

FALL 2023 CATEGORY TARGETS

Display Group	Assortment Group	Fall 2023	Listed	NEED
		Target	Items	
BEER_Cider	Cider_0-3.99	14	15	-1
BEER_Cider	Cider_4.00-Above	12	13	-1
BEER_FMB	BEER_FMB	47	45	2
BEER_SMALL	BeerSmall_0-1.58	7	7	0
BEER_SMALL	BeerSmall_1.59-1.89	16	14	2
BEER_SMALL	BeerSmall_1.90-2.29	80	81	-1
BEER_SMALL	BeerSmall_2.30-Above	100	141	-41
BEER_LARGE	BeerLarge_0-3.09	7	7	0
BEER_LARGE	BeerLarge_3.10-3.99	7	7	0
BEER_LARGE	BeerLarge_4.00-9.99	11	9	2
BEER_LARGE	BeerLarge_10.00-Above	11	10	1
PreMixed	PreMixed_0-3.99	30	38	-8
PreMixed	PreMixed_4.00-Above	35	43	-8
SPIRITS				
Liqueurs_Bitters & Herbal	Liqueurs_Bitters & Herbal	38	52	-14
Liqueurs_Coffee & Cream	Liqueurs_Coffee & Cream	40	46	-6
Liqueurs_Fruit & Nut	Liqueurs_Fruit & Nut	48	58	-10
Spirits_BRANDY	Brandy_0-19.99	16	15	1
Spirits_BRANDY	Brandy_20.00-49.99	10	14	-4
Spirits_BRANDY	Brandy_50.00-ABOVE	7	8	-1
Spirits_BRANDY1750	Brandy1750	5	5	0
Spirits_BRANDY375	Brandy375	8	6	2
Spirits_GIN	Gin_0-9.99	4	3	1
Spirits_GIN	Gin_10.00-19.99	11	13	-2
Spirits_GIN	Gin_20.00-ABOVE	30	37	-7
Spirits_GIN1750	Gin1750_0-19.99	6	6	0
Spirits_GIN1750	Gin1750_20.00-ABOVE	8	8	0
Spirits_GIN375	Gin375	6	6	0
Spirits_RUM	Rum_0-14.99	25	26	-1
Spirits_RUM	Rum_15.00-24.99	52	56	-4
Spirits_RUM	Rum_25.00-ABOVE	18	24	-6
Spirits_RUM1750	Rum1750_0-19.99	10	7	3
Spirits_RUM1750	Rum1750_20.00-ABOVE	14	14	0
Spirits_RUM375	Rum375	7	7	0
Spirits_TEQUILA	Tequila_0-19.99	20	15	5
Spirits_TEQUILA	Tequila_20.00-34.99	41	47	-6
Spirits_TEQUILA	Tequila_35.00-69.99	34	51	-17
Spirits_TEQUILA	Tequila_70.00-ABOVE	8	17	-9
Spirits_TEQUILA1750	Tequila1750	19	19	0
Spirits_TEQUILA375	Tequila375	14	12	2
Spirits_Vodka	Vodka_0-9.99	15	14	1
Spirits_Vodka	Vodka_10.00-19.99	33	31	2
Spirits_Vodka	Vodka_20.00-34.99	25	34	-9
Spirits_Vodka	Vodka_35.00-ABOVE	4	5	-1
Spirits_VODKA1750	Vodka1750_0-19.99	14	13	1
Spirits_VODKA1750	Vodka1750_20.00-34.99	16	16	0
Spirits_VODKA1750	Vodka1750_35.00-ABOVE	11	13	-2
Spirits_VODKA375	Vodka375	22	21	1

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Display Group	Assortment Group	Fall 2023	Listed	NEED
		Target	Items	
Spirits_FlavoredVodka	FlavoredVodka_0-9.99	11	10	1
Spirits_FlavoredVodka	FlavoredVodka_10.00-19.99	60	61	-1
Spirits_FlavoredVodka	FlavoredVodka_20.00-ABOVE	25	28	-3
Spirits_FlavoredVodka1750	FlavoredVodka1750	8	12	-4
Spirits_FlavoredVodka375	FlavoredVodka375	5	5	0
Whiskey_American	American_0-14.99	7	6	1
Whiskey_American	American_15.00-24.99	15	16	-1
Whiskey_American	American_25.00-34.99	19	21	-2
Whiskey_American	American_35.00-59.99	37	45	-8
Whiskey_American	American_60.00-Above	4	11	-7
Whiskey_American1750	American1750_0-24.99	7	7	0
Whiskey_American1750	American1750_25.00-ABOVE	14	17	-3
Whiskey_American375	Whiskey_American375	16	17	-1
Whiskey_Canadian	Canadian_0-19.99	21	19	2
Whiskey_Canadian	Canadian_20.00-34.99	7	8	-1
Whiskey_Canadian	Canadian_35.00-Above	6	7	-1
Whiskey_Canadian1750	Whiskey_Canadian1750	17	16	1
Whiskey_Canadian375	Whiskey_Canadian375	7	7	0
Whiskey_Irish	Irish_0-34.99	14	14	0
Whiskey_Irish	Irish_35.00-ABOVE	8	9	-1
Whiskey_Japanese	Japanese_0-19.99	2	1	1
Whiskey_Japanese	Japanese_20.00-34.99	2	0	2
Whiskey_Japanese	Japanese_35.00-Above	6	9	-3
Whiskey_Japanese375	Whiskey_Japanese375	5	8	-3
Whiskey_Rye	Rye_0-19.99	6	2	4
Whiskey_Rye	Rye_20.00-34.99	9	11	-2
Whiskey_Rye	Rye_35.00-Above	14	23	-9
Whiskey_Rye1750	Whiskey_Rye1750	3	3	0
Whiskey_Rye375	Whiskey_Rye375	4	4	0
Whiskey_Scotch	Scotch_0-24.99	7	6	1
Whiskey_Scotch	Scotch_25.00-34.99	8	7	1
Whiskey_Scotch	Scotch_35.00-49.99	13	13	0
Whiskey_Scotch	Scotch_50.00-69.99	16	17	-1
Whiskey_Scotch	Scotch_70.00-99.99	13	26	-13
Whiskey_Scotch	Scotch_100.00-ABOVE	10	20	-10
Whiskey_Scotch1750	Scotch1750_0-24.99	5	2	3
Whiskey_Scotch1750	Scotch1750_25.00-ABOVE	8	8	0
Whiskey_Scotch375	Whiskey_Scotch375	5	6	-1
Whiskey_Flavored	Flavored_0-19.99	25	25	0
Whiskey_Flavored	Flavored_20.00-ABOVE	22	33	-11
Whiskey_Flavored1750	Whiskey_Flavored1750	10	10	0
Whiskey_Flavored375	Whiskey_Flavored375	8	9	-1
WINE				
Red_Blends	RedBlends_0-14.99	42	44	-2
Red_Blends	RedBlends_15.00-29.99	39	48	-9
Red_Blends	RedBlends_30.00-49.99	18	19	-1
Red_Blends	RedBlends_50.00-99.99	14	21	-7
Red_Blends	RedBlends_100.00-ABOVE	4	6	-2

FALL 2023 CATEGORY TARGETS

Display Group	Assortment Group	Fall 2023	Listed	NEED
		Target	Items	
Red_Cabernet	RedCabernet_0-9.99	21	21	0
Red_Cabernet	RedCabernet_10.00-14.99	38	40	-2
Red_Cabernet	RedCabernet_15.00-19.99	30	30	0
Red_Cabernet	RedCabernet_20.00-34.99	35	39	-4
Red_Cabernet	RedCabernet_35.00-49.99	17	20	-3
Red_Cabernet	RedCabernet_50.00-99.99	47	52	-5
Red_Cabernet	RedCabernet_100.00-ABOVE	24	32	-8
Red_Merlot	RedMerlot_0-14.99	23	24	-1
Red_Merlot	RedMerlot_15.00-29.99	22	22	0
Red_Merlot	RedMerlot_30.00-49.99	6	8	-2
Red_Merlot	RedMerlot_50.00-ABOVE	5	7	-2
Red_Misc.	Red_Misc.	4	5	-1
Red_PinotNoir	RedPinotNoir_0-9.99	9	7	2
Red_PinotNoir	RedPinotNoir_10.00-14.99	24	25	-1
Red_PinotNoir	RedPinotNoir_15.00-19.99	25	24	1
Red_PinotNoir	RedPinotNoir_20.00-34.99	50	55	-5
Red_PinotNoir	RedPinotNoir_35.00-49.99	33	37	-4
Red_PinotNoir	RedPinotNoir_50.00-99.99	31	40	-9
Red_PinotNoir	RedPinotNoir_100.00-ABOVE	2	10	-8
Red_Syrah	RedSyrah_0-14.99	10	9	1
Red_Syrah	RedSyrah_15.00-29.99	21	21	0
Red_Syrah	RedSyrah_30.00-49.99	8	7	1
Red_Syrah	RedSyrah_50.00-ABOVE	5	5	0
Red_Zinfandel	RedZinfandel_0-14.99	9	9	0
Red_Zinfandel	RedZinfandel_15.00-29.99	26	25	1
Red_Zinfandel	RedZinfandel_30.00-49.99	19	17	2
Red_Zinfandel	RedZinfandel_50.00-ABOVE	5	6	-1
White_Blends	WhiteBlends_0-14.99	2	2	0
White_Blends	WhiteBlends_15.00-ABOVE	14	20	-6
White_Blush	White_Blush	9	8	1
White_Chardonnay	WhiteChardonnay_0-9.99	22	22	0
White_Chardonnay	WhiteChardonnay_10.00-14.99	43	42	1
White_Chardonnay	WhiteChardonnay_15.00-19.99	38	39	-1
White_Chardonnay	WhiteChardonnay_20.00-34.99	48	50	-2
White_Chardonnay	WhiteChardonnay_35.00-49.99	21	24	-3
White_Chardonnay	WhiteChardonnay_50.00-ABOVE	19	26	-7
White_Misc	WhiteMisc._0-19.99	21	18	3
White_Misc	WhiteMisc._20.00-ABOVE	12	13	-1
White_Moscato	White_Moscato	10	10	0
White_PinotGris	WhitePinotGris_0-14.99	22	24	-2
White_PinotGris	WhitePinotGris_15-ABOVE	19	20	-1
White_Riesling	WhiteRiesling_0-14.99	18	16	2
White_Riesling	WhiteRiesling_15.00-ABOVE	9	8	1
White_SauvBlanc	WhiteSauvBlanc_0-14.99	26	26	0
White_SauvBlanc	WhiteSauvBlanc_15.00-29.99	38	39	-1
White_SauvBlanc	WhiteSauvBlanc_30.00-ABOVE	5	10	-5
Wine_LateHarvest	LateHarvest_0-19.99	2	4	-2
Wine_LateHarvest	LateHarvest_20.00-ABOVE	3	2	1

FALL 2023 CATEGORY TARGETS

Display Group	Assortment Group	Fall 2023	Listed	NEED
		Target	Items	
Wine_Orange	Orange_0-14.99	3	2	1
Wine_Orange	Orange_15.00-29.99	5	6	-1
Wine_Orange	Orange_30.00-ABOVE	3	2	1
Wine_Rose	Rose_0-14.99	42	43	-1
Wine_Rose	Rose_15.00-29.99	56	75	-19
Wine_Rose	Rose_30.00-ABOVE	8	10	-2
Sparklingwine	Sparkling_0-9.99	12	9	3
Sparklingwine	Sparkling_10.00-14.99	33	37	-4
Sparklingwine	Sparkling_15.00-19.99	39	43	-4
Sparklingwine	Sparkling_20.00-34.99	31	42	-11
Sparklingwine	Sparkling_35.00-49.99	15	18	-3
Sparklingwine	Sparkling_50.00-99.99	18	31	-13
Sparklingwine	Sparkling_100.00-ABOVE	6	11	-5
Sparklingwine_375	Sparkling375s_0-39.99	14	14	0
Sparklingwine_375	Sparkling375s_40.00-ABOVE	4	3	1
Red_Argentine	RedArgentine_0-14.99	18	21	-3
Red_Argentine	RedArgentine_15.00-29.99	28	31	-3
Red_Argentine	RedArgentine_30.00-44.99	3	4	-1
Red_Argentine	RedArgentine_45.00-59.99	3	2	1
Red_Argentine	RedArgentine_60.00-99.99	2	3	-1
Red_Argentine	RedArgentine_100.00-ABOVE	2	2	0
White_Argentine	White_Argentine	7	9	-2
Red_Australian	RedAustralian_0-10.99	7	7	0
Red_Australian	RedAustralian_11.00-14.99	10	12	-2
Red_Australian	RedAustralian_15.00-19.99	7	9	-2
Red_Australian	RedAustralian_20.00-29.99	13	16	-3
Red_Australian	RedAustralian_30.00-ABOVE	3	5	-2
White_Australian	WhiteAustralian_0-14.99	18	18	0
White_Australian	WhiteAustralian_15.00-ABOVE	9	11	-2
Red_Chilean	RedChilean_0-14.99	10	11	-1
Red_Chilean	RedChilean_15.00-29.99	10	12	-2
Red_Chilean	RedChilean_30.00-ABOVE	4	4	0
White_Chilean	White_Chilean	8	11	-3
Red_French	RedFrench_0-14.99	16	18	-2
Red_French	RedFrench_15.00-29.99	62	65	-3
Red_French	RedFrench_30.00-49.99	22	26	-4
Red_French	RedFrench_50.00-99.99	24	29	-5
Red_French	RedFrench_100.00-ABOVE	15	24	-9
White_French	WhiteFrench_0-14.99	13	14	-1
White_French	WhiteFrench_15.00-29.99	45	54	-9
White_French	WhiteFrench_30.00-49.99	15	21	-6
White_French	WhiteFrench_50.00-99.99	9	11	-2
White_French	WhiteFrench_100.00-ABOVE	10	14	-4
Red_German	Red_German	5	7	-2
White_German	WhiteGerman_0-19.99	25	27	-2
White_German	WhiteGerman_20.00-ABOVE	14	14	0
Red_Greek	Red_Greek	3	3	0

FALL 2023 CATEGORY TARGETS

Display Group	Assortment Group	Fall 2023	Listed	NEED
		Target	Items	
White_Greek	White_Greek	3	4	-1
Red_Italian	RedItalian_0-14.99	31	33	-2
Red_Italian	RedItalian_15.00-29.99	59	77	-18
Red_Italian	RedItalian_30.00-49.99	25	35	-10
Red_Italian	RedItalian_50.00-99.99	25	34	-9
Red_Italian	RedItalian_100.00-ABOVE	5	11	-6
White_Italian	WhiteItalian_0-14.99	31	32	-1
White_Italian	WhiteItalian_15.00-29.99	36	44	-8
White_Italian	WhiteItalian_30.00-ABOVE	3	6	-3
Red_NewZealand	Red_NewZealand	6	6	0
White_NewZealand	WhiteNewZealand_0-19.99	19	23	-4
White_NewZealand	WhiteNewZealand_20.00-ABOVE	4	6	-2
Red_SouthAfrican	Red_SouthAfrican	7	11	-4
White_SouthAfrican	White_SouthAfrican	14	18	-4
Red_Spanish	RedSpanish_0-14.99	37	39	-2
Red_Spanish	RedSpanish_15.00-29.99	55	62	-7
Red_Spanish	RedSpanish_30.00-49.99	8	13	-5
Red_Spanish	RedSpanish_50.00-99.99	6	7	-1
Red_Spanish	RedSpanish_100.00-ABOVE	3	2	1
White_Spanish	WhiteSpanish_0-14.99	17	20	-3
White_Spanish	WhiteSpanish_15.00-ABOVE	17	23	-6
Red_1500s	Red1500s_0-11.99	10	8	2
Red_1500s	Red1500s_12.00-15.99	19	18	1
Red_1500s	Red1500s_16.00-24.99	9	9	0
Red_1500s	Red1500s_25.00-ABOVE	2	2	0
White_1500s	White1500s_0-19.99	54	53	1
White_1500s	White1500s_20.00-ABOVE	4	4	0
Red_375s	Red375s_0-19.99	5	7	-2
Red_375s	Red375s_20.00-ABOVE	4	8	-4
White_375s	White375s_0-19.99	18	13	5
White_375s	White375s_20.00-ABOVE	12	15	-3
Wine_Fruit	Wine_Fruit	22	26	-4
Wine_MarsalaMadiera	Wine_MarsalaMadiera	10	10	0
wine_Port	Port_0-9.99	3	2	1
wine_Port	Port_10.00-29.99	13	15	-2
wine_Port	Port_30.00-99.99	14	11	3
wine_Port	Port_100.00-ABOVE	6	6	0
Wine_Sake	Sake_0-14.99	7	8	-1
Wine_Sake	Sake_15.00-ABOVE	14	35	-21
wine_Sherry	Sherry_0-9.99	5	5	0
wine_Sherry	Sherry_10.00-ABOVE	14	14	0
Wine_Vermouth	Vermouth_0-9.99	5	4	1
Wine_Vermouth	Vermouth_10.00-ABOVE	10	15	-5
Wine_SmallPackage	Wine_SmallPackage	10	16	-6
Wine_Bulk	Wine_Bulk	67	69	-2