

13/08/37 99:01 FAX 1 732 583 8977

LORILLARD TAB CO 222 NY - SALES

© 002/003

TO: S.P. ZOLOT  
FROM: S.P. McBride  
AREA/REGION: 1 / 20

<b>SUBMISSION DATE</b>			
DEC 8	<input checked="" type="checkbox"/>	FEB 23	<input type="checkbox"/>
JAN 19	<input type="checkbox"/>		

**SUBJECT: MAVERICK SPECIALS NON-MENTHOL - EXPANSION PROGRESS REPORT**

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**DISTRIBUTION**

**STATE A REASON FOR ONE GEAR TO ACCEPT WHICH REFUSED ONE OR MORE PACKING**

**TOTAL # OF INDEPENDENT SPECIAL-EMPHASIS OUTLETS:**

3471

DOORS TO A GROWING NUMBER OF INDEPENDENT NEWPORT & CLUB OUTLETS

1020

PACKING	TOTAL # OF SP. EMPHASIS OUTLETS WITH DISTRIBUTION	%	TOTAL # OF NUMBER ONE CLUB OUTLETS WITH DISTRIBUTION	%
BOX 80's	542	22%	365	36%
LT. BOX 80's	475	19%	346	34%
100's	479	19%	371	36%
LT. 100's	451	18%	355	35%
K. S.				
LT. K. S.				

#### **COMPETITIVE PROMOTIONAL ACTIVITY**

PROGRESSIVE CONSUMER PURCHASE VALUE OF TARGETED BRANDS (DORAL/J.G. P.C./BASIC)

	DORAL	BASIC	G. P. C.
PACKS	30¢	20¢	30¢
CARTONS <small>(Where Available)</small>	\$1.00	\$2.00	\$3.00

39064 / 1.8