



Attorney General
Betty D. Montgomery

**CONFIDENTIAL FACSIMILE
TRANSMISSION COVER SHEET**

FAX NO. (614) 466-5087

TO: George Barody

FAX NUMBER: (336) 335-7392

PHONE NUMBER: (336) 335-7363

DATE: 12/10/98

NUMBER OF PAGES INCLUDING COVER SHEET: 3

SENDER/PHONE NUMBER: June Flynn for Eric Brown/(614) 466-8980

SPECIAL INSTRUCTIONS: _____

**IF YOU DO NOT RECEIVE ANY OF THE PAGES PROPERLY,
PLEASE CONTACT SENDER
AS SOON AS POSSIBLE**

NOTE: THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHOM IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL, AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. If the reader of this message is not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or conveying of this communication in any manner is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone and return the original message to us at the address below via the U.S. Postal Service. Thank you for your cooperation.

82092117

State Office Tower / 30 East Broad Street / Columbus, Ohio 43215-3428

www.ag.state.oh.us

An Equal Opportunity Employer

**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. X 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.