

SPRING 2025 CATEGORY TARGETS

Display Group	Assortment Group	Spring 2025		
		Target	Listed	NEED
BEER_Cider	Cider_0-3.99	15	17	-2
BEER_Cider	Cider_4.00-Above	13	15	-2
BEER_FMB	BEER_FMB	40	45	-5
BEER_LARGE	BeerLarge_0-3.09	9	8	1
BEER_LARGE	BeerLarge_3.10-3.99	4	4	0
BEER_LARGE	BeerLarge_4.00-9.99	13	10	3
BEER_LARGE	BeerLarge_10.00-Above	8	8	0
BEER_SMALL	BeerSmall_0-1.58	7	4	3
BEER_SMALL	BeerSmall_1.59-1.89	12	9	3
BEER_SMALL	BeerSmall_1.90-2.29	70	74	-4
BEER_SMALL	BeerSmall_2.30-Above	100	154	-54
PreMixed	PreMixed_0-3.99	39	43	-4
PreMixed	PreMixed_4.00-Above	40	48	-8
Liqueurs_Bitters & Herbal	Liqueurs_Bitters & Herbal	40	53	-13
Liqueurs_Coffee & Cream	Liqueurs_Coffee & Cream	41	48	-7
Liqueurs_Fruit & Nut	Liqueurs_Fruit & Nut	50	55	-5
Spirits_BRANDY	Brandy_0-19.99	13	12	1
Spirits_BRANDY	Brandy_20.00-49.99	13	19	-6
Spirits_BRANDY	Brandy_50.00-ABOVE	7	7	0
Spirits_BRANDY1750	Brandy1750	5	5	0
Spirits_BRANDY375	Brandy375	6	6	0
Spirits_GIN	Gin_0-9.99	5	4	1
Spirits_GIN	Gin_10.00-19.99	9	9	0
Spirits_GIN	Gin_20.00-ABOVE	35	40	-5
Spirits_GIN1750	Gin1750_0-19.99	5	5	0
Spirits_GIN1750	Gin1750_20.00-ABOVE	9	8	1
Spirits_GIN375	Gin375	7	6	1
Spirits_RUM	Rum_0-14.99	19	18	1
Spirits_RUM	Rum_15.00-24.99	50	54	-4
Spirits_RUM	Rum_25.00-ABOVE	19	23	-4
Spirits_RUM1750	Rum1750_0-19.99	6	6	0
Spirits_RUM1750	Rum1750_20.00-ABOVE	11	12	-1
Spirits_RUM375	Rum375	8	7	1
Spirits_TEQUILA	Tequila_0-19.99	15	16	-1
Spirits_TEQUILA	Tequila_20.00-34.99	45	48	-3
Spirits_TEQUILA	Tequila_35.00-69.99	37	51	-14
Spirits_TEQUILA	Tequila_70.00-ABOVE	11	21	-10
Spirits_TEQUILA1750	Tequila1750	19	20	-1
Spirits_TEQUILA375	Tequila375	13	16	-3
Spirits_Vodka	Vodka_0-9.99	13	12	1
Spirits_Vodka	Vodka_10.00-19.99	31	32	-1
Spirits_Vodka	Vodka_20.00-34.99	25	30	-5
Spirits_Vodka	Vodka_35.00-ABOVE	4	5	-1

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Spirits_VODKA1750	Vodka1750_0-19.99	15	13	2
Spirits_VODKA1750	Vodka1750_20.00-34.99	15	15	0
Spirits_VODKA1750	Vodka1750_35.00-ABOVE	12	12	0
Spirits_VODKA375	Vodka375	23	22	1
Spirits_FlavoredVodka	FlavoredVodka_0-9.99	7	7	0
Spirits_FlavoredVodka	FlavoredVodka_10.00-19.99	55	60	-5
Spirits_FlavoredVodka	FlavoredVodka_20.00-ABOVE	25	24	1
Spirits_FlavoredVodka1750	FlavoredVodka1750	9	10	-1
Spirits_FlavoredVodka375	FlavoredVodka375	4	4	0
Whiskey_American	American_0-14.99	4	4	0
Whiskey_American	American_15.00-24.99	13	14	-1
Whiskey_American	American_25.00-34.99	19	22	-3
Whiskey_American	American_35.00-59.99	45	57	-12
Whiskey_American	American_60.00-ABOVE	9	11	-2
Whiskey_American1750	American1750_0-24.99	5	4	1
Whiskey_American1750	American1750_25.00-ABOVE	17	21	-4
Whiskey_American375	Whiskey_American375	15	15	0
Whiskey_Canadian	Canadian_0-19.99	17	14	3
Whiskey_Canadian	Canadian_20.00-34.99	10	11	-1
Whiskey_Canadian	Canadian_35.00-ABOVE	3	5	-2
Whiskey_Canadian1750	Whiskey_Canadian1750	17	14	3
Whiskey_Canadian375	Whiskey_Canadian375	6	6	0
Whiskey_Flavored	Flavored_0-19.99	21	21	0
Whiskey_Flavored	Flavored_20.00-ABOVE	29	31	-2
Whiskey_Flavored1750	Whiskey_Flavored1750	8	8	0
Whiskey_Flavored375	Whiskey_Flavored375	12	12	0
Whiskey_Irish	Irish_0-34.99	13	13	0
Whiskey_Irish	Irish_35.00-ABOVE	9	10	-1
Whiskey_Japanese	Japanese_0-19.99	2	2	0
Whiskey_Japanese	Japanese_20.00-34.99	2	0	2
Whiskey_Japanese	Japanese_35.00-ABOVE	9	9	0
Whiskey_Japanese1750	Whiskey_Japanese1750	2	0	2
Whiskey_Japanese375	Whiskey_Japanese375	8	8	0
Whiskey_Rye	Rye_0-19.99	3	3	0
Whiskey_Rye	Rye_20.00-34.99	9	12	-3
Whiskey_Rye	Rye_35.00-ABOVE	19	19	0
Whiskey_Rye1750	Whiskey_Rye1750	3	3	0
Whiskey_Rye375	Whiskey_Rye375	4	4	0
Whiskey_Scotch	Scotch_0-24.99	4	3	1
Whiskey_Scotch	Scotch_25.00-34.99	7	6	1
Whiskey_Scotch	Scotch_35.00-49.99	12	13	-1
Whiskey_Scotch	Scotch_50.00-69.99	15	13	2
Whiskey_Scotch	Scotch_70.00-99.99	20	24	-4
Whiskey_Scotch	Scotch_100.00-ABOVE	13	21	-8

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		Target	Listed	NEED
Whiskey_Scotch1750	Scotch1750_0-24.99	3	2	1
Whiskey_Scotch1750	Scotch1750_25.00-ABOVE	7	8	-1
Whiskey_Scotch375	Whiskey_Scotch375	6	6	0
Red_Blends	RedBlends_0-14.99	40	38	2
Red_Blends	RedBlends_15.00-29.99	40	46	-6
Red_Blends	RedBlends_30.00-49.99	17	16	1
Red_Blends	RedBlends_50.00-99.99	19	20	-1
Red_Blends	RedBlends_100.00-ABOVE	5	5	0
Red_Cabernet	RedCabernet_0-9.99	18	16	2
Red_Cabernet	RedCabernet_10.00-14.99	33	34	-1
Red_Cabernet	RedCabernet_15.00-19.99	25	24	1
Red_Cabernet	RedCabernet_20.00-34.99	35	34	1
Red_Cabernet	RedCabernet_35.00-49.99	16	15	1
Red_Cabernet	RedCabernet_50.00-99.99	50	53	-3
Red_Cabernet	RedCabernet_100.00-ABOVE	25	28	-3
Red_Merlot	RedMerlot_0-14.99	21	20	1
Red_Merlot	RedMerlot_15.00-29.99	21	18	3
Red_Merlot	RedMerlot_30.00-49.99	7	6	1
Red_Merlot	RedMerlot_50.00-ABOVE	5	5	0
Red_PinotNoir	RedPinotNoir_0-9.99	9	8	1
Red_PinotNoir	RedPinotNoir_10.00-14.99	20	19	1
Red_PinotNoir	RedPinotNoir_15.00-19.99	25	26	-1
Red_PinotNoir	RedPinotNoir_20.00-34.99	40	45	-5
Red_PinotNoir	RedPinotNoir_35.00-49.99	35	33	2
Red_PinotNoir	RedPinotNoir_50.00-99.99	35	39	-4
Red_PinotNoir	RedPinotNoir_100.00-ABOVE	15	22	-7
Red_Syrah	RedSyrah_0-14.99	7	6	1
Red_Syrah	RedSyrah_15.00-29.99	19	18	1
Red_Syrah	RedSyrah_30.00-49.99	8	7	1
Red_Syrah	RedSyrah_50.00-ABOVE	6	6	0
Red_Zinfandel	RedZinfandel_0-14.99	7	4	3
Red_Zinfandel	RedZinfandel_15.00-29.99	25	25	0
Red_Zinfandel	RedZinfandel_30.00-49.99	20	22	-2
Red_Zinfandel	RedZinfandel_50.00-ABOVE	7	7	0
White_Blends	WhiteBlends_0-14.99	3	1	2
White_Blends	WhiteBlends_15.00-ABOVE	15	17	-2
White_Blush	White_Blush	9	8	1
White_Chardonnay	WhiteChardonnay_0-9.99	17	15	2
White_Chardonnay	WhiteChardonnay_10.00-14.99	37	38	-1
White_Chardonnay	WhiteChardonnay_15.00-19.99	37	36	1
White_Chardonnay	WhiteChardonnay_20.00-34.99	43	39	4
White_Chardonnay	WhiteChardonnay_35.00-49.99	15	15	0
White_Chardonnay	WhiteChardonnay_50.00-ABOVE	25	29	-4

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		Target	Listed	NEED
Red_Misc.	Red_Misc.	11	13	-2
White_Misc	WhiteMisc._0-19.99	19	25	-6
White_Misc	WhiteMisc._20.00-ABOVE	13	13	0
White_Moscato	White_Moscato	8	8	0
White_PinotGris	WhitePinotGris_0-14.99	21	22	-1
White_PinotGris	WhitePinotGris_15-ABOVE	19	22	-3
White_Riesling	WhiteRiesling_0-14.99	15	15	0
White_Riesling	WhiteRiesling_15.00-ABOVE	11	11	0
White_SauvBlanc	WhiteSauvBlanc_0-14.99	21	23	-2
White_SauvBlanc	WhiteSauvBlanc_15.00-29.99	37	38	-1
White_SauvBlanc	WhiteSauvBlanc_30.00-ABOVE	7	7	0
Wine_LateHarvest	LateHarvest_0-19.99	2	2	0
Wine_LateHarvest	LateHarvest_20.00-ABOVE	3	2	1
Wine_Orange	Orange_0-14.99	3	3	0
Wine_Orange	Orange_15.00-29.99	6	9	-3
Wine_Orange	Orange_30.00-ABOVE	4	2	2
Wine_Rose	Rose_0-14.99	35	37	-2
Wine_Rose	Rose_15.00-29.99	60	61	-1
Wine_Rose	Rose_30.00-ABOVE	9	7	2
Wine_Fruit	Wine_Fruit	20	25	-5
Sparklingwine	Sparkling_0-9.99	11	12	-1
Sparklingwine	Sparkling_10.00-14.99	29	31	-2
Sparklingwine	Sparkling_15.00-19.99	39	37	2
Sparklingwine	Sparkling_20.00-34.99	37	37	0
Sparklingwine	Sparkling_35.00-49.99	13	12	1
Sparklingwine	Sparkling_50.00-99.99	25	28	-3
Sparklingwine	Sparkling_100.00-ABOVE	9	12	-3
Sparklingwine_375	Sparkling375s_0-39.99	15	15	0
Sparklingwine_375	Sparkling375s_40.00-ABOVE	4	2	2
Red_Argentine	RedArgentine_0-14.99	15	15	0
Red_Argentine	RedArgentine_15.00-29.99	30	30	0
Red_Argentine	RedArgentine_30.00-44.99	4	4	0
Red_Argentine	RedArgentine_45.00-59.99	3	2	1
Red_Argentine	RedArgentine_60.00-99.99	4	4	0
Red_Argentine	RedArgentine_100.00-ABOVE	3	5	-2
White_Argentine	White_Argentine	7	7	0
Red_Australian	RedAustralian_0-10.99	8	8	0
Red_Australian	RedAustralian_11.00-14.99	13	11	2
Red_Australian	RedAustralian_15.00-19.99	9	9	0
Red_Australian	RedAustralian_20.00-29.99	15	15	0
Red_Australian	RedAustralian_30.00-ABOVE	3	2	1
White_Australian	WhiteAustralian_0-14.99	19	15	4
White_Australian	WhiteAustralian_15.00-ABOVE	9	9	0

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Display Group	Assortment Group	Spring 2025		
		Target	Listed	NEED
Red_Chilean	RedChilean_0-14.99	9	9	0
Red_Chilean	RedChilean_15.00-29.99	9	7	2
Red_Chilean	RedChilean_30.00-ABOVE	4	3	1
White_Chilean	White_Chilean	10	9	1
Red_French	RedFrench_0-14.99	13	15	-2
Red_French	RedFrench_15.00-29.99	55	59	-4
Red_French	RedFrench_30.00-49.99	21	24	-3
Red_French	RedFrench_50.00-99.99	25	26	-1
Red_French	RedFrench_100.00-ABOVE	17	24	-7
White_French	WhiteFrench_0-14.99	14	14	0
White_French	WhiteFrench_15.00-29.99	40	46	-6
White_French	WhiteFrench_30.00-49.99	20	28	-8
White_French	WhiteFrench_50.00-99.99	7	12	-5
White_French	WhiteFrench_100.00-ABOVE	7	9	-2
Red_German	Red_German	7	7	0
White_German	WhiteGerman_0-19.99	21	22	-1
White_German	WhiteGerman_20.00-ABOVE	15	13	2
Red_Greek	Red_Greek	4	4	0
White_Greek	White_Greek	4	5	-1
Red_Italian	RedItalian_0-14.99	27	25	2
Red_Italian	RedItalian_15.00-29.99	60	62	-2
Red_Italian	RedItalian_30.00-49.99	25	24	1
Red_Italian	RedItalian_50.00-99.99	27	36	-9
Red_Italian	RedItalian_100.00-ABOVE	9	16	-7
White_Italian	WhiteItalian_0-14.99	30	31	-1
White_Italian	WhiteItalian_15.00-29.99	37	38	-1
White_Italian	WhiteItalian_30.00-ABOVE	5	6	-1
Red_NewZealand	Red_NewZealand	5	5	0
White_NewZealand	WhiteNewZealand_0-19.99	18	19	-1
White_NewZealand	WhiteNewZealand_20.00-ABOVE	7	8	-1
Red_SouthAfrican	Red_SouthAfrican	9	10	-1
White_SouthAfrican	White_SouthAfrican	17	18	-1
Red_Spanish	RedSpanish_0-14.99	33	31	2
Red_Spanish	RedSpanish_15.00-29.99	57	59	-2
Red_Spanish	RedSpanish_30.00-49.99	10	9	1
Red_Spanish	RedSpanish_50.00-99.99	7	7	0
Red_Spanish	RedSpanish_100.00-ABOVE	4	3	1
White_Spanish	WhiteSpanish_0-14.99	19	18	1
White_Spanish	WhiteSpanish_15.00-ABOVE	19	18	1
Wine_MarsalaMadiera	Wine_MarsalaMadiera	11	11	0
wine_Port	Port_0-9.99	3	2	1
wine_Port	Port_10.00-29.99	14	16	-2
wine_Port	Port_30.00-99.99	13	9	4

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		Target	Listed	NEED
wine_Port	Port_100.00-ABOVE	6	4	2
wine_Sherry	Sherry_0-9.99	5	4	1
wine_Sherry	Sherry_10.00-ABOVE	15	15	0
Wine_Vermouth	Vermouth_0-9.99	4	2	2
Wine_Vermouth	Vermouth_10.00-ABOVE	15	18	-3
Wine_Sake	Sake_0-14.99	6	6	0
Wine_Sake	Sake_15.00-ABOVE	21	22	-1
Red_1500s	Red1500s_0-11.99	5	4	1
Red_1500s	Red1500s_12.00-15.99	19	17	2
Red_1500s	Red1500s_16.00-24.99	7	5	2
Red_1500s	Red1500s_25.00-ABOVE	2	1	1
White_1500s	White1500s_0-19.99	45	44	1
White_1500s	White1500s_20.00-ABOVE	5	4	1
Red_375s	Red375s_0-19.99	6	5	1
Red_375s	Red375s_20.00-ABOVE	5	8	-3
White_375s	White375s_0-19.99	11	9	2
White_375s	White375s_20.00-ABOVE	13	12	1
Wine_SmallPackage	Wine_SmallPackage	13	17	-4
Wine_Bulk	Wine_Bulk	63	68	-5