

COMPETITIVE PRODUCT INTRODUCTION PROGRESS REPORT

TO: Sam Zolot
FROM: D. J. Landro
DATE: 2-Dec-97

MANUFACTURER: B&W
BRAND: Kool Waterfall
TYPE OF PACKINGS: All Packings

REPORTING PERIODS: Oct. _____ Nov. 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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