



Licensed Stores: Pricing Region Details (Beverage and Food)

Audience: Business Development, Operations

Process Owner: LS Pricing Strategy

Update Date: July 23, 2020

U.S.

Region 1 – AK, NY* - Manhattan (42&43), Brooklyn, Bronx, Hamptons (2&32)

Region 2 – CT, DE, IL* - Chicago (4, 5,50, 51&52), IN* - Lake, Porter, Newton, Jasper and La Porte counties (5), MA (50&51&52), MD* - except select Capital & Southern (17), ME, MN* - Minneapolis (5&33), NH, NJ, NY*-Upstate (1&32), PA*-Eastern(4), RI, VT, WI* - Kenosha county (5)

Region 3 – CA* - except CBSA San Francisco-Oakland-San Jose Bay Areas, except CBSA Los Angeles-Long Beach-Anaheim and except CBSA San Diego-Carlsbad (7,20, 25,44, 47, 48&49), NV* - Reno (8&15), CO* - CBSA - Denver-Aurora-Lakewood, CO (4&6), OR*-WA*-CBSA - Portland-Vancouver-Hillsboro, OR (4)-WA (4,29, 47,48&49), WA* - CBSA Seattle-Tacoma-Bellevue except Seattle Metro and City of Bellevue (4, 29,45,48&49), TX* - CBSA Austin-Round Rock, TX excludes Mall (15), NV* - CBSA Las Vegas-Henderson-Paradise, NV excludes Las Vegas Strip & Mall (8&15)

Region 4 – CO* except CBSA - Denver-Aurora-Lakewood, CO (3&6), ID, IL*-Eastern St. Louis Suburbs (2, 5&52), MI*-(5), MO*-St. Louis & Kansas City (5), OH*-Toledo and Suburbs (5), OR* (3), PA*-Pittsburgh (2), WA* - except CBSA Seattle-Tacoma-Bellevue & Seattle Metro and except CBSA - Portland-Vancouver-Hillsboro, OR*-WA* (3, 29,45,47,48&49), WY

Region 5 – AR, IA, IL*-Remote (2, 4&52), IN* (2), KS, KY, MI*-Upper Peninsula Only (4), MN* (2&33), MO* (4), MS* -DeSoto, Marshall, Tate, Tunica counties (15), MT, ND, NE, OH*(4), SD, TN, UT, WI* (2), WV

Region 6 – Tourist / Resort including: CO* - Resort (3&4), FL* - Areas of Orlando, Miami, Panama City, Destin (15&17), HI* - Oahu & Waikiki (8)

Region 7 – CA* - CBSA San Francisco-Oakland-San Jose Bay Areas (3, 25,44,47&49), CA* - CBSA Los Angeles-Long Beach-Anaheim (3, 20, 47, 48&49), CA* - CBSA San Diego-Carlsbad (3&20)

Region 8 – Premium Tourist* - exclusive tourist and high-end shopping locations, HI* - Resort - Big island, Kauai, Waikiki (6). NV* - Las Vegas Strip (3&15)

Region 15 – AL, AZ, FL* (6&17), GA, LA, MS* (5), NM, NC, NV* (3&8), OK, SC, TX* (3), VA* -South (17&20)

Region 17 – DC* (2, 15, 20 50&51), FL* Southeast counties: Palm Beach, Broward, Miami - Dade and Monroe (6&15), MD* - select Capital & Southern (2&20), VA* - North (15&20)

Region 19 – Highway Stores (off main highways, i.e. interstate, toll)

Region 20 – Micro Zone: DC area select stores i.e., Central Business District, Capitol Hill, Georgetown, Dupont Circle (2, 15, 17, 50&51), Los Angeles area select stores in i.e., Beverly Hills, Orange Cty, Santa Monica, South Bay, West Hollywood (3, 7, 47, 48&49) Note: 1/2 mile or less to a company-operated stores in this price zone.

Region 25 – San Francisco*(3, 7&44)

Region 26 – Select Malls Only

Region 29 – Seattle Metro Base* (3, 4&45) (Downtown, Capitol Hill, SODO, Belltown, Pike Place Market, West Seattle, Ballard, University District)

Region 32 – Long Island* (excludes Hamptons) Nassau and Suffolk counties (1&2)

Region 33 – CBSA* Minneapolis-St. Paul-Bloomington, MN-WI (5)

Region 36 – Suburbs Base - very select suburban locations across the U.S. Note: 1/2 mile or less to a CO store in this price zone

Region 37 – Suburbs Premium - very select suburban locations across the U.S. Note: 1/2 mile or less to a CO store in this price zone

Region 40 – Rural Suburban - select stores in suburban/rural locations. Note: 1/2 mile or less to a CO stores in this price zone (effective 1/8/19)

Region 42 – Manhattan* Micro Zone (1) - select stores in Manhattan & Brooklyn. Note: 0.1 mile or less to a company-operated store in this price zone.

Region 43 – Manhattan* Micro Tourist (1) - select stores in Manhattan tourist. Note: 0.1 mile or less to a company-operated store in this price zone.

Region 44 – San Francisco-East Bay, CA* & SFO Airport very select stores premium (3, 7&25) Note: ~0.2 mile or less to a company-operated store in this price zone.

Region 45 – Seattle-Eastside, WA* & SeaTac Airport very select stores premium (3, 4,29, 48&49) Note: ~0.2 mile or less to a company-operated store in this price zone.

Region 47 – West Coast 1 - CA, Los Angeles Area/San Jose/Portland, WA very select stores (7&20) Note: ~0.5 mile or less to a company-operated store in this price zone.

Region 48 – West Coast 2 - CA, Los Angeles Area/Portland, WA/Bellvue, WA very select stores (7&20) Note: ~0.5 mile or less to a company-operated store in this price zone.



Region 49 – West Coast 3 - CA, Los Angeles Area very select stores (7&20) Note: ~0.5 mile or less to a company-operated store in this price zone.

Region 50 – East Coast 1 - DC Metro/Chicago/Boston very select stores (17&20) Note: ~0.5 mile or less to a company-operated store in this price zone.

Region 51 – East Coast 2 - DC Metro/Chicago-Airport/Boston very select stores (17&20) Note: ~0.5 mile or less to a company-operated store in this price zone.

Region 52 (effective 8/25/20) – East Coast 3 - IL-MA very select store (2) Note: ~0.5 mile or less to a company-operated store in this price zone

Note: NEW! All Target stores transitioned to two food zones only (Manhattan Micro Zone or Manhattan Micro Tourist Zone effective Fall (8/25/20); this change will NOT impact their beverage zones and the current process. For new stores not assigned a food zone, default to Manhattan Micro Zone Zone 42.

All Target stores are Web2Print effective April 28, 2020.

CANADA

Beverage Region 14 – existing zone, name change only

Beverage Region 60

Beverage Region 61

Beverage Region 62

Beverage Region 63

Beverage Region 64

Beverage Region 65

Beverage Region 66

U.S. Food Zones

U.S. Base	U.S. Base Plus (Stores in Beverage Price Zones 3, 19 & 37)	FL Tourist	Alaska	Hawaii	Seattle (Downtown, Capitol Hill, SODO, Belltown, Pike Place Market, West Seattle, Ballard, University District)	NY - Manhattan, Brooklyn, Bronx, Hamptons	San Francisco / City of Bellevue, WA stores effective	Manhattan Micro Zone (Stores in Beverage Price Zone 42)	Manhattan Micro Tourist Zone (Stores in Beverage Price Zone 43)
	San Francisco-SFO Airport-East Bay, CA* Very Select Premium (Stores in Price Zone 44)				West Coast 1 - CA, Los Angeles Area/San Jose/Portland, WA Area very select stores (Stores in Price Zone 47)	West Coast 2 - CA, Los Angeles Area/Portland, OR/Bellvue, WA very select stores (Stores in Price Zone 48)	West Coast 3 - CA, Los Angeles Area/San Jose/Portland, OR/Bellvue, WA very select stores (Stores in Price Zone 49)		
	East Coast 1 - DC Metro/Chicago/Boston very select stores. (Stores in Price Zone 50)			(East Coast 2 - DC Metro/Chicago/Boston very select stores. (Stores in Price Zone 51)	East Coast 3 - IL-MA very select stores (Stores in Price Zone 52)				

Canada Food Zones

The following Price Zones replace the above price zones in Canada

Food Zone 66	Food Zone 65	Food Zone 64	Food Zone 63	Food Zone 14	Food Zone 62	Food Zone 61	Food Zone 60
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