

**COMPETITIVE PRODUCT INTRODUCTION
PROGRESS REPORT**

TO: Sam Zolot MANUFACTURER: B&W
FROM: D. J. Landro BRAND: Kool Waterfall
DATE: 2-Dec-97 TYPE OF PACKINGS: All Packings

REPORTING PERIODS: Oct. Nov. X Dec. Jan.

TEST MARKET GEOGRAPHY: Divisions 621 and 627 (Wisconsin)

PRICE POINT: FULL \$ P/V \$ (Indicate Distributor's Cost Per Carton)

SALES FORCE INVOLVEMENT:

They have crew-worked distribution, and it is reported that they may crew-work it again. Sales force has been busy promoting old style packs to clean up inventory. All POS is being converted to "B" Kool.

DISTRIBUTORS - ACCEPTANCE/INTRO TERMS/INTRO DEALS/INVOLVEMENT:

All accounts have the new packaging. It was not a problem obtaining new distribution. All accounts appear to have 100% distribution of new packings.

CHAINS - ACCEPTANCE/MERCHANDISING:

This has not been a problem. New packaging is just following up on the old "packaging".

INDEPENDENTS - ACCEPTANCE/MERCHANDISING:

Very well received. The old packs are being consolidated and promoted in select retail locations at 40¢ off/\$4.00 off cartons.

ADVERTISING - EFFECTIVENESS OF P.O.S.:

The theme "B" Kool has replaced all previous POS. They have effectively replaced all old POS. New door signage, hour signs, poster mats, and clocks have the new design. "B" Kool also appears on billboards in Illinois.

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COMPETITIVE PRODUCT INTRODUCTION PROGRESS REPORT

TO: MRS. K. A. SPARROW

MANUFACTURER: R. J. Reynolds

FROM: R.G. Ryan

BRAND: Camel Menthol

DATE: 12/10/96

TYPE OF PACKINGS: Full Flavor Box and Light Box

REPORTING PERIODS: AUG SEPT OCT NOV X

(Forward by the 10th of the following month.)

TEST MARKET GEOGRAPHY: All of Region 7.

PRICE POINT: FULL \$11.89 P/V \$ (Indicate Distributor's Cost Per Carton)

SALES FORCE INVOLVEMENT: Merchandising the top tray of permanent counter displays and labeling carton fixtures in the Camel section. Also placing metal signs and temporary counter displays.

DISTRIBUTORS - ACCEPTANCE/INTRO TERMS/INTRO DEALS:

Product is being introduced to all Direct Accounts in the Region. Acceptance is spotty at this time.

DISTRIBUTOR INVOLVEMENT:

Assembly of promotional products and shipment to retail. Indianapolis Direct Accounts are reported to be receiving B1G1F product.

CHAINS - ACCEPTANCE/MERCHANDISING ALLOWANCE

Chain acceptance has been very good.

INDEPENDENTS - ACCEPTANCE/MERCHANDISING ALLOWANCE

Acceptance is better at high volume locations than at lower volume retail calls.