

TO: Mrs. K.A. Sparrow

SUBMISSION DATE:

FROM: R.G. Ryan

JUNE 7

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AUG. 2

OCT. 7


### NEWPORT LIGHTS HEAVY UP PROGRESS REPORT

#### EFFECTIVENESS OF DISTRIBUTION ALLOWANCE:

##### DIRECT ACCOUNT/WHOLESALERS:

Distribution allowance was very effective in accomplishing our objectives. All accounts have purchased introductory products.

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##### DIRECT ACCOUNT CHAINS:

Eagle Foods is the only Void.

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##### NON-DIRECT ACCOUNT CHAINS:

Reception from these accounts is most positive with a solid incentive to purchase.

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#### EFFECTIVENESS OF THE RETAIL (1.00 OFF CARTON) DISTRIBUTION ALLOWANCE:

Has been most helpful in acquiring desireable distribution when needed by Sales Reps.

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#### PROMOTIONAL ACTIVITY

##### 40c OFF PACK -

GENERAL MARKET: The 40c off promotions continue to be well received at the retail stores and by consumers, as well.

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