

Lorillard
MEMORANDUM

October 20, 1994

TO: V. Lindsley
FROM: T. Smith
RE: KENT INTERNATIONAL SHIPMENTS OF 10/10/94

BACKGROUND

10/10/94 represents the highest volume shipping day for Kent International since 9/12/94. The day's 414M units is far above the 43M unit daily average KI is currently running for October (daily average excludes 10/10 shipments).

Per your request to investigate the shipments of 10/10/94, the following was determined:

- Finast, Inc., in division 410 (Cleveland E.), took the following force out:
 - 30 cases of KI 85MM box
 - 30 cases of KI 100MM box

The product is to be distributed in 45 stores with each store taking 40 cartons of product. The product will be merchandised on the temporary pack/carton floor display.

This shipment accounts for 360M units of the days total of 414M units.

- The rest of the day's shipment (54M units) was spread normally between various accounts.
- An additional order of similar magnitude to Finast's order is expected next week (week of 10/24) for Riser Foods (which served by the wholesaler American Seaway).
- Additional wholesalers are expected to place like orders over the next 6 weeks.

(This account specific information was communicated by Deborah Schweizer, MCA Cleveland.)

/sd
110-20-1 dk/1wp

cc: M. Orłowsky D. West
 J. Tatulli
 G. Telford

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