

## URGE TRACKER

### Peanut Buter Cup Ice Cream Stout



Delivery Date To Store		Kwik Trip Store			Distributor	Urge Tracker Allocation (cases)
Day	Date	Type	Store No.	City		
Wednesday	02/10/21	Kwik Trip	885	ABBOTSFORD	GBNW	7
Friday	02/12/21	Kwik Trip	774	ADAMS	GB Central	4
Wednesday	02/10/21	Kwik Trip	802	ALMA	LaCrosse Beverage	8
Tuesday	02/09/21	Kwik Trip	208	ALTOONA	GBNW	12
Wednesday	02/10/21	Kwik Trip	828	ALTOONA	GBNW	9
Tuesday	02/09/21	Kwik Trip	595	AMERY	GBNW	7
Tuesday	02/09/21	Kwik Trip	451	ANTIGO	Lee Oshkosh	6
Wednesday	02/10/21	Kwik Trip	181	APPLETON	GBNE	16
Tuesday	02/09/21	Kwik Trip	182	APPLETON	GBNE	14
Thursday	02/11/21	Kwik Trip	200	APPLETON	GBNE	14
Friday	02/12/21	Tobacco Outlet	556	APPLETON	GBNE	7
Friday	02/12/21	Kwik Trip	639	APPLETON	GBNE	8
Wednesday	02/10/21	Kwik Trip	678	APPLETON	GBNE	10
Friday	02/12/21	Kwik Trip	685	APPLETON	GBNE	14
Tuesday	02/09/21	Kwik Trip	588	ARBOR VITAE	GB Northwoods	13
Tuesday	02/09/21	Kwik Trip	413	ARCADIA	LaCrosse Beverage	9
Wednesday	02/10/21	Kwik Trip	110	ASHLAND	Bernicks	8
Wednesday	02/10/21	Kwik Trip	118	ASHLAND	Bernicks	6
Wednesday	02/10/21	Kwik Trip	163	ASHLAND	Bernicks	5
Thursday	02/11/21	Kwik Trip	114	ASHWAUBENON	Triangle	6
Monday	02/08/20	Kwik Trip	125	ASHWAUBENON	Triangle	7
Monday	02/08/20	Kwik Trip	430	ASHWAUBENON	Triangle	9
Friday	02/12/21	Kwik Trip	696	BALDWIN	GBNW	24
Friday	02/12/21	Kwik Trip	747	BALDWIN	GBNW	3
Friday	02/12/21	Kwik Trip	657	BARABOO	GB Madison	5
Friday	02/12/21	Kwik Trip	834	BARABOO	GB Madison	10
Friday	02/12/21	Kwik Trip	855	BARABOO	GB Madison	11
Wednesday	02/10/21	Kwik Trip	1508	BARNEVELD	GB Madison	13
Wednesday	02/10/21	Kwik Trip	748	BARRON	GBNW	5
Tuesday	02/09/21	Kwik Trip	346	BEAVER DAM	Frank	4
Friday	02/12/21	Kwik Trip	400	BEAVER DAM	Frank	8
Tuesday	02/09/21	Kwik Trip	785	BEAVER DAM	Frank	3
Friday	02/12/21	Stop N Go	1518	BELOIT	GB Madison	1
Thursday	02/11/21	Kwik Trip	777	BERLIN	GBNE	7
Wednesday	02/10/21	Kwik Trip	239	BIG BEND	GB Milwaukee	16
Wednesday	02/10/21	Kwik Trip	596	BLACK EARTH	GB Madison	11
Wednesday	02/10/21	Kwik Trip	240	BLACK RIVER FALLS	LaCrosse Beverage	10
Wednesday	02/10/21	Kwik Trip	648	BLACK RIVER FALLS	LaCrosse Beverage	16
Wednesday	02/10/21	Kwik Trip	328	BLAIR	LaCrosse Beverage	5
Thursday	02/11/21	Kwik Trip	427	BLOOMER	GBNW	10
Wednesday	02/10/21	Kwik Trip	621	BONDUEL	Triangle	9
Tuesday	02/09/21	Kwik Trip	231	BOSCOBEL	Frank	8
Friday	02/12/21	Kwik Trip	807	BRILLION	GBNE	4
Tuesday	02/09/21	Kwik Trip	1021	BRODHEAD	GB Madison	5
Wednesday	02/10/21	Kwik Trip	401	BURLINGTON	GB Milwaukee	4
Wednesday	02/10/21	Kwik Trip	462	BURLINGTON	GB Milwaukee	9
Friday	02/12/21	Kwik Trip	586	BUTLER	GB Milwaukee	11
Friday	02/12/21	Kwik Trip	1507	CAMBRIDGE	GB Madison	3
Friday	02/12/21	Kwik Trip	922	CAMERON	GBNW	12
Wednesday	02/10/21	Kwik Trip	1010	CEDARBURG	GB Milwaukee	9
Tuesday	02/09/21	Kwik Trip	602	CHETEK	GBNW	12
Thursday	02/11/21	Kwik Trip	630	CHILTON	GBNE	4
Wednesday	02/10/21	Kwik Trip	352	CHIPPEWA FALLS	GBNW	12
Wednesday	02/10/21	Kwik Trip	381	CHIPPEWA FALLS	GBNW	8
Friday	02/12/21	Tobacco Outlet	525	CHIPPEWA FALLS	GBNW	3
Thursday	02/11/21	Kwik Trip	660	CHIPPEWA FALLS	GBNW	7
Thursday	02/11/21	Kwik Trip	884	CLINTONVILLE	GBNE	6
Thursday	02/11/21	Kwik Trip	808	COLUMBUS	GB Madison	5
Friday	02/12/21	Kwik Trip	1061	COMBINED LOCKS	GBNE	7
Tuesday	02/09/21	Kwik Trip	846	COON VALLEY	LaCrosse Beverage	9
Thursday	02/11/21	Kwik Trip	650	COTTAGE GROVE	GB Madison	12
Thursday	02/11/21	Kwik Trip	1512	COTTAGE GROVE	GB Madison	2
Thursday	02/11/21	Stop N Go	1517	COTTAGE GROVE	GB Madison	1
Wednesday	02/10/21	Kwik Trip	833	CROSS PLAINS	GB Madison	12
Thursday	02/11/21	Kwik Trip	339	CUBA CITY	Frank	6

**URGE TRACKER**  
**Peanut Buter Cup Ice Cream Stout**



Delivery Date To Store		Kwik Trip Store			Distributor	Urge Tracker Allocation (cases)
Day	Date	Type	Store No.	City		
Thursday	02/11/21	Kwik Trip	105	DE PERE	Triangle	10
Friday	02/12/21	Kwik Trip	127	DE PERE	Triangle	2
Monday	02/08/20	Kwik Trip	416	DE PERE	Triangle	10
Friday	02/12/21	Kwik Trip	594	DE PERE	Triangle	12
Tuesday	02/09/21	Kwik Trip	1060	DE PERE	Triangle	11
Tuesday	02/09/21	Kwik Trip	124	DEFOREST	GB Madison	8
Tuesday	02/09/21	Kwik Trip	557	DEFOREST	GB Madison	10
Tuesday	02/09/21	Kwik Trip	1093	DEFOREST	GB Madison	7
Tuesday	02/09/21	Kwik Trip	1510	DEFOREST	GB Madison	5
Wednesday	02/10/21	Stop N Go	1516	DEFOREST	GB Madison	2
Friday	02/12/21	Kwik Trip	972	DELAFIELD	GB Milwaukee	12
Wednesday	02/10/21	Kwik Trip	1046	DELAVAN	GB Milwaukee	6
Tuesday	02/09/21	Kwik Trip	1504	DELAVAN	GB Milwaukee	3
Thursday	02/11/21	Kwik Trip	1015	DENMARK	Triangle	8
Thursday	02/11/21	Kwik Trip	340	DODGEVILLE	Frank	13
Tuesday	02/09/21	Kwik Trip	765	DODGEVILLE	Frank	6
Tuesday	02/09/21	Kwik Trip	131	EAGLE RIVER	GB Northwoods	9
Thursday	02/11/21	Kwik Trip	1029	EAST TROY	GB Milwaukee	11
Tuesday	02/09/21	Kwik Trip	201	EAU CLAIRE	GBNW	11
Tuesday	02/09/21	Kwik Trip	210	EAU CLAIRE	GBNW	16
Tuesday	02/09/21	Kwik Trip	389	EAU CLAIRE	GBNW	17
Friday	02/12/21	Kwik Trip	390	EAU CLAIRE	GBNW	9
Tuesday	02/09/21	Kwik Trip	398	EAU CLAIRE	GBNW	10
Wednesday	02/10/21	Kwik Trip	459	EAU CLAIRE	GBNW	6
Tuesday	02/09/21	Kwik Trip	472	EAU CLAIRE	GBNW	15
Tuesday	02/09/21	Kwik Trip	573	EAU CLAIRE	GBNW	11
Wednesday	02/10/21	Kwik Trip	633	EAU CLAIRE	GBNW	15
Wednesday	02/10/21	Kwik Trip	813	EAU CLAIRE	GBNW	5
Friday	02/12/21	Kwik Trip	1149	EAU CLAIRE	GBNW	8
Friday	02/12/21	Kwik Trip	675	EDGERTON	GB Madison	5
Friday	02/12/21	Stop N Go	1500	EDGERTON	GB Madison	1
Thursday	02/11/21	Kwik Trip	320	ELROY	Frank	2
Wednesday	02/10/21	Kwik Trip	755	FENNIMORE	Frank	2
Tuesday	02/09/21	Kwik Trip	957	FITCHBURG	GB Madison	12
Tuesday	02/09/21	Kwik Trip	959	FITCHBURG	GB Madison	5
Friday	02/12/21	Kwik Trip	235	FOND DU LAC	GBNE	4
Wednesday	02/10/21	Kwik Trip	242	FOND DU LAC	GBNE	8
Friday	02/12/21	Kwik Trip	486	FOND DU LAC	GBNE	5
Thursday	02/11/21	Kwik Trip	579	FOND DU LAC	GBNE	7
Thursday	02/11/21	Kwik Trip	606	FOND DU LAC	GBNE	6
Thursday	02/11/21	Kwik Trip	613	FOND DU LAC	GBNE	4
Thursday	02/11/21	Kwik Trip	652	FOND DU LAC	GBNE	5
Tuesday	02/09/21	Kwik Trip	439	FORT ATKINSON	Frank	12
Tuesday	02/09/21	Stop N Go	1502	FORT ATKINSON	Frank	2
Tuesday	02/09/21	Kwik Trip	1506	FORT ATKINSON	Frank	2
Thursday	02/11/21	Kwik Trip	835	FOUNTAIN CITY	LaCrosse Beverage	10
Friday	02/12/21	Kwik Trip	367	FOX LAKE	Frank	9
Wednesday	02/10/21	Kwik Trip	287	FRANKLIN	GB Milwaukee	7
Tuesday	02/09/21	Kwik Trip	857	FRANKLIN	GB Milwaukee	10
Tuesday	02/09/21	Kwik Trip	921	FRIENDSHIP	GB Central	10
Friday	02/12/21	Kwik Trip	631	GERMANTOWN	GB Milwaukee	11
Thursday	02/11/21	Kwik Trip	175	GRAND CHUTE	GBNE	8
Thursday	02/11/21	Kwik Trip	205	GRAND CHUTE	GBNE	7
Thursday	02/11/21	Kwik Trip	228	GRAND CHUTE	GBNE	6
Wednesday	02/10/21	Kwik Trip	359	GRAND CHUTE	GBNE	5
Thursday	02/11/21	Kwik Trip	412	GRAND CHUTE	GBNE	7
Thursday	02/11/21	Kwik Trip	452	GRAND CHUTE	GBNE	7
Tuesday	02/09/21	Kwik Trip	887	GRAND CHUTE	GBNE	10
Tuesday	02/09/21	Kwik Trip	115	GREEN BAY	Triangle	10
Friday	02/12/21	Kwik Trip	143	GREEN BAY	Triangle	5
Friday	02/12/21	Kwik Trip	292	GREEN BAY	Triangle	9
Wednesday	02/10/21	Kwik Trip	365	GREEN BAY	Triangle	7
Monday	02/08/20	Kwik Trip	420	GREEN BAY	Triangle	5
Tuesday	02/09/21	Tobacco Outlet	543	GREEN BAY	Triangle	6
Monday	02/08/20	Kwik Trip	700	GREEN BAY	Triangle	10

**URGE TRACKER**  
**Peanut Buter Cup Ice Cream Stout**



Delivery Date To Store		Kwik Trip Store			Distributor	Urge Tracker Allocation (cases)
Day	Date	Type	Store No.	City		
Tuesday	02/09/21	Kwik Trip	827	GREEN BAY	Triangle	14
Friday	02/12/21	Kwik Trip	1030	GREEN BAY	Triangle	12
Wednesday	02/10/21	Kwik Trip	1051	GREEN BAY	Triangle	6
Thursday	02/11/21	Kwik Trip	315	GREENWOOD	GBNW	1
Wednesday	02/10/21	Stop N Go	1528	HARTFORD	GB Milwaukee	1
Thursday	02/11/21	Stop N Go	1527	HARTLAND	GB Milwaukee	1
Tuesday	02/09/21	Kwik Trip	327	HAYWARD	GBNW	6
Thursday	02/11/21	Kwik Trip	841	HILLSBORO	Frank	3
Thursday	02/11/21	Kwik Trip	311	HOLMEN	LaCrosse Beverage	5
Tuesday	02/09/21	Kwik Trip	568	HOLMEN	LaCrosse Beverage	12
Wednesday	02/10/21	Kwik Trip	332	HORICON	Frank	3
Wednesday	02/10/21	Kwik Trip	782	HORICON	Frank	3
Thursday	02/11/21	Kwik Trip	740	HORTONVILLE	GBNE	7
Monday	02/08/20	Kwik Trip	725	HOWARD	Triangle	9
Tuesday	02/09/21	Kwik Trip	935	HUDSON	GBNW	17
Friday	02/12/21	Kwik Trip	326	JANESVILLE	GB Madison	20
Wednesday	02/10/21	Kwik Trip	872	JEFFERSON	Frank	7
Thursday	02/11/21	Kwik Trip	487	JOHNSON CREEK	Frank	16
Thursday	02/11/21	Kwik Trip	1121	JOHNSON CREEK	Frank	6
Tuesday	02/09/21	Kwik Trip	324	JUNEAU	Frank	3
Friday	02/12/21	Kwik Trip	209	KAUKAUNA	GBNE	8
Wednesday	02/10/21	Kwik Trip	270	KAUKAUNA	GBNE	8
Wednesday	02/10/21	Kwik Trip	107	KENOSHA	GB Milwaukee	6
Friday	02/12/21	Kwik Trip	371	KENOSHA	GB Milwaukee	10
Friday	02/12/21	Tobacco Outlet	528	KENOSHA	GB Milwaukee	4
Tuesday	02/09/21	Kwik Trip	938	KENOSHA	GB Milwaukee	27
Friday	02/12/21	Kwik Trip	974	KENOSHA	GB Milwaukee	5
Tuesday	02/09/21	Kwik Trip	975	KENOSHA	GB Milwaukee	5
Thursday	02/11/21	Kwik Trip	634	KIEL	GBNE	6
Friday	02/12/21	Kwik Trip	405	KIMBERLY	GBNE	8
Wednesday	02/10/21	Kwik Trip	391	LA CROSSE	LaCrosse Beverage	14
Wednesday	02/10/21	Tobacco Outlet	532	LA CROSSE	LaCrosse Beverage	9
Tuesday	02/09/21	Kwik Trip	624	LA CROSSE	LaCrosse Beverage	18
Wednesday	02/10/21	Kwik Trip	727	LA CROSSE	LaCrosse Beverage	6
Tuesday	02/09/21	Kwik Trip	750	LA CROSSE	LaCrosse Beverage	21
Wednesday	02/10/21	Kwik Trip	761	LA CROSSE	LaCrosse Beverage	27
Wednesday	02/10/21	Kwik Trip	762	LA CROSSE	LaCrosse Beverage	8
Wednesday	02/10/21	Kwik Trip	771	LA CROSSE	LaCrosse Beverage	5
Tuesday	02/09/21	Kwik Trip	773	LA CROSSE	LaCrosse Beverage	10
Wednesday	02/10/21	Kwik Trip	816	LA CROSSE	LaCrosse Beverage	13
Wednesday	02/10/21	Kwik Trip	819	LA CROSSE	LaCrosse Beverage	14
Tuesday	02/09/21	Kwik Trip	826	LA CROSSE	LaCrosse Beverage	6
Wednesday	02/10/21	Kwik Trip	829	LA CROSSE	LaCrosse Beverage	8
Thursday	02/11/21	Kwik Trip	455	LADYSMITH	GBNW	6
Friday	02/12/21	Kwik Trip	219	LAKE GENEVA	GB Milwaukee	10
Friday	02/12/21	Stop N Go	1520	LAKE GENEVA	GB Milwaukee	3
Wednesday	02/10/21	Kwik Trip	306	LAKE MILLS	Frank	7
Thursday	02/11/21	Kwik Trip	645	LANCASTER	Frank	2
Wednesday	02/10/21	Kwik Trip	628	LARSEN	GBNE	8
Tuesday	02/09/21	Kwik Trip	587	LENA	Triangle	7
Friday	02/12/21	Kwik Trip	923	LITTLE CHUTE	GBNE	8
Wednesday	02/10/21	Kwik Trip	635	LODI	GB Madison	6
Thursday	02/11/21	Kwik Trip	374	LOYAL	GBNW	2
Wednesday	02/10/21	Kwik Trip	155	MADISON	GB Madison	6
Tuesday	02/09/21	Kwik Trip	187	MADISON	GB Madison	17
Thursday	02/11/21	Kwik Trip	268	MADISON	GB Madison	12
Thursday	02/11/21	Tobacco Outlet	514	MADISON	GB Madison	5
Tuesday	02/09/21	Kwik Trip	531	MADISON	GB Madison	6
Thursday	02/11/21	Kwik Trip	949	MADISON	GB Madison	14
Friday	02/12/21	Kwik Trip	950	MADISON	GB Madison	14
Friday	02/12/21	Kwik Trip	951	MADISON	GB Madison	11
Tuesday	02/09/21	Kwik Trip	952	MADISON	GB Madison	7
Wednesday	02/10/21	Kwik Trip	953	MADISON	GB Madison	8
Wednesday	02/10/21	Kwik Trip	954	MADISON	GB Madison	11
Friday	02/12/21	Kwik Trip	955	MADISON	GB Madison	4

## URGE TRACKER

### Peanut Buter Cup Ice Cream Stout



Delivery Date To Store		Kwik Trip Store			Distributor	Urge Tracker Allocation (cases)
Day	Date	Type	Store No.	City		
Tuesday	02/09/21	Kwik Trip	956	MADISON	GB Madison	6
Friday	02/12/21	Kwik Trip	958	MADISON	GB Madison	7
Thursday	02/11/21	Kwik Trip	960	MADISON	GB Madison	13
Friday	02/12/21	Kwik Trip	961	MADISON	GB Madison	5
Thursday	02/11/21	Kwik Trip	963	MADISON	GB Madison	5
Wednesday	02/10/21	Kwik Trip	1511	MADISON	GB Madison	5
Friday	02/12/21	Kwik Trip	1513	MADISON	GB Madison	4
Thursday	02/11/21	Kwik Trip	1514	MADISON	GB Madison	3
Friday	02/12/21	Kwik Trip	1522	MADISON	GB Madison	2
Friday	02/12/21	Stop N Go	1524	MADISON	GB Madison	3
Friday	02/12/21	Kwik Trip	491	MANITOWOC	Triangle	7
Friday	02/12/21	Kwik Trip	611	MANITOWOC	Triangle	4
Friday	02/12/21	Kwik Trip	627	MANITOWOC	Triangle	3
Friday	02/12/21	Kwik Trip	636	MANITOWOC	Triangle	2
Friday	02/12/21	Kwik Trip	637	MANITOWOC	Triangle	4
Friday	02/12/21	Kwik Trip	656	MANITOWOC	Triangle	3
Thursday	02/11/21	Kwik Trip	574	MARINETTE	Triangle	9
Tuesday	02/09/21	Kwik Trip	577	MARINETTE	Triangle	5
Friday	02/12/21	Kwik Trip	721	MARSHALL	GB Madison	9
Wednesday	02/10/21	Kwik Trip	142	MARSHFIELD	GB Central	6
Wednesday	02/10/21	Tobacco Outlet	541	MARSHFIELD	GB Central	1
Wednesday	02/10/21	Kwik Trip	719	MARSHFIELD	GB Central	6
Tuesday	02/09/21	Kwik Trip	775	MAUSTON	Frank	18
Tuesday	02/09/21	Kwik Trip	776	MAUSTON	Frank	4
Thursday	02/11/21	Kwik Trip	336	MAYVILLE	Frank	2
Thursday	02/11/21	Kwik Trip	488	MAYVILLE	Frank	1
Thursday	02/11/21	Kwik Trip	766	MC FARLAND	GB Madison	14
Wednesday	02/10/21	Kwik Trip	351	MEDFORD	GBNW	3
Tuesday	02/09/21	Kwik Trip	297	MENASHA	GBNE	9
Tuesday	02/09/21	Kwik Trip	743	MENASHA	GBNE	11
Thursday	02/11/21	Kwik Trip	244	MENOMONEE FALLS	GB Milwaukee	14
Friday	02/12/21	Kwik Trip	892	MENOMONEE FALLS	GB Milwaukee	10
Tuesday	02/09/21	Kwik Trip	164	MENOMONIE	GBNW	9
Tuesday	02/09/21	Kwik Trip	498	MENOMONIE	GBNW	7
Tuesday	02/09/21	Kwik Trip	593	MENOMONIE	GBNW	10
Tuesday	02/09/21	Kwik Trip	674	MENOMONIE	GBNW	16
Friday	02/12/21	Kwik Trip	325	MEQUON	GB Milwaukee	10
Tuesday	02/09/21	Kwik Trip	241	MERRILL	Lee Oshkosh	9
Tuesday	02/09/21	Kwik Trip	386	MERRILL	Lee Oshkosh	3
Thursday	02/11/21	Kwik Trip	550	MIDDLETON	GB Madison	5
Thursday	02/11/21	Kwik Trip	962	MIDDLETON	GB Madison	8
Thursday	02/11/21	Kwik Trip	964	MIDDLETON	GB Madison	10
Friday	02/12/21	Kwik Trip	295	MILTON	GB Madison	9
Friday	02/12/21	Kwik Trip	768	MINERAL POINT	Frank	11
Tuesday	02/09/21	Kwik Trip	159	MINOCQUA	GB Northwoods	13
Wednesday	02/10/21	Kwik Trip	965	MONONA	GB Madison	5
Wednesday	02/10/21	Kwik Trip	966	MONONA	GB Madison	20
Tuesday	02/09/21	Kwik Trip	661	MONROE	GB Madison	18
Friday	02/12/21	Stop N Go	1525	MONROE	GB Madison	1
Thursday	02/11/21	Kwik Trip	626	MONTELLO	GB Central	6
Wednesday	02/10/21	Kwik Trip	440	MOSINEE	Lee Oshkosh	10
Wednesday	02/10/21	Kwik Trip	794	MOUNT HOREB	GB Madison	22
Tuesday	02/09/21	Kwik Trip	134	MOUNT PLEASANT	GB Milwaukee	7
Tuesday	02/09/21	Kwik Trip	395	MOUNT PLEASANT	GB Milwaukee	3
Tuesday	02/09/21	Kwik Trip	580	MOUNT PLEASANT	GB Milwaukee	7
Tuesday	02/09/21	Kwik Trip	686	MOUNT PLEASANT	GB Milwaukee	18
Thursday	02/11/21	Kwik Trip	282	MUKWONAGO	GB Milwaukee	8
Tuesday	02/09/21	Kwik Trip	664	MUSKEGO	GB Milwaukee	10
Tuesday	02/09/21	Kwik Trip	1080	MUSKEGO	GB Milwaukee	5
Thursday	02/11/21	Kwik Trip	399	NECEDAH	LaCrosse Beverage	11
Friday	02/12/21	Tobacco Outlet	526	NEENAH	GBNE	3
Thursday	02/11/21	Kwik Trip	883	NEENAH	GBNE	17
Thursday	02/11/21	Kwik Trip	313	NEILLSVILLE	GBNW	5
Tuesday	02/09/21	Kwik Trip	499	NEW BERLIN	GB Milwaukee	8
Friday	02/12/21	Tobacco Outlet	534	NEW BERLIN	GB Milwaukee	7



## URGE TRACKER

### Peanut Buter Cup Ice Cream Stout



Delivery Date To Store		Kwik Trip Store			Distributor	Urge Tracker Allocation (cases)
Day	Date	Type	Store No.	City		
Friday	02/12/21	Kwik Trip	971	NEW BERLIN	GB Milwaukee	11
Tuesday	02/09/21	Kwik Trip	977	NEW BERLIN	GB Milwaukee	7
Thursday	02/11/21	Kwik Trip	644	NEW HOLSTEIN	GBNE	5
Thursday	02/11/21	Kwik Trip	836	NEW LISBON	LaCrosse Beverage	6
Thursday	02/11/21	Kwik Trip	791	NEW LONDON	GBNE	8
Thursday	02/11/21	Kwik Trip	792	NEW LONDON	GBNE	8
Thursday	02/11/21	Kwik Trip	337	NEW RICHMOND	GBNW	14
Tuesday	02/09/21	Kwik Trip	290	OAK CREEK	GB Milwaukee	9
Thursday	02/11/21	Kwik Trip	422	OAK CREEK	GB Milwaukee	8
Thursday	02/11/21	Kwik Trip	576	OAK CREEK	GB Milwaukee	8
Wednesday	02/10/21	Kwik Trip	976	OAK CREEK	GB Milwaukee	3
Thursday	02/11/21	Kwik Trip	360	OCONOMOWOC	GB Milwaukee	7
Thursday	02/11/21	Kwik Trip	417	OCONOMOWOC	GB Milwaukee	8
Thursday	02/11/21	Kwik Trip	446	OCONOMOWOC	GB Milwaukee	7
Thursday	02/11/21	Kwik Trip	858	OCONOMOWOC	GB Milwaukee	13
Wednesday	02/10/21	Kwik Trip	233	OCONTO	Triangle	6
Wednesday	02/10/21	Kwik Trip	784	OMRO	GBNE	4
Wednesday	02/10/21	Kwik Trip	350	ONALASKA	LaCrosse Beverage	16
Tuesday	02/09/21	Kwik Trip	377	ONALASKA	LaCrosse Beverage	5
Tuesday	02/09/21	Kwik Trip	383	ONALASKA	LaCrosse Beverage	12
Tuesday	02/09/21	Kwik Trip	494	ONALASKA	LaCrosse Beverage	14
Friday	02/12/21	Kwik Trip	643	ONALASKA	LaCrosse Beverage	6
Tuesday	02/09/21	Kwik Trip	767	ONALASKA	LaCrosse Beverage	10
Tuesday	02/09/21	Kwik Trip	822	ONALASKA	LaCrosse Beverage	8
Monday	02/08/20	Kwik Trip	302	OREGON	GB Madison	5
Monday	02/08/20	Kwik Trip	372	OREGON	GB Madison	8
Monday	02/08/20	Kwik Trip	731	OREGON	GB Madison	5
Wednesday	02/10/21	Kwik Trip	1083	OSCEOLA	GBNW	6
Tuesday	02/09/21	Kwik Trip	457	OSHKOSH	GBNE	11
Wednesday	02/10/21	Kwik Trip	741	OSHKOSH	GBNE	8
Friday	02/12/21	Kwik Trip	742	OSHKOSH	GBNE	10
Thursday	02/11/21	Kwik Trip	862	OSHKOSH	GBNE	7
Friday	02/12/21	Kwik Trip	871	OSHKOSH	GBNE	11
Wednesday	02/10/21	Kwik Trip	881	OSHKOSH	GBNE	8
Thursday	02/11/21	Kwik Trip	882	OSHKOSH	GBNE	5
Thursday	02/11/21	Kwik Trip	756	OSSEO	LaCrosse Beverage	6
Friday	02/12/21	Kwik Trip	314	PARDEEVILLE	GB Madison	8
Wednesday	02/10/21	Kwik Trip	138	PARK FALLS	GB Northwoods	5
Thursday	02/11/21	Kwik Trip	184	PEWAUKEE	GB Milwaukee	9
Thursday	02/11/21	Kwik Trip	865	PEWAUKEE	GB Milwaukee	13
Thursday	02/11/21	Stop N Go	1526	PEWAUKEE	GB Milwaukee	3
Tuesday	02/09/21	Kwik Trip	1067	PHILLIPS	GB Northwoods	4
Wednesday	02/10/21	Kwik Trip	795	PLATTEVILLE	Frank	20
Wednesday	02/10/21	Stop N Go	1509	PLATTEVILLE	Frank	2
Tuesday	02/09/21	Kwik Trip	172	PLEASANT PRAIRIE	GB Milwaukee	14
Tuesday	02/09/21	Kwik Trip	230	PLEASANT PRAIRIE	GB Milwaukee	16
Friday	02/12/21	Kwik Trip	296	PLEASANT PRAIRIE	GB Milwaukee	21
Wednesday	02/10/21	Kwik Trip	202	PLOVER	GB Central	7
Thursday	02/11/21	Kwik Trip	298	PLOVER	GB Central	9
Thursday	02/11/21	Kwik Trip	338	PLOVER	GB Central	8
Friday	02/12/21	Kwik Trip	470	PLYMOUTH	GBNE	5
Wednesday	02/10/21	Kwik Trip	653	PORTAGE	GB Madison	8
Wednesday	02/10/21	Kwik Trip	683	PORTAGE	GB Madison	11
Wednesday	02/10/21	Kwik Trip	307	PRAIRIE DU CHIEN	Frank	1
Wednesday	02/10/21	Kwik Trip	842	PRAIRIE DU CHIEN	Frank	7
Friday	02/12/21	Kwik Trip	1038	PRAIRIE DU SAC	GB Madison	6
Wednesday	02/10/21	Kwik Trip	786	PRINCETON	GBNE	3
Tuesday	02/09/21	Kwik Trip	946	PULASKI	Triangle	4
Tuesday	02/09/21	Kwik Trip	781	REDGRANITE	GBNE	4
Friday	02/12/21	Kwik Trip	838	REEDSBURG	GB Madison	3
Friday	02/12/21	Kwik Trip	839	REEDSBURG	GB Madison	1
Tuesday	02/09/21	Kwik Trip	173	RHINELANDER	GB Northwoods	8
Tuesday	02/09/21	Kwik Trip	860	RHINELANDER	GB Northwoods	10
Wednesday	02/10/21	Kwik Trip	426	RICE LAKE	GBNW	12
Friday	02/12/21	Kwik Trip	1013	RICHFIELD	GB Milwaukee	10

**URGE TRACKER**  
**Peanut Buter Cup Ice Cream Stout**



Delivery Date To Store		Kwik Trip Store			Distributor	Urge Tracker Allocation (cases)
Day	Date	Type	Store No.	City		
Thursday	02/11/21	Kwik Trip	363	RICHLAND CENTER	Frank	4
Wednesday	02/10/21	Kwik Trip	788	RICHLAND CENTER	Frank	12
Thursday	02/11/21	Kwik Trip	392	RIPON	GBNE	3
Thursday	02/11/21	Kwik Trip	770	RIPON	GBNE	3
Wednesday	02/10/21	Kwik Trip	301	RIVER FALLS	GBNW	11
Wednesday	02/10/21	Kwik Trip	453	RIVER FALLS	GBNW	16
Friday	02/12/21	Kwik Trip	763	SAUK CITY	GB Madison	8
Friday	02/12/21	Kwik Trip	879	SAUKVILLE	GB Milwaukee	11
Tuesday	02/09/21	Kwik Trip	225	SEYMOUR	GBNE	5
Tuesday	02/09/21	Kwik Trip	620	SHAWANO	Lee Oshkosh	3
Tuesday	02/09/21	Kwik Trip	139	SHEBOYGAN	GBNE	11
Tuesday	02/09/21	Kwik Trip	361	SHEBOYGAN	GBNE	6
Wednesday	02/10/21	Kwik Trip	679	SHEBOYGAN	GBNE	13
Thursday	02/11/21	Kwik Trip	780	SHEBOYGAN	GBNE	8
Friday	02/12/21	Kwik Trip	873	SHEBOYGAN	GBNE	6
Friday	02/12/21	Kwik Trip	897	SHEBOYGAN	GBNE	10
Wednesday	02/10/21	Kwik Trip	112	SHEBOYGAN FALLS	GBNE	11
Wednesday	02/10/21	Kwik Trip	450	SLINGER	GB Milwaukee	10
Wednesday	02/10/21	Kwik Trip	1074	SOMERSET	GBNW	8
Wednesday	02/10/21	Kwik Trip	317	SPARTA	LaCrosse Beverage	8
Tuesday	02/09/21	Kwik Trip	318	SPARTA	LaCrosse Beverage	10
Thursday	02/11/21	Kwik Trip	319	SPENCER	GB Central	2
Wednesday	02/10/21	Kwik Trip	329	SPOONER	GBNW	10
Wednesday	02/10/21	Kwik Trip	939	STANLEY	GBNW	5
Wednesday	02/10/21	Kwik Trip	183	STEVENS POINT	GB Central	13
Thursday	02/11/21	Kwik Trip	342	STEVENS POINT	GB Central	10
Friday	02/12/21	Tobacco Outlet	505	STEVENS POINT	GB Central	2
Friday	02/12/21	Kwik Trip	691	STEVENS POINT	GB Central	11
Wednesday	02/10/21	Kwik Trip	863	STEVENS POINT	GB Central	14
Thursday	02/11/21	Kwik Trip	308	STODDARD	LaCrosse Beverage	7
Thursday	02/11/21	Kwik Trip	738	STOUGHTON	GB Madison	8
Thursday	02/11/21	Kwik Trip	739	STOUGHTON	GB Madison	4
Thursday	02/11/21	Kwik Trip	893	STOUGHTON	GB Madison	9
Thursday	02/11/21	Kwik Trip	967	STOUGHTON	GB Madison	4
Tuesday	02/09/21	Kwik Trip	1041	STURTEVANT	GB Milwaukee	2
Thursday	02/11/21	Kwik Trip	393	SUN PRAIRIE	GB Madison	14
Thursday	02/11/21	Kwik Trip	496	SUN PRAIRIE	GB Madison	13
Tuesday	02/09/21	Kwik Trip	135	SUPERIOR	Bernicks	15
Tuesday	02/09/21	Kwik Trip	171	SUPERIOR	Bernicks	8
Tuesday	02/09/21	Kwik Trip	189	SUPERIOR	Bernicks	12
Tuesday	02/09/21	Kwik Trip	203	SUPERIOR	Bernicks	7
Tuesday	02/09/21	Kwik Trip	222	SUPERIOR	Bernicks	8
Tuesday	02/09/21	Kwik Trip	267	SUPERIOR	Bernicks	8
Tuesday	02/09/21	Kwik Trip	864	SUPERIOR	Bernicks	7
Tuesday	02/09/21	Kwik Trip	973	SUSSEX	GB Milwaukee	8
Tuesday	02/09/21	Kwik Trip	1124	SUSSEX	GB Milwaukee	4
Tuesday	02/09/21	Kwik Trip	484	TOMAH	LaCrosse Beverage	12
Tuesday	02/09/21	Kwik Trip	718	TOMAH	LaCrosse Beverage	10
Tuesday	02/09/21	Kwik Trip	796	TOMAH	LaCrosse Beverage	15
Tuesday	02/09/21	Kwik Trip	119	TOMAHAWK	Lee Oshkosh	5
Thursday	02/11/21	Kwik Trip	638	TWO RIVERS	Triangle	9
Wednesday	02/10/21	Kwik Trip	323	VERONA	GB Madison	12
Tuesday	02/09/21	Kwik Trip	456	VERONA	GB Madison	21
Wednesday	02/10/21	Kwik Trip	837	VERONA	GB Madison	8
Wednesday	02/10/21	Kwik Trip	1075	VERONA	GB Madison	9
Tuesday	02/09/21	Kwik Trip	757	VIROQUA	LaCrosse Beverage	12
Tuesday	02/09/21	Kwik Trip	758	VIROQUA	LaCrosse Beverage	13
Friday	02/12/21	Kwik Trip	358	WALES	GB Milwaukee	10
Friday	02/12/21	Kwik Trip	687	WALES	GB Milwaukee	14
Wednesday	02/10/21	Kwik Trip	366	WATERLOO	Frank	5
Friday	02/12/21	Kwik Trip	354	WATERTOWN	Frank	4
Wednesday	02/10/21	Kwik Trip	444	WATERTOWN	Frank	9
Wednesday	02/10/21	Kwik Trip	658	WATERTOWN	Frank	10
Friday	02/12/21	Kwik Trip	373	WAUKESHA	GB Milwaukee	15
Wednesday	02/10/21	Kwik Trip	396	WAUKESHA	GB Milwaukee	15

## URGE TRACKER

### Peanut Buter Cup Ice Cream Stout



Delivery Date To Store		Kwik Trip Store			Distributor	Urge Tracker Allocation (cases)
Day	Date	Type	Store No.	City		
Wednesday	02/10/21	Kwik Trip	425	WAUKESHA	GB Milwaukee	10
Wednesday	02/10/21	Kwik Trip	436	WAUKESHA	GB Milwaukee	15
Wednesday	02/10/21	Tobacco Outlet	527	WAUKESHA	GB Milwaukee	9
Friday	02/12/21	Tobacco Outlet	563	WAUKESHA	GB Milwaukee	4
Wednesday	02/10/21	Kwik Trip	968	WAUKESHA	GB Milwaukee	12
Wednesday	02/10/21	Kwik Trip	969	WAUKESHA	GB Milwaukee	7
Friday	02/12/21	Kwik Trip	970	WAUKESHA	GB Milwaukee	6
Wednesday	02/10/21	Stop N Go	1529	WAUKESHA	GB Milwaukee	1
Wednesday	02/10/21	Tobacco Outlet	529	WAUNAKEE	GB Madison	10
Wednesday	02/10/21	Kwik Trip	832	WAUNAKEE	GB Madison	15
Wednesday	02/10/21	Kwik Trip	1059	WAUNAKEE	GB Madison	7
Friday	02/12/21	Kwik Trip	625	WAUPACA	GB Central	7
Tuesday	02/09/21	Kwik Trip	888	WAUPACA	GB Central	9
Friday	02/12/21	Kwik Trip	651	WAUPUN	Frank	2
Tuesday	02/09/21	Kwik Trip	188	WAUSAU	Lee Oshkosh	7
Tuesday	02/09/21	Kwik Trip	204	WAUSAU	Lee Oshkosh	13
Wednesday	02/10/21	Kwik Trip	322	WAUSAU	Lee Oshkosh	8
Tuesday	02/09/21	Tobacco Outlet	501	WAUSAU	Lee Oshkosh	1
Tuesday	02/09/21	Tobacco Outlet	559	WAUSAU	Lee Oshkosh	1
Tuesday	02/09/21	Kwik Trip	601	WAUSAU	Lee Oshkosh	6
Tuesday	02/09/21	Kwik Trip	728	WAUSAU	Lee Oshkosh	11
Tuesday	02/09/21	Kwik Trip	735	WAUSAU	Lee Oshkosh	9
Tuesday	02/09/21	Kwik Trip	851	WAUSAU	Lee Oshkosh	11
Tuesday	02/09/21	Kwik Trip	1033	WAUSAU	Lee Oshkosh	7
Thursday	02/11/21	Kwik Trip	845	WAUTOMA	GB Central	7
Friday	02/12/21	Tobacco Outlet	523	WAUWATOSA	GB Milwaukee	1
Wednesday	02/10/21	Kwik Trip	1047	WEST ALLIS	GB Milwaukee	6
Tuesday	02/09/21	Kwik Trip	136	WEST BEND	GB Milwaukee	9
Thursday	02/11/21	Kwik Trip	1002	WEST BEND	GB Milwaukee	10
Wednesday	02/10/21	Kwik Trip	684	WEST SALEM	LaCrosse Beverage	12
Wednesday	02/10/21	Kwik Trip	1048	WEST SALEM	LaCrosse Beverage	12
Wednesday	02/10/21	Kwik Trip	140	WESTON	Lee Oshkosh	7
Wednesday	02/10/21	Kwik Trip	356	WESTON	Lee Oshkosh	7
Wednesday	02/10/21	Kwik Trip	787	WESTON	Lee Oshkosh	7
Wednesday	02/10/21	Kwik Trip	986	WESTON	Lee Oshkosh	8
Friday	02/12/21	Kwik Trip	729	WHITEHALL	LaCrosse Beverage	4
Tuesday	02/09/21	Kwik Trip	603	WILSON	GBNW	16
Tuesday	02/09/21	Kwik Trip	673	WINDSOR	GB Madison	8
Tuesday	02/09/21	Kwik Trip	1023	WINDSOR	GB Madison	17
Wednesday	02/10/21	Kwik Trip	612	WINNECONNE	GBNE	3
Tuesday	02/09/21	Kwik Trip	583	WISCONSIN DELLS	GB Madison	17
Wednesday	02/10/21	Kwik Trip	128	WISCONSIN RAPIDS	GB Central	6
Wednesday	02/10/21	Kwik Trip	310	WISCONSIN RAPIDS	GB Central	4
Friday	02/12/21	Kwik Trip	331	WISCONSIN RAPIDS	GB Central	7
Wednesday	02/10/21	Kwik Trip	347	WISCONSIN RAPIDS	GB Central	5
Thursday	02/11/21	Kwik Trip	847	WONEWOC	Frank	1
<b>Total Cases</b>						<b>3,606</b>