

Note for Anderson, Barry

From: Rafferty, Michael
Date: Fri, May 10, 1996 2:12 PM
Subject: Bashas' Draft #2
To: Wenzler, Chuck
Cc: Anderson, Barry; Serrano, Ed
File(s): 1. Bashas'-Inv Schematic; 2. Bashas'-Inv vs Shr; 3. Bashas'-Turns; 4. Bashas'-Participating Prog; 5. Bashas'-'96 Contracts; 6. Bashas' vs ETS per Carton \$; 7. Bashas' FM PM Promo Support; 8. Bashas'-'s/Carton-DBL; Bashas' BUS REV. 1996-DRAFT #2; Finance IMM.WKS

Hello Everyone -

Enclosed is a draft of the Bashas' presentation.

Per Barry's request, I have also enclosed the worksheets that you may use to prepare similar presentations or make changes to the existing one.

You may want to create slide #4 showing Bashas' PM and RJR share. Look the draft over and when you feel it's complete and error free, take "Draft-2" off the front cover and we are ready.

Let me know if you can think of anything else. As discussed, we can leave this presentation with the account. We don't have to go through every slide. We can present the key slides that tell the story and use the other slides as back pocket as discussion warrants.

If you could give me the pack to carton sales ratio and I'll prepare a gross revenue / margin slide.

Thanks -

Michael

2062897986