

NORTHWIND-DISTRIBUTOR MARKET SHARES

Week Ending:	<u>6/11</u>	<u>6/18</u>	<u>6/25</u>	<u>7/2</u>	<u>7/9</u>	<u>7/16</u>
<u>ELI WITT (TALLAHASSEE)</u>						
Northwind Kings	.10	.23	.36	.06	.30	.02
Northwind 100's	.10	.09	.17	.07	.06	.00
Total	.20	.32	.53	.13	.36	.02
<u>SPRINGER BURKLUND (PEORIA)</u>						
Northwind Kings	.12	.33	.23	.18	.12	.15
Northwind 100's	.25	.21	.11	.15	.13	.21
Total	.37	.54	.34	.33	.25	.36
<u>NEWMAN-ULLMAN (PEORIA)</u>						
Northwind Kings	1.31	1.95	1.96	.03	.16	.17
Northwind 100's	1.30	.65	.34	.05	.22	.10
Total	2.61	2.60	2.30	.08	.38	.27

TABLE 1

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NORTHWIND vs. B&H DELUXE ULTRA LIGHTS (PEORIA)

<u>Weeks in Test</u>	<u>Springer Burklund</u>		<u>Newman-Ullman</u>	
	<u>Northwind</u>	<u>B&H DUL</u>	<u>Northwind</u>	<u>B&H DUL</u>
1	.37	1.23	2.61	2.23
2	.54	.91	2.60	2.39
3	.34	.74	2.30	1.00
4	.33	.89	.08	1.55
5	.25	2.01	.38	1.95
6	.36	.96	.27	1.82
7		1.60		2.05
8		1.13		2.43
9		.97		2.75
10		1.14		.97
11		.88		1.47
12		.71		1.62

TABLE 2

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