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TO:	J. A. Morris	E. A. Toulon	D. L. James
	G. R. Teeter	R. L. VanSickle	F. J. DeJong
	S. Majer	R. Fricke	R. Noonan
	M. Petrone		

SUBJECT: *Remainder of the 4th Quarter*

Gentlemen:

As you know, the 4th Quarter of 1995 is upon us, and we are ready to "Rock & Roll!" You are a true breed of maniacs ready to sell distribution and inventory to grow our share to the maximum. I like it!!!

Attached you will find some I cheat sheets which I have put together that each of you can use as a guide with your Direct, Chains, and Sales Reps. It kind of top lines what we are doing and trying to achieve during the 4th Quarter. Please discuss it with your Directs and Chains. It also is an important guide to your sales reps. It offers our standard programs, plus a few extra twists on Doral Box, Camel Wides, Misty Slim Lts., 2/3 Pack deals. Please give them a copy at your contract meetings.

Gentlemen, since our meeting in Delaware, I feel we cannot be stopped. Let's sell with a passion, and give our retail group plenty to implement.

Good Luck! Communicate your results and concerns. I'm here to help. I'll see you out there.

Sincerely,

J. R. Loftin

JRL:des ✓

cc: D.L. Wilmesher

"We work for smokers."

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WHOLESALE PARTNERS ACCOUNTS

--BUILD RJR TOTAL CATEGORY "S-O-M"

--MAXIMIZE EARNINGS FOR FULL PRICE BRANDS

--MAXIMIZE EARNINGS FOR BRANDED SAVINGS

**--CAMEL B2G2F IN 4TH QUARTER :
"TIMELY EXECUTION IS A KEY"**

**--DORAL B2G1F IN 4TH QUARTER :
"TIMELY EXECUTION IS A KEY"**

**--SPECIAL "POS" AVAILABLE FOR WINSTON AND
CAMEL 4TH QUARTER COMPETITIVE PROMOS**

**--MEETING COMPETITION ON FULL PRICE,
BRANDED SAVINGS, & PRIVATE LABEL PROMOS
IN PARTNER ACCOUNTS**

**--DPC PROGRAMS :
"TIMELY EXECUTION IS A KEY"**

**PLEASE FILL ALL ORDERS TIMELY, AND
HONOR PREBOOKS / ORDER BOOKS FROM
RJR S/REPS. AND RETAIL LOCATIONS**

RETAIL PARTNER ACCOUNTS

--CAMEL B2G2F IN 4TH QUARTER

"PROPER POSITIONING IS A KEY"

--DORAL B2G1F IN 4TH QUARTER

"PROPER POSITIONING IS A KEY"

**--SPECIAL "POS" AVAILABLE FOR WINSTON AND
CAMEL 4TH QUARTER COMPETITIVE PROMOS**

**--MEETING COMPETITION ON FULL PRICE (GAP),
BRANDED SAVINGS (CEILING), & PRIVATE LABEL
PROMOS IN PARTNER ACCOUNTS**

OTHER OPPORTUNITIES TO BUILD DISTRIBUTION

--DORAL BOX "TEMPORARY DISPLAY" PROGRAM :

-1 CARTON DORAL LT. BOX (.25 OFF A PACK)

-1 CARTON DORAL F/F BOX (.25 OFF A PACK)

"INTRO OFFER"

--CAMEL WIDES "TEMP. DISPLAY" PROGRAM :

-1 CARTON CAMEL LT. WIDE (.25 OFF A PACK)

-1 CARTON CAMEL F/F WIDE (.25 OFF A PACK)

"INTRO OFFER"

--MISTY COMPETITIVE PROGRAM :

- 1 CARTON SELECT SLIM LT. (.25 OFF A PACK)**
- 1 CARTON SALEM SLIM LT. (.25 OFF A PACK)**
- *TEMP. DISPLAY SHOULD BE PLACED BESIDE MISTY DISPLAY**

"INTRO OFFER"

**--WORK WITH ACCOUNTS THAT HAVE A SPECIAL
(2) OR (3) PACK PRICE ONGOING**

- USE PREBANDING, CO-MKTING SLEEVES, OR CLAM SHELLS WITH RJR SELECTED BRANDS (W,S,C)**
- PLACE .40 OFF ON 2-PACK SPECIALS, & PLACE .50 OFF ON 3-PACK SPECIALS**
- PLACE IN TEMPORARY DISPLAYS**

***THIS IS A GREAT DEFENSIVE / OFFENSIVE PROGRAM FOR RJR ON AN ALREADY GOOD STORE PROGRAM.**

MERCHANDISING OPPORTUNITIES:

--SELL NEW CONTRACTS IN DESIGNATED ACCOUNTS

--CONTINUE TO STRIVE FOR (2) FULL PRICE DISPLAYS AND (1) SAVINGS DISPLAYS IN GREAT LOCATIONS IN THE STORE

- WHERE (2) FULL PRICE DISPLAYS ARE NOT AVAILABLE, ADD EXTRA TRAYS TO EXISTING DISPLAYS AND FIGHT FOR GREAT LOCATION IN THE STORE**
- WHEN "GAPPING" OR "CEILING", SHOOT FOR PLACING PROMOTED PRODUCT IN A TEMPORARY DISPLAY, AND LEAVE NON-PROMOTED PRODUCT IN THE CONTRACTED DISPLAY. THIS "REALLY HELPS DISTRIBUTION AND SHARE"**
- WHERE YOU CANNOT GET A TEMPORARY DISPLAY, YOU CAN PROMOTE FROM THE PCD, "BUT" DO NOT PROMOTE EVERY PACK. LEAVE THE LAST 2 OR 3 PACKS IN THE BACK OF THE PCD UN-PROMOTED. THIS HELPS KEEP DISTRIBUTION A LITTLE LONGER.**

REMEMBER: DISTRIBUTION AND INVENTORY BUILDS S-O-M. OUR GOALS ARE TO GROW RJR SHARE.

**SO, BUILD DISTRIBUTION, BUILD
INVENTORIES, AND BUILD PROPER
PROMOTIONS IN PROPER
QUANTITIES. THEN YOU BUILT
SHARE !!!!**

"GOOD LUCK"