

PUSHPULL · FIELD PROOF REPORT

SAMPLE REPORT · What every Home Market client receives monthly

Monthly Field Verification

*Client: a craft spirits brand (name withheld in this sample) · Market: Texas ·
Period: July 2026*

The one-paragraph truth

Your brand was physically verified in 26 of your 30 target accounts this month, an 87 percent route completion. We sold in cases at reorder in your top accounts, built one new cooler display, and confirmed your menu line held at both placed rooms. Two accounts have gone quiet and get called this week; the punch list is at the bottom. Every claim in this report has a dated photograph behind it.

The month in numbers

- Accounts visited in person: 26 of 30 targets (87 percent of route goal)
- New accounts opened to the brand: 14
- Cases sold in on visits: verified at the register, not estimated
- Displays built or refreshed: 1 cooler display, photographed before and after
- Menu placements confirmed holding: 2 of 2
- Shelf photos captured, dated, and archived: every visited account

What the photos verify (samples)

Each visit produces dated photographs: the shelf set, the display, the menu line. Three samples from this period appear below; the full photo archive for every account is available in your review meeting.



Shelf set verified at a national retailer, photographed and dated on the route.



Case-stack display built and holding at an independent package store.



Field activation: branded tasting at a community event, product to lips.

How verification works

A named field rep from our field force works your market on a weekly route. Every account visit is logged live in our field system: who, where, when, what was pitched, what was won. Photographs are captured in the account, timestamped, and tied to the visit record. Nothing in this report is self-reported by a distributor or estimated from a depletion file; if we say it is on the shelf, a human stood in front of it.

The punch list for next month

1. Call the two quiet accounts; both took first orders in May and have not reordered.
2. Pitch the by-the-glass spot at the two rooms where the staff tasting landed well.
3. Add the two new grocery sets to the route now that resets are complete.



This is a sample report with client and account names withheld. Numbers reflect a real month of field activity. Your report names your accounts, carries your photos, and lands on the first business day of each month, with a live walkthrough on request.

Field verification is included in Home Market and above, delivered through Frontline Beverage services. To get access, book an intro meeting: calendly.com/d/dvpw-8hf-5cc · pushpullbev.com · 21+.