

Brown and Williamson Shipper Program Detail

Direct Account Name	Heartland Gaylord
Direct Account Number	26168
B&W Manager	Bob Clark
Fax Number	517-694-9635

Promotion Specifics	Display #1	Display #2
Promotion Name:	Kool Buy 1, Get 1 Free Shipper	
Shipper UPC:	See attached	
Date to Retail:	Jan 24	
Cartons per Display:	4 Buy One Get One Free Cartons	
Number of Deals:	20	
Assembly Payment:	\$2.80 /display = \$ 84.00	
Display Load per Brand Style:	2 cartons Kool Box Kg B1G1F 1 carton Kool Mild Box Kg B1G1F 1 carton Kool Nat Lt Kg B1G1F	
Number of Displays:	19 19	

Ordering/Receiving Information:

Brand Style	Code	Qty	Item Number	Case Size
Kool Box King B1G1F	2731	2		6M
Kool M Bx Kg B1G1F	2732	1		6M
Kool Nat Lt Kg B1G1F	2707	1		6M

Key Dates:

Product Ship to Wholesale:	ASAP
Assembly Date:	W/O Jan 17
Cs of Ad Materials:	With Product

SKUs per Jurisdiction:	Mich	1	Ohio		Cuyahoga		IND.	
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Comments: Displays will arrive with product. Extra displays will be pre-booked by B&W