

COMPETITIVE PRODUCT INTRODUCTION PROGRESS REPORT

TO: MRS. K. A. SPARROW
FROM: R.G. Ryan
DATE: 12/10/96

MANUFACTURER: R. J. Reynolds
BRAND: Camel Menthol
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.