	BLUE MOON BELGIAN WHITE 12/...	MALT BASED	1	Side	2	

Name: S8		W:30.00 in	D:22.00 in	Avail Space: 2.02 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	
213056212	7199009592	BLUE MOON LIGHT SKY 12/12 CAN	MALT BASED	1	Top 90	3	
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	
213050029	7199009511	BLUE MOON BELGIAN WHITE 6/1...	MALT BASED	1	Front	4	

Name: S9		W:30.00 in	D:22.00 in	Avail Space: 2.77 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213055885	63848900364	DOGFISH HEAD SLIGHTLY MIGH...	MALT BASED	1	Side	4	
213050838	75452700066	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Front	4	
213050492	75452700421	NEW BELGIUM VOODOO RANGE...	MALT BASED	1	Front	4	
213050031	75452700022	NEW BELGIUM FAT TIRE 6/12 BTL	MALT BASED	1	Front	4	

Name: S10		W:30.00 in	D:22.00 in	Avail Space: 1.04 in			Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	2	Side 90	4	
213051552	64286090024	FOUNDERS ALL DAY SESSION I...	MALT BASED	1	Top	4	





Target Store: 1191    Display: D2135LX  
 Planogram Name: D2135LX 02/28/2021 PF: COLD BEER: T1191: NY: 24PK:  
 COLLEGE: METRO: HIGH VOLUME 22x84x22

Name: S11		W:30.00 in	D:22.00 in	Avail Space: 1.86 in		Ht Space: 19.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	1	Front	4
213010371	3410051605	LEINIES SEASONAL SHANDY 6/1...	MALT BASED	1	Front	4
213010932	3410001532	LEINIES SPRITZEN VARIETY 6/12...	MALT BASED	1	Side 90	6
213010916	3410001533	LEINIES SPRITZEN VARIETY 12/1...	MALT BASED	1	Top 90	3

Name: S12		W:30.00 in	D:22.00 in	Avail Space: 2.20 in		Ht Space: 11.00 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	Side	2

Name: S13		W:30.00 in	D:22.00 in	Avail Space: 2.03 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
213060009	8066095615	CORONA 12/12 BTL	MALT BASED	1	Side	2
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	2

Name: S14		W:30.00 in	D:22.00 in	Avail Space: 2.03 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
213060009	8066095615	CORONA 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: 1.81 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060034	8066095715	MODELO ESPECIAL 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
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	2

Name: S16		W:30.00 in	D:22.00 in	Avail Space: 1.81 in		Ht Space: 19.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060034	8066095715	MODELO ESPECIAL 12/12 CAN	MALT BASED	1	Side	2
213060008	8066095605	CORONA 6/12 BTL	MALT BASED	1	Front	4
213060010	8066095625	CORONA LIGHT 6/12 BTL	MALT BASED	1	Front	4
213060011	8066095675	CORONA LIGHT 12/12 BTL	MALT BASED	1	Side	2

Name: S17		W:30.00 in	D:22.00 in	Avail Space: 0.38 in		Ht Space: 12.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	2	Side	4
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	2	Side	4

Name: S18		W:30.00 in	D:22.00 in	Avail Space: 0.38 in		Ht Space: 9.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060024	7289000016	HEINEKEN 12/12 BTL	MALT BASED	2	Side	4
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	2	Side	4

Name: S19		W:30.00 in	D:22.00 in	Avail Space: 0.38 in		Ht Space: 10.50 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	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: S20		W:30.00 in	D:22.00 in	Avail Space: 2.34 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Side	2
213060025	7289000011	HEINEKEN 6/12 BTL	MALT BASED	1	Side	3
213060288	78615000014	STELLA ARTOIS 12/11.2 BTL	MALT BASED	2	Side	4

Name: S21		W:30.00 in	D:22.00 in	Avail Space: 0.57 in		Ht Space: 19.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213060220	3354495042	CORONA PREMIER 12/12 BTL	MALT BASED	1	Side	2



Target Store: 1191    Display: D2135LX  
 Planogram Name: D2135LX 02/28/2021 PF: COLD BEER: T1191: NY: 24PK:  
 COLLEGE: METRO: HIGH VOLUME 22x84x22

213060041	7289000621	HEINEKEN 0.0 NEAR BEER 6/12 ...	MALT BASED	1	Side	3
213060110	18195400002	PERONI 6/11.2 BTL	MALT BASED	1	Side	3
213060021	8382012393	GUINNESS EXTRA STOUT 6/12 B...	MALT BASED	1	Side	3
213060287	78615000001	STELLA ARTOIS 6/11.2 BTL	MALT BASED	1	Front	4

Name: S22		W:30.00 in	D:22.00 in	Avail Space: 1.30 in		Ht Space: 12.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030267	1820096721	MICHELOB ULTRA 18/12 CAN	MALT BASED	1	Front	3
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	2	Side 90	4

Name: S23		W:30.00 in	D:22.00 in	Avail Space: 2.23 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	2	Side	4
213030421	7199030104	COORS LIGHT 9/16 BTL (AL)	MALT BASED	1	Side	2
213030035	7199030017	COORS LIGHT 18/12 CAN	MALT BASED	1	Side	1

Name: S24		W:30.00 in	D:22.00 in	Avail Space: 1.79 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
213030250	1820005990	MICHELOB ULTRA 12/12 BTL	MALT BASED	1	Side	2
213030031	7199000024	COORS PURE 12/12 CAN	MALT BASED	1	Top 90	3
213030027	7199030069	COORS LIGHT 12/12 BTL	MALT BASED	1	Side	2

Name: S25		W:30.00 in	D:22.00 in	Avail Space: 2.62 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030268	1820006991	MICHELOB ULTRA 12/12 CAN	MALT BASED	1	Top 90	3
213030268	1820006991	MICHELOB ULTRA 12/12 CAN	MALT BASED	1	Top 90	3
213030031	7199000024	COORS PURE 12/12 CAN	MALT BASED	1	Top 90	3
213030030	7199000048	COORS LIGHT 12/12 CAN	MALT BASED	1	Front 90	4

Name: S26		W:30.00 in	D:22.00 in	Avail Space: 3.05 in		Ht Space: 19.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030249	1820005989	MICHELOB ULTRA 6/12 BTL	MALT BASED	1	Side	2
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
213030034	7199030005	COORS LIGHT 6/12 BTL	MALT BASED	1	Front	4

Name: S27		W:30.00 in	D:22.00 in	Avail Space: 1.40 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030069	3410057340	LITE 18/12 CAN	MALT BASED	1	Side 90	2
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	2	Side 90	4
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	1	Side	1

Name: S28		W:30.00 in	D:22.00 in	Avail Space: 2.65 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030074	3410057509	LITE 12/12 BTL	MALT BASED	1	Side	2
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Side	2
213030003	1820053047	BUD LIGHT 12/12 CAN	MALT BASED	1	Top 90	2
213030001	1820053218	BUD LIGHT 18/12 CAN	MALT BASED	1	Side 90	2

Name: S29		W:30.00 in	D:22.00 in	Avail Space: 1.03 in		Ht Space: 10.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030070	3410057636	LITE 12/12 CAN	MALT BASED	1	Side 90	4
213050611	8992427896	YUENGLING LAGER 12/12 BTL	MALT BASED	1	Side	2
213030408	1820097009	BUD LIGHT 12/16 BTL (AL)	MALT BASED	2	Side	4

Name: S30		W:30.00 in	D:22.00 in	Avail Space: 2.61 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030132	3410057023	LITE 9/16 BTL (AL)	MALT BASED	1	Front	2
213050275	8992427898	YUENGLING LAGER 12/12 CAN	MALT BASED	1	Top 90	2
213030006	1820000769	BUD LIGHT 12/12 BTL	MALT BASED	2	Side	4

Name: S31		W:30.00 in	D:22.00 in	Avail Space: 2.25 in		Ht Space: 19.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units



Target Store: 1191    Display: D2135LX  
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213030067	3410057505	LITE 6/12 BTL	MALT BASED	1	Side	2
213050612	8992427891	YUENGLING LAGER 6/12 BTL	MALT BASED	1	Front	4
213030002	1820000833	BUD LIGHT 6/12 BTL	MALT BASED	2	Front	8

Name: S32		W:30.00 in	D:22.00 in	Avail Space: 2.84 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010137	81994200310	OSKAR BLUES WILD BASIN VARI...	MALT BASED	2	Top 90	6
213010591	8200078142	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	2	Top 90	6

Name: S33		W:30.00 in	D:22.00 in	Avail Space: 1.85 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213030011	1820011047	BUD 12/12 CAN	MALT BASED	1	Side 90	4
213018620	8200079257	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	3	Top 90	9

Name: S34		W:30.00 in	D:22.00 in	Avail Space: 3.00 in		Ht Space: 11.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010877	3354400013	CORONA REFRESCA VARIETY 1...	MALT BASED	1	Top 90	3
213018620	8200079257	SMIRNOFF SPIKED SPARKLING ...	MALT BASED	3	Top 90	9

Name: S35		W:30.00 in	D:22.00 in	Avail Space: 2.78 in		Ht Space: 9.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	1	Side	2
213010114	63598510062	MIKES HARD LEMONADE 6/11.2 ...	MALT BASED	1	Front	4
213010337	63598506744	MIKES HARD BLACK CHERRY LE...	MALT BASED	2	Front	8

Name: S36		W:30.00 in	D:22.00 in	Avail Space: 1.81 in		Ht Space: 19.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Side	3
213010420	8769282102	ANGRY ORCHARD CRISP APPLE...	CIDER	1	Front	4
213010306	8200072385	SMIRNOFF ICE ORIGINAL 6/11.2 ...	MALT BASED	1	Side	2
213010728	61300874833	ARNOLD PALMER SPIKED HALF ...	MALT BASED	1	Side 90	6
213010352	8769200378	TWISTED TEA VARIETY PACK 12...	MALT BASED	1	Top 90	2

Name: S37		W:30.00 in	D:22.00 in	Avail Space: 3.56 in		Ht Space: 11.00 in
ID	UPC	Name	Category	HFacings	Orientation	Units
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	2	Top 90	6

Name: S38		W:30.00 in	D:22.00 in	Avail Space: 3.59 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213013333	63598580017	MIKES HARD SELTZER VARIETY ...	MALT BASED	1	Top 90	3
213010363	4182770112	ARCTIC CHILL SPIKED VARIETY ...	MALT BASED	1	Top 90	3
213010003	75452701120	NEW BELGIUM VARIETY FRUIT S...	MALT BASED	1	Top 90	3
213010978	1820020199	BON AND VIV SPIKED SELTZER ...	MALT BASED	1	Top 90	3

Name: S39		W:30.00 in	D:22.00 in	Avail Space: 3.10 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
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
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

Name: S40		W:30.00 in	D:22.00 in	Avail Space: 3.56 in		Ht Space: 10.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213017441	85001257160	MYSTIC REEF HARD SELTZER L...	MALT BASED	1	Top 90	3
213017797	85001257138	MYSTIC REEF HARD SELTZER V...	MALT BASED	1	Top 90	3
213011093	1820020263	MICHELOB ULTRA PURE SELTZE...	MALT BASED	1	Top 90	3
213010226	2113618087	TOPO CHICO SPIKED SPARKLIN...	MALT BASED	1	Top 90	3

Name: S41		W:30.00 in	D:22.00 in	Avail Space: 3.09 in		Ht Space: 19.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010378	85231300483	PRESS VARIETY 12/12 CAN	MALT BASED	1	Top 90	3
213010002	63598580029	WHITE CLAW VARIETY ICED TEA...	MALT BASED	1	Top 90	3



Target Store: 1191    Display: D2135LX  
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 COLLEGE: METRO: HIGH VOLUME 22x84x22

213010927	3354400043	CORONA SELTZER VARIETY 12/...	MALT BASED	2	Top 90	6
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Name: S42		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
213010587	8769200424	TRULY VARIETY CITRUS 12/12 C...	MALT BASED	1	Top 90	3
213010092	8769200804	TRULY VARIETY TROPICAL 12/12...	MALT BASED	1	Top 90	3
213010949	8769200991	TRULY LEMONADE VARIETY 12/...	MALT BASED	2	Top 90	6

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
213010729	8769200686	TRULY VARIETY BERRY 12/12 C...	MALT BASED	3	Top 90	9
213011061	8769201167	TRULY HARD TEA 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	3	Top 90	9
213010335	63598526089	WHITE CLAW BLACK CHERRY 12...	MALT BASED	1	Top 90	3

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	4	Top 90	12

Name: S46		W:30.00 in	D:22.00 in	Avail Space: 3.15 in		Ht Space: 19.50 in
ID	UPC	Name	Category	HFacings	Orientation	Units
213010345	63598526066	WHITE CLAW RASPBERRY 6/12 ...	MALT BASED	1	Side	3
213010346	63598526087	WHITE CLAW MANGO 6/12 CAN	MALT BASED	1	Front	4
213010553	63598520028	WHITE CLAW RUBY GRAPEFRUI...	MALT BASED	1	Side	3
213010552	63598520025	WHITE CLAW BLACK CHERRY 6/...	MALT BASED	1	Side	3
213010336	63598510033	WHITE CLAW MANGO 12/12 CAN	MALT BASED	1	Top 90	3