

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-GINA GRACE LOPEZ

Route Type: MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
AMUSEMENT/RECREATION																
LILOY COCKPIT	AMUSEMENT/RECREATION	F		✓		✓								✓	✓	
BAKERY/BAKESHOP																
4J'S BAKESHOP	BAKERY/BAKESHOP	M														
FERS BAKESHOP	BAKERY/BAKESHOP	M														
EMMA BAKESHOP	BAKERY/BAKESHOP	M														
VILLARITO BAKESHOP	BAKERY/BAKESHOP	T			✓						✓				✓	

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RONA BAKESHOP	BAKERY/BAKESHOP	W			✓						✓				✓	
BEER HOUSE																
RESAN CATERING SERVICES	BEER HOUSE	W														
CARINDERIA																
MAE MAE EATERY	CARINDERIA	M	✓								✓				✓	
BOSSING'S BULALOAN	CARINDERIA	M	✓	✓									✓		✓	
PARTOSA EATERY	CARINDERIA	W	✓								✓				✓	
JAWEL	CARINDERIA	M			✓						✓				✓	

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HIMIS EATERY	CARINDERIA	M														
JAMES EATERY	CARINDERIA	F		✓							✓				✓	

CONVENIENCE STORE

LKS CONVENIENCE STORE LILOY	CONVENIENCE STORE	T				✓								✓	✓	
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HOTEL

SEA ESCAPED HOTEL	HOTEL	T			✓						✓				✓	
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KTV/VIDEOKE/KARAOKE																
RESAN VIP	KTV/VIDEOKE/KARAOKE	M	✓	✓	✓	✓	✓								✓	✓
RESORT																
ARREAN BEACH RESORT	RESORT	S														
RTW FA 1																
BETH SARI SARI	RTW FA 1	M	✓	✓	✓									✓	✓	
SARI-SARI STORE																
AMBUS STORE	SARI-SARI STORE		✓	✓								✓			✓	

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Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
NUGAS STORE	SARI-SARI STORE	M														
ELMY STORE	SARI-SARI STORE	M	✓	✓	✓	✓	✓								✓	✓
REXIEN'S CON-STORE	SARI-SARI STORE	M														
TERESITA D. ABING	SARI-SARI STORE	M	✓		✓							✓			✓	
SLP PAMANA 2	SARI-SARI STORE	M														
NELITA P. DERAMA	SARI-SARI STORE	M														
ROLDAN LU-AB	SARI-SARI STORE	M														

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Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
PEDING STORE	SARI-SARI STORE	M														
RETUYA STORE	SARI-SARI STORE	M				✓					✓				✓	
JUNA L. BAO	SARI-SARI STORE	M														
NINIA SARI-SARI STORE	SARI-SARI STORE	M														
LITLIT D. MAGSAYO	SARI-SARI STORE	M		✓							✓				✓	
PASLON STORE	SARI-SARI STORE	M			✓						✓				✓	
SANMAEREY	SARI-SARI STORE	M	✓								✓				✓	

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NAONG STORE	SARI-SARI STORE	M	✓									✓			✓	
ANGELTESS STORE	SARI-SARI STORE	M				✓					✓				✓	
EVANGELINE C. BITANGCOR	SARI-SARI STORE	M														
SAFLOR STORE	SARI-SARI STORE	M														
QUIMNO STORE	SARI-SARI STORE	M														
INDAY APDOHAN STORE	SARI-SARI STORE	M		✓	✓	✓								✓	✓	
ALEXA STORE	SARI-SARI STORE	M		✓							✓				✓	

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Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
RJC	SARI-SARI STORE	M	✓		✓	✓							✓		✓	
PACARO STORE	SARI-SARI STORE	M	✓	✓	✓	✓	✓								✓	✓
ANNABELLE STORE	SARI-SARI STORE	M	✓								✓				✓	
VIRGINIA C. PABUAYA	SARI-SARI STORE	M	✓		✓	✓							✓		✓	
JENG JENG STORE	SARI-SARI STORE	M	✓		✓									✓	✓	
RJM STORE	SARI-SARI STORE	M	✓								✓				✓	
CAYACAP STORE	SARI-SARI STORE	M	✓	✓								✓			✓	



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Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
TALELANG STORE	SARI-SARI STORE	M														
EMMANUEL THINEFRANCIA	SARI-SARI STORE	M														
JOCELYN S. BAGSICAN	SARI-SARI STORE	M		✓							✓				✓	
TALILANG STORE	SARI-SARI STORE	M	✓	✓								✓			✓	
MG STORE	SARI-SARI STORE	M														
CABAÑAS STORE	SARI-SARI STORE	M														
SAPIHI - AJ	SARI-SARI STORE	M														

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MR MINI MART	SARI-SARI STORE	M														
SLP PAMANA BACONG I	SARI-SARI STORE	M			✓	✓						✓			✓	
DINOPOL STORE	SARI-SARI STORE	M														
ARVIN JANE STORE	SARI-SARI STORE	M			✓						✓				✓	
DIVINO STORE	SARI-SARI STORE	M	✓								✓				✓	
JOVITO C. ENOT JR.	SARI-SARI STORE	M		✓							✓				✓	
NR STORE	SARI-SARI STORE	M														

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MG VARIETY STORE	SARI-SARI STORE	M														
VAKEN STORE	SARI-SARI STORE	M														
BULALA STORE	SARI-SARI STORE	M			✓						✓				✓	
RELFE'S STORE	SARI-SARI STORE	M														
MARTINEZ STORE	SARI-SARI STORE	M														
BOBBY STORE	SARI-SARI STORE	M														
EVAN'S STORE	SARI-SARI STORE	M				✓						✓			✓	

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Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
ROSEJANE STORE	SARI-SARI STORE	M	✓		✓							✓			✓	
EL-VIRGINIA STORE	SARI-SARI STORE	M	✓		✓							✓			✓	
C & X MINIMART	SARI-SARI STORE	M														
MARAION SARI-SARI STORE	SARI-SARI STORE	M														
GENITA SARI-SARI STORE	SARI-SARI STORE	M	✓	✓	✓	✓	✓								✓	✓
MMK STORE	SARI-SARI STORE	M														
GERBES STORE	SARI-SARI STORE	M	✓	✓	✓									✓	✓	

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Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
JENG JENG STORE	SARI-SARI STORE	M														
CWENG CWENG STORE	SARI-SARI STORE	M														
XNANDA STORE	SARI-SARI STORE	M	✓								✓				✓	
APDOHAN STORE	SARI-SARI STORE	M	✓								✓				✓	
SAFLOR STORE	SARI-SARI STORE	M														
ARVIN STORE	SARI-SARI STORE	M														
JESSEL B. MAGLANGIT	SARI-SARI STORE	M	✓		✓							✓			✓	

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ROLDAN R. SAPIHI	SARI-SARI STORE	M														
JOMAR C. JULAGLA	SARI-SARI STORE	M														
MO STORE	SARI-SARI STORE	M														
ROSEHEZEL MAY A. GUTIEREZ	SARI-SARI STORE	M														
ALMA A. VIDAL	SARI-SARI STORE	M			✓						✓				✓	
HONORIA A BIDAD	SARI-SARI STORE	M														
LET LET STORE	SARI-SARI STORE	M														

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VANMAEREY STORE	SARI-SARI STORE	M														
OWENA R INSINA	SARI-SARI STORE	M														
RELFIE B TORE	SARI-SARI STORE	M														
VIVIAN T GAMALE	SARI-SARI STORE	M														
LACTUAN STORE	SARI-SARI STORE	M	✓								✓				✓	
NANO STORE	SARI-SARI STORE	M	✓								✓				✓	
BEBERY G QUINSON	SARI-SARI STORE	M														

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PALOSO STORE	SARI-SARI STORE	M														
ANTONIO STORE	SARI-SARI STORE	M														
BERMUDO STORE	SARI-SARI STORE	M														
ANALIZA D BALAS	SARI-SARI STORE	M														
ONTING STORE	SARI-SARI STORE	M														
EC JUN STORE	SARI-SARI STORE	M														
OLAMA CONSUMER GOODS STORE	SARI-SARI STORE	M														



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RRS STORE	SARI-SARI STORE	M				✓					✓				✓	
ANDILAP STORE	SARI-SARI STORE	M														
GAUSIN STORE	SARI-SARI STORE	M														
ANDRICA AMION	SARI-SARI STORE	M														
ANADIO STORE	SARI-SARI STORE	M														
TIMAGOS STORE	SARI-SARI STORE	M	✓		✓							✓			✓	
VIDAL STORE	SARI-SARI STORE	W														

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JARSALEM STORE	SARI-SARI STORE	W														
PACULANANG STORE	SARI-SARI STORE	W	✓								✓				✓	
MONDEJAR	SARI-SARI STORE	W														
JING STORE	SARI-SARI STORE	W														
BBJ'S STORE	SARI-SARI STORE	W														
FAT CAT	SARI-SARI STORE	W														
RENON STORE	SARI-SARI STORE	W														

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TAMJUNES BAKESHOP	SARI-SARI STORE	W														
DUCAL STORE	SARI-SARI STORE	W														
SAPIHI STORE	SARI-SARI STORE	Th														
RRJ STORE	SARI-SARI STORE	Th														
LIHAYLIHAY STORE	SARI-SARI STORE	Th														
SAGARIO STORE	SARI-SARI STORE	Th	✓			✓								✓	✓	
RAMOS STORE	SARI-SARI STORE	Th		✓							✓				✓	

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GUMIMAO STORE	SARI-SARI STORE	Th		✓							✓				✓	
NILMA STORE	SARI-SARI STORE	Th														
GALLEPOSO STORE	SARI-SARI STORE	Th														
EMMA'S STORE	SARI-SARI STORE	Th														
N-JJJ STORE	SARI-SARI STORE	M														
AZALMA STORE	SARI-SARI STORE	Th														
XANDREA STORE	SARI-SARI STORE	M	✓								✓				✓	

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Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
LIBERT L. BOGSANGIT	SARI-SARI STORE	Th														
FRITZIE ANN P. TAGUD	SARI-SARI STORE	Th														
LING-LING STORE	SARI-SARI STORE	Th														
DELIA SARI-SARI STORE	SARI-SARI STORE	Th														
JANE ROSE S. HONGHONG	SARI-SARI STORE	Th		✓							✓				✓	
JUNEJAY STORE	SARI-SARI STORE	Th														
TERSON B. HAPITAN	SARI-SARI STORE	F														

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MARIA BENA MARANIO STORE	SARI-SARI STORE	F														
ANABEL C BACARO STORE	SARI-SARI STORE	F		✓		✓						✓			✓	
ELYN STORE	SARI-SARI STORE	F														
FORMOSO STORE	SARI-SARI STORE	W	✓	✓	✓									✓	✓	
JC HEART	SARI-SARI STORE	W			✓						✓				✓	
ANALIZA HAJAU	SARI-SARI STORE	W	✓	✓	✓	✓	✓								✓	✓
ACULBE STORE	SARI-SARI STORE	W														

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CAÑETE STORE	SARI-SARI STORE	W			✓						✓				✓	
PHARMACY SALUG	SARI-SARI STORE	M														
TONE R STORE	SARI-SARI STORE	M														
M/R SARI-SARI STORE	SARI-SARI STORE	M														
DUBDUBAN STORE	SARI-SARI STORE	M														
EMBAL STORE	SARI-SARI STORE	S				✓					✓				✓	
AMIHAN'S GOOD STORE	SARI-SARI STORE	S														

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EMELINDA G. GALLEPOSO	SARI-SARI STORE	S	✓								✓				✓	
C/X SARI-SARI STORE	SARI-SARI STORE	T	✓		✓								✓		✓	
NENENG SARI-SARI STORE	SARI-SARI STORE	W														
SHAN AND LOVE-LOVE VARIETY STORE	SARI-SARI STORE	W														
COLE DURONIO SARI-SARI STORE	SARI-SARI STORE	W														
TEQUEL STORE	SARI-SARI STORE	Th														
INDAY STORE	SARI-SARI STORE	Th	✓		✓								✓		✓	



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LUZ STORE	SARI-SARI STORE	F														
3KG STORE	SARI-SARI STORE	F		✓							✓				✓	
CHLOE STORE	SARI-SARI STORE	F														
XPACARO'S STORE	SARI-SARI STORE	F														
JAN MARRY STORE	SARI-SARI STORE	F			✓	✓							✓		✓	
JANE STORE	SARI-SARI STORE	S														
ALCANTARA STORE	SARI-SARI STORE	S	✓		✓								✓		✓	

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BASTE STORE	SARI-SARI STORE	S				✓					✓				✓	
REVELO STORE	SARI-SARI STORE	S				✓					✓				✓	
CARBONA STORE	SARI-SARI STORE	M		✓							✓				✓	
BLUE HOUSE	SARI-SARI STORE	M														
XCARBONA'S STORE	SARI-SARI STORE	M														
ROSALEM'S STORE	SARI-SARI STORE	M														
VIDAL'S STORE	SARI-SARI STORE	M		✓		✓						✓			✓	

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			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
CETA'S STORE	SARI-SARI STORE	M														
VILLACURA'S STORE	SARI-SARI STORE	T														
ARIPAL'S STORE	SARI-SARI STORE	T														
TOMARONG'S STORE	SARI-SARI STORE	M														
XELMY MAMMO STORE	SARI-SARI STORE	W														
JR & LUZ STORE	SARI-SARI STORE	W														
ANABEL'S STORE	SARI-SARI STORE	W	✓			✓							✓		✓	

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GUILLERMO BEVEVERAGE DISTRIBUTION  
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Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-GINA GRACE  
LOPEZ

Route Type: MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
G.B. CONVENIENCE STORE	SARI-SARI STORE	W														
MELING PAÑA STORE	SARI-SARI STORE	W														
INDAY STORE	SARI-SARI STORE	Th			✓						✓				✓	
LATRAS STORE	SARI-SARI STORE	Th														
ARNULPO TABILIRAN STORE	SARI-SARI STORE	Th														
NORJUN ENT	SARI-SARI STORE	Th														
AMJ'S GEAR & GRUB	SARI-SARI STORE	Th														

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Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-GINA GRACE  
LOPEZ

Route Type: MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
COOP	SARI-SARI STORE	S		✓							✓				✓	
STAR GROCERY	SARI-SARI STORE	M														
WENDEL STORE	SARI-SARI STORE	M	✓		✓	✓							✓		✓	
JEWARD STORE	SARI-SARI STORE	M														
JINBELL STORE	SARI-SARI STORE	T														
ROXAS STORE	SARI-SARI STORE	T			✓						✓				✓	
ALBIOSS STORE	SARI-SARI STORE	T	✓		✓							✓			✓	

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
GEPITULAN STORE	SARI-SARI STORE	W														
TOMARONG STORE	SARI-SARI STORE	W			✓							✓			✓	
LITO STORE	SARI-SARI STORE	F														
TEJERO STORE	SARI-SARI STORE	F	✓	✓	✓								✓		✓	
MARENTES SARI-SARI STORE	SARI-SARI STORE	F	✓								✓				✓	
FERNANDEZ SARI-SARI STORE	SARI-SARI STORE	F														
MERNA SARI-SARI STORE	SARI-SARI STORE	F														

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
DIXIMO SARI-SARI STORE	SARI-SARI STORE	F														
LAIDON STORE	SARI-SARI STORE	F														
LENDY LARGO	SARI-SARI STORE	F			✓						✓				✓	
BANIOSA STORE	SARI-SARI STORE	S														
JONA STORE	SARI-SARI STORE	S														
VERGIE STORE	SARI-SARI STORE	W	✓								✓				✓	
MYLENE STORE	SARI-SARI STORE	Th														

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
BOY ESTRELLANTE	SARI-SARI STORE	Th														
TALA GEN. MERCHANDISE	SARI-SARI STORE	Th														
TATA SALAGUSTE STORE	SARI-SARI STORE	Th														
REBECCA STORE	SARI-SARI STORE	S														
RENCE MARK STORE	SARI-SARI STORE	S														
TATA & ELLY STORE	SARI-SARI STORE	S														
FRITZ CYRIL STORE	SARI-SARI STORE	S														



For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
WILMA STORE	SARI-SARI STORE	S	✓			✓						✓			✓	
ORMOSO STORE	SARI-SARI STORE	T														
VIANEX STORE	SARI-SARI STORE	T														
PONCE STORE	SARI-SARI STORE	W														
YAN YAR	SARI-SARI STORE	W														
LINDA STORE	SARI-SARI STORE	W														
RL STORE	SARI-SARI STORE	W			✓						✓				✓	

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
SALUG GEMINI	SARI-SARI STORE	Th			✓							✓			✓	
MAÑOSA STORE	SARI-SARI STORE	Th														
KOYKOY STORE	SARI-SARI STORE	Th														
IMBANG STORE	SARI-SARI STORE	Th														
ARJHON STORE	SARI-SARI STORE	Th	✓								✓				✓	
ARLENE STORE	SARI-SARI STORE	Th		✓							✓				✓	
JHON & KIM	SARI-SARI STORE	F														

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GUILLERMO BEVEVERAGE DISTRIBUTION  
SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-GINA GRACE  
LOPEZ

Route Type: MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
ANITA STORE	SARI-SARI STORE	F														
RMD STORE	SARI-SARI STORE	S														
GINA STORE	SARI-SARI STORE	S	✓								✓				✓	
INDAY'S STORE	SARI-SARI STORE	T			✓						✓				✓	
BAROTE STORE	SARI-SARI STORE	T														
DACAL STORE	SARI-SARI STORE	W														
MELINDA SATORE	SARI-SARI STORE	F														

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
SHAUN STORE	SARI-SARI STORE	F	✓		✓							✓			✓	
ALBONA STORE	SARI-SARI STORE	S														
ROSE STORE	SARI-SARI STORE	S														
BENLOT STORE	SARI-SARI STORE	S				✓					✓				✓	
DEDING STORE	SARI-SARI STORE	S														
DODONG RAMOGA	SARI-SARI STORE	S														
MANGAN STORE	SARI-SARI STORE	M														

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-GINA GRACE LOPEZ

Route Type: MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
LAGARE STORE	SARI-SARI STORE	M	✓								✓				✓	
ELOGSONG STORE	SARI-SARI STORE	T														
HASAN STORE	SARI-SARI STORE	T														
RICKY JAY STORE	SARI-SARI STORE	T	✓	✓								✓			✓	
FABILLARAN STORE	SARI-SARI STORE	T			✓						✓				✓	
V JOE STORE	SARI-SARI STORE	T														
SAFAMCO	SARI-SARI STORE	S														

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Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-GINA GRACE  
LOPEZ

Route Type: MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
ORTIGA STORE	SARI-SARI STORE	M														
MARIO STORE	SARI-SARI STORE	T	✓								✓				✓	
ROJAS STORE	SARI-SARI STORE	Th		✓							✓				✓	
CAMANSI STORE	SARI-SARI STORE	Th		✓							✓				✓	
HONGHONG STORE	SARI-SARI STORE	Th														
ISABELLE LAÑOJAN STORE	SARI-SARI STORE	Th		✓	✓							✓			✓	
GIBANG-GIBANG STORE	SARI-SARI STORE	Th		✓	✓	✓								✓	✓	

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Route: 03 - BEER Products      -GINA GRACE  
LOPEZ

Route Type:      MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
CABRISTANTE CARENDERIA	SARI-SARI STORE	F														
ROCKY STORE	SARI-SARI STORE	S		✓	✓	✓								✓	✓	
COOP SALUG	SARI-SARI STORE	M			✓						✓				✓	
ROCIO STORE	SARI-SARI STORE	M			✓						✓				✓	
CLARK BUHIAN STORE	SARI-SARI STORE	M			✓	✓						✓			✓	
TEJADA STORE	SARI-SARI STORE	T			✓	✓						✓			✓	
YSIK STORE	SARI-SARI STORE	T			✓						✓				✓	

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Route: 03 - BEER Products      -GINA GRACE  
LOPEZ

Route Type:      MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
MARITES STORE	SARI-SARI STORE	T			✓						✓				✓	
LEGARTO STORE	SARI-SARI STORE	T			✓						✓				✓	
KIM STORE	SARI-SARI STORE	T			✓						✓				✓	
HANAPI STORE	SARI-SARI STORE	Th			✓						✓				✓	
SUCIMA STORE	SARI-SARI STORE	Th			✓						✓				✓	
CARUMBO STORE	SARI-SARI STORE	S			✓						✓				✓	
YURONG STORE	SARI-SARI STORE	S			✓						✓				✓	



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Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-GINA GRACE LOPEZ

Route Type: MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
SCHOOL CANTEN COL/UNIV																
ZAMSULA COLLEGE SCHOOL	SCHOOL CANTEN COL/UNIV	M			✓						✓				✓	
SCHOOL CANTEN ELEM/HS																
SALUG NATIONAL HIGH SCHOOL	SCHOOL CANTEN ELEM/HS	S														
WHOLESALE																
OSANNAH STORE	WHOLESALE	M		✓	✓							✓			✓	

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
BEB MIRACLE STORE	WHOLESALE	M	✓	✓	✓	✓	✓								✓	✓
YAKEN STORE	WHOLESALE	W	✓	✓	✓	✓		✓							✓	✓
TAGULOB VARIETY STORE	WHOLESALE	M	✓		✓	✓								✓	✓	
JODIS VARIETY STORE	WHOLESALE	M		✓							✓				✓	
PLAZA STORE	WHOLESALE	M	✓	✓	✓	✓		✓							✓	✓
DODS MIRACLE	WHOLESALE	W	✓	✓	✓	✓		✓							✓	✓
ALBERT TAN	WHOLESALE	F	✓	✓	✓	✓	✓								✓	✓

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-GINA GRACE LOPEZ

Route Type: MIXED

For the Month of: January 2025

			Selling Weeks				Frequency of Purchase									
Outlet Name	Outlet Type	FOC	W1	W2	W3	W4	1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xM up	With Purchase	Active Outlet
EMOTIN STORE	WHOLESALE	F			✓						✓				✓	

ACTIVE OUTLET SUMMARY:

Group	With Purchase	Without Purchase	Total Outlets	% Served	W1	W2	W3	W4	Active Outlet	% Active
Wholesaler	10	0	10	4.00%	7	8	9	6	5	4.00%
Retailer	113	159	272	40.00%	50	34	59	30	5	4.00%
N/A	0	0	0	0.00%	0	0	0	0	0	0.00%
Total:	123	159	282	44.00%	57	42	68	36	10	8.00%

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Route: 03 - BEER Products      -GINA GRACE  
   LOPEZ

Route Type:      MIXED

For the Month of: January 2025

**Per Route Type Summary:**

Route Type	Group Name	With Purchase	Without Purchase	Total Outlets	% Served	W1	W2	W3	W4	Active Outlet	% Active
MIXED		369	477	846	44.00%	171	126	204	108	30	8.00%
AUXIALIARY		0	0	0	0.00%	0	0	0	0	0	0.00%
BDU		0	0	0	0.00%	0	0	0	0	0	0.00%
PURE RETAIL		0	0	0	0.00%	0	0	0	0	0	0.00%
	Total:	369	477	846	44.00%	171	126	204	108	30	8.00%

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Route: 03 - BEER Products

-GINA GRACE  
LOPEZ

Route Type: MIXED

For the Month of: January 2025

FREQUENCY OF PURCHASE SUMMARY:

Group	With Purchase	Without Purchase	Total Outlets	% Served	Frequency of Purchase							
					1xW	2xW	3xW	4xW	1xM	2xM	3xM	4xMup
WHOLESALER	10	0	10	4.00%	2	3	0	0	2	1	0	2
RETAILER	113	159	272	40.00%	5	0	0	0	67	22	10	9
	123	159	282	44.00%	7	3	0	0	69	23	10	11

ITINERARY VS WITH PURCHASE SUMMARY:

DAY	Outlet Count Itinerary	Week 1		Week 2		Week 3		Week 4	
		With Purchase	% With Purchase	With Purchase	% With Purchase	With Purchase	% With Purchase	With Purchase	% With Purchase
Sun	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%

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Route: 03 - BEER Products

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LOPEZ

Route Type: MIXED

For the Month of: January 2025

Mon	0	0	0.00%	0	0.00%	1	0.00%	0	0.00%
Tue	0	0	0.00%	0	0.00%	0	0.00%	2	0.00%
Wed	0	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Thu	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fri	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sat	0	0	0.00%	2	0.00%	0	0.00%	0	0.00%

GUILLERMO BEVEVERAGE DISTRIBUTION  
SERVICES

Route: 03 - BEER Products -GINA GRACE  
LOPEZ

For the Month of: January 2025

