

DABC - SPRING 2022 CATEGORY TARGETS

Assortment Group	Display Group	Spring 2021	Currently	NEED
		Target	Listed	
Cider_0-3.99	BEER_Cider	16	17	-1
Cider_4.00-Above	BEER_Cider	11	12	-1
BEER_FMB	BEER_FMB	50	57	-7
BeerLarge_0-3.09	BEER_LARGE	8	7	1
BeerLarge_10.00-Above	BEER_LARGE	11	9	2
BeerLarge_3.10-3.99	BEER_LARGE	7	6	1
BeerLarge_4.00-9.99	BEER_LARGE	11	13	-2
BeerSmall_0-1.58	BEER_SMALL	10	8	2
BeerSmall_1.59-1.89	BEER_SMALL	24	27	-3
BeerSmall_1.90-2.29	BEER_SMALL	92	97	-5
BeerSmall_2.30-Above	BEER_SMALL	100	111	-11
Liqueurs_Bitters & Herbal	Liqueurs_Bitters & Herbal	46	53	-7
Liqueurs_Coffee & Cream	Liqueurs_Coffee & Cream	41	44	-3
Liqueurs_Fruit & Nut	Liqueurs_Fruit & Nut	50	58	-8
PreMixed_0-3.99	PreMixed	19	28	-9
PreMixed_4.00-Above	PreMixed	28	27	1
Red1500s_0-11.99	Red_1500s	14	14	0
Red1500s_12.00-15.99	Red_1500s	22	20	2
Red1500s_16.00-24.99	Red_1500s	10	11	-1
Red1500s_25.00-79.99	Red_1500s	2	2	0
Red375s_0-19.99	Red_375s	7	7	0
Red375s_20.00-99.99	Red_375s	4	5	-1
RedArgentine_0-14.99	Red_Argentine	25	25	0
RedArgentine_100.00-199.99	Red_Argentine	1	1	0
RedArgentine_15.00-29.99	Red_Argentine	27	31	-4
RedArgentine_30.00-44.99	Red_Argentine	3	3	0
RedArgentine_45.00-59.99	Red_Argentine	2	1	1
RedArgentine_60.00-99.99	Red_Argentine	2	1	1
RedAustralian_0-10.99	Red_Australian	11	11	0
RedAustralian_11.00-14.99	Red_Australian	9	9	0
RedAustralian_15.00-19.99	Red_Australian	10	8	2
RedAustralian_20.00-29.99	Red_Australian	11	9	2
RedAustralian_30.00-199.99	Red_Australian	3	3	0
RedBlends_0-14.99	Red_Blends	48	46	2
RedBlends_100.00-199.99	Red_Blends	5	5	0
RedBlends_15.00-29.99	Red_Blends	41	47	-6
RedBlends_30.00-49.99	Red_Blends	18	15	3
RedBlends_50.00-99.99	Red_Blends	17	17	0
RedCabernet_0-9.99	Red_Cabernet	25	20	5
RedCabernet_10.00-14.99	Red_Cabernet	42	44	-2
RedCabernet_100.00-199.99	Red_Cabernet	27	28	-1
RedCabernet_15.00-19.99	Red_Cabernet	39	39	0
RedCabernet_20.00-34.99	Red_Cabernet	34	34	0
RedCabernet_35.00-49.99	Red_Cabernet	20	20	0
RedCabernet_50.00-99.99	Red_Cabernet	50	49	1
RedChilean_0-14.99	Red_Chilean	12	13	-1

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RedChilean_15.00-29.99	Red_Chilean	12	10	2
RedChilean_30.00-199.99	Red_Chilean	3	4	-1
RedFrench_0-14.99	Red_French	21	24	-3
RedFrench_100.00-199.99	Red_French	16	20	-4
RedFrench_15.00-29.99	Red_French	62	74	-12
RedFrench_30.00-49.99	Red_French	23	28	-5
RedFrench_50.00-99.99	Red_French	25	31	-6
Red_German	Red_German	5	3	2
Red_Greek	Red_Greek	2	3	-1
RedItalian_0-14.99	Red_Italian	48	50	-2
RedItalian_100.00-199.99	Red_Italian	8	10	-2
RedItalian_15.00-29.99	Red_Italian	60	60	0
RedItalian_30.00-49.99	Red_Italian	28	34	-6
RedItalian_50.00-99.99	Red_Italian	31	39	-8
RedMerlot_0-14.99	Red_Merlot	27	27	0
RedMerlot_15.00-29.99	Red_Merlot	23	21	2
RedMerlot_30.00-49.99	Red_Merlot	7	7	0
RedMerlot_50.00-199.99	Red_Merlot	6	6	0
Red_Misc.	Red_Misc.	4	4	0
Red_NewZealand	Red_NewZealand	6	8	-2
RedPinotNoir_0-9.99	Red_PinotNoir	11	9	2
RedPinotNoir_10.00-14.99	Red_PinotNoir	26	28	-2
RedPinotNoir_100.00-199.99	Red_PinotNoir	2	1	1
RedPinotNoir_15.00-19.99	Red_PinotNoir	23	21	2
RedPinotNoir_20.00-34.99	Red_PinotNoir	61	60	1
RedPinotNoir_35.00-49.99	Red_PinotNoir	41	31	10
RedPinotNoir_50.00-99.99	Red_PinotNoir	34	33	1
Red_SouthAfrican	Red_SouthAfrican	10	10	0
RedSpanish_0-14.99	Red_Spanish	48	51	-3
RedSpanish_100.00-199.99	Red_Spanish	3	2	1
RedSpanish_15.00-29.99	Red_Spanish	54	59	-5
RedSpanish_30.00-49.99	Red_Spanish	6	9	-3
RedSpanish_50.00-99.99	Red_Spanish	6	8	-2
RedSyrah_0-14.99	Red_Syrah	12	11	1
RedSyrah_15.00-29.99	Red_Syrah	22	22	0
RedSyrah_30.00-49.99	Red_Syrah	6	6	0
RedSyrah_50.00-199.99	Red_Syrah	4	5	-1
RedZinfandel_0-14.99	Red_Zinfandel	10	10	0
RedZinfandel_15.00-29.99	Red_Zinfandel	33	32	1
RedZinfandel_30.00-49.99	Red_Zinfandel	23	20	3
RedZinfandel_50.00-199.99	Red_Zinfandel	3	2	1
Sparkling_0-9.99	Sparklingwine	14	14	0
Sparkling_10.00-14.99	Sparklingwine	46	51	-5
Sparkling_100.00-199.99	Sparklingwine	7	11	-4
Sparkling_15.00-19.99	Sparklingwine	37	43	-6
Sparkling_20.00-34.99	Sparklingwine	30	35	-5

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Sparkling_35.00-49.99	Sparklingwine	15	18	-3
Sparkling_50.00-99.99	Sparklingwine	25	33	-8
Sparkling375s_0-39.99	Sparklingwine_375	14	15	-1
Sparkling375s_40.00-99.99	Sparklingwine_375	2	2	0
Brandy_0-19.99	Spirits_BRANDY	18	17	1
Brandy_20.00-49.99	Spirits_BRANDY	11	14	-3
Brandy_50.00-199.99	Spirits_BRANDY	6	11	-5
Brandy1750	Spirits_BRANDY1750	4	4	0
Brandy375	Spirits_BRANDY375	9	9	0
FlavoredVodka_0-9.99	Spirits_FlavoredVodka	11	9	2
FlavoredVodka_10.00-19.99	Spirits_FlavoredVodka	69	74	-5
FlavoredVodka_20.00-199.99	Spirits_FlavoredVodka	18	19	-1
FlavoredVodka1750	Spirits_FlavoredVodka1750	8	8	0
FlavoredVodka375	Spirits_FlavoredVodka375	4	4	0
Gin_0-9.99	Spirits_GIN	3	3	0
Gin_10.00-19.99	Spirits_GIN	10	10	0
Gin_20.00-199.99	Spirits_GIN	33	40	-7
Gin1750_0-19.99	Spirits_GIN1750	6	6	0
Gin1750_20.00-199.99	Spirits_GIN1750	8	8	0
Gin375	Spirits_GIN375	6	6	0
Rum_0-14.99	Spirits_RUM	26	24	2
Rum_15.00-24.99	Spirits_RUM	55	59	-4
Rum_25.00-199.99	Spirits_RUM	16	15	1
Rum1750_0-19.99	Spirits_RUM1750	12	11	1
Rum1750_20.00-199.99	Spirits_RUM1750	13	12	1
Rum375	Spirits_RUM375	8	10	-2
Tequila_0-19.99	Spirits_TEQUILA	24	21	3
Tequila_20.00-34.99	Spirits_TEQUILA	33	37	-4
Tequila_35.00-69.99	Spirits_TEQUILA	32	41	-9
Tequila_70.00-199.99	Spirits_TEQUILA	5	8	-3
Tequila1750	Spirits_TEQUILA1750	19	19	0
Tequila375	Spirits_TEQUILA375	13	16	-3
Vodka_0-9.99	Spirits_Vodka	17	15	2
Vodka_10.00-19.99	Spirits_Vodka	33	37	-4
Vodka_20.00-34.99	Spirits_Vodka	28	30	-2
Vodka_35.00-199.99	Spirits_Vodka	5	4	1
Vodka1750_0-19.99	Spirits_VODKA1750	14	12	2
Vodka1750_20.00-34.99	Spirits_VODKA1750	13	14	-1
Vodka1750_35.00-199.00	Spirits_VODKA1750	13	13	0
Vodka375	Spirits_VODKA375	20	20	0
American_0-14.99	Whiskey_American	10	7	3
American_15.00-24.99	Whiskey_American	16	18	-2
American_25.00-34.99	Whiskey_American	20	19	1
American_35.00-59.99	Whiskey_American	25	41	-16
American_60.00-99.99	Whiskey_American	4	10	-6
American1750_0-24.99	Whiskey_American1750	8	8	0

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American1750_25.00-199.99	Whiskey_American1750	13	14	-1
Whiskey_American375	Whiskey_American375	16	17	-1
Canadian_0-19.99	Whiskey_Canadian	26	24	2
Canadian_20.00-34.99	Whiskey_Canadian	8	8	0
Canadian_35.00-99.99	Whiskey_Canadian	5	6	-1
Whiskey_Canadian1750	Whiskey_Canadian1750	16	16	0
Whiskey_Canadian375	Whiskey_Canadian375	8	8	0
Flavored_0-19.99	Whiskey_Flavored	38	39	-1
Flavored_20.00-199.99	Whiskey_Flavored	13	15	-2
Whiskey_Flavored1750	Whiskey_Flavored1750	10	10	0
Whiskey_Flavored375	Whiskey_Flavored375	8	7	1
Irish_0-34.99	Whiskey_Irish	13	13	0
Irish_35.00-199.99	Whiskey_Irish	8	10	-2
Japanese_0-19.99	Whiskey_Japanese	2	0	2
Japanese_20.00-34.99	Whiskey_Japanese	5	1	4
Japanese_35.00-99.99	Whiskey_Japanese	4	5	-1
Whiskey_Japanese1750	Whiskey_Japanese1750	2	0	2
Whiskey_Japanese375	Whiskey_Japanese375	2	0	2
Rye_0-19.99	Whiskey_Rye	4	4	0
Rye_20.00-34.99	Whiskey_Rye	11	14	-3
Rye_35.00-99.99	Whiskey_Rye	11	17	-6
Whiskey_Rye1750	Whiskey_Rye1750	2	2	0
Whiskey_Rye375	Whiskey_Rye375	4	3	1
Scotch_0-24.99	Whiskey_Scotch	7	8	-1
Scotch_100.00-199.99	Whiskey_Scotch	12	16	-4
Scotch_25.00-34.99	Whiskey_Scotch	7	8	-1
Scotch_35.00-49.99	Whiskey_Scotch	17	18	-1
Scotch_50.00-69.99	Whiskey_Scotch	22	25	-3
Scotch_70.00-99.99	Whiskey_Scotch	16	25	-9
Scotch1750_0-24.99	Whiskey_Scotch1750	4	3	1
Scotch1750_25.00-199.99	Whiskey_Scotch1750	7	7	0
Whiskey_Scotch375	Whiskey_Scotch375	6	6	0
White1500s_0-19.99	White_1500s	56	57	-1
White1500s_20.00-199.99	White_1500s	3	3	0
White375s_0-19.99	White_375s	23	26	-3
White375s_20.00-99.99	White_375s	11	15	-4
White_Argentine	White_Argentine	9	9	0
WhiteAustralian_0-14.99	White_Australian	20	18	2
WhiteAustralian_15.00-199.99	White_Australian	6	9	-3
WhiteBlends_0-14.99	White_Blends	2	1	1
WhiteBlends_15.00-199.99	White_Blends	16	20	-4
White_Blush	White_Blush	10	11	-1
WhiteChardonnay_0-9.99	White_Chardonnay	24	22	2
WhiteChardonnay_10.00-14.99	White_Chardonnay	46	49	-3
WhiteChardonnay_15.00-19.99	White_Chardonnay	41	43	-2
WhiteChardonnay_20.00-34.99	White_Chardonnay	50	56	-6

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		Target	Listed	
WhiteChardonnay_35.00-49.99	White_Chardonnay	26	29	-3
WhiteChardonnay_50.00-199.99	White_Chardonnay	20	26	-6
White_Chilean	White_Chilean	11	10	1
WhiteFrench_0-14.99	White_French	20	20	0
WhiteFrench_100.00-199.99	White_French	7	11	-4
WhiteFrench_15.00-29.99	White_French	44	52	-8
WhiteFrench_30.00-49.99	White_French	18	22	-4
WhiteFrench_50.00-99.99	White_French	15	14	1
WhiteGerman_0-19.99	White_German	30	27	3
WhiteGerman_20.00-199.99	White_German	11	9	2
White_Greek	White_Greek	4	4	0
WhiteItalian_0-14.99	White_Italian	32	36	-4
WhiteItalian_15.00-29.99	White_Italian	39	42	-3
WhiteItalian_30.00-199.99	White_Italian	2	3	-1
WhiteMisc._0-19.99	White_Misc	25	26	-1
WhiteMisc._20.00-199.99	White_Misc	11	11	0
White_Moscato	White_Moscato	12	11	1
WhiteNewZealand_0-19.99	White_NewZealand	24	24	0
WhiteNewZealand_20.00-199.99	White_NewZealand	4	4	0
WhitePinotGris_0-14.99	White_PinotGris	28	25	3
WhitePinotGris_15-199.99	White_PinotGris	20	20	0
WhiteRiesling_0-14.99	White_Riesling	20	21	-1
WhiteRiesling_15.00-199.99	White_Riesling	10	12	-2
WhiteSauvBlanc_0-14.99	White_SauvBlanc	33	34	-1
WhiteSauvBlanc_15.00-29.99	White_SauvBlanc	40	41	-1
WhiteSauvBlanc_30.00-199.99	White_SauvBlanc	6	7	-1
White_SouthAfrican	White_SouthAfrican	16	17	-1
WhiteSpanish_0-14.99	White_Spanish	22	23	-1
WhiteSpanish_15.00-199.99	White_Spanish	16	16	0
Wine_Bulk	Wine_Bulk	70	71	-1
Wine_Fruit	Wine_Fruit	25	26	-1
LateHarvest_0-19.99	Wine_LateHarvest	4	4	0
LateHarvest_20.00-99.99	Wine_LateHarvest	3	2	1
Wine_MarsalaMadiera	Wine_MarsalaMadiera	12	11	1
Orange_0-14.99	Wine_Orange	2	1	1
Orange_15.00-29.99	Wine_Orange	4	3	1
Orange_30.00-199.99	Wine_Orange	2	0	2
Port_0-9.99	wine_Port	3	3	0
Port_10.00-29.99	wine_Port	12	12	0
Port_100.00-199.99	wine_Port	7	3	4
Port_30.00-99.99	wine_Port	17	14	3
Rose_0-14.99	Wine_Rose	46	49	-3
Rose_15.00-29.99	Wine_Rose	51	50	1
Rose_30.00-199.99	Wine_Rose	5	6	-1
Sake_0-14.99	Wine_Sake	12	13	-1
Sake_15.00-99.99	Wine_Sake	17	20	-3

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Sherry_0-9.99	wine_Sherry	4	3	1
Sherry_10.00-99.99	wine_Sherry	14	13	1
Wine_SmallPackage	Wine_SmallPackage	11	12	-1
Vermouth_0-9.99	Wine_Vermouth	6	6	0
Vermouth_10.00-Above	Wine_Vermouth	9	11	-2
		4362	4608	-246