

## Target Report Spring 2021

Assortment Group	Display Group	MAX Target	Average Target	Listed Items	Need
American_0-14.99	Whiskey_American	11	8	9	2
American_15.00-24.99	Whiskey_American	18	11	20	-2
American_25.00-34.99	Whiskey_American	17	13	22	-5
American_35.00-59.99	Whiskey_American	26	15	33	-7
American_60.00-99.99	Whiskey_American	5	3	7	-2
American1750_0-24.99	Whiskey_American1750	7	6	8	-1
American1750_25.00-199.99	Whiskey_American1750	10	8	15	-5
BEER_FMB	BEER_FMB	50	24	55	-5
BeerLarge_0-3.09	BEER_LARGE	8	5	9	-1
BeerLarge_10.00-Above	BEER_LARGE	10	5	10	0
BeerLarge_3.10-3.99	BEER_LARGE	8	4	6	2
BeerLarge_4.00-9.99	BEER_LARGE	11	7	16	-5
BeerSmall_0-1.58	BEER_SMALL	11	6	9	2
BeerSmall_1.59-1.89	BEER_SMALL	25	16	25	0
BeerSmall_1.90-2.29	BEER_SMALL	87	66	103	-16
BeerSmall_2.30-Above	BEER_SMALL	100	64	114	-14
Brandy_0-19.99	Spirits_BRANDY	18	13	16	2
Brandy_20.00-49.99	Spirits_BRANDY	13	7	18	-5
Brandy_50.00-199.99	Spirits_BRANDY	9	3	16	-7
Brandy1750	Spirits_BRANDY1750	5	4	4	1
Brandy375	Spirits_BRANDY375	14	7	15	-1
Canadian_0-19.99	Whiskey_Canadian	25	18	22	3
Canadian_20.00-34.99	Whiskey_Canadian	6	5	9	-3
Canadian_35.00-99.99	Whiskey_Canadian	6	5	6	0
Cider_0-3.99	BEER_Cider	13	9	19	-6
Cider_4.00-Above	BEER_Cider	10	6	14	-4
Flavored_0-19.99	Whiskey_Flavored	36	23	37	-1
Flavored_20.00-199.99	Whiskey_Flavored	12	8	14	-2
FlavoredVodka_0-9.99	Spirits_FlavoredVodka	6	4	6	0
FlavoredVodka_10.00-19.99	Spirits_FlavoredVodka	67	47	82	-15
FlavoredVodka_20.00-199.99	Spirits_FlavoredVodka	19	11	17	2
FlavoredVodka1750	Spirits_FlavoredVodka1750	7	5	8	-1
FlavoredVodka375	Spirits_FlavoredVodka375	4	3	3	1
Gin_0-9.99	Spirits_GIN	3	2	3	0
Gin_10.00-19.99	Spirits_GIN	11	7	10	1
Gin_20.00-199.99	Spirits_GIN	31	17	30	1
Gin1750_0-19.99	Spirits_GIN1750	6	5	5	1
Gin1750_20.00-199.99	Spirits_GIN1750	8	5	7	1
Gin375	Spirits_GIN375	6	5	6	0
Irish_0-34.99	Whiskey_Irish	15	10	14	1
Irish_35.00-199.99	Whiskey_Irish	7	5	9	-2
Japanese_35.00-99.99	Whiskey_Japanese	3	2	3	0
LateHarvest_0-19.99	Wine_LateHarvest	7	4	7	0
LateHarvest_20.00-99.99	Wine_LateHarvest	2	2	4	-2
Liqueurs_Bitters & Herbal	Liqueurs_Bitters & Herbal	47	35	54	-7
Liqueurs_Coffee & Cream	Liqueurs_Coffee & Cream	43	31	43	0
Liqueurs_Fruit & Nut	Liqueurs_Fruit & Nut	56	39	48	8
Port_0-9.99	wine_Port	3	2	2	1
Port_10.00-29.99	wine_Port	15	7	24	-9
Port_100.00-199.99	wine_Port	7	2	10	-3
Port_30.00-99.99	wine_Port	18	4	22	-4
PreMixed_0-3.99	PreMixed	19	10	20	-1
PreMixed_4.00-Above	PreMixed	29	18	30	-1

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Assortment Group	Display Group	MAX Target	Average Target	Listed Items	Need
Red_German	Red_German	7	3	7	0
Red_Greek	Red_Greek	3	2	3	0
Red_Misc.	Red_Misc.	5	2	6	-1
Red_NewZealand	Red_NewZealand	8	3	7	1
Red_SouthAfrican	Red_SouthAfrican	10	5	17	-7
Red1500s_0-11.99	Red_1500s	13	11	13	0
Red1500s_12.00-15.99	Red_1500s	24	18	25	-1
Red1500s_16.00-24.99	Red_1500s	11	6	9	2
Red1500s_25.00-79.99	Red_1500s	3	2	5	-2
Red375s_0-19.99	Red_375s	6	3	8	-2
Red375s_20.00-99.99	Red_375s	4	2	10	-6
RedArgentine_0-14.99	Red_Argentine	25	16	29	-4
RedArgentine_100.00-199.99	Red_Argentine	2	2	1	1
RedArgentine_15.00-29.99	Red_Argentine	32	11	34	-2
RedArgentine_30.00-44.99	Red_Argentine	2	2	1	1
RedArgentine_45.00-59.99	Red_Argentine	2	2	2	0
RedArgentine_60.00-99.99	Red_Argentine	2	2	1	1
RedAustralian_0-10.99	Red_Australian	11	7	9	2
RedAustralian_11.00-14.99	Red_Australian	10	6	12	-2
RedAustralian_15.00-19.99	Red_Australian	10	4	10	0
RedAustralian_20.00-29.99	Red_Australian	11	5	12	-1
RedAustralian_30.00-199.99	Red_Australian	4	2	5	-1
RedBlends_0-14.99	Red_Blends	52	30	46	6
RedBlends_100.00-199.99	Red_Blends	7	2	8	-1
RedBlends_15.00-29.99	Red_Blends	42	13	46	-4
RedBlends_30.00-49.99	Red_Blends	25	5	27	-2
RedBlends_50.00-99.99	Red_Blends	24	5	25	-1
RedCabernet_0-9.99	Red_Cabernet	24	17	20	4
RedCabernet_10.00-14.99	Red_Cabernet	43	25	42	1
RedCabernet_100.00-199.99	Red_Cabernet	29	6	35	-6
RedCabernet_15.00-19.99	Red_Cabernet	41	20	42	-1
RedCabernet_20.00-34.99	Red_Cabernet	41	14	44	-3
RedCabernet_35.00-49.99	Red_Cabernet	24	6	24	0
RedCabernet_50.00-99.99	Red_Cabernet	56	11	59	-3
RedChilean_0-14.99	Red_Chilean	17	8	16	1
RedChilean_15.00-29.99	Red_Chilean	12	3	11	1
RedChilean_30.00-199.99	Red_Chilean	4	2	4	0
RedFrench_0-14.99	Red_French	23	10	25	-2
RedFrench_100.00-199.99	Red_French	17	5	32	-15
RedFrench_15.00-29.99	Red_French	70	18	82	-12
RedFrench_30.00-49.99	Red_French	29	6	33	-4
RedFrench_50.00-99.99	Red_French	29	5	35	-6
RedItalian_0-14.99	Red_Italian	53	23	57	-4
RedItalian_100.00-199.99	Red_Italian	10	3	11	-1
RedItalian_15.00-29.99	Red_Italian	65	18	77	-12
RedItalian_30.00-49.99	Red_Italian	32	6	39	-7
RedItalian_50.00-99.99	Red_Italian	38	6	41	-3
RedMerlot_0-14.99	Red_Merlot	30	21	25	5
RedMerlot_15.00-29.99	Red_Merlot	28	14	25	3
RedMerlot_30.00-49.99	Red_Merlot	8	3	10	-2
RedMerlot_50.00-199.99	Red_Merlot	6	3	8	-2
RedPinotNoir_0-9.99	Red_PinotNoir	10	7	8	2
RedPinotNoir_10.00-14.99	Red_PinotNoir	26	17	33	-7

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Assortment Group	Display Group	MAX Target	Average Target	Listed Items	Need
RedPinotNoir_100.00-199.99	Red_PinotNoir	2	2	4	-2
RedPinotNoir_15.00-19.99	Red_PinotNoir	24	12	28	-4
RedPinotNoir_20.00-34.99	Red_PinotNoir	60	17	68	-8
RedPinotNoir_35.00-49.99	Red_PinotNoir	45	8	50	-5
RedPinotNoir_50.00-99.99	Red_PinotNoir	40	8	62	-22
RedSpanish_0-14.99	Red_Spanish	52	18	60	-8
RedSpanish_100.00-199.99	Red_Spanish	3	2	5	-2
RedSpanish_15.00-29.99	Red_Spanish	60	13	67	-7
RedSpanish_30.00-49.99	Red_Spanish	9	3	9	0
RedSpanish_50.00-99.99	Red_Spanish	8	3	8	0
RedSyrah_0-14.99	Red_Syrah	11	7	11	0
RedSyrah_15.00-29.99	Red_Syrah	23	6	25	-2
RedSyrah_30.00-49.99	Red_Syrah	8	2	10	-2
RedSyrah_50.00-199.99	Red_Syrah	4	2	6	-2
RedZinfandel_0-14.99	Red_Zinfandel	11	9	9	2
RedZinfandel_15.00-29.99	Red_Zinfandel	37	13	39	-2
RedZinfandel_30.00-49.99	Red_Zinfandel	26	6	26	0
RedZinfandel_50.00-199.99	Red_Zinfandel	3	2	5	-2
Rose_0-14.99	Wine_Rose	56	20	63	-7
Rose_15.00-29.99	Wine_Rose	53	13	62	-9
Rose_30.00-199.99	Wine_Rose	5	3	4	1
Rum_0-14.99	Spirits_RUM	28	18	24	4
Rum_15.00-24.99	Spirits_RUM	54	36	50	4
Rum_25.00-199.99	Spirits_RUM	19	9	22	-3
Rum1750_0-19.99	Spirits_RUM1750	10	6	10	0
Rum1750_20.00-199.99	Spirits_RUM1750	10	8	12	-2
Rum375	Spirits_RUM375	7	6	9	-2
Rye_0-19.99	Whiskey_Rye	2	2	1	1
Rye_20.00-34.99	Whiskey_Rye	12	8	15	-3
Rye_35.00-99.99	Whiskey_Rye	13	5	12	1
Sake_0-14.99	Wine_Sake	13	9	14	-1
Sake_15.00-99.99	Wine_Sake	24	8	25	-1
Scotch_0-24.99	Whiskey_Scotch	5	5	4	1
Scotch_100.00-199.99	Whiskey_Scotch	17	6	19	-2
Scotch_25.00-34.99	Whiskey_Scotch	10	7	10	0
Scotch_35.00-49.99	Whiskey_Scotch	19	11	21	-2
Scotch_50.00-69.99	Whiskey_Scotch	34	13	37	-3
Scotch_70.00-99.99	Whiskey_Scotch	20	7	29	-9
Scotch1750_0-24.99	Whiskey_Scotch1750	4	3	3	1
Scotch1750_25.00-199.99	Whiskey_Scotch1750	8	6	6	2
Sherry_0-9.99	wine_Sherry	4	3	3	1
Sherry_10.00-99.99	wine_Sherry	18	4	18	0
Sparkling_0-9.99	Sparklingwine	17	11	14	3
Sparkling_10.00-14.99	Sparklingwine	53	26	52	1
Sparkling_100.00-199.99	Sparklingwine	11	3	15	-4
Sparkling_15.00-19.99	Sparklingwine	37	15	41	-4
Sparkling_20.00-34.99	Sparklingwine	36	11	31	5
Sparkling_35.00-49.99	Sparklingwine	18	4	18	0
Sparkling_50.00-99.99	Sparklingwine	32	5	40	-8
Sparkling375s_0-39.99	Sparklingwine_375	10	5	15	-5
Sparkling375s_40.00-99.99	Sparklingwine_375	3	2	2	1
Tequila_0-19.99	Spirits_TEQUILA	24	16	19	5
Tequila_20.00-34.99	Spirits_TEQUILA	32	21	29	3

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Assortment Group	Display Group	MAX Target	Average Target	Listed Items	Need
Tequila_35.00-69.99	Spirits_TEQUILA	34	19	38	-4
Tequila_70.00-199.99	Spirits_TEQUILA	7	3	11	-4
Tequila1750	Spirits_TEQUILA1750	17	11	21	-4
Tequila375	Spirits_TEQUILA375	13	9	14	-1
Vermouth_0-9.99	Wine_Vermouth	5	4	5	0
Vermouth_10.00-Above	Wine_Vermouth	12	4	12	0
Vodka_0-9.99	Spirits_Vodka	13	10	17	-4
Vodka_10.00-19.99	Spirits_Vodka	38	26	38	0
Vodka_20.00-34.99	Spirits_Vodka	24	16	26	-2
Vodka_35.00-199.99	Spirits_Vodka	4	3	4	0
Vodka1750_0-19.99	Spirits_VODKA1750	11	9	14	-3
Vodka1750_20.00-34.99	Spirits_VODKA1750	11	9	14	-3
Vodka1750_35.00-199.00	Spirits_VODKA1750	12	7	10	2
Vodka375	Spirits_VODKA375	17	15	21	-4
Whiskey_American375	Whiskey_American375	14	12	18	-4
Whiskey_Canadian1750	Whiskey_Canadian1750	13	11	17	-4
Whiskey_Canadian375	Whiskey_Canadian375	6	6	8	-2
Whiskey_Flavored1750	Whiskey_Flavored1750	8	5	11	-3
Whiskey_Flavored375	Whiskey_Flavored375	5	5	7	-2
Whiskey_Rye1750	Whiskey_Rye1750	2	2	1	1
Whiskey_Rye375	Whiskey_Rye375	4	3	3	1
Whiskey_Scotch375	Whiskey_Scotch375	7	5	5	2
White_Argentine	White_Argentine	9	5	14	-5
White_Blush	White_Blush	10	7	8	2
White_Chilean	White_Chilean	11	4	12	-1
White_Greek	White_Greek	4	2	5	-1
White_Moscato	White_Moscato	13	9	11	2
White_SouthAfrican	White_SouthAfrican	22	5	20	2
White1500s_0-19.99	White_1500s	57	45	56	1
White1500s_20.00-199.99	White_1500s	3	2	3	0
White375s_0-19.99	White_375s	20	9	27	-7
White375s_20.00-99.99	White_375s	15	4	19	-4
WhiteAustralian_0-14.99	White_Australian	19	8	21	-2
WhiteAustralian_15.00-199.99	White_Australian	8	3	8	0
WhiteBlends_0-14.99	White_Blends	2	2	1	1
WhiteBlends_15.00-199.99	White_Blends	16	4	14	2
WhiteChardonnay_0-9.99	White_Chardonnay	25	17	22	3
WhiteChardonnay_10.00-14.99	White_Chardonnay	42	27	46	-4
WhiteChardonnay_15.00-19.99	White_Chardonnay	45	20	49	-4
WhiteChardonnay_20.00-34.99	White_Chardonnay	48	13	56	-8
WhiteChardonnay_35.00-49.99	White_Chardonnay	30	7	29	1
WhiteChardonnay_50.00-199.99	White_Chardonnay	24	5	31	-7
WhiteFrench_0-14.99	White_French	19	8	21	-2
WhiteFrench_100.00-199.99	White_French	7	4	12	-5
WhiteFrench_15.00-29.99	White_French	52	11	55	-3
WhiteFrench_30.00-49.99	White_French	21	5	24	-3
WhiteFrench_50.00-99.99	White_French	14	4	29	-15
WhiteGerman_0-19.99	White_German	28	9	31	-3
WhiteGerman_20.00-199.99	White_German	16	3	20	-4
WhiteItalian_0-14.99	White_Italian	32	16	37	-5
WhiteItalian_15.00-29.99	White_Italian	43	11	45	-2
WhiteItalian_30.00-199.99	White_Italian	3	2	3	0
WhiteMisc_0-19.99	White_Misc	27	13	29	-2

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WhiteMisc_20.00-199.99	White_Misc	11	3	14	-3
WhiteNewZealand_0-19.99	White_NewZealand	26	14	30	-4
WhiteNewZealand_20.00-199.99	White_NewZealand	6	3	6	0
WhitePinotGris_0-14.99	White_PinotGris	32	19	31	1
WhitePinotGris_15-199.99	White_PinotGris	24	8	24	0
WhiteRiesling_0-14.99	White_Riesling	23	14	20	3
WhiteRiesling_15.00-199.99	White_Riesling	12	4	13	-1
WhiteSauvBlanc_0-14.99	White_SauvBlanc	36	20	38	-2
WhiteSauvBlanc_15.00-29.99	White_SauvBlanc	43	13	44	-1
WhiteSauvBlanc_30.00-199.99	White_SauvBlanc	7	3	8	-1
WhiteSpanish_0-14.99	White_Spanish	23	7	29	-6
WhiteSpanish_15.00-199.99	White_Spanish	18	5	17	1
Wine_Bulk	Wine_Bulk	65	47	83	-18
Wine_Fruit	Wine_Fruit	30	21	30	0
Wine_MarsalaMadiera	Wine_MarsalaMadiera	17	6	17	0
Wine_SmallPackage	Wine_SmallPackage	11	7	14	-3
					<b>-446</b>