

Route Type:      MIXED

For the Month of: March 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 1	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				✓					✓				✓	

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION  
SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products      -RONNEL  
DANDAYO

Route Type:      MIXED

For the Month of: March 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
RONA BAKESHOP	BAKERY/BAKESHOP	W				✓					✓				✓	
JM'S BAKESHOP	BAKERY/BAKESHOP	Th		✓							✓				✓	
BEER HOUSE																
RESAN CATERING SERVICES	BEER HOUSE	W														
CARINDERIA																
MAE MAE EATERY	CARINDERIA	M				✓					✓				✓	
BOSSING'S BULALOAN	CARINDERIA	M	✓	✓								✓			✓	
PARTOSA EATERY	CARINDERIA	W														

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
JAWEL	CARINDERI A	M														
HIMIS EATERY	CARINDERI A	M														
JAMES EATERY	CARINDERI A	F		✓	✓	✓							✓		✓	
ROCHEN'S EATERY	CARINDERI A	W														
CONVENIENCE STORE																
LKS CONVENIENCE STORE LILOY	CONVENIENCE STORE	T		✓								✓			✓	

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
DRUGSTORE																
GEMINI PHARMACY	DRUGSTORE	Th				✓					✓				✓	
HOTEL																
SEA ESCAPED HOTEL	HOTEL	T				✓					✓				✓	
KTV/VIDEOKE/KARAOKE																
RESAN VIP	KTV/VIDEOKE/KARAOKE	M	✓		✓	✓								✓	✓	
RESORT																
ARREAN BEACH RESORT	RESORT	S				✓					✓				✓	

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION  
SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL  
DANDAYO

Route Type: MIXED

For the Month of: March 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
ASIGNE BEACH RESORT	RESORT	S														
SEA BICAZE RESORT	RESORT	T		✓							✓				✓	
RTW FA 1																
BETH SARI SARI	RTW FA 1	M	✓	✓	✓	✓			✓						✓	✓
SARI-SARI STORE																
AMBUS STORE	SARI-SARI STORE				✓	✓						✓			✓	
NUGAS STORE	SARI-SARI STORE	M	✓			✓						✓			✓	
ELMY STORE	SARI-SARI STORE	M	✓		✓	✓								✓	✓	

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products -RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
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		✓							✓				✓	
PEDING STORE	SARI-SARI STORE	M		✓							✓				✓	
RETUYA STORE	SARI-SARI STORE	M		✓							✓				✓	

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
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														
NAONG STORE	SARI-SARI STORE	M			✓	✓						✓			✓	
ANGELTESS STORE	SARI-SARI STORE	M			✓						✓				✓	

For the Month of: March 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
EVANGELINE C. BITANGCOR	SARI-SARI STORE	M														
INDAY APDOHAN STORE	SARI-SARI STORE	M	✓		✓							✓			✓	
ALEXA STORE	SARI-SARI STORE	M														
RJC	SARI-SARI STORE	M														
PACARO STORE	SARI-SARI STORE	M		✓	✓							✓			✓	
ANNABELLE STORE	SARI-SARI STORE	M														
VIRGINIA C. PABUAYA	SARI-SARI STORE	M		✓		✓						✓			✓	



DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products -RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
JENG JENG STORE	SARI-SARI STORE	M			✓						✓				✓	
RJM STORE	SARI-SARI STORE	M														
CAYACAP STORE	SARI-SARI STORE	M		✓								✓			✓	
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		✓							✓				✓	

For the Month of: March 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
MG STORE	SARI-SARI STORE	M	✓			✓						✓			✓	
CABAÑAS STORE	SARI-SARI STORE	M														
SAPIHI - AJ	SARI-SARI STORE	M														
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														

For the Month of: March 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
DIVINO STORE	SARI-SARI STORE	M		✓	✓	✓							✓		✓	
JOVITO C. ENOT JR.	SARI-SARI STORE	M														
NR STORE	SARI-SARI STORE	M														
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														

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
MARTINEZ STORE	SARI-SARI STORE	M	✓								✓				✓	
BOBBY STORE	SARI-SARI STORE	M	✓		✓	✓							✓		✓	
EVAN'S STORE	SARI-SARI STORE	M														
ROSEJANE STORE	SARI-SARI STORE	M		✓							✓				✓	
EL-VIRGINIA STORE	SARI-SARI STORE	M														
C & X MINIMART	SARI-SARI STORE	M		✓							✓				✓	
LILOY COCKPIT 2	SARI-SARI STORE	M		✓	✓	✓							✓		✓	

For the Month of: March 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
GENITA SARI-SARI STORE	SARI-SARI STORE	M	✓		✓	✓							✓		✓	
MMK STORE	SARI-SARI STORE	M														
GERBES STORE	SARI-SARI STORE	M	✓	✓	✓	✓	✓								✓	✓
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														

For the Month of: March 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
SAFLOR STORE	SARI-SARI STORE	M														
ARVIN STORE	SARI-SARI STORE	M														
JESSEL B. MAGLANGIT	SARI-SARI STORE	M														
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														

For the Month of: March 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
ALMA A. VIDAL	SARI-SARI STORE	M														
HONORIA A BIDAD	SARI-SARI STORE	M		✓							✓				✓	
LET LET STORE	SARI-SARI STORE	M														
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			✓						✓				✓	

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
LACTUAN STORE	SARI-SARI STORE	M														
NANO STORE	SARI-SARI STORE	M														
XBEBERY G QUINSON	SARI-SARI STORE	M	✓								✓				✓	
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														



For the Month of: March 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
ONTING STORE	SARI-SARI STORE	M														
EC JUN STORE	SARI-SARI STORE	M														
OLAMA CONSUMER GOODS STORE	SARI-SARI STORE	M														
RRS STORE	SARI-SARI STORE	M														
ANDILAP STORE	SARI-SARI STORE	M														
GAUSIN STORE	SARI-SARI STORE	M			✓						✓				✓	
ANDRICA AMION	SARI-SARI STORE	M														

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
ANADIO STORE	SARI-SARI STORE	M														
TIMAGOS STORE	SARI-SARI STORE	M		✓	✓	✓							✓		✓	
VIDAL STORE	SARI-SARI STORE	W														
JARSALEM STORE	SARI-SARI STORE	W														
PACULANANG STORE	SARI-SARI STORE	W	✓								✓				✓	
MONDEJAR	SARI-SARI STORE	W														
JING STORE	SARI-SARI STORE	W														

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products -RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
BBJ'S STORE	SARI-SARI STORE	W														
FAT CAT	SARI-SARI STORE	W	✓		✓							✓			✓	
RENON STORE	SARI-SARI STORE	W														
TAMJUNES BAKESHOP	SARI-SARI STORE	W														
DUCAL STORE	SARI-SARI STORE	W														
SAPIHI STORE	SARI-SARI STORE	Th														
RRJ STORE	SARI-SARI STORE	Th			✓						✓				✓	

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
LIHAYLIHAY STORE	SARI-SARI STORE	Th			✓						✓				✓	
SAGARIO STORE	SARI-SARI STORE	Th		✓							✓				✓	
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														

DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
AZALMA STORE	SARI-SARI STORE	Th	✓								✓				✓	
QUINZON STORE	SARI-SARI STORE	M		✓							✓				✓	
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														

For the Month of: March 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
JUNEJAY STORE	SARI-SARI STORE	Th		✓							✓				✓	
TERSON B. HAPITAN	SARI-SARI STORE	F														
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														

For the Month of: March 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
ANALIZA HAJAU	SARI-SARI STORE	W	✓		✓	✓							✓		✓	
ACULBE STORE	SARI-SARI STORE	W														
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														

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
EMBAL STORE	SARI-SARI STORE	S	✓			✓						✓			✓	
AMIHAN'S GOOD STORE	SARI-SARI STORE	S				✓							✓		✓	
EMELINDA G. GALLEPOSO	SARI-SARI STORE	S														
CHONA SARI-SARI STORE	SARI-SARI STORE	Th		✓							✓				✓	
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														



For the Month of: March 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
COLE DURONIO SARI-SARI STORE	SARI-SARI STORE	W														
TEQUEL STORE	SARI-SARI STORE	Th	✓		✓							✓			✓	
INDAY STORE	SARI-SARI STORE	Th														
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														

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
JAN MARRY STORE	SARI-SARI STORE	F			✓						✓				✓	
JANE STORE	SARI-SARI STORE	S														
ALCANTARA STORE	SARI-SARI STORE	S			✓						✓				✓	
BASTE STORE	SARI-SARI STORE	S														
REVELO STORE	SARI-SARI STORE	S														
CARBONA STORE	SARI-SARI STORE	M														
BLUE HOUSE	SARI-SARI STORE	M														

For the Month of: March 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
XCARBONA'S STORE	SARI-SARI STORE	M														
ROSALEM'S STORE	SARI-SARI STORE	M														
VIDAL'S STORE	SARI-SARI STORE	M				✓					✓				✓	
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	✓								✓				✓	

For the Month of: March 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
XELMY MAMMO STORE	SARI-SARI STORE	W														
JR & LUZ STORE	SARI-SARI STORE	W														
ANABEL'S STORE	SARI-SARI STORE	W		✓							✓				✓	
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														

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GUILLERMO BEVEVERAGE DISTRIBUTION  
SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL  
DANDAYO

Route Type: MIXED

For the Month of: March 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
ARNULPO TABILIRAN STORE	SARI-SARI STORE	Th														
NORJUN ENT	SARI-SARI STORE	Th														
AMJ'S GEAR & GRUB	SARI-SARI STORE	Th														
COOP	SARI-SARI STORE	S		✓							✓				✓	
STAR GROCERY	SARI-SARI STORE	M														
WENDEL STORE	SARI-SARI STORE	M			✓						✓				✓	
JEWARD STORE	SARI-SARI STORE	M														

For the Month of: March 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
JINBELL STORE	SARI-SARI STORE	T														
ROXAS STORE	SARI-SARI STORE	T														
ALBIOSS STORE	SARI-SARI STORE	T			✓						✓				✓	
GEPITULAN STORE	SARI-SARI STORE	W		✓							✓				✓	
TOMARONG STORE	SARI-SARI STORE	W	✓								✓				✓	
LITO STORE	SARI-SARI STORE	F		✓							✓				✓	
TEJERO STORE	SARI-SARI STORE	F														

Route Type:      MIXED

For the Month of: March 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
MARENTES SARI-SARI STORE	SARI-SARI STORE	F														
FERNANDEZ SARI-SARI STORE	SARI-SARI STORE	F														
MERNA SARI-SARI STORE	SARI-SARI STORE	F														
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														

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
JONA STORE	SARI-SARI STORE	S														
VERGIE STORE	SARI-SARI STORE	W														
MYLENE STORE	SARI-SARI STORE	Th														
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														



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Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
RENCE MARK STORE	SARI-SARI STORE	S				✓					✓				✓	
TATA & ELLY STORE	SARI-SARI STORE	S				✓					✓				✓	
FRITZ CYRIL STORE	SARI-SARI STORE	S		✓		✓							✓		✓	
WILMA STORE	SARI-SARI STORE	S														
ORMOSO STORE	SARI-SARI STORE	T														
VIANEX STORE	SARI-SARI STORE	T														
PONCE STORE	SARI-SARI STORE	W		✓							✓				✓	

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Route: 03 - BEER Products

-RONNEL  
DANDAYO

Route Type: MIXED

For the Month of: March 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
YAN YAR	SARI-SARI STORE	W		✓							✓				✓	
LINDA STORE	SARI-SARI STORE	W	✓								✓				✓	
RL STORE	SARI-SARI STORE	W														
MAÑOSA STORE	SARI-SARI STORE	Th	✓	✓		✓							✓		✓	
KOYKOY STORE	SARI-SARI STORE	Th														
IMBANG STORE	SARI-SARI STORE	Th														
ARJHON STORE	SARI-SARI STORE	Th														

For the Month of: March 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
ARLENE STORE	SARI-SARI STORE	Th		✓							✓				✓	
JHON & KIM	SARI-SARI STORE	F														
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		✓								✓			✓	

For the Month of: March 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
DACAL STORE	SARI-SARI STORE	W														
MELINDA SATORE	SARI-SARI STORE	F														
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														

For the Month of: March 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
DODONG RAMOGA	SARI-SARI STORE	S														
MANGAN STORE	SARI-SARI STORE	M														
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														

Route Type:      MIXED

For the Month of: March 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
V JOE STORE	SARI-SARI STORE	T														
SAFAMCO	SARI-SARI STORE	S														
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														

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
ISABELLE LAÑOJAN STORE	SARI-SARI STORE	Th														
GIBANG-GIBANG STORE	SARI-SARI STORE	Th	✓	✓								✓			✓	
CABRISTANTE CARENDERIA	SARI-SARI STORE	F				✓					✓				✓	
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														

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Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
YSIK STORE	SARI-SARI STORE	T		✓							✓				✓	
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		✓							✓				✓	
EMOTIN STORE	SARI-SARI STORE	F		✓							✓				✓	



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-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
CARUMBO STORE	SARI-SARI STORE	S														
YURONG STORE	SARI-SARI STORE	S														
ORDONIA STORE	SARI-SARI STORE	Th		✓	✓							✓			✓	
GIBANG-GIBANG SHELLA	SARI-SARI STORE	Th	✓	✓	✓								✓		✓	
LANTACA	SARI-SARI STORE	F														
MONTOYA STORE	SARI-SARI STORE	F														
HI-DEN STORE	SARI-SARI STORE	T														

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Route: 03 - BEER Products

-RONNEL  
DANDAYO

Route Type: MIXED

For the Month of: March 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
SULU STORE	SARI-SARI STORE	T														
RHENAN FALCONETE	SARI-SARI STORE	W														
JASSI STORE	SARI-SARI STORE	Th														
ABIA STORE	SARI-SARI STORE	Th														
ABRIOL STORE	SARI-SARI STORE	F	✓	✓		✓							✓		✓	
LEOVY	SARI-SARI STORE	W	✓								✓				✓	
MAGTAGAD STORE	SARI-SARI STORE	Th														

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Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
PIAÑAR STORE	SARI-SARI STORE	F														
ERLINDA ODARBE	SARI-SARI STORE	W														
ROSITA CERVAS	SARI-SARI STORE	W														
ARLYN AMIT	SARI-SARI STORE	W				✓					✓				✓	
BOGANOTAN STORE BACONG	SARI-SARI STORE	W														
ELMA LUAB	SARI-SARI STORE	Th														
EVELYN AQUINO	SARI-SARI STORE	Th	✓								✓				✓	

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Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
JANE GERENTE	SARI-SARI STORE	W	✓								✓				✓	
MARICEL BINONI	SARI-SARI STORE	F	✓								✓				✓	
ARIAN DANIEL STORE	SARI-SARI STORE	T		✓							✓				✓	
LANIE HAMOY STORE	SARI-SARI STORE	T		✓	✓							✓			✓	
BAYAWA STORE	SARI-SARI STORE	W		✓							✓				✓	
SALUG COCKPIT	SARI-SARI STORE	W		✓							✓				✓	
SALLY SABOLANE STORE	SARI-SARI STORE	Th														

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GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products      -RONNEL DANDAYO

Route Type:      MIXED

For the Month of: March 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
SHERYHAN STORE	SARI-SARI STORE	Th														
REUTICQUIO STORE	SARI-SARI STORE	Th		✓		✓						✓			✓	
MAGLANGIT STORE	SARI-SARI STORE	Th		✓							✓				✓	
SACARIE STORE	SARI-SARI STORE	Th		✓	✓							✓			✓	
MARATA COASTAL STORE	SARI-SARI STORE	Th			✓						✓				✓	
NICANOR VIRGILIA	SARI-SARI STORE	Th			✓						✓				✓	
LUMAWAS STORE	SARI-SARI STORE	Th			✓						✓				✓	

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Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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
SHELLA MAE EBANA STORE	SARI-SARI STORE	Th				✓					✓				✓	
JAZZEIRA STORE	SARI-SARI STORE	T				✓					✓				✓	
SCHOOL CANTEEN COL/UNIV																
ZAMSULA COLLEGE SCHOOL	SCHOOL CANTEEN COL/UNIV	M														
SCHOOL CANTEEN ELEM/HS																
SALUG NATIONAL HIGH SCHOOL	SCHOOL CANTEEN ELEM/HS	S														

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Route: 03 - BEER Products

-RONNEL DANDAYO

Route Type: MIXED

For the Month of: March 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

WHOLESALE

OSANNAH STORE	WHOLESALE	M	✓	✓		✓							✓		✓	
BEB MIRACLE STORE	WHOLESALE	M	✓	✓	✓	✓	✓								✓	✓
YAKEN STORE	WHOLESALE	W	✓	✓	✓	✓			✓						✓	✓
TAGULOB VARIETY STORE	WHOLESALE	M	✓	✓	✓	✓	✓								✓	✓
JODIS VARIETY STORE	WHOLESALE	M														
PLAZA STORE	WHOLESALE	M	✓	✓	✓	✓		✓							✓	✓

For the Month of: March 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
DODS MIRACLE	WHOLESALE	W	✓	✓	✓	✓		✓							✓	✓
ALBERT TAN	WHOLESALE	F	✓	✓	✓	✓	✓								✓	✓

ACTIVE OUTLET SUMMARY:

Group	With Purchase	Without Purchase	Total Outlets	% Served	W1	W2	W3	W4	Active Outlet	% Active
Wholesaler	8	1	9	3.00%	8	8	7	8	7	5.00%
Retailer	120	189	309	38.00%	29	63	43	36	1	1.00%



Route Type:      MIXED

For the Month of: March 2025

N/A	0	0	0	0.00%	0	0	0	0	0	0.00%
Total:	128	190	318	40.00%	37	71	50	44	8	6.00%

Per Route Type Summary:

Route Type	Group Name	With Purchase	Without Purchase	Total Outlets	% Served	W1	W2	W3	W4	Active Outlet	% Active
MIXED		384	570	954	40.00%	111	213	150	132	24	6.00%
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:	384	570	954	40.00%	111	213	150	132	24	6.00%

For the Month of: March 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	8	1	9	3.00%	3	2	2	0	0	0	1	0
RETAILER	120	189	309	38.00%	1	0	0	0	79	24	14	2
	128	190	318	40.00%	4	2	2	0	79	24	15	2

ITINERARY VS WITH PURCHASE SUMMARY:

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Active Outlets Monitoring Report - ALL

Route: 03 - BEER Products

-RONNEL  
DANDAYO

Route Type: MIXED

For the Month of: March 2025

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

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Route: 03 - BEER Products      -RONNEL  
   DANDAYO

Route Type:      MIXED

For the Month of: March 2025

Sat	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%
-----	---	---	-------	---	-------	---	-------	---	-------

