

TO: Mrs. K.A. Sparrow

SUBMISSION DATE:

FROM: R.G. Ryan

JUNE 7

AUG. 2

OCT. 7

X

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.

DIRECT ACCOUNT CHAINS:

Eagle Foods is the only Void.

NON-DIRECT ACCOUNT CHAINS:

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

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

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

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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