

**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Distribution**DATE:** January 25, 1993**FROM:** Marketing Information & Analysis/John Knox**SUBJECT:** Top Direct Customer Report - Week Ending 01/22/93**TOTAL PM**

Philip Morris' volume for the week of 2.0 billion units was approximately 54% of the seasonally and adjusted going rate.

This reflects the direct accounts payback of approximately 1.8 billion units of excess inventory following the December trade offers.

**TOP TEN**

The Top Ten accounts purchased approximately 0.4 billion units this week or 42 % of their seasonally adjusted going rate.

One of the Top Ten accounts purchased at or above its estimated going rates with the balance of the accounts paying back excess inventory as a result of the December trade programs.

The Top Ten accounts hold approximately 8.5 weeks or 95% of PM total excess inventory, with McLane and Eli Witt Co. holding more than ten weeks of excess volume.

**TOP 100**

The Top 100 accounts bought approximately 1.1 billion units this week, or 50 % of their estimated weekly going rate. Twenty-four of the accounts purchased at or above their estimated going rates.

<u>ACCOUNT</u>	<u>ACTUAL SALES 01/22/93</u>	<u>EST. GOING RATE</u>	<u>% OF GOING RATE</u>	<u>EST. CUM. UNITS</u>	<u>EXCESS* WEEKS</u>
McLane Co.	118.0	428.4	30%	6305.5	14.7
Southland Corp.	1.8	10.6	18%	0.0	0.0
Elgin Eby Brown	38.6	106.7	39%	935.6	8.8
Core Mark	48.3	125.4	41%	541.4	4.3
Eli Witt Co	10.8	89.3	13%	1303.3	14.6
NCC L P	64.1	99.4	69%	216.2	2.2
Fleming Companies	37.3	67.0	60%	0.0	0.0
DECA-East	65.1	72.0	97%	7.9	0.1
The Price Co.	18.6	54.0	37%	133.3	2.5
K-Mart	35.1	60.0	63%	125.2	2.1
Total P.M.	2,006.5	3,990.0	54%	8383.9	2.1

\*Includes accounts which have more than fully exhausted excess inventory

**DISTRIBUTION**

R. Anise  
T. Beane  
D. Beran  
D. Berenson  
S. Bloom  
D. Bruno  
W. Campbell  
T. Daley

E. Gawronski  
L. Glennie  
T. Goodale  
B. Hopkins  
S. Horton  
M. Irish  
M. Klein  
C. Levy

D. Lindblom  
M. Moore  
M. Murphy  
B. Neidle  
J. Nelson  
T. Nelson  
R. Olson (R4)  
T. Parrino

C. Reardon  
B. Russell  
H. Steele  
M. Szymanczyk  
L. Theaman  
J. Thomas  
T. Vance  
B. Weinstein

L. Wexler  
H. Willard  
K. Zoldan

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