

TO: K. A. Sparrow

SUBMISSION DATE

FROM: R. E. Lane

JUNE 30 ☒SEP 22 ☐AUG 11 ☐NOV 10 ☐

SUBJECT: STYLE LOW PRICE - PROGRESS REPORT

**EFFECTIVENESS OF Transition Plan**

(Report on June 30 only)

**PRE-SELL** Overall pre-sell efforts were successful. Retail accounts that previously stocked

Style Full Price accepted the introduction of the low price.

**BIGIF / 2 FOR 1:** Proved to be an excellent tool for pulling the balance of Style Full Price packs through the system. This aided the field greatly during the transition.**\$7.00 CARTON COUPON/BUYDOWN:** Effective in those retail calls that we could not exchange product out of. Those situations were limited.**DISTRIBUTION****DIRECT ACCOUNTS AND CHAINS HEADQUARTERED WITHIN THE REGION****(15 + STORES) STOCKING NO LOW PRICE STYLE**

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
M. Maskos & Sons					
Pollock Candy and Cigar					
McKeesport Candy Co.					
Sico Serve	104/22	18			
Sheetz	621/42	150			
Thrift/Eckerd	137/20	193			

**DIRECT ACCOUNTS AND CHAINS HEADQUARTERED OUTSIDE THE REGION****(15 + STORES) STOCKING NO LOW PRICE STYLE**

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
Kroger		21			
Rich Oil		82			
Super America		106			
CVS		87			
W H Smith		5			
7-11 318 Zon		23			
Dalry Marts		35			
Widman Drugs		43			