

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

TOT MCLANE

BRAND	TOTAL CARTONS											4 WK % CHANGE VS:				% OF STRS		CUM STORES 5 WEEKS AGO TO DATE
	MARKET SHARES				4 WKS 4 WK SHARE VS:				CURRENT				REC BRAND		% VOLUME ON DEAL CURRENT WEEK			
	WEEKENDING				END 4 WKS 13 WKS WEEKENDING				1 WK 4 WKS 13 WKS				CURRENT WK END					
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS AGO	13 WKS AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO		13 WKS AGO	3/18/94	
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	1.83	1.60	1.84	1.80	1.77	0.03	0.36	60,191	54,592	64,999	71,035	62,704	7.74	16.59	26.83	26.30	0.00	3,179
RJR PL	4.94	4.87	7.86	6.06	5.96	0.89	1.38	162,347	166,796	278,115	239,811	211,767	10.82	34.76	30.90	40.39	2.60	4,482
LIGGETT PL	0.36	0.64	0.92	0.66	0.65	-0.31	-0.26	11,687	21,824	32,602	26,007	23,030	-11.00	-22.34	-27.79	4.00	0.00	703
PL Share of PL																		
PM PL	25.70	22.45	17.30	21.09	21.08	-1.28	0.74	60,191	54,592	64,999	71,035	62,704	7.74	16.59	26.83	37.47	0.00	3,179
RJR PL	69.31	68.58	74.02	71.19	71.18	5.86	4.64	162,347	168,796	278,115	239,811	211,767	10.82	34.76	30.90	57.54	30.59	4,482
LIGGETT PL	4.99	8.97	8.68	7.72	7.74	-4.58	-5.38	11,687	21,824	32,602	26,007	23,030	-11.00	-22.34	-27.79	5.70	0.00	703
PREMIUM BUY	1.18	1.08	1.18	1.24	1.17	-0.05	-0.23	38,823	37,017	41,794	48,893	41,632	7.33	9.51	-15.79	20.58	0.00	2,522
GENERALS	0.65	0.51	0.66	0.56	0.59	0.08	0.59	21,368	17,575	23,205	22,142	21,073	6.54	33.66	N/A	5.72	0.00	659
AUSTIN	3.25	3.13	6.48	4.77	4.45	1.08	1.05	106,736	107,084	229,072	188,751	157,911	15.03	51.22	31.92	22.45	2.60	2,504
VALUE PRIDE	0.71	0.64	0.68	0.58	0.65	-0.13	0.35	23,426	21,963	24,032	22,795	23,054	0.05	-4.16	115.74	5.64	0.00	557
MARKER	0.22	0.25	0.22	0.20	0.23	-0.01	-0.02	7,333	8,620	7,953	8,086	7,998	2.00	6.81	-7.94	2.44	0.00	242
JACKS	0.55	0.62	0.26	0.31	0.43	-0.01	0.05	18,046	21,103	9,107	12,186	15,111	-2.12	11.39	12.70	6.06	0.00	778
WORTH	0.11	0.13	0.13	0.11	0.12	-0.01	-0.02	3,713	4,452	4,534	4,455	4,289	3.88	4.07	-11.27	2.02	0.00	222
SUNDANCE	0.09	0.10	0.10	0.09	0.10	-0.02	-0.03	3,093	3,574	3,417	3,538	3,406	1.36	-6.01	-23.69	1.78	0.00	170
BASIC	4.32	4.42	4.10	3.92	4.17	-0.02	-1.02	141,864	151,175	144,835	155,020	148,224	3.83	14.07	-19.00	54.81	0.02	7,303
BEST VALUE	1.78	1.70	1.72	1.62	1.72	-0.22	-0.36	58,645	61,239	60,689	63,915	61,122	1.62	1.79	-16.51	18.59	0.00	2,288
MONARCH	1.58	1.67	1.50	1.47	1.55	-0.22	-0.91	52,013	57,300	52,977	58,182	55,118	1.53	0.42	-36.51	23.97	0.00	4,058
GPC	6.63	6.99	6.61	6.80	6.76	-0.03	0.39	217,873	239,102	233,817	269,080	239,971	5.65	14.12	6.94	61.47	0.00	7,112
RALEIGH EXTRA	0.50	0.46	0.42	0.43	0.45	-0.06	-0.03	16,364	15,897	15,025	17,113	16,100	1.95	1.20	-6.04	15.29	0.00	2,658
DORAL	4.61	4.77	4.33	5.07	4.70	-0.51	-0.53	151,451	163,047	153,101	200,451	167,013	3.46	3.42	-9.49	69.52	0.01	6,507
CAMBRIDGE	1.96	1.94	1.91	1.85	1.91	-0.06	0.02	64,558	66,469	67,590	73,283	67,975	4.35	11.33	1.87	48.06	0.03	6,554
VICEROY	1.10	1.14	1.04	1.08	1.09	0.00	0.06	36,010	39,019	36,652	42,561	38,611	5.29	14.47	6.78	38.49	0.00	6,016
MISTY	0.86	0.79	0.81	0.79	0.81	-0.06	0.15	28,201	27,171	28,738	31,293	28,851	1.67	7.02	22.63	33.74	0.00	5,769
MONCLAIR	1.14	1.04	1.01	1.09	1.07	0.07	0.31	37,555	35,721	35,886	43,243	38,102	3.65	22.04	42.20	31.87	0.00	4,968
ALPINE	0.41	0.40	0.45	0.36	0.41	0.01	0.02	13,621	13,818	15,881	14,389	14,427	3.82	16.64	6.45	16.51	0.00	2,830
STERLING	0.36	0.34	0.26	0.24	0.30	-0.04	-0.01	11,766	11,796	9,047	9,507	10,529	-4.32	2.32	-3.33	8.53	0.00	1,628
BRISTOL	0.32	0.27	0.23	0.21	0.25	0.02	0.03	10,478	9,183	8,147	8,359	9,042	4.37	24.13	12.65	6.33	0.00	1,148
MAGNA	0.23	0.19	0.16	0.14	0.18	-0.02	0.01	7,616	6,451	5,527	5,672	6,317	-3.90	2.52	4.76	10.41	0.00	2,277
PYRAMID	0.43	0.25	0.19	0.15	0.25	0.06	-0.06	14,283	8,672	6,836	5,986	8,944	-1.25	48.96	-18.13	1.90	0.00	444
HIVIERA	0.04	0.01	0.02	0.02	0.02	0.01	0.02	1,431	454	737	637	815	8.56	152.44	404.48	0.31	0.00	61
BUCKS	0.05	0.04	0.03	0.03	0.04	0.00	0.00	1,725	1,208	983	1,125	1,260	0.06	4.87	0.24	3.07	0.00	762
RICHLAND 20s	0.06	0.05	0.03	0.03	0.04	0.01	0.00	1,972	1,545	1,108	1,167	1,448	-0.28	33.95	5.42	1.27	0.00	329
AMERICAN LTS/FF	0.02	0.02	0.01	0.01	0.02	0.00	0.00	716	680	478	555	607	-8.92	2.10	38.40	0.76	0.00	157
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	49	6	11	10	19	-43.70	-52.80	-82.45	0.06	0.00	28
BELAIR PV	0.09	0.11	0.10	0.08	0.09	0.01	0.01	3,063	3,655	3,402	3,299	3,355	3.72	21.96	16.19	4.86	0.00	1,059
JASMINE	0.00	0.01	0.01	0.00	0.00	0.00	0.00	30	187	183	61	115	10.82	-30.68	151.91	0.02	0.00	8
PRICE-OFF	0.02	0.02	0.01	0.01	0.02	0.00	0.00	785	637	383	511	579	0.48	19.57	25.26	0.77	0.00	163
DISCOUNT 25s	0.13	0.13	0.13	0.12	0.13	0.01	0.03	4,144	4,475	4,546	4,668	4,458	4.47	19.51	26.98	5.38	0.00	1,014
TOT BRANDED DISCOUNT	26.78	26.96	25.17	25.61	26.10	-1.05	-1.83	680,413	922,279	890,192	1,013,530	926,603	3.69	10.17	-5.90	93.82	0.05	9,452
BASIC SHARE OF DISCOUNT	12.73	12.97	11.44	11.48	12.11	0.10	-2.80	141,864	151,175	144,835	155,020	148,224	3.83	14.07	-19.00	56.16	0.05	7,303
TOTAL DSCT CATEGORY	33.91	34.06	35.80	34.13	34.48	-0.43	-0.35	1,114,638	1,165,491	1,265,908	1,350,383	1,224,105	4.73	13.17	-0.30	97.59	2.66	9,547

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IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

TOT WAL-MART

BRAND	TOTAL CARTONS										% OF STRS							
	MARKET SHARES		4 WKS 4 WK SHARE VS:								4 WK % CHANGE VS:				REC BRAND		% VOLUME	
	WEEK ENDING	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS	13 WKS	WEEK ENDING	3/4/94	3/11/94	3/18/94	CURRENT	1 WK	4 WKS	13 WKS	CURRENT	ON DEAL	CUM STORES
	2/25/94					AGO	AGO	2/25/94				4 WK AVG	AGO	AGO	AGO	3/18/94	CURRENT	5 WEEKS
																	WEEK	AGO TO DATE
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	1.62	1.46	1.69	1.66	1.61	-0.09	-0.29	34,289	32,504	37,023	43,992	36,952	8.30	11.87	-17.30	60.55	0.00	1,887
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PL Share of PL																		
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	34,289	32,504	37,023	43,992	36,952	8.30	11.87	-17.30	100.00	0.00	1,887
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PREMIUM BUY	1.62	1.46	1.69	1.66	1.61	-0.09	-0.29	34,289	32,504	37,023	43,992	36,952	8.30	11.87	-17.30	60.55	0.00	1,887
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC	5.13	5.29	5.22	4.73	5.07	0.13	-1.42	108,269	117,491	114,100	124,948	116,202	5.47	21.21	-23.83	61.21	0.00	1,837
BEST VALUE	2.74	2.71	2.73	2.39	2.63	-0.42	-0.44	57,779	60,350	59,721	63,070	60,230	1.65	1.89	-16.51	66.63	0.00	2,094
MONARCH	1.89	2.04	1.89	1.77	1.89	-0.22	-0.73	39,896	45,418	41,232	46,847	43,348	2.61	5.80	-29.72	19.48	0.00	730
GPC	6.24	6.76	6.43	6.78	6.57	0.25	0.91	131,715	150,415	140,567	179,210	150,477	8.47	22.70	13.22	80.81	0.00	2,389
RALEIGH EXTRA	0.89	0.63	0.59	0.57	0.62	-0.09	-0.01	14,470	13,934	12,989	15,056	14,112	2.23	2.89	-4.63	33.83	0.00	1,336
DORAL	5.43	5.43	5.45	5.31	5.69	-0.66	-0.77	114,686	120,977	119,048	166,829	130,385	9.55	5.75	-14.11	88.42	0.00	2,452
CAMBRIDGE	2.51	2.46	2.51	2.33	2.45	-0.08	0.10	53,056	54,826	54,886	61,577	56,086	5.30	14.33	1.82	80.11	0.04	2,363
VICEROY	1.40	1.46	1.40	1.36	1.40	-0.02	0.10	29,575	32,597	30,583	35,890	32,186	5.97	16.46	4.91	61.95	0.00	2,146
MISTY	1.04	0.93	1.01	0.92	0.97	-0.06	0.21	21,940	20,791	21,986	24,320	22,262	4.12	11.51	24.36	47.85	0.00	1,785
MONTCLAIR	1.28	1.15	1.15	1.03	1.15	0.08	0.38	27,085	25,616	25,054	27,196	26,238	3.92	26.51	46.42	33.71	0.00	1,421
ALPINE	0.59	0.57	0.67	0.48	0.57	0.01	0.07	12,467	12,697	14,624	12,704	13,123	3.29	19.68	10.19	43.22	0.00	1,705
STERLING	0.51	0.49	0.37	0.32	0.42	-0.06	0.01	10,855	10,891	8,133	8,551	9,608	-4.70	3.58	-0.15	20.10	0.00	921
BRISTOL	0.47	0.39	0.34	0.29	0.37	0.03	0.05	9,874	8,607	7,446	7,676	8,401	4.72	27.22	14.53	16.09	0.00	733
MAGNA	0.30	0.23	0.20	0.16	0.22	-0.03	0.03	6,344	5,164	4,416	4,331	5,064	-4.95	3.98	12.05	16.58	0.00	919
PYRAMID	0.67	0.39	0.31	0.22	0.39	0.08	-0.08	14,219	8,612	6,807	5,935	8,893	-1.35	48.85	-18.41	6.87	0.00	408
RIVIERA	0.07	0.02	0.03	0.02	0.03	0.02	0.03	1,413	440	729	616	800	8.44	167.62	717.90	0.87	0.00	59
BUCKS	0.07	0.05	0.04	0.04	0.05	-0.01	0.00	1,548	1,033	800	966	1,087	-0.07	5.51	0.56	7.40	0.00	492
RICHLAND 20s	0.09	0.06	0.04	0.04	0.06	0.01	0.01	1,800	1,391	958	1,057	1,302	0.39	39.35	8.55	2.69	0.00	189
AMERICAN LTS/FF	0.03	0.03	0.02	0.02	0.02	0.00	0.01	677	630	435	510	563	-10.10	2.09	48.55	2.03	0.00	114
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	36	0	3	3	11	-51.16	-52.81	-84.15	0.08	0.00	8
BELAIR PV	0.14	0.15	0.14	0.12	0.14	0.01	0.02	2,860	3,430	3,163	3,066	3,130	4.10	24.41	18.75	13.07	0.00	710
JASMINE	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0	180	180	60	105	16.67	366.67	133.33	0.04	0.00	3
PRICE-OFF	0.04	0.03	0.02	0.02	0.02	0.00	0.01	746	610	349	477	546	0.46	22.31	58.60	2.27	0.00	116
DISCOUNT 25s	0.17	0.18	0.18	0.15	0.17	0.01	0.04	3,605	3,973	3,939	4,094	3,903	5.03	22.65	31.90	11.37	0.00	571
TOT BRANDED DISCOUNT	31.62	31.52	30.82	30.14	30.98	-1.04	-1.46	687,342	701,694	673,785	798,718	709,884	5.89	14.27	-6.87	98.18	0.04	2,506
BASIC SHARE OF DISCOUNT	15.43	16.00	16.05	14.86	15.56	0.91	-3.35	108,269	117,491	114,100	124,948	116,202	5.47	21.21	-23.83	62.21	0.00	1,837
TOTAL DSCT CATEGORY	33.25	32.98	32.52	31.80	32.59	-1.13	-1.75	701,631	734,198	710,808	840,708	746,836	5.82	14.15	-7.45	98.39	0.04	2,506

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IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

SAMS WHOLESALE

BRAND	TOTAL CARTONS												4 WK % CHANGE VS:			% OF STRS	% VOLUME	CUM STORES
	MARKET SHARES			4 WKS 4 WK SHARE VS:									CURRENT			REC BRAND	ON DEAL	5 WEEKS
	WEEKENDING		3/11/94	3/18/94	END 3/18/94	4 WKS AGO	13 WKS AGO	WEEKENDING 2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	CURRENT WK END 3/18/94	WEEK	AGO TO DATE
	2/25/94	3/4/94																
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	0.09	0.10	0.14	0.25	0.15	0.06	0.06	1,248	1,606	2,028	4,602	2,371	63.38	101.92	70.88	3.65	0.00	18
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PL Share of PL																		
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	1,248	1,606	2,028	4,602	2,371	63.38	101.92	70.88	100.00	0.00	18
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PREMIUM BUY	0.09	0.10	0.14	0.25	0.15	0.06	0.06	1,248	1,606	2,028	4,602	2,371	63.38	101.92	70.88	3.65	0.00	18
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC	6.08	6.24	6.11	5.34	5.91	-0.06	-2.63	87,204	96,774	91,694	98,436	93,527	4.47	20.46	-30.53	83.85	0.00	362
BEST VALUE	2.26	2.26	2.23	1.85	2.13	-0.48	-0.27	32,375	35,098	33,412	34,012	33,724	0.40	-0.81	-10.91	54.17	0.00	271
MONARCH	2.57	2.67	2.52	2.32	2.51	-0.36	-1.12	36,820	41,472	37,902	42,688	39,720	2.36	6.22	-30.59	87.97	0.00	383
GPC	6.66	7.39	6.84	7.50	7.13	0.44	1.74	95,421	114,621	102,668	138,325	112,759	8.93	29.73	32.71	84.11	0.00	375
RALEIGH EXTRA	0.63	0.55	0.51	0.48	0.54	-0.09	0.07	9,019	8,533	7,661	8,772	8,496	1.55	4.09	14.44	38.02	0.00	271
DORAL	3.85	4.04	3.91	5.16	4.29	-0.77	-1.20	55,148	62,882	58,761	95,028	67,805	13.66	3.15	-21.54	76.04	0.00	363
CAMBRIDGE	1.65	1.66	1.65	1.43	1.59	-0.08	0.20	23,706	25,692	24,735	26,374	25,127	4.50	15.97	14.42	68.75	0.06	334
VICEROY	1.33	1.41	1.33	1.29	1.34	-0.04	0.09	19,010	21,940	19,926	23,867	21,186	6.06	18.07	7.25	69.53	0.00	347
MISTY	1.05	0.87	0.98	0.88	0.94	-0.09	0.25	15,097	13,495	14,770	16,137	14,875	3.88	11.16	37.63	54.43	0.00	316
MONTECLAIR	1.47	1.28	1.28	1.16	1.29	0.07	0.47	21,120	18,858	19,174	21,333	20,371	5.06	29.13	58.18	45.83	0.00	273
ALPINE	0.50	0.47	0.60	0.36	0.48	0.02	0.10	7,170	7,284	9,066	6,660	7,545	2.74	26.82	26.77	42.71	0.00	295
STERLING	0.54	0.51	0.35	0.27	0.41	-0.09	0.04	7,781	7,857	5,204	4,938	6,445	-9.27	0.62	10.72	21.35	0.00	192
BRISTOL	0.51	0.38	0.31	0.28	0.36	0.04	0.11	7,271	5,936	4,723	5,083	5,753	6.41	38.57	41.31	26.04	0.00	198
MAGNA	0.34	0.24	0.20	0.15	0.22	-0.04	0.04	4,813	3,678	2,858	2,676	3,531	-7.60	3.12	24.91	17.19	0.00	193
PYRAMID	0.95	0.52	0.42	0.29	0.53	0.11	-0.12	13,570	8,097	6,260	5,337	8,316	-0.79	55.29	-18.86	23.18	0.00	235
RIVIERA	0.10	0.03	0.05	0.03	0.05	0.03	0.05	1,402	425	696	587	778	7.76	170.76	999.90	4.43	0.00	52
BUCKS	0.07	0.04	0.01	0.02	0.03	-0.01	0.00	1,002	576	186	421	548	-1.31	3.75	10.69	5.21	0.00	79
RICHLAND 20s	0.12	0.08	0.05	0.05	0.07	0.01	0.01	1,696	1,179	823	870	1,142	-1.21	41.56	10.42	7.55	0.00	107
AMERICAN LTS/FF	0.04	0.03	0.01	0.02	0.02	0.00	0.02	546	480	186	307	380	-13.59	6.37	517.48	2.86	0.00	34
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30	0	0	0	8	-57.14	-37.50	-65.91	0.00	0.00	2
BELAIR PV	0.16	0.17	0.17	0.12	0.15	0.01	0.03	2,244	2,568	2,523	2,274	2,402	3.97	29.34	26.50	23.70	0.00	242
JASMINE	0.00	0.01	0.01	0.00	0.01	0.00	0.00	0	180	180	60	105	16.67	366.67	133.33	0.26	0.00	3
PRICE-OFF	0.04	0.02	0.01	0.01	0.02	0.00	0.02	544	386	150	216	324	-3.79	38.02	730.77	1.56	0.00	19
DISCOUNT 25s	0.19	0.20	0.20	0.16	0.19	0.00	0.06	2,750	3,029	2,878	3,015	2,943	4.24	22.11	46.45	15.36	0.00	161
TOT BRANDED DISCOUNT	31.23	31.12	29.82	29.21	30.28	-1.36	-2.04	447,565	482,022	447,746	538,399	479,158	5.97	16.41	-6.01	95.88	0.06	385
BASIC SHARE OF DISCOUNT	19.43	19.97	20.39	18.13	19.42	0.61	-6.91	87,204	96,774	91,694	98,436	93,527	4.47	20.46	-30.53	85.56	0.00	362
TOTAL DSCT CATEGORY	31.31	31.22	29.86	29.46	30.43	-1.30	-1.98	448,813	484,528	449,774	543,001	481,529	6.16	16.65	-5.81	96.88	0.06	385

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BUDS WAREHOUSE OUTLET

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS		% VOLUME	CUM STORES
	WEEK ENDING				4 WKS 4 WK SHARE VS:				WEEK ENDING				CURRENT				REC BRAND	ON DEAL	5 WEEKS	
	2/25/94	3/4/94	3/11/94	3/18/94	END	4 WKS	13 WKS	WEEK ENDING	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK	4 WKS	13 WKS	WK END	CURRENT	AGO TO DATE		
PRIVATE LABEL																				
PL Share of Industry																				
PM PL	11.44	8.26	10.33	9.58	9.95	1.68	-0.67	3,200	2,158	2,980	2,281	2,655	0.44	38.86	-11.99	50.68	0.00	63		
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PL Share of PL																				
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	3,200	2,158	2,980	2,281	2,655	0.44	38.86	-11.99	100.00	0.00	63		
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PREMIUM BUY	11.44	8.26	10.33	9.58	9.95	1.68	-0.67	3,200	2,158	2,980	2,281	2,655	0.44	38.86	-11.99	59.68	0.00	63		
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
BASIC	3.67	5.36	2.32	2.76	3.52	0.64	0.70	1,028	1,401	670	658	939	-0.53	41.08	17.04	25.81	0.00	38		
BEST VALUE	3.58	4.09	4.52	3.33	3.90	-0.13	-0.96	1,001	1,068	1,305	793	1,042	0.41	11.78	-24.57	38.71	0.00	47		
MONARCH	2.56	4.30	2.31	4.24	3.28	-1.07	-1.83	716	1,124	687	1,000	879	2.03	-12.86	-39.66	29.03	0.00	37		
GPC	10.60	10.30	10.07	8.16	9.84	-0.37	0.12	2,965	2,692	2,903	1,942	2,626	1.08	11.26	-4.92	64.52	0.00	68		
RALEIGH EXTRA	1.78	2.15	1.83	2.46	2.04	-0.06	-0.38	499	563	528	586	544	10.68	12.40	-20.82	35.48	0.00	43		
DORAL	11.25	11.62	12.12	12.89	11.94	-0.29	2.34	3,148	3,036	3,498	3,068	3,187	0.77	12.78	16.83	70.97	0.00	70		
CAMBRIDGE	4.55	4.00	4.81	3.48	4.25	0.34	-0.11	1,272	1,046	1,386	828	1,133	0.42	25.47	-8.50	54.84	0.00	64		
VICEROY	1.88	2.02	1.33	2.01	1.79	-0.27	-0.26	527	527	383	478	479	11.40	0.31	-17.99	43.55	0.00	47		
MISTY	0.71	1.37	2.07	1.54	1.43	0.40	0.54	200	358	598	366	381	12.08	59.87	51.44	25.81	0.00	35		
MONTCLAIR	1.12	2.24	2.78	1.28	1.88	0.76	0.82	312	585	801	305	501	5.53	93.34	66.22	20.97	0.00	31		
ALPINE	0.51	0.62	0.71	0.63	0.62	0.07	-0.06	144	161	205	150	165	6.97	29.16	-14.17	22.58	0.00	35		
STERLING	0.97	0.25	0.26	0.46	0.49	-0.09	-0.60	271	66	74	109	130	-0.38	-1.70	-58.03	12.90	0.00	24		
BRISTOL	0.78	0.75	2.00	0.39	1.02	-0.09	-0.39	218	196	578	93	271	-15.23	6.37	-32.19	11.29	0.00	28		
MAGNA	0.16	0.05	0.05	0.34	0.14	-0.06	-0.21	44	13	15	82	39	81.18	-17.65	-61.40	8.06	0.00	13		
PYRAMID	0.04	0.16	0.16	0.16	0.13	-0.09	0.05	12	41	45	39	34	0.74	-32.51	47.31	8.06	0.00	8		
RIVIERA	0.03	0.02	0.03	0.06	0.03	-0.03	0.01	9	4	8	15	9	71.43	414.29	56.52	1.61	0.00	1		
BUCKS	0.07	0.00	0.04	0.08	0.05	-0.01	-0.05	20	0	12	18	13	8.70	2.04	-56.14	3.23	0.00	7		
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0		
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	-0.01	0.00	0	0	0	0	0	N/A	-100.00	N/A	0.00	0.00	0		
BELAIR PV	0.00	0.00	0.00	0.00	0.00	-0.02	-0.02	0	0	0	0	0	-100.00	-100.00	-100.00	0.00	0.00	1		
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PRICE-OFF	0.03	0.01	0.06	0.03	0.03	-0.10	-0.02	7	3	18	6	9	21.43	-71.19	-37.04	1.61	0.00	3		
DISCOUNT 25s	0.00	0.00	0.04	0.00	0.01	0.00	0.01	0	0	11	0	3	0.00	80.00	80.00	0.00	0.00	1		
TOT BRANDED DISCOUNT	44.29	49.31	47.51	44.31	46.39	-0.41	-0.39	12,393	12,884	13,703	10,545	12,381	2.05	14.46	-6.89	98.39	0.00	79		
BASIC SHARE OF DISCOUNT	6.59	9.31	4.02	5.13	6.25	1.02	1.33	1,028	1,401	670	658	939	-0.53	41.08	17.04	26.23	0.00	38		
TOTAL DSCT CATEGORY	55.73	57.57	57.85	53.00	56.34	1.26	-1.06	15,593	15,042	16,683	12,826	15,036	1.76	18.12	-7.83	98.39	0.00	79		

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IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

WAL-MART DISCOUNT

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STKS	% VOLUME	CUM STORES
	WEEK ENDING				4 WKS 4 WK SHARE VS:												REC BRAND	ON DEAL	5 WEEKS
	2/25/94	3/4/94	3/11/94	3/18/94	END	4 WKS	13 WKS	WEEK ENDING					CURRENT	1 WK	4 WKS	13 WKS	WK END	CURRENT	AGO TO DATE
	-----	-----	-----	-----	3/18/94	AGO	AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	AGO	AGO	AGO	3/18/94	WEEK	AGO TO DATE	
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	4.59	4.38	4.87	4.72	4.64	-0.16	-0.70	27,109	25,530	28,986	32,392	28,504	5.36	5.99	-20.11	71.22	0.00	1,722	
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PL Share of PL																			
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	27,109	25,530	28,986	32,392	28,504	5.36	5.99	-20.11	100.00	0.00	1,722	
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PREMIUM BUY	4.59	4.38	4.87	4.72	4.64	-0.16	-0.70	27,109	25,530	28,986	32,392	28,504	5.36	5.99	-20.11	71.22	0.00	1,722	
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BASIC	3.00	2.88	3.25	3.22	3.09	0.36	0.95	17,710	16,800	19,335	22,105	18,888	9.15	24.18	32.94	56.91	0.00	1,358	
BEST VALUE	3.61	3.64	3.64	3.38	3.56	-0.24	-0.68	21,338	21,223	21,671	23,202	21,859	1.45	2.68	-22.71	68.94	0.00	1,666	
MONARCH	0.34	0.41	0.37	0.35	0.36	-0.01	-0.03	1,085	2,377	2,212	2,388	2,241	3.55	6.60	-14.21	9.20	0.00	303	
GPC	5.23	5.18	5.35	5.13	5.22	-0.25	-0.97	30,895	30,187	31,860	35,240	32,046	3.83	4.67	-22.37	80.32	0.00	1,855	
RALEIGH EXTRA	0.73	0.69	0.68	0.68	0.69	-0.09	-0.17	4,290	3,996	4,053	4,638	4,244	0.27	-3.08	-26.49	31.22	0.00	937	
DORAL	8.81	8.76	8.77	8.97	8.63	-0.17	0.34	52,025	51,100	52,261	61,550	54,234	4.69	7.51	-4.26	91.17	0.00	1,927	
CAMBRIDGE	4.27	4.31	4.35	4.36	4.32	0.12	0.18	25,235	25,120	25,926	29,930	26,553	5.40	12.71	-3.92	82.71	0.00	1,873	
VICEROY	1.55	1.56	1.59	1.50	1.55	0.03	0.14	9,167	9,108	9,448	10,329	9,513	4.27	12.08	0.88	60.53	0.00	1,666	
MISTY	1.01	1.06	1.00	1.00	1.02	-0.01	0.11	5,965	6,212	5,938	6,850	6,241	3.02	8.55	2.92	45.96	0.00	1,347	
MONTCLAIR	0.84	0.76	0.72	0.67	0.74	0.00	0.11	4,937	4,423	4,293	4,584	4,559	-2.16	10.17	7.34	30.37	0.00	1,035	
ALPINE	0.80	0.80	0.82	0.78	0.80	0.00	0.01	4,710	4,676	4,880	5,323	4,897	3.78	9.62	-7.08	43.03	0.00	1,289	
STERLING	0.42	0.43	0.43	0.43	0.43	-0.01	-0.04	2,482	2,527	2,587	2,965	2,840	4.26	6.59	-15.82	18.83	0.00	532	
BRISTOL	0.32	0.32	0.30	0.27	0.30	-0.02	-0.05	1,913	1,884	1,792	1,850	1,860	-0.45	2.65	-20.35	12.66	0.00	450	
MAGNA	0.21	0.21	0.21	0.19	0.20	-0.01	0.00	1,261	1,211	1,230	1,319	1,255	-1.14	2.60	-9.58	15.53	0.00	641	
PYRAMID	0.08	0.05	0.06	0.05	0.06	-0.02	-0.02	464	279	341	352	359	-16.71	-15.83	-28.66	2.39	0.00	107	
RIVERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2	10	25	14	13	24.39	37.84	-66.67	0.16	0.00	6	
BUCKS	0.08	0.07	0.09	0.07	0.08	0.00	0.00	499	437	551	508	499	0.45	6.17	-4.55	8.03	0.00	387	
RICHLAND 20s	0.01	0.01	0.01	0.01	0.01	0.00	0.00	40	77	62	71	63	-2.72	-7.06	-32.43	0.90	0.00	46	
AMERICAN LTS/FF	0.02	0.02	0.03	0.02	0.02	-0.01	-0.02	102	114	170	141	132	-8.03	-17.91	-49.52	1.54	0.00	62	
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	6	0	3	3	3	-25.00	-66.67	-92.73	0.11	0.00	6	
BELAIR PV	0.08	0.12	0.09	0.09	0.09	0.00	0.00	490	687	525	619	580	2.29	5.79	-4.49	10.11	0.00	405	
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PRICE-OFF	0.03	0.03	0.03	0.02	0.03	0.00	-0.01	167	162	161	171	165	0.46	9.08	-29.76	1.97	0.00	74	
DISCOUNT 25s	0.13	0.13	0.14	0.14	0.14	0.01	0.01	790	741	854	966	838	7.07	21.04	-0.85	10.48	0.00	373	
TOT BRANDED DISCOUNT	31.69	31.52	32.01	31.43	31.65	-0.31	-0.12	187,069	183,883	190,699	215,751	194,351	4.11	8.52	-8.32	98.40	0.00	1,949	
BASIC SHARE OF DISCOUNT	8.27	8.02	8.80	8.91	8.52	1.10	2.75	17,710	16,800	19,335	22,105	18,888	9.15	24.18	32.94	57.68	0.00	1,358	
TOTAL DSCT CATEGORY	36.28	35.90	36.68	36.14	36.30	-0.47	-0.82	214,178	209,413	219,685	248,143	222,855	4.26	8.19	-10.02	98.67	0.00	1,949	

2045768212

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

WAL-MART SUPER CENTER

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS	% VOLUME	CUM STORES 5 WEEKS AGO TO DATE
	WEEK ENDING				4 WKS 4 WK SHARE VS:				WEEK ENDING				CURRENT				REC BRAND	ON DEAL	
	2/25/94	3/4/94	3/11/94	3/18/94	END 3/18/94	4 WKS AGO	13 WKS AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	CURRENT WK END 3/18/94	CURRENT WEEK		
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	5.06	5.34	5.49	5.69	5.43	-0.54	-1.05	2,676	3,150	2,962	4,651	3,360	15.76	14.27	-25.15	88.31	0.00	77	
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PL Share of PL																			
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	2,676	3,150	2,962	4,651	3,360	15.76	14.27	-25.15	100.00	0.00	77	
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PREMIUM BUY	5.06	5.34	5.49	5.69	5.43	-0.54	-1.05	2,676	3,150	2,962	4,651	3,360	15.76	14.27	-25.15	88.31	0.00	77	
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BASIC	3.91	3.84	3.97	3.93	3.91	-0.04	0.36	2,055	2,261	2,143	3,214	2,421	18.88	24.44	-1.58	76.62	0.00	65	
BEST VALUE	4.58	4.07	5.02	5.23	4.77	0.07	-0.62	2,423	2,399	2,706	4,274	2,851	20.80	27.63	-20.88	88.31	0.00	75	
MONARCH	0.71	0.76	0.84	0.93	0.82	-0.13	0.27	375	445	451	764	509	22.96	8.94	32.23	24.68	0.00	27	
GPC	4.31	4.54	5.37	4.14	4.54	-0.32	-0.67	2,281	2,678	2,894	3,380	2,808	11.84	17.44	-22.17	89.61	0.00	77	
RALEIGH EXTRA	1.13	1.35	1.26	1.23	1.24	-0.01	0.06	596	787	681	1,002	769	19.27	24.89	-6.31	70.13	0.00	70	
DORAL	7.50	6.38	7.66	8.00	7.43	0.07	-0.14	3,963	3,761	4,132	6,537	4,598	19.47	26.82	-12.30	94.81	0.00	77	
CAMBRIDGE	4.60	4.40	4.58	4.78	4.61	-0.35	-0.58	2,434	2,593	2,472	3,908	2,852	15.81	16.79	-20.59	89.61	0.00	77	
VICEROY	1.53	1.65	1.38	1.52	1.52	0.23	0.31	811	973	746	1,239	942	23.17	48.15	11.74	72.73	0.00	71	
MISTY	1.17	1.14	1.11	1.13	1.14	0.02	0.11	616	673	598	924	703	17.03	26.30	-1.23	76.62	0.00	72	
MONTCLAIR	1.16	1.21	1.30	1.12	1.19	0.19	0.55	612	716	609	918	736	13.68	50.10	67.33	61.04	0.00	67	
ALPINE	0.77	0.93	0.80	0.67	0.78	0.01	0.15	407	549	429	551	484	9.44	27.28	10.13	67.53	0.00	72	
STERLING	0.56	0.68	0.44	0.63	0.58	0.11	0.13	296	401	235	515	362	26.49	54.26	14.48	50.65	0.00	65	
BRISTOL	0.86	0.97	0.61	0.78	0.80	0.06	0.07	456	570	330	634	498	22.31	35.65	-2.16	53.25	0.00	53	
MAGNA	0.38	0.43	0.36	0.27	0.35	0.03	0.10	203	252	193	217	216	11.18	38.62	23.22	40.26	0.00	59	
PYRAMID	0.25	0.28	0.24	0.19	0.24	-0.01	0.07	132	166	130	157	146	5.22	18.00	29.71	27.27	0.00	45	
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	-100.00	-100.00	0.00	0.00	0	
BUCKS	0.05	0.03	0.09	0.02	0.05	0.01	0.00	27	20	51	19	29	12.50	44.44	-4.10	7.79	0.00	19	
RICHLAND 20s	0.12	0.22	0.13	0.14	0.15	0.04	0.06	64	128	71	114	94	29.11	63.91	48.43	22.08	0.00	33	
AMERICAN LTS/FF	0.05	0.05	0.15	0.07	0.08	0.01	0.00	24	28	79	59	48	18.01	43.94	-8.65	10.39	0.00	16	
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0	
BELAIR PV	0.23	0.28	0.18	0.20	0.22	0.02	0.06	124	165	98	165	138	18.45	40.82	21.59	41.56	0.00	56	
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PRICE-OFF	0.05	0.10	0.04	0.10	0.08	0.02	0.01	28	59	20	84	48	37.41	57.85	1.60	14.29	0.00	20	
DISCOUNT 25%	0.11	0.33	0.16	0.14	0.18	0.04	0.06	60	195	89	111	114	12.35	61.06	30.94	23.38	0.00	32	
TOT BRANDED DISCOUNT	34.05	33.66	35.71	35.22	34.70	0.07	0.36	18,002	19,837	19,253	28,786	21,470	17.69	25.95	-9.72	98.70	0.00	78	
BASIC SHARE OF DISCOUNT	9.99	9.84	9.65	9.61	9.75	0.02	1.05	2,065	2,261	2,143	3,214	2,421	18.88	24.44	-1.58	77.63	0.00	65	
TOTAL DSCT CATEGORY	39.11	39.00	41.20	40.91	40.14	-0.47	-0.70	20,678	22,987	22,215	33,437	24,829	17.42	24.23	-12.17	98.70	0.00	78	

2045768213

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

PHILLIPS-FOOD 4 LESS

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS		CUM STORES 5 WEEKS AGO TO DATE
	WEEKENDING				4 WKS 4 WK SHARE VS:				WEEKENDING				CURRENT				REC BRAND CURRENT WEEK END 3/18/94	% VOLUME ON DEAL CURRENT WEEK	
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS AGO	13 WKS AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO				
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	0.95	1.08	1.12	0.80	0.97	-0.67	-0.50	56	60	67	66	62	-11.07	-43.15	-45.15	40.00	0.00	7	
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PL Share of PL																			
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	56	60	67	66	62	-11.07	-43.15	-45.15	100.00	0.00	7	
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PREMIUM BUY	0.95	1.08	1.12	0.80	0.97	-0.67	-0.50	56	60	67	66	62	-11.07	-43.15	-45.15	40.00	0.00	7	
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BASIC	4.44	4.57	4.30	6.49	5.00	0.22	0.21	262	255	258	535	328	18.98	0.31	-13.42	86.67	0.00	14	
BEST VALUE	10.87	10.07	10.46	9.57	10.18	1.52	-1.38	642	562	627	789	655	3.11	12.88	-26.96	100.00	0.00	15	
MONARCH	0.00	0.00	0.00	0.00	0.00	-0.02	-0.02	0	0	0	0	0	N/A	-100.00	-100.00	0.00	0.00	0	
GPC	2.59	4.25	4.04	3.92	3.71	-0.17	-0.05	153	237	242	323	239	16.75	-8.17	-18.17	80.00	0.00	14	
RALEIGH EXTRA	1.12	0.81	1.10	0.70	0.91	-0.21	-0.26	86	45	66	58	59	-14.55	-21.93	-35.62	60.00	0.00	15	
DORAL	6.81	7.13	6.64	7.83	7.17	-1.38	-0.92	402	398	398	646	461	-0.59	-19.51	-26.53	100.00	0.00	15	
CAMBRIDGE	6.92	6.72	6.12	6.51	6.56	-0.71	-1.93	403	375	367	537	422	-2.82	-13.39	-35.91	100.00	0.00	15	
VICEROY	1.02	0.88	1.33	0.93	1.03	-0.34	0.14	60	49	80	77	67	-14.74	-27.72	-3.97	66.67	0.00	15	
MISTY	1.05	0.95	1.37	0.63	0.97	0.27	0.14	62	53	82	52	62	-0.40	33.16	-2.73	60.00	0.00	15	
MONTCLAIR	1.76	0.61	1.45	0.68	1.09	-0.03	0.42	104	34	87	56	70	-5.07	-6.64	34.45	53.33	0.00	15	
ALPINE	0.61	0.48	0.73	0.24	0.49	-0.19	-0.23	36	27	44	20	32	-30.60	-30.22	-43.05	40.00	0.00	14	
STERLING	0.42	0.72	0.55	0.29	0.47	0.07	-0.03	25	40	33	24	31	4.27	14.02	-21.29	20.00	0.00	8	
BRISTOL	0.27	0.38	0.38	0.19	0.30	0.02	0.04	16	21	23	16	19	-7.32	4.11	-3.60	20.00	0.00	4	
MAGNA	0.39	0.18	0.33	0.45	0.35	0.06	-0.02	23	10	20	37	23	11.11	15.38	-21.05	46.67	0.00	13	
PYRAMID	0.69	0.52	0.52	0.61	0.59	0.30	0.43	41	29	31	50	38	32.46	98.68	214.58	40.00	0.00	13	
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BUCKS	0.00	0.00	0.00	0.00	0.00	-0.02	-0.07	0	0	0	0	0	N/A	-100.00	-100.00	0.00	0.00	0	
RICHLAND 20s	0.00	0.13	0.03	0.02	0.04	0.01	-0.07	0	7	2	2	3	-15.38	10.00	-68.57	13.33	0.00	3	
AMERICAN LTS/FF	0.08	0.14	0.00	0.04	0.06	0.05	0.03	5	8	0	3	4	23.08	300.00	77.78	8.67	0.00	2	
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0	
BELAIR PV	0.03	0.18	0.28	0.10	0.14	0.04	0.01	2	10	17	8	9	-5.13	37.04	-11.90	20.00	0.00	6	
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	-0.02	-0.12	0	0	0	0	0	N/A	-100.00	-100.00	0.00	0.00	0	
DISCOUNT 25s	0.08	0.13	0.13	0.02	0.08	-0.03	-0.12	5	8	8	1	5	-10.53	-29.17	-66.67	8.67	0.00	4	
TOT BRANDED DISCOUNT	39.18	38.85	39.77	39.21	39.25	-0.58	-3.80	2,313	2,168	2,385	3,234	2,525	2.52	-5.32	-24.37	100.00	0.00	15	
BASIC SHARE OF DISCOUNT	11.06	11.45	10.52	16.21	12.66	0.80	1.70	262	255	258	535	328	18.98	0.31	-13.42	86.67	0.00	14	
TOTAL DSCT CATEGORY	40.10	39.93	40.89	40.01	40.22	-1.23	-4.29	2,369	2,228	2,452	3,300	2,587	2.15	-6.81	-25.05	100.00	0.00	15	

2045768214

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

TOT C-STORES LESS QUICK

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STHS	% VOLUME	CUM STORES
	WEEK ENDING				4 WKS 4 WK SHARE VS:				CURRENT				1 WK 4 WKS				REC BRAND	ON DEAL	5 WEEKS
	2/25/94	3/4/94	3/11/94	3/18/94	END	4 WKS	13 WKS	WEEK ENDING	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK	4 WKS	13 WKS	CURRENT	CURRENT	AGO TO DATE
					3/18/94	AGO	AGO							AGO	AGO	AGO	3/18/94	WEEK	
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	2.24	1.89	2.11	2.10	2.08	0.25	1.67	25,902	22,088	27,976	27,043	25,752	6.94	24.10	441.58	14.50	0.00		1,292
RJR PL	14.02	14.24	20.96	18.64	17.14	3.27	3.08	162,347	168,796	278,115	239,811	211,767	10.82	34.76	30.90	55.30	8.01		4,482
LIGGETT PL	1.01	1.86	2.46	2.02	1.86	-0.75	-0.91	11,687	21,824	32,602	26,007	23,030	-11.00	-22.34	-27.79	5.48	0.00		703
PL Share of PL																			
PM PL	12.96	10.48	8.28	9.23	9.88	-0.11	7.49	25,902	22,088	27,976	27,043	25,752	6.94	24.10	441.58	19.44	0.00		1,292
RJR PL	81.20	79.16	82.11	81.89	81.28	5.56	-0.25	162,347	168,796	278,115	239,811	211,767	10.82	34.76	30.90	74.14	35.19		4,482
LIGGETT PL	5.85	10.36	9.63	8.88	8.84	-5.45	-7.23	11,687	21,824	32,602	26,007	23,030	-11.00	-22.34	-27.79	7.35	0.00		703
PREMIUM BUY	0.39	0.39	0.36	0.38	0.38	-0.06	-0.03	4,534	4,513	4,771	4,901	4,680	0.29	-6.12	-1.58	6.67	0.00		635
GENERALS	1.85	1.50	1.75	1.72	1.71	0.31	1.71	21,368	17,575	23,205	22,142	21,073	8.54	33.66	N/A	7.83	0.00		859
AUSTIN	9.22	9.14	17.27	14.67	12.78	3.57	2.36	106,736	107,084	229,072	188,751	157,911	15.03	51.22	31.92	30.74	8.01		2,504
VALUE PRIDE	2.02	1.88	1.81	1.77	1.87	-0.26	0.84	23,426	21,963	24,032	22,795	23,054	0.05	-4.16	115.74	7.73	0.00		557
MARKER	0.63	0.74	0.60	0.63	0.65	0.00	-0.11	7,333	8,620	7,953	8,086	7,998	2.00	8.81	-7.94	3.34	0.00		242
JACKS	1.56	1.80	0.69	0.95	1.22	0.03	0.06	18,046	21,103	9,107	12,186	15,111	-2.12	11.39	12.70	8.30	0.00		778
WORTH	0.32	0.38	0.34	0.35	0.35	-0.02	-0.07	3,713	4,452	4,534	4,455	4,289	3.88	4.07	-11.27	2.76	0.00		222
SUNDANCE	0.27	0.31	0.28	0.28	0.28	-0.04	-0.11	3,093	3,574	3,417	3,538	3,406	1.36	-6.01	-23.68	2.44	0.00		179
BASIC	2.87	2.84	2.29	2.31	2.56	-0.41	-0.07	33,218	33,221	30,326	29,658	31,605	-1.64	-6.07	4.54	52.25	0.05		5,374
BEST VALUE	0.07	0.08	0.07	0.07	0.07	-0.01	-0.02	866	889	968	845	892	0.08	-4.60	-16.64	1.79	0.00		194
MONARCH	0.98	0.93	0.82	0.81	0.88	-0.26	-1.21	11,363	10,881	10,896	10,449	10,897	-2.09	-15.82	-54.82	24.80	0.00		3,230
GPC	7.43	7.56	7.02	6.98	7.24	-0.50	-0.70	86,063	88,578	93,138	89,757	89,984	1.22	2.02	-2.10	55.01	0.00		4,664
RALEIGH EXTRA	0.16	0.17	0.15	0.16	0.16	-0.03	-0.04	1,694	1,963	2,036	2,057	1,988	-0.01	-9.36	-14.99	8.92	0.00		1,322
DORAL	3.18	3.59	2.57	2.61	2.96	-0.41	0.12	36,765	42,070	34,053	33,822	36,628	-13.61	-4.10	11.92	63.78	0.03		6,055
CAMBRIDGE	0.99	0.99	0.96	0.91	0.96	-0.10	-0.05	11,502	11,643	12,704	11,708	11,889	0.09	-0.94	2.09	37.38	0.00		4,191
VICEROY	0.56	0.55	0.47	0.51	0.52	-0.02	0.04	6,432	6,419	6,267	6,567	6,421	1.96	5.44	17.20	30.66	0.00		3,867
MISTY	0.54	0.54	0.51	0.54	0.53	-0.08	0.05	6,261	6,380	6,752	6,964	6,589	-5.84	-5.80	17.90	29.21	0.00		3,984
MONTCLAIR	0.90	0.86	0.82	1.25	0.96	0.04	0.19	10,470	10,105	10,834	16,047	11,864	3.06	13.18	33.68	31.66	0.00		3,547
ALPINE	0.10	0.10	0.09	0.13	0.11	0.00	-0.04	1,154	1,121	1,257	1,685	1,304	9.42	9.14	-20.61	7.26	0.00		1,125
STERLING	0.08	0.08	0.07	0.07	0.07	-0.01	-0.04	911	905	914	956	922	-0.14	-9.17	-27.46	4.54	0.00		707
BRISTOL	0.05	0.05	0.05	0.05	0.05	-0.01	-0.01	604	576	701	683	641	0.00	-3.32	-7.37	2.85	0.00		415
MAGNA	0.11	0.11	0.08	0.10	0.10	-0.01	-0.03	1,272	1,287	1,111	1,341	1,253	0.56	-3.00	-17.08	8.36	0.00		1,358
PYRAMID	0.01	0.01	0.00	0.00	0.00	0.00	0.00	64	60	29	51	51	19.30	70.00	98.06	0.16	0.00		36
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18	14	8	21	15	15.09	-36.46	-76.08	0.12	0.00		22
BUCKS	0.02	0.01	0.01	0.01	0.01	0.00	0.00	177	175	183	159	174	0.87	1.02	-1.70	1.57	0.00		270
RICHLAND 20s	0.01	0.01	0.01	0.01	0.01	0.00	0.00	172	154	150	110	147	-5.79	-0.34	-16.05	0.78	0.00		140
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39	50	43	45	44	8.26	2.31	-25.94	0.32	0.00		43
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13	6	8	7	9	-30.61	-52.78	-79.76	0.06	0.00		20
BELAIR PV	0.02	0.02	0.02	0.02	0.02	0.00	0.00	187	194	220	197	200	-1.36	-3.97	-10.84	1.65	0.00		302
JASMINE	0.00	0.00	0.00	0.00	0.00	-0.01	0.00	30	7	3	1	10	-26.79	-92.87	990.89	0.01	0.00		5
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	39	27	34	34	34	0.75	-12.42	-71.73	0.25	0.00		47
DISCOUNT 25s	0.05	0.04	0.05	0.04	0.04	0.00	0.00	539	503	608	574	556	0.74	1.31	0.62	3.32	0.00		443
TOT BRANDED DISCOUNT	18.30	18.70	16.21	16.74	17.43	-1.83	-1.79	211,826	218,079	215,016	215,349	215,202	-2.37	-1.36	-2.59	92.27	0.08		6,851
BASIC SHARE OF DISCOUNT	8.07	7.73	5.48	5.84	6.64	-1.26	-0.56	33,218	33,221	30,326	29,856	31,605	-1.64	-6.07	4.54	53.67	0.12		5,374
TOTAL DSCAT CATEGORY	35.57	36.69	41.74	39.51	38.52	0.94	2.05	411,762	429,687	553,709	508,210	475,842	3.10	11.75	13.44	97.36	8.09		6,946

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IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

CIRCLE K

BRAND	TOTAL CANTONS										4 WK % CHANGE VS:				% OF STRS		% VOLUME	CUM STORES 5 WEEKS AGO TO DATE
	MARKET SHARES		4 WKS 4 WK SHARE VS:								CURRENT				CURRENT	ON DEAL		
	WEEK ENDING 2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS AGO	13 WKS AGO	WEEK ENDING 2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	WEEK END 3/18/94	CURRENT WEEK	
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	0.00	0.00	0.00	0.01	0.00	0.00	0.00	4	8	7	35	14	86.21	22.73	-3.57	0.20	0.00	9
FJR PL	20.56	20.33	35.19	30.18	27.20	6.02	4.13	106,735	107,084	229,072	188,751	157,911	15.03	51.22	31.92	83.98	16.48	2,503
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PL Share of PL																		
PM PL	0.00	0.01	0.00	0.02	0.01	0.00	0.00	4	8	7	35	14	86.21	22.73	-3.57	0.24	0.00	9
FJR PL	100.00	99.99	100.00	99.98	99.99	0.00	0.00	106,735	107,084	229,072	188,751	157,911	15.03	51.22	31.92	100.00	54.59	2,503
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PREMIUM BUY																		
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4	8	7	35	14	86.21	22.73	-3.57	0.20	0.00	9
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRIDE	20.56	20.33	35.19	30.18	27.20	6.02	4.13	106,735	107,084	229,072	188,751	157,911	15.03	51.22	31.92	83.98	16.48	2,503
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC																		
BEST VALUE	2.29	2.30	1.22	1.38	1.74	-0.34	0.66	11,874	12,113	7,912	8,606	10,126	1.55	-1.33	79.33	57.01	0.01	2,260
MONARCH	0.00	0.01	0.00	0.00	0.00	0.00	0.00	9	27	24	13	18	-19.78	-25.51	-34.82	0.12	0.00	14
GPC	0.36	0.32	0.29	0.29	0.31	-0.06	-0.08	1,882	1,665	1,887	1,811	1,811	0.56	-1.13	-10.64	19.59	0.00	1,170
RALEIGH EXTRA	11.07	11.38	9.76	9.64	10.39	-1.60	-1.37	57,459	50,954	63,504	60,307	60,306	1.35	2.08	-1.11	80.17	0.00	2,367
	0.12	0.12	0.10	0.11	0.11	-0.03	-0.03	607	627	678	659	643	1.10	-9.02	-11.22	8.63	0.00	544
DORAL																		
CAMBRIDGE	2.33	3.74	1.73	1.97	2.39	-0.26	-0.07	12,076	10,698	11,269	12,351	13,849	-11.79	6.29	8.57	70.53	0.01	2,370
VICEROY	0.53	0.51	0.41	0.43	0.47	-0.15	-0.10	2,731	2,690	2,692	2,713	2,707	-0.48	-10.62	-8.49	31.71	0.00	1,370
MISTY	0.49	0.47	0.35	0.41	0.43	-0.05	0.03	2,554	2,497	2,296	2,548	2,474	2.88	4.66	21.89	35.21	0.00	1,587
MONTECLAIR	0.66	0.66	0.56	0.58	0.61	-0.01	0.03	3,437	3,466	3,615	3,627	3,536	3.38	15.28	18.52	39.78	0.00	1,834
	1.62	1.59	1.30	1.40	1.47	0.12	0.07	8,404	8,370	8,481	8,776	8,508	3.05	28.07	17.14	55.20	0.00	2,061
ALPINE																		
STERLING	0.02	0.02	0.02	0.01	0.02	-0.01	-0.08	121	99	130	82	108	-8.28	-12.55	-79.15	1.69	0.00	135
BRISTOL	0.01	0.02	0.01	0.01	0.01	-0.01	-0.01	70	80	61	61	68	-4.56	-24.23	-46.88	1.08	0.00	77
MAGNA	0.01	0.01	0.01	0.01	0.01	0.00	-0.01	33	42	45	53	43	-8.95	-23.79	-47.42	0.72	0.00	47
PYRAMID	0.08	0.08	0.06	0.07	0.07	-0.02	-0.03	412	428	385	465	423	1.26	-5.48	-18.75	8.39	0.00	142
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1	0	0	0	0	0.00	N/A	N/A	0.00	0.00	1
RIVIERA																		
BUCKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1	1	0	2	1	100.00	-75.00	-92.86	0.04	0.00	3
RICHLAND 20s	0.01	0.00	0.00	0.00	0.00	0.00	0.00	27	25	22	23	24	-3.96	-1.02	-7.62	0.76	0.00	46
AMERICAN LTS/FF	0.01	0.01	0.00	0.00	0.01	0.00	0.00	43	34	32	19	32	1.59	30.61	16.36	0.48	0.00	30
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12	17	12	15	14	14.29	9.80	-1.75	0.28	0.00	12
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6	0	1	2	2	-10.00	0.00	-62.50	0.04	0.00	4
BELAIR PV																		
JASMINE	0.01	0.01	0.01	0.01	0.01	0.00	0.00	70	69	58	61	65	-6.52	-17.04	-13.13	1.20	0.00	69
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PRICE-OFF																		
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22	10	20	12	16	-13.51	-21.95	-49.21	0.28	0.00	15
	0.02	0.02	0.02	0.02	0.02	0.00	0.00	125	94	135	135	122	5.39	15.68	-6.68	2.05	0.00	98
TOT BRANDED DISCOUNT																		
BASIC SHARE OF DISCOUNT	19.82	21.41	16.00	16.51	18.22	-2.43	-0.94	102,877	112,786	104,120	103,236	105,755	-0.41	3.90	6.40	96.39	0.02	2,500
TOTAL DSCT CATEGORY	5.66	5.51	2.37	2.95	3.84	-1.14	1.26	11,874	12,113	7,912	8,606	10,126	1.55	-1.33	79.33	57.63	0.02	2,260
	40.38	41.74	51.19	46.69	45.42	3.59	3.19	209,616	218,878	333,199	292,022	263,679	8.30	27.86	20.34	68.92	16.50	2,504

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IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

DIAMOND SHAMROCK

BRAND	TOTAL CARTONS												4 WK % CHANGE VS:				% OF STRS		% VOLUME		CUM STORES 5 WEEKS AGO TO DATE
	MARKET SHARES				4 WKS 4 WK SHARE VS:				WEEK ENDING				CURRENT 4 WK AVG	CURRENT			ON DEAL CURRENT WEEK				
	WEEK ENDING				END				WEEK ENDING					WKEND							
	2/25/94	3/4/94	3/11/94	3/18/94	3/10/94	4 WKS AGO	13 WKS AGO	2/25/94	3/4/94	3/11/94	3/18/94	1 WK AGO		4 WKS AGO	13 WKS AGO	3/18/94					
PRIVATE LABEL																					
PL Share of Industry																					
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
RJR PL	20.64	24.13	11.03	14.34	17.65	1.72	1.52	18,046	21,103	9,107	12,186	15,111	-2.12	11.39	12.70	74.74	0.00	778			
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
PL Share of PL																					
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
RJR PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	18,046	21,103	9,107	12,186	15,111	-2.12	11.39	12.70	100.00	0.00	778			
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
PREMIUM BUY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
JACKS	20.64	24.13	11.03	14.34	17.65	1.72	1.52	18,046	21,103	9,107	12,186	15,111	-2.12	11.39	12.70	74.74	0.00	778			
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0			
BASIC	0.98	1.04	0.92	0.98	0.98	-0.30	-0.16	861	909	760	831	840	0.87	-22.77	-11.58	31.48	0.00	485			
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1	1	1	1	1	0.00	0.00	33.33	0.13	0.00	1			
MONARCH	0.58	0.55	0.52	0.50	0.54	-0.20	-0.89	508	478	429	422	459	-3.92	-27.05	-61.24	20.24	0.00	412			
GPC	1.28	1.22	1.23	1.32	1.26	0.09	-0.67	1,118	1,065	1,019	1,125	1,082	1.07	7.82	-32.59	22.49	0.00	337			
RALEIGH EXTRA	0.12	0.10	0.09	0.12	0.11	-0.02	-0.06	101	89	74	101	91	-2.67	-16.09	-33.39	51.16	0.00	82			
DORAL	5.49	3.68	3.96	4.09	4.31	-2.70	-0.11	4,799	3,200	3,272	3,479	3,688	-38.39	-38.24	0.36	68.92	0.00	767			
CAMBRIDGE	1.17	1.13	1.21	1.12	1.16	-0.11	-0.40	1,021	988	995	955	990	-2.70	-7.95	-23.52	38.49	0.00	569			
VICEROY	0.37	0.37	0.36	0.43	0.38	-0.01	0.07	324	326	298	365	328	6.83	-0.98	24.93	22.22	0.00	396			
MISTY	0.49	0.51	0.55	0.60	0.54	-0.09	0.03	427	445	456	511	460	1.21	-13.21	0.14	27.12	0.00	449			
MONTECLAIR	0.21	0.22	0.21	0.18	0.20	0.00	0.02	184	190	174	153	175	-2.23	2.49	14.92	10.45	0.00	228			
ALPINE	0.08	0.09	0.09	0.09	0.09	-0.01	0.00	66	83	77	76	76	2.37	-5.33	2.03	5.69	0.00	94			
STERLING	0.24	0.14	0.19	0.21	0.20	-0.09	-0.06	208	126	160	175	167	-2.19	-31.31	-20.92	10.71	0.00	238			
BRISTOL	0.11	0.10	0.13	0.12	0.12	-0.01	-0.02	93	90	108	104	99	-2.47	-10.23	-14.69	4.37	0.00	68			
MAGNA	0.09	0.09	0.08	0.16	0.11	-0.02	-0.03	82	78	70	133	91	8.36	-16.17	-21.26	8.99	0.00	170			
PYRAMID	0.00	0.01	0.01	0.00	0.01	-0.01	0.00	1	12	5	3	5	-12.50	-52.27	-22.22	0.40	0.00	6			
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	2	0	0	1	-71.43	-80.00	-86.67	0.00	0.00	2			
BUCKS	0.01	0.01	0.01	0.01	0.01	0.00	0.00	12	11	12	8	11	-2.27	7.50	-23.21	0.66	0.00	14			
RICHLAND 20s	0.02	0.01	0.02	0.01	0.02	0.00	-0.01	18	11	17	10	14	-11.11	-22.22	-37.08	0.93	0.00	16			
AMERICAN LTS/FF	0.02	0.02	0.01	0.02	0.02	0.00	0.00	15	17	11	18	16	8.77	8.77	12.73	1.19	0.00	15			
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	-100.00	-100.00	-100.00	0.00	0.00	1			
BELAIR PV	0.01	0.01	0.01	0.00	0.01	0.00	0.00	9	6	11	4	8	-21.05	-6.25	-31.82	0.40	0.00	17			
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	3	1	1	33.33	-42.86	N/A	0.13	0.00	2			
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4	1	4	1	3	-23.08	-52.38	-41.18	0.13	0.00	5			
DISCOUNT 25s	0.06	0.07	0.08	0.08	0.07	-0.01	-0.01	53	61	65	66	61	-5.31	-15.15	-14.78	3.17	0.00	58			
TOT BRANDED DISCOUNT	11.39	9.46	9.80	10.16	10.21	-3.50	-2.29	9,958	8,272	8,087	8,632	8,737	-21.01	-25.15	-15.85	86.24	0.00	774			
BASIC SHARE OF DISCOUNT	3.07	3.09	4.42	3.09	3.52	-0.79	-0.47	861	908	760	831	840	0.87	-22.77	-11.58	33.76	0.00	485			
TOTAL DSCT CATEGORY	32.03	33.59	20.83	24.50	27.86	-1.78	-0.76	28,004	29,375	17,194	20,818	23,848	-10.00	-5.51	0.24	93.25	0.00	778			

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

TOTAL PRESTIGE

BRAND	TOTAL CARTONS												% OF STRS				% VOLUME ON DEAL CURRENT WEEK	CUM STORES 5 WEEKS AGO TO DATE
	MARKET SHARES				4 WKS 4 WK SHARE VS:				4 WK % CHANGE VS:				REC BRAND					
	WEEKENDING				END 4 WKS 13 WKS WEEKENDING				CURRENT 1 WK 4 WKS 13 WKS				CURRENT					
	2/25/94	3/4/94	3/11/94	3/18/94	END 3/18/94	4 WKS AGO	13 WKS AGO	WEEKENDING 2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	WEEKEND 3/18/94		
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	0.23	0.22	0.13	0.18	0.18	0.00	-0.18	122	112	81	90	101	2.02	11.57	-46.00	4.15	0.00	63
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	26.23	10.30	10.03	10.03	10.03	0	0	16,794	5,283	5,519	31.46	N/A	N/A	22.93	0.00	371
PL Share of PL																		
PM PL	100.00	100.00	0.48	1.68	1.80	-98.20	-98.20	122	112	81	90	101	2.02	11.57	-46.00	15.89	0.00	63
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	99.52	98.32	98.20	98.20	98.20	0	0	16,794	5,283	5,519	31.46	N/A	N/A	87.85	0.00	371
PREMIUM BUY	0.23	0.22	0.13	0.18	0.18	0.00	-0.18	122	112	81	90	101	2.02	11.57	-46.00	4.15	0.00	63
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC	9.70	9.98	7.72	8.99	9.02	-2.30	-5.94	5,171	5,143	4,942	4,611	4,967	-9.78	-12.96	-36.35	65.12	0.00	370
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MONARCH	0.07	0.04	0.06	0.04	0.05	-0.07	-3.12	35	21	37	23	29	-19.44	-53.60	-98.25	2.68	0.00	35
GPC	7.89	8.82	7.00	8.24	7.93	-0.72	-1.38	4,205	4,548	4,479	4,229	4,365	0.24	0.20	-10.07	68.78	0.00	365
RALEIGH EXTRA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
DORAL	0.12	0.17	0.16	0.19	0.16	-0.05	-0.01	63	87	101	95	87	-1.70	-18.20	-1.14	11.46	0.00	127
CAMBRIDGE	0.23	0.21	0.19	0.24	0.21	-0.05	0.04	120	106	119	123	117	5.41	-10.69	30.00	11.22	0.00	103
VICEROY	0.01	0.00	0.01	0.00	0.00	0.00	0.00	3	1	5	0	2	-18.18	80.00	125.00	0.00	0.00	6
MISTY	0.24	0.24	0.24	0.16	0.22	-0.04	-0.01	128	122	154	80	121	-15.68	-7.81	3.20	8.78	0.00	123
MONTCLAIR	0.31	0.30	0.28	0.27	0.29	0.02	-0.05	164	156	180	140	160	-9.35	16.79	-9.60	11.22	0.00	132
ALPINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BRISTOL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MAGNA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BUCKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BELAIR PV	0.01	0.00	0.01	0.02	0.01	0.00	-0.02	4	1	4	11	5	81.82	5.26	-67.21	1.71	0.00	12
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	-0.04	0	0	0	0	0	N/A	-100.00	-100.00	0.00	0.00	0
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1	1	0	3	1	0.00	33.33	300.00	0.49	0.00	3
TOT BRANDED DISCOUNT	18.62	19.93	15.71	18.21	17.96	-3.20	-10.51	9,927	10,221	10,060	9,342	9,888	-5.42	-7.28	-33.40	90.24	0.00	416
BASIC SHARE OF DISCOUNT	51.46	49.77	18.35	31.34	32.03	-21.03	-19.88	5,171	5,143	4,942	4,611	4,967	-9.78	-12.96	-36.35	71.01	0.00	370
TOTAL DSCT CATEGORY	18.85	20.05	42.07	28.69	28.18	6.83	-0.66	10,049	10,333	26,935	14,715	15,508	5.12	44.20	3.16	91.71	0.00	421

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IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

PRESTIGE-ARGO

BRAND	MARKET SHARES			TOTAL CARTONS								4 WK % CHANGE VS:			% OF STKS		% VOLUME	CUM STORES
	WEEK ENDING				4 WKS	4 WK SHARE VS:								REC BRAND	ON DEAL			
	2/25/94	3/4/94	3/11/94	3/18/94	END	4 WKS	13 WKS	WEEK ENDING				CURRENT	1 WK	4 WKS	13 WKS	CURRENT	5 WEEKS	
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	AGO	AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	AGO	AGO	AGO	3/18/94	WEEK	AGO TO DATE
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	0.17	0.22	0.13	0.10	0.15	0.01	-0.16	88	107	79	50	81	-7.69	18.25	-49.30	3.49	0.00	54
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	26.82	10.78	10.32	10.32	10.32	0	0	16,394	5,231	5,406	31.91	N/A	N/A	24.46	0.00	362
PL Share of PL																		
PM PL	100.00	100.00	0.48	0.95	1.48	-98.52	-98.52	88	107	79	50	81	-7.69	18.25	-49.30	13.00	0.00	54
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	98.52	99.05	98.52	98.52	98.52	0	0	16,394	5,231	5,406	31.91	N/A	N/A	91.00	0.00	362
PREMIUM BUY	0.17	0.22	0.13	0.10	0.15	0.01	-0.16	88	107	79	50	81	-7.69	18.25	-49.30	3.49	0.00	54
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC	9.87	10.04	7.71	9.12	9.11	-2.34	-5.73	5,018	4,920	4,711	4,426	4,769	-9.76	-12.64	-35.90	66.40	0.00	334
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MONARCH	0.06	0.04	0.05	0.05	0.05	-0.06	-3.25	29	21	33	23	27	-19.08	-49.04	-98.40	2.96	0.00	3
GPC	7.91	8.91	6.92	8.32	7.95	-0.73	-1.48	4,023	4,363	4,229	4,037	4,163	0.59	0.55	-11.96	70.70	0.00	337
RALEIGH EXTRA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
DORAL	0.12	0.17	0.17	0.19	0.16	-0.05	-0.01	59	84	101	92	84	-0.88	-16.00	-3.17	12.10	0.00	123
CAMBRIDGE	0.23	0.21	0.19	0.25	0.22	-0.04	0.04	116	102	119	123	115	9.79	-8.55	27.78	12.37	0.00	99
VICEROY	0.01	0.00	0.01	0.00	0.00	0.00	0.00	3	1	5	0	2	-18.18	80.00	125.00	0.00	0.00	6
MISTY	0.25	0.23	0.25	0.16	0.23	-0.01	0.00	128	115	153	79	119	-10.21	3.04	3.04	9.41	0.00	117
MONTCLAIR	0.32	0.30	0.28	0.28	0.30	0.04	-0.05	164	149	170	138	155	-4.90	26.22	-11.54	12.10	0.00	126
ALPINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BRISTOL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MAGNA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BUCKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BELAIR PV	0.01	0.00	0.01	0.02	0.01	0.00	-0.02	4	1	4	10	5	72.73	5.56	-68.85	1.61	0.00	11
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	-0.05	0	0	0	0	0	N/A	-100.00	-100.00	0.00	0.00	0
DISCOUNT 25s	0.00	0.00	0.00	0.01	0.00	0.00	0.00	1	1	0	3	1	0.00	-33.33	300.00	0.54	0.00	3
TOT BRANDED DISCOUNT	18.84	19.99	15.64	16.46	18.09	-3.19	-10.54	9,578	9,792	9,564	8,958	9,473	-5.09	-6.65	-34.00	91.67	0.00	372
BASIC SHARE OF DISCOUNT	51.91	49.70	18.09	31.08	31.88	-21.55	-19.38	5,018	4,920	4,711	4,426	4,769	-9.76	-12.64	-35.90	71.39	0.00	334
TOTAL DSCT CATEGORY	19.01	20.20	42.59	29.35	28.57	7.15	-0.38	9,668	9,899	26,037	14,239	14,960	5.60	46.43	3.09	93.01	0.00	376

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THIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

PHESTIGE-LESS ARCO

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS	% VOLUME	CUM STORES
	WEEK ENDING				4 WKS 4 WK SHARE VS:				CURRENT				1 WK 4 WKS				REC BRAND	ON DEAL	5 WEEKS
	2/25/94	3/4/94	3/11/94	3/18/94	END	4 WKS	13 WKS	WEEK ENDING	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK	4 WKS	13 WKS	3/18/94	CURRENT	CURRENT	AGO TO DATE
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	1.38	0.20	0.07	1.44	0.76	-0.07	-0.63	34	5	2	40	20	76.09	-8.99	-27.03	10.53	0.00	0.00	9
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
LIGGETT PL	0.00	0.00	13.86	1.87	4.24	4.24	4.24	0	0	400	52	113	13.00	N/A	N/A	7.89	0.00	0.00	9
PL Share of PL																			
PM PL	100.00	100.00	0.50	43.48	15.20	-84.80	-84.80	34	5	2	40	20	76.09	-8.99	-27.03	57.14	0.00	0.00	9
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
LIGGETT PL	0.00	0.00	99.50	56.52	84.80	84.80	84.80	0	0	400	52	113	13.00	N/A	N/A	42.86	0.00	0.00	9
PREMIUM BUY	1.38	0.20	0.07	1.44	0.76	-0.07	-0.63	34	5	2	40	20	76.09	-8.99	-27.03	10.53	0.00	0.00	9
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
BASIC	6.21	8.77	8.00	6.67	7.42	-1.81	-10.78	153	223	231	185	198	-10.10	-20.16	-45.60	52.63	0.00	0.00	36
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
MONARCH	0.24	0.00	0.14	0.00	0.09	-0.30	0.09	6	0	4	0	3	-23.08	-76.19	N/A	0.00	0.00	0	2
GPC	7.38	7.27	8.66	6.92	7.58	-0.48	1.32	182	185	250	192	202	-6.47	-6.58	61.48	50.00	0.00	0.00	28
RALEIGH EXTRA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
DORAL	0.18	0.12	0.00	0.11	0.09	-0.12	0.06	4	3	0	3	3	-23.08	-56.52	233.33	5.26	0.00	0.00	4
CAMBRIDGE	0.18	0.16	0.00	0.00	0.07	-0.12	0.07	4	4	0	0	2	-88.00	-61.90	N/A	0.00	0.00	0	4
VICEROY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
MISTY	0.00	0.28	0.03	0.04	0.08	-0.51	-0.02	0	7	1	1	2	-80.00	-85.94	12.50	2.63	0.00	0.00	6
MONTECLAIR	0.00	0.28	0.35	0.07	0.18	-0.34	0.10	0	7	10	2	5	-64.15	-66.07	216.67	2.63	0.00	0.00	6
ALPINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
BRISTOL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
MAGNA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
BUCKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
AMERICAN LITS#FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
BELAIR PV	0.00	0.00	0.00	0.04	0.01	0.00	0.01	0	0	0	1	0	N/A	0.00	N/A	2.63	0.00	0.00	1
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
TOT BRANDED DISCOUNT	14.16	16.86	17.18	13.84	15.54	-3.68	-9.14	349	429	496	384	415	-12.51	-19.71	-16.01	76.32	0.00	0.00	44
BASIC SHARE OF DISCOUNT	39.95	51.38	25.72	38.87	36.15	-9.91	-33.68	153	223	231	185	198	-10.10	-20.16	-45.60	66.67	0.00	0.00	36
TOTAL DSCT CATEGORY	15.54	17.06	31.10	17.15	20.53	0.49	-5.53	383	434	898	476	548	-6.41	1.72	5.08	78.95	0.00	0.00	45

2045768220

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

DAIRY MART

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS		% VOLUME	CUM STORES
	WEEKENDING		3/4/94	3/11/94	3/18/94	4 WKS 4 WK SHARE VS:			3/18/94	3/4/94	3/11/94	3/18/94	CURRENT 4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	REC BRAND CURRENT WK END 3/18/94	ON DEAL CURRENT WEEK	5 WEEKS AGO TO DATE	
	2/25/94	3/4/94				END	4 WKS AGO	13 WKS AGO												WEEKENDING 2/25/94
	2/25/94	3/4/94				3/11/94	3/18/94	END												4 WKS AGO
PRIVATE LABEL																				
PL Share of Industry																				
PM PL	29.40	25.60	31.74	30.14	29.28	6.18	29.22	21,389	17,596	23,228	22,157	21,093	8.52	33.58	999.99	80.18	0.00	659		
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1	0	0	0	0	0.00	N/A	0.00	0.00	0.00	1		
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PL Share of PL																				
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.67	21,389	17,596	23,228	22,157	21,093	8.52	33.58	999.99	100.00	0.00	659		
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	-0.67	1	0	0	0	0	0.00	N/A	0.00	0.00	0.00	1		
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PREMIUM BUY	0.03	0.03	0.03	0.02	0.03	-0.01	-0.03	21	21	23	15	20	-10.11	-17.53	-46.31	0.15	0.00	2		
GENERALS	29.37	25.57	31.71	30.12	29.25	6.19	29.25	21,368	17,575	23,205	22,142	21,073	8.54	33.66	N/A	80.03	0.00	659		
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1	0	0	0	0	0.00	N/A	0.00	0.00	0.00	1		
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
BASIC	4.10	4.07	3.67	3.37	3.80	0.01	-2.03	2,980	2,795	2,687	2,478	2,735	-1.48	5.78	-27.17	51.35	0.00	538		
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
MONARCH	7.22	7.44	7.20	6.75	7.15	-2.76	-16.63	5,254	5,110	5,271	4,964	5,150	-2.90	-23.99	-66.40	63.66	0.00	643		
GPC	0.02	0.05	0.00	0.03	0.03	0.00	-0.01	11	35	3	25	18	13.85	-2.63	-21.28	0.45	0.00	8		
RALEIGH EXTRA	0.05	0.05	0.03	0.04	0.04	-0.01	0.01	35	31	22	26	28	-0.87	-18.57	67.65	1.95	0.00	33		
DORAL	1.36	1.30	1.34	1.18	1.30	-0.11	-0.29	991	893	978	871	933	-3.39	-2.56	-8.42	33.63	0.00	484		
CAMBRIDGE	0.32	0.27	0.29	0.23	0.28	-0.09	-0.07	231	185	209	171	199	-8.60	-21.01	-11.25	11.41	0.00	223		
VICEROY	0.31	0.27	0.25	0.19	0.25	-0.01	-0.02	227	184	181	141	183	-3.81	1.81	5.47	12.01	0.00	237		
MISTY	0.50	0.54	0.52	0.56	0.53	0.01	0.00	367	373	381	408	383	4.29	7.29	12.25	24.47	0.00	396		
MONTCLAIR	0.08	0.10	0.10	0.13	0.10	0.03	0.02	56	88	76	97	74	18.00	52.06	41.15	4.05	0.00	94		
ALPINE	0.09	0.06	0.05	0.06	0.07	-0.02	0.00	63	42	37	46	47	5.62	-18.97	6.82	4.35	0.00	83		
STERLING	0.05	0.06	0.03	0.04	0.04	-0.02	-0.03	35	38	21	28	31	-0.81	-31.07	-31.84	2.25	0.00	40		
BRISTOL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	1	1	0	1	0.00	0.00	100.00	0.00	0.00	2		
MAGNA	0.15	0.12	0.08	0.11	0.12	-0.01	-0.05	106	85	60	63	84	-3.75	0.91	-21.41	6.61	0.00	154		
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
BUCKS	0.02	0.01	0.02	0.01	0.02	-0.02	-0.01	17	10	14	8	12	-12.50	-44.94	-37.97	1.20	0.00	35		
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
BELAIR PV	0.01	0.01	0.01	0.01	0.01	0.00	-0.01	7	8	9	6	8	-11.76	-6.25	-26.83	0.60	0.00	7		
JASMINE	0.00	0.00	0.00	0.00	0.00	-0.21	0.00	0	0	0	0	0	-100.00	-100.00	-100.00	0.00	0.00	2		
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	1	0	1	1	0.00	-50.00	-71.43	0.15	0.00	1		
TOT BRANDED DISCOUNT	14.32	14.46	13.88	12.78	13.79	-3.20	-19.10	10,422	9,936	9,994	9,394	9,937	-2.32	-14.49	-53.13	83.18	0.00	686		
BASIC SHARE OF DISCOUNT	9.37	10.15	8.09	7.85	8.81	-0.62	-8.87	2,980	2,795	2,687	2,478	2,735	-1.48	5.78	-27.17	53.86	0.00	538		
TOTAL DSCT CATEGORY	42.72	40.06	45.40	42.82	43.07	2.98	10.12	31,812	27,532	33,222	31,551	31,028	4.79	13.20	46.09	95.35	0.00	719		

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IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

SUNSHINE JR.

BRAND	TOTAL CARTONS												4 WK % CHANGE VS:				% OF STKS	% VOLUME	CUM STORES
	MARKET SHARES				4 WKS 4 WK SHARE VS:				CURRENT				REC BRAND				ON DEAL	5 WEEKS	
	WEEKENDING				END				WEEKENDING				CURRENT				WEEKEND	CURRENT	AGO TO DATE
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS AGO	13 WKS AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	3/18/94	WEEK	AGO TO DATE	
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	0.00	0.05	0.00	0.01	0.01	0.01	0.01	0	10	1	2	3	18.18	225.00	N/A	0.87	0.00	7	
RJR PL	12.37	20.17	14.76	19.11	16.17	0.20	-0.79	3,713	4,452	4,534	4,455	4,289	3.88	4.07	-11.27	82.10	0.00	222	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PL Share of PL																			
PM PL	0.00	0.22	0.02	0.04	0.06	0.05	0.08	0	10	1	2	3	18.18	225.00	N/A	1.06	0.00	7	
RJR PL	100.00	99.78	99.98	99.96	99.92	-0.05	-0.08	3,713	4,452	4,534	4,455	4,289	3.88	4.07	-11.27	100.00	0.00	222	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PREMIUM BUY	0.00	0.05	0.00	0.01	0.01	0.01	0.01	0	10	1	2	3	18.18	225.00	N/A	0.87	0.00	7	
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
WORTH	12.37	20.17	14.76	19.11	16.17	0.20	-0.79	3,713	4,452	4,534	4,455	4,289	3.88	4.07	-11.27	82.10	0.00	222	
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BASIC	2.46	3.76	2.92	3.65	3.13	-4.53	-2.77	739	831	898	851	830	6.58	-58.03	-50.68	56.77	0.00	202	
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MONARCH	3.98	4.64	3.11	3.76	3.82	-0.62	-0.76	1,195	1,024	955	877	1,013	-5.64	-11.55	-22.41	61.57	0.00	205	
GPC	1.50	1.62	1.79	2.46	1.82	0.61	-0.46	449	358	549	573	482	8.13	55.19	-25.64	32.31	0.00	129	
RALEIGH EXTRA	0.25	0.38	0.22	0.22	0.26	-0.03	-0.17	76	83	67	52	70	-4.79	-8.85	-43.38	12.23	0.00	90	
DORAL	12.48	16.18	8.90	9.47	11.55	0.60	2.38	3,744	3,573	2,735	2,208	3,065	-7.15	8.40	17.20	80.35	0.00	228	
CAMBRIDGE	0.53	0.63	3.50	0.61	1.43	0.78	0.83	160	139	1,074	143	379	0.86	125.93	123.93	30.13	0.00	141	
VICEROY	1.04	1.32	0.99	1.32	1.14	0.10	0.02	312	292	303	307	304	2.71	12.72	-5.30	52.84	0.00	206	
MISTY	0.96	0.89	0.75	1.00	0.89	0.04	-0.13	287	197	230	232	237	6.65	7.13	-18.66	40.61	0.00	164	
MONTCLAIR	0.03	0.97	0.59	0.67	0.78	-0.90	-0.11	279	215	180	157	208	-3.03	-52.19	-18.77	24.45	0.00	140	
ALPINE	0.17	0.23	0.15	0.16	0.17	0.04	0.01	51	51	46	37	46	-1.60	31.21	-3.14	11.79	0.00	64	
STERLING	0.22	0.32	0.27	0.39	0.29	0.00	-0.38	65	70	84	90	77	11.96	1.06	-59.66	14.85	0.00	74	
BRISTOL	0.19	0.24	0.31	0.22	0.24	0.00	-0.02	57	52	94	52	64	-5.20	0.79	-12.97	12.23	0.00	83	
MAGNA	0.16	0.24	0.14	0.19	0.18	-0.08	-0.16	48	52	43	45	47	-7.84	-28.79	-50.79	11.35	0.00	77	
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BUCKS	0.01	0.02	0.03	0.02	0.02	0.00	0.00	3	5	8	4	5	0.00	-13.04	-16.67	1.31	0.00	8	
RICHLAND 20s	0.03	0.03	0.02	0.02	0.03	-0.02	0.01	9	7	6	5	7	-20.59	-38.64	22.73	1.31	0.00	6	
AMERICAN LTS/FF	0.00	0.01	0.01	0.00	0.01	0.01	0.01	0	2	4	1	2	16.67	N/A	600.00	0.44	0.00	3	
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BELAIR PV	0.02	0.02	0.02	0.01	0.02	0.00	0.00	5	4	5	3	4	-10.53	-15.00	-10.53	0.44	0.00	6	
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PRICE-OFF	0.01	0.02	0.00	0.01	0.01	0.01	0.01	4	4	0	2	3	25.00	150.00	400.00	0.44	0.00	1	
DISCOUNT 25s	0.05	0.06	0.06	0.08	0.06	0.02	0.01	16	13	18	19	16	8.33	52.94	4.00	2.62	0.00	10	
TOT BRANDED DISCOUNT	24.89	31.58	23.78	24.27	25.85	-3.99	-1.70	7,409	6,972	7,299	5,658	6,857	-2.74	-10.98	-12.66	96.51	0.00	232	
BASIC SHARE OF DISCOUNT	6.59	7.27	7.59	8.41	7.44	-9.28	-5.82	739	831	898	851	830	6.58	-58.03	-50.68	58.30	0.00	202	
TOTAL DSCT CATEGORY	37.37	51.78	38.53	43.39	42.03	-3.77	-2.48	11,212	11,434	11,834	10,115	11,149	-0.20	-5.71	-12.10	97.38	0.00	232	

2228929702

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

THRIFTY

BRAND	MARKET SHARES				4 WKS 4 WK SHARE VS:				TOTAL CARTONS				4 WK % CHANGE VS:				% OF STRS		% VOLUME		CUM STORES 5 WEEKS AGO TO DATE
	WEEK ENDING				END 4 WKS 13 WKS WEEK ENDING				CURRENT				1 WK 4 WKS 13 WKS				REC BRAND		ON DEAL		
																	CURRENT		CURRENT		
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	AGO	AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	3/18/94	WEEK	WEEK			
PRIVATE LABEL																					
PL Share of Industry																					
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
RJR PL	41.73	40.05	37.91	41.59	40.25	-2.62	36.13	14,551	13,761	14,394	13,873	14,145	-0.52	-3.73	999.99	98.36	0.00	0.00	190		
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
PL Share of PL																					
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
RJR PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	14,551	13,761	14,394	13,873	14,145	-0.52	-3.73	999.99	100.00	0.00	0.00	190		
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
PREMIUM BUY																					
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
VALUE PRIDE	41.73	40.05	37.91	41.59	40.25	-2.62	36.13	14,551	13,761	14,394	13,873	14,145	-0.52	-3.73	999.99	98.36	0.00	0.00	190		
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
BASIC																					
BEST VALUE	0.00	0.07	0.00	0.00	0.02	0.02	0.02	0	25	0	0	6	0.00	N/A	N/A	0.00	0.00	0.00	1		
MONARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
GPC	1.89	1.76	1.80	1.76	1.80	-0.09	1.80	660	606	684	586	634	2.34	-2.35	N/A	20.22	0.00	0.00	41		
RALEIGH EXTRA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
DORAL																					
CAMBRIDGE	0.03	0.05	0.02	0.02	0.03	-0.03	-0.09	9	16	9	7	10	-16.33	-51.76	-32.79	2.73	0.01	0.01	20		
VICEROY	0.17	0.14	0.29	0.19	0.20	-0.09	0.18	59	48	109	63	70	-20.74	-29.19	999.99	14.75	0.00	0.00	82		
MISTY	0.07	0.09	0.09	0.11	0.09	-0.01	0.09	24	30	36	37	32	4.10	-8.63	N/A	8.74	0.00	0.00	41		
MONTCLAIR	0.05	0.03	0.11	0.05	0.06	-0.01	0.06	19	9	40	17	21	-3.41	-15.84	N/A	4.92	0.00	0.00	35		
ALPINE																					
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
BRISTOL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0.00	0		
MAGNA	0.01	0.01	0.01	0.01	0.01	0.00	0.01	4	3	2	4	3	18.18	-27.78	N/A	2.19	0.00	0.00	6		
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
RIVIERA																					
BUCKS	0.00	0.02	0.00	0.00	0.01	0.00	0.00	1	7	1	0	2	-18.18	50.00	200.00	0.00	0.00	0.00	4		
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	-100.00	N/A	0.00	0.00	0.00	0		
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	-100.00	N/A	0.00	0.00	0.00	0		
BELAIR PV																					
JASMINE	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0	3	0	0	1	0.00	50.00	N/A	0.00	0.00	0.00	2		
PRICE-OFF	0.00	0.00	0.01	0.01	0.01	0.00	0.01	1	1	2	5	2	125.00	200.00	N/A	0.55	0.00	0.00	4		
DISCOUNT 25s	0.01	0.00	0.01	0.01	0.01	0.00	0.01	3	0	4	3	2	-12.50	0.00	N/A	1.09	0.00	0.00	5		
TOT BRANDED DISCOUNT																					
BASIC SHARE OF DISCOUNT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0.00	0		
TOTAL DSCT CATEGORY	44.45	42.66	40.87	44.25	43.00	-2.87	38.67	15,501	14,657	15,518	14,761	15,109	-0.48	-3.89	999.99	98.36	0.01	0.01	190		

2045768223

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

EMRO

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS		% VOLUME	CUM STORES
	WEEK ENDING				4 WKS 4 WK SHARE VS:								CURRENT				REC BRAND	ON DEAL		
	2/25/94	3/4/94	3/11/94	3/18/94	END	4 WKS	13 WKS	WEEK ENDING					1 WK	4 WKS	13 WKS	CURRENT	CURRENT	5 WEEKS		
					3/18/94	AGO	AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	AGO	AGO	AGO	3/18/94	WEEK	AGO TO DATE		
PRIVATE LABEL																				
PL Share of Industry																				
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
LIGGETT PL	12.82	20.81	16.54	19.43	17.58	-10.98	-11.53	11,687	21,824	15,808	20,724	17,511	-19.23	-40.95	-45.10	85.06	0.00	332		
PL Share of PL																				
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
LIGGETT PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	11,687	21,824	15,808	20,724	17,511	-19.23	-40.95	-45.10	100.00	0.00	332		
PREMIUM BUY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
BASIC	3.39	2.17	3.20	2.75	2.85	-0.32	0.38	3,058	2,280	3,062	2,938	2,842	-4.11	-13.83	4.98	67.07	0.00	321		
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
MONARCH	0.79	0.77	0.66	0.48	0.67	0.01	0.02	716	810	630	510	667	-7.78	-2.20	-6.23	30.79	0.00	219		
GPC	1.09	0.89	1.06	1.08	1.03	0.21	0.31	996	934	1,017	1,153	1,025	3.25	19.88	30.82	45.12	0.00	237		
RALEIGH EXTRA	0.21	0.23	0.23	0.26	0.23	-0.03	-0.02	190	242	218	281	233	2.87	-14.19	-17.02	21.04	0.00	131		
DORAL	5.87	5.92	6.72	5.22	5.91	0.54	1.46	5,346	6,206	6,428	5,567	5,887	-1.16	5.57	20.67	85.08	0.00	330		
CAMBRIDGE	1.04	0.76	1.02	0.81	0.80	-0.01	0.07	945	800	972	866	896	-4.35	-5.14	-1.13	46.65	0.00	266		
VICEROY	1.66	1.47	1.67	1.48	1.56	0.21	0.41	1,515	1,544	1,595	1,579	1,558	1.93	11.03	22.87	67.07	0.00	303		
MISTY	0.89	0.85	0.90	0.83	0.87	-0.23	0.31	811	892	857	889	862	8.70	-24.26	41.06	41.16	0.00	255		
MONTCLAIR	0.38	0.34	0.53	4.25	1.44	0.35	1.07	343	360	511	4,538	1,438	243.81	26.50	253.53	98.78	0.00	328		
ALPINE	0.42	0.37	0.45	0.85	0.53	0.15	0.13	382	386	428	905	525	28.90	33.40	20.13	29.88	0.00	197		
STERLING	0.35	0.29	0.37	0.35	0.34	0.05	-0.04	320	308	357	369	330	1.04	11.26	-18.58	21.95	0.00	131		
BRISTOL	0.12	0.08	0.09	0.08	0.09	0.00	0.01	113	86	88	89	94	-1.05	-7.16	7.12	6.71	0.00	44		
MAGNA	0.41	0.34	0.34	0.34	0.36	0.05	0.02	377	357	323	368	356	2.59	10.38	-3.85	30.18	0.00	207		
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
RIVIERA	0.01	0.00	0.00	0.01	0.01	0.00	-0.03	13	5	0	12	8	50.00	-14.20	-80.52	1.52	0.00	9		
BUCKS	0.05	0.03	0.05	0.04	0.04	0.00	0.01	47	35	51	45	45	1.71	5.95	11.25	7.01	0.00	52		
RICHLAND 20s	0.05	0.04	0.04	0.03	0.04	0.00	-0.02	49	42	40	30	40	-4.73	-9.55	-37.35	3.05	0.00	24		
AMERICAN LTS/FF	0.01	0.01	0.00	0.00	0.01	0.00	-0.01	7	6	4	4	5	16.67	23.53	-65.00	0.61	0.00	3		
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	-0.01	-0.01	3	1	3	3	3	-37.50	-72.22	-85.71	0.30	0.00	6		
BELAIR PV	0.01	0.00	0.02	0.02	0.01	0.00	0.00	11	5	16	25	14	14.00	3.64	23.91	2.13	0.00	12		
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
DISCOUNT 25s	0.17	0.13	0.16	0.12	0.14	0.00	0.02	158	134	155	124	143	-4.79	-2.35	9.59	11.28	0.00	67		
TOT BRANDED DISCOUNT	16.93	14.71	17.53	19.02	17.05	0.97	4.11	15,431	15,433	16,756	20,295	16,979	6.21	1.69	19.73	100.00	0.00	332		
BASIC SHARE OF DISCOUNT	11.39	6.12	9.40	7.16	8.24	1.12	2.36	3,088	2,280	3,062	2,938	2,842	-4.11	-13.83	4.98	67.07	0.00	321		
TOTAL DSCT CATEGORY	29.75	35.52	34.06	38.45	34.64	-10.01	-7.42	27,118	37,257	32,564	41,019	34,489	-8.43	-25.59	-25.15	100.00	0.00	332		

2045768224

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

LOAF-N-JUG

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS		CUM STORES 5 WEEKS AGO TO DATE
	WEEK ENDING	3/4/94	3/11/94	3/18/94	4 WKS END 3/18/94	4 WKS AGO	13 WKS AGO	WEEK ENDING 2/25/94	3/4/94	3/11/94	3/18/94	CURRENT 4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	REC BRAND CURRENT WK END 3/18/94	% VOLUME ON DEAL CURRENT WEEK		
	2/25/94																		
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
RJR PL	14.87	17.02	15.52	15.13	15.62	-1.22	-5.57	1,282	1,420	1,402	1,375	1,370	-1.19	-12.21	-28.64	91.43	0.00	71	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PL Share of PL																			
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
RJR PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	1,282	1,420	1,402	1,375	1,370	-1.19	-12.21	-28.64	100.00	0.00	71	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PREMIUM BUY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
SUNDANCE	14.87	17.02	15.52	15.13	15.62	-1.22	-5.57	1,282	1,420	1,402	1,375	1,370	-1.19	-12.21	-28.64	91.43	0.00	71	
BASIC	2.03	2.37	2.58	2.56	2.39	0.17	0.29	175	198	233	233	210	4.88	1.70	10.10	68.57	0.00	63	
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MONARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
GPC	16.23	15.67	15.83	16.17	15.98	-0.23	3.21	1,399	1,307	1,430	1,470	1,402	-1.20	-6.71	21.16	94.29	0.00	70	
RALEIGH EXTRA	0.17	0.19	0.14	0.29	0.20	-0.05	-0.07	15	16	13	26	18	1.45	-23.91	-27.08	15.74	0.00	25	
DORAL	2.70	2.67	2.62	2.66	2.67	-0.36	-0.11	233	223	237	242	234	-1.16	-16.59	-7.06	74.29	0.00	65	
CAMBRIDGE	4.01	4.59	4.47	3.14	4.04	0.25	0.76	346	393	404	285	355	-3.73	1.00	19.16	75.71	0.00	70	
VICEROY	0.79	0.59	0.49	0.85	0.68	0.06	0.09	68	49	44	77	60	7.69	3.48	12.26	44.29	0.00	47	
MISTY	1.71	1.29	1.23	1.28	1.37	0.21	0.51	147	108	111	118	121	-0.21	11.83	54.49	44.29	0.00	56	
MONTCLAIR	1.30	0.78	1.20	1.45	1.19	0.38	0.57	112	65	108	132	104	6.65	39.00	87.00	42.86	0.00	55	
ALPINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BRISTOL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MAGNA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0	
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BUCKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BELAIR PV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
TOT BRANDED DISCOUNT	29.57	28.95	28.03	28.94	29.12	0.46	5.79	2,549	2,415	2,622	2,630	2,554	-0.21	-3.87	20.81	97.14	0.00	71	
BASIC SHARE OF DISCOUNT	4.57	5.16	5.79	5.82	5.35	0.45	0.62	175	198	233	233	210	4.88	1.70	10.10	68.57	0.00	63	
TOTAL DSCT CATEGORY	44.44	45.98	44.55	44.08	44.74	-0.76	0.22	3,831	3,835	4,024	4,005	3,824	-0.56	-6.95	-2.72	98.57	0.00	71	

2045768225

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

MINI-MART

BRAND	TOTAL CARTONS												4 WK % CHANGE VS:				% OF STKS	% VOLUME	CUM STORES
	MARKET SHARES				4 WKS 4 WK SHARE VS:								REC BRAND				ON DEAL	5 WEEKS	
	WEEK ENDING				END				WEEK ENDING				CURRENT				WK END	CURRENT	AGO TO DATE
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS	13 WKS	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK	4 WKS	13 WKS	3/18/94	WEEK		
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	1.24	1.40	1.52	1.64	1.46	0.01	-0.19	172	204	235	256	217	1.88	0.81	-18.44	33.03	0.00	53	
RJR PL	13.02	14.78	13.03	13.83	13.67	-0.21	-2.05	1,811	2,154	2,015	2,163	2,036	3.15	-1.32	-19.95	93.58	0.00	108	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PL Share of PL																			
PM PL	8.67	8.65	10.44	10.58	9.62	0.18	0.16	172	204	235	256	217	1.88	0.81	-18.44	35.29	0.00	53	
RJR PL	91.33	91.35	89.56	89.42	90.38	-0.18	-0.16	1,811	2,154	2,015	2,163	2,036	3.15	-1.32	-19.95	100.00	0.00	108	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PREMIUM BUY	1.24	1.40	1.52	1.64	1.46	0.01	-0.19	172	204	235	256	217	1.88	0.81	-18.44	33.03	0.00	53	
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
SUNDANCE	13.02	14.78	13.03	13.83	13.67	-0.21	-2.05	1,811	2,154	2,015	2,163	2,036	3.15	-1.32	-19.95	93.58	0.00	108	
BASIC	2.61	2.69	2.50	2.13	2.48	0.11	0.22	363	392	387	333	369	-1.60	4.68	1.24	53.21	0.00	93	
BEST VALUE	0.17	0.19	0.17	0.13	0.16	-0.02	-0.03	23	27	27	21	25	3.16	-11.71	-22.22	3.67	0.00	9	
MONARCH	0.02	0.11	0.10	0.20	0.11	0.09	0.09	3	16	16	32	17	76.32	415.38	458.33	1.83	0.00	4	
GPC	10.03	10.01	10.08	10.29	10.10	0.41	0.72	1,395	1,458	1,558	1,600	1,505	2.71	4.30	-0.92	83.49	0.00	104	
RALEIGH EXTRA	1.80	1.67	1.87	1.58	1.73	-0.48	0.00	251	244	289	247	258	-1.43	-21.60	-7.78	41.28	0.00	80	
DORAL	4.22	4.38	4.63	3.03	4.29	0.26	0.60	587	638	716	615	639	3.69	6.77	7.08	78.00	0.00	109	
CAMBRIDGE	2.59	2.70	2.69	2.83	2.73	0.35	0.30	360	406	416	442	406	6.42	15.18	3.44	75.23	0.00	103	
VICEROY	0.46	0.38	0.43	0.38	0.41	-0.08	-0.07	64	56	66	59	61	-3.92	-15.52	-21.47	29.36	0.00	70	
MISTY	0.78	0.84	0.71	0.64	0.74	-0.16	-0.07	109	123	110	100	111	-9.43	-17.54	-16.29	34.86	0.00	70	
MONTCLAIR	3.30	0.41	0.47	0.36	1.09	0.64	0.55	459	60	72	57	162	2.69	145.45	87.28	22.02	0.00	108	
ALPINE	0.21	0.16	0.23	0.20	0.20	-0.03	-0.06	29	24	35	32	30	-0.83	-13.67	-28.14	17.43	0.00	44	
STERLING	0.06	0.08	0.15	0.08	0.10	-0.05	-0.03	9	12	23	13	14	-9.52	-33.72	-31.33	6.42	0.00	18	
BRISTOL	0.01	0.06	0.05	0.02	0.03	-0.02	0.01	1	9	7	3	5	-20.00	-31.03	11.11	2.75	0.00	10	
MAGNA	0.29	0.34	0.23	0.30	0.29	-0.10	-0.13	40	50	35	47	43	2.99	-24.89	-36.06	20.18	0.00	53	
PYRAMID	0.06	0.03	0.05	0.03	0.04	-0.01	-0.04	8	5	8	4	6	-3.65	-19.35	-55.36	2.75	0.00	11	
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	-100.00	-100.00	0.00	0.00	0	
BUCKS	0.09	0.05	0.06	0.08	0.07	0.00	-0.01	13	8	9	13	11	22.86	0.00	-17.31	9.17	0.00	17	
RICHLAND 20s	0.07	0.07	0.08	0.07	0.07	-0.02	-0.02	10	10	12	11	11	-6.52	-18.87	-25.86	4.59	0.00	16	
AMERICAN LTS/FF	0.03	0.05	0.03	0.04	0.04	-0.02	-0.05	4	7	4	6	5	16.67	-30.00	-61.11	2.75	0.00	5	
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	-0.02	-0.05	0	0	0	0	0	-100.00	-100.00	-100.00	0.00	0.00	2	
BELAIR PV	0.10	0.04	0.09	0.05	0.07	0.01	0.01	14	6	14	8	11	10.53	23.53	5.00	6.42	0.00	24	
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PRICE-OFF	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0	0	1	0	0	0.00	N/A	-66.67	0.00	0.00	1	
DISCOUNT 25s	0.04	0.03	0.05	0.09	0.05	0.00	0.02	6	5	8	14	8	52.94	8.33	62.50	4.58	0.00	7	
TOT BRANDED DISCOUNT	28.37	25.83	25.92	24.92	26.16	1.00	2.28	3,946	3,734	4,008	3,887	3,896	2.41	4.16	0.85	96.33	0.00	109	
BASIC SHARE OF DISCOUNT	6.12	6.43	6.18	5.27	6.00	0.14	0.54	363	392	387	333	369	-1.60	4.68	1.24	53.21	0.00	93	
TOTAL DSCT CATEGORY	42.63	41.81	40.48	40.39	41.28	0.80	0.04	5,929	6,092	6,258	6,316	6,140	2.63	2.15	-7.85	100.00	0.00	109	

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INIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

COASTAL MART

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS	% VOLUME	CUM STORES
	WEEK ENDING				4 WKS 4 WK SHARE VS:				WEEK ENDING				CURRENT				REC BRAND	ON DEAL	5 WEEKS
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS AGO	13 WKS AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	3/18/94	CURRENT WK END	CURRENT WEEK	AGO TO DATE
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
RJR PL	21.66	20.98	21.66	21.24	21.39	-2.11	-2.93	8,875	8,202	9,638	8,922	8,909	0.97	-4.84	-12.47	96.92	0.00	367	367
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
PL Share of PL																			
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
RJR PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	8,875	8,202	9,638	8,922	8,909	0.97	-4.84	-12.47	100.00	0.00	367	367
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
PREMIUM BUY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
VALUE PRIDE	21.66	20.98	21.66	21.24	21.39	-2.11	-2.93	8,875	8,202	9,638	8,922	8,909	0.97	-4.84	-12.47	96.92	0.00	367	367
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
BASIC	0.05	0.21	0.27	0.21	0.19	-0.01	-0.12	21	82	120	87	78	22.53	1.64	-39.45	4.20	0.00	10	10
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
MONARCH	0.00	0.01	0.02	0.03	0.02	0.02	0.02	0	5	9	12	7	85.71	N/A	N/A	0.56	0.00	4	4
GPC	0.04	0.26	0.13	0.15	0.14	-0.05	-0.12	16	102	58	65	60	14.76	-20.46	-44.72	2.52	0.00	11	11
RALEIGH EXTRA	0.02	0.03	0.01	0.02	0.02	0.00	0.00	7	11	4	9	8	10.71	-3.13	19.23	1.40	0.00	12	12
DORAL	4.30	3.98	5.59	4.00	4.49	-0.36	0.59	1,764	1,554	2,486	1,682	1,872	-14.20	-3.27	14.62	76.47	0.13	353	353
CAMBRIDGE	1.50	1.58	1.45	1.41	1.48	0.00	0.24	614	616	645	583	617	2.11	4.44	18.65	51.82	0.00	286	286
VICEROY	0.46	0.50	0.54	0.57	0.52	0.04	0.11	189	197	241	240	217	4.08	13.63	25.20	28.29	0.00	186	186
MISTY	0.47	0.61	0.56	0.62	0.57	0.01	0.06	184	240	250	259	236	0.32	5.60	11.20	31.03	0.00	220	220
MONTECLAIR	0.24	0.28	0.24	0.24	0.25	-0.02	-0.04	100	111	108	100	105	-11.04	-3.23	-15.52	12.61	0.00	96	96
ALPINE	0.21	0.26	0.31	0.26	0.26	-0.01	0.01	85	103	137	108	108	-1.14	0.46	4.09	18.21	0.00	143	143
STERLING	0.09	0.06	0.10	0.11	0.09	-0.02	0.00	38	25	44	45	38	0.66	-15.56	-1.94	6.16	0.00	40	40
BRISTOL	0.33	0.35	0.31	0.33	0.33	0.00	0.03	134	136	140	138	137	1.86	6.00	9.38	9.52	0.00	58	58
MAGNA	0.20	0.18	0.16	0.13	0.17	0.00	0.02	80	71	73	54	70	-7.33	4.91	16.32	8.40	0.00	89	89
PYRAMID	0.12	0.03	0.01	0.08	0.06	0.05	0.06	50	13	6	32	25	46.38	989.89	989.99	0.56	0.00	4	4
RIVIERA	0.00	0.01	0.00	0.01	0.01	0.00	0.00	0	4	1	5	3	42.86	0.00	150.00	0.28	0.00	1	1
BUCKS	0.01	0.05	0.02	0.01	0.02	0.00	0.01	4	18	11	5	10	-2.56	5.56	35.71	1.40	0.00	17	17
RICHLAND 20s	0.02	0.02	0.02	0.02	0.02	0.01	0.00	10	9	9	8	9	2.88	50.00	9.09	0.84	0.00	9	9
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	0
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0	0
BELAIR PV	0.08	0.06	0.08	0.04	0.06	0.00	0.00	25	25	37	18	26	-4.55	6.06	3.96	4.48	0.00	48	48
JASMINE	0.07	0.02	0.00	0.00	0.02	0.02	0.02	30	7	0	0	9	0.00	N/A	N/A	0.00	0.00	1	1
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0	0
DISCOUNT 25s	0.03	0.02	0.01	0.03	0.02	-0.01	0.00	13	9	5	11	9	3.45	-23.08	20.00	1.12	0.00	14	14
TOT BRANDED DISCOUNT	8.35	8.63	9.95	8.40	8.86	-0.28	0.93	3,423	3,375	4,427	3,528	3,688	-6.67	1.35	11.16	92.44	0.13	365	365
BASIC SHARE OF DISCOUNT	0.17	0.71	0.85	0.70	0.62	0.03	-0.33	21	82	120	87	78	22.53	1.64	-39.45	4.26	0.00	19	19
TOTAL DSCT CATEGORY	30.01	28.62	31.61	29.63	30.25	-2.40	-2.00	12,298	11,577	14,065	12,450	12,597	-1.38	-3.11	-6.66	98.60	0.13	367	367

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

7-11 UTAH

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:			% OF STHS	% VOLUME	CUM STORES	
	WEEK ENDING		3/11/94	3/18/94	4 WKS 4 WK SHARE VS:				WEEK ENDING	3/4/94	3/11/94	3/18/94	CURRENT	1 WK	4 WKS	13 WKS	REC BRAND	ON DEAL	CUM STORES
	2/25/94	3/4/94			END	4 WKS	13 WKS	WEEK ENDING											
2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	AGO	AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	AGO	AGO	AGO	3/18/94	WEEK	AGO TO DATE		
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	0.47	0.46	0.37	0.47	0.44	-0.04	-0.05	118	113	106	120	114	9.07	-6.35	-6.73	28.23	0.00	49	
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PL Share of PL																			
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	118	113	106	120	114	9.07	-6.35	-6.73	100.00	0.00	49	
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PREMIUM BUY	0.47	0.46	0.37	0.47	0.44	-0.04	-0.05	118	113	106	120	114	9.07	-6.35	-6.73	28.23	0.00	49	
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BASIC	2.84	3.05	2.74	3.25	2.96	-0.02	0.43	715	755	777	826	768	2.13	1.69	21.80	85.48	0.00	123	
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MONARCH	2.88	3.02	2.47	2.96	2.82	-0.13	-0.16	725	747	700	751	731	3.32	-1.95	-1.48	87.80	0.00	124	
GPC	18.18	20.76	18.10	19.61	19.37	-0.70	-1.24	4,835	5,140	5,132	4,979	5,022	1.29	-1.08	-2.10	100.00	0.00	124	
RALEIGH EXTRA	0.21	0.21	0.15	0.18	0.19	0.05	-0.03	52	52	43	46	48	5.46	36.88	-8.53	13.71	0.00	32	
DORAL	4.71	2.35	1.67	2.30	2.73	-0.63	0.85	1,188	583	474	584	707	-32.06	-16.79	51.45	79.03	0.65	124	
CAMBRIDGE	3.99	3.77	3.44	3.82	3.74	0.14	-0.14	1,005	933	976	970	971	3.16	6.47	0.41	84.35	0.00	124	
VICEROY	0.22	0.28	0.19	0.24	0.23	-0.02	-0.01	56	70	55	62	61	1.67	-5.06	-2.02	30.65	0.00	63	
MISTY	0.04	0.07	0.13	0.13	0.09	0.02	0.02	10	18	36	33	24	18.29	27.63	24.36	9.68	0.00	22	
MONTCLAIR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
ALPINE	0.11	0.13	0.11	0.11	0.11	0.00	-0.03	28	31	30	28	29	3.54	1.74	-15.22	12.10	0.00	33	
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BRISTOL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MAGNA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BUCKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BELAIR PV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
TOT BRANDED DISCOUNT	34.17	33.64	29.00	32.62	32.25	-1.29	-0.31	8,615	8,329	8,224	8,282	8,363	-2.24	-1.47	3.18	100.00	0.65	124	
BASIC SHARE OF DISCOUNT	8.19	8.94	9.33	9.83	9.06	0.29	1.40	715	755	777	826	768	2.13	1.69	21.80	85.48	0.00	123	
TOTAL DSCT CATEGORY	34.64	34.10	29.37	33.09	32.69	-1.34	-0.36	8,733	8,442	8,330	8,402	8,477	-2.10	-1.54	3.04	100.00	0.65	123	

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IFHS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

7-11 COLORADO

BRAND	MARKET SHARES		TOTAL CARTONS								4 WK % CHANGE VS:				REC BRAND	% VOLUME	CUM STORES	
	WEEKENDING		4 WKS 4 WK SHARE VS:								CURRENT							
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS	13 WKS	WEEKENDING	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK	4 WKS				13 WKS
						AGO	AGO						AGO	AGO	AGO		WEEK	AGO TO DATE
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	2.64	2.58	2.40	2.59	2.55	-0.07	0.45	1,792	1,702	1,701	1,813	1,752	1.99	0.30	22.88	59.03	0.00	200
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PL Share of PL																		
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	1,792	1,702	1,701	1,813	1,752	1.99	0.30	22.88	100.00	0.00	200
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PREMIUM BUY																		
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC																		
BEST VALUE	1.98	1.79	1.65	1.88	1.83	-0.01	0.01	1,347	1,184	1,172	1,315	1,255	-0.69	2.35	1.46	60.07	0.00	221
MONARCH	0.04	0.03	0.04	0.05	0.04	0.00	-0.01	25	17	29	35	27	2.91	-1.85	-14.52	3.13	0.00	12
GPC	0.72	0.68	0.70	0.65	0.69	-0.04	-0.05	468	449	495	456	472	-0.94	-2.07	-5.27	52.08	0.00	220
RALEIGH EXTRA	10.78	10.40	10.33	10.30	10.45	0.10	-0.75	7,327	6,867	7,324	7,215	7,183	0.38	4.00	-5.68	98.96	0.00	288
	0.13	0.18	0.15	0.16	0.16	-0.05	-0.04	87	122	109	109	107	-10.20	-20.63	-21.07	19.44	0.00	95
DORAL																		
CAMBRIDGE	2.60	2.25	2.17	2.58	2.40	-0.78	0.15	1,769	1,487	1,541	1,807	1,651	-21.78	-22.39	7.80	90.63	0.15	285
VICEROY	3.63	3.72	3.60	3.89	3.71	-0.31	0.13	2,467	2,456	2,555	2,725	2,551	0.97	-4.88	4.82	95.14	0.00	287
MISTY	0.56	0.57	0.51	0.53	0.54	-0.01	0.03	382	377	361	371	373	-1.00	1.84	6.73	58.68	0.00	251
MONTCLAIR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
ALPINE																		
STERLING	0.22	0.22	0.21	0.22	0.22	-0.04	-0.03	151	146	147	152	149	-3.09	-11.83	-11.31	26.39	0.00	129
BRISTOL	0.04	0.06	0.05	0.03	0.05	0.02	0.00	30	37	38	21	32	-2.33	57.50	12.50	2.43	0.00	11
MAGNA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RIVIERA																		
BUCKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BELAIR PV																		
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PRICE-OFF																		
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
TOT BRANDED DISCOUNT																		
BASIC SHARE OF DISCOUNT	20.74	19.93	19.46	20.31	20.11	-1.10	-0.55	14,099	13,161	13,798	14,222	13,820	-3.11	-2.39	-1.60	99.31	0.15	288
TOTAL DSCT CATEGORY	8.48	7.97	7.56	8.20	8.06	0.35	0.06	1,347	1,184	1,172	1,315	1,255	-0.69	2.35	1.46	60.49	0.00	221
	23.38	22.51	21.88	22.90	22.66	-1.17	-0.10	15,891	14,863	15,489	16,035	15,572	-2.56	-2.10	0.65	99.31	0.15	288

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7-11 OREGON

BRAND	TOTAL CARTONS										% OF STRS							
	MARKET SHARES		1 WKS 4 WK SHARE VS:								4 WK % CHANGE VS:				REC BRAND		% VOLUME	
	WEEKENDING		END		4 WKS		13 WKS		WEEKENDING		CURRENT		1 WK		4 WKS		CURRENT	
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	AGO	3/18/94	AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	AGO	AGO	AGO	3/18/94	ON DEAL WEEK
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	4.94	4.83	5.10	5.04	4.98	-0.53	-0.36	2,252	2,302	2,564	2,497	2,404	-1.86	-11.62	-8.72	47.78	0.00	218
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PL Share of PL																		
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	2,252	2,302	2,564	2,497	2,404	-1.86	-11.62	-8.72	100.00	0.00	218
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PREMIUM BUY	4.94	4.83	5.10	5.04	4.98	-0.53	-0.36	2,252	2,302	2,564	2,497	2,404	-1.86	-11.62	-8.72	47.78	0.00	218
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC	8.72	9.40	10.50	8.85	9.39	0.87	1.90	3,981	4,480	5,283	4,380	4,531	-1.58	7.84	22.88	74.17	1.16	301
BEST VALUE	1.24	1.14	1.28	1.07	1.18	-0.13	-0.37	564	545	642	532	571	-3.06	-12.02	-25.42	18.61	0.00	89
MONARCH	0.65	0.67	0.54	0.74	0.65	-0.09	0.15	295	321	270	365	313	7.29	-13.78	27.65	9.17	0.00	69
GPC	10.28	10.44	9.86	9.65	10.05	0.05	0.31	4,691	4,075	4,959	4,778	4,851	-0.10	-1.68	1.12	65.28	0.00	259
RALEIGH EXTRA	0.12	0.09	0.08	0.08	0.10	-0.02	-0.01	56	45	45	39	46	-4.15	-17.78	-7.96	3.61	0.00	35
DORAL	1.21	1.23	1.21	1.20	1.24	-0.10	0.06	552	586	608	638	596	-0.17	-9.76	2.98	50.00	0.00	263
CAMBRIDGE	0.77	0.76	0.70	0.82	0.76	-0.01	0.09	353	364	353	405	369	2.36	-3.09	10.90	37.50	0.00	227
VICEROY	0.16	0.18	0.17	0.15	0.17	-0.03	0.01	73	88	87	74	81	-15.71	-15.93	1.90	14.17	0.00	129
MISTY	0.10	0.10	0.08	0.12	0.10	0.00	0.00	46	46	41	58	48	4.95	-2.05	2.14	8.06	0.00	57
MONCLAIR	0.24	0.23	0.22	0.33	0.26	0.02	0.10	111	111	112	164	125	9.21	3.97	62.75	12.22	0.00	80
ALPINE	0.08	0.04	0.05	0.05	0.05	-0.01	-0.01	36	17	24	24	25	-15.13	-12.17	-17.89	4.72	0.00	49
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	-100.00	-100.00	-100.00	0.00	0.00	1
BRISTOL	0.02	0.00	0.02	0.04	0.02	-0.01	0.00	11	2	9	18	10	5.26	-32.20	17.65	0.03	0.00	6
MAGNA	0.03	0.03	0.02	0.02	0.02	0.00	0.00	12	13	10	10	11	-6.25	4.65	-15.09	2.78	0.00	19
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	1	2	1	50.00	-25.00	50.00	0.28	0.00	1
BUCKS	0.07	0.09	0.08	0.06	0.07	0.02	0.01	33	42	38	31	36	4.35	26.32	6.67	5.56	0.00	50
RICHLAND 20s	0.03	0.03	0.03	0.03	0.03	0.00	0.00	15	15	17	13	15	-6.25	9.09	-7.69	1.67	0.00	17
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1	1	0	0	1	0.00	0.00	0.00	0.00	0.00	1
BULL DURHAM	0.01	0.00	0.00	0.00	0.00	0.00	0.00	4	2	1	0	2	-36.36	-22.22	-50.00	0.00	0.00	5
BELAIR PV	0.06	0.07	0.08	0.05	0.07	0.00	0.01	27	34	39	27	32	0.00	-2.31	13.39	5.83	0.00	58
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PRICE-OFF	0.02	0.02	0.01	0.03	0.02	0.00	-0.10	8	11	6	13	10	31.03	18.75	-83.62	1.67	0.00	17
DISCOUNT 25s	0.29	0.30	0.36	0.31	0.32	0.02	0.01	134	145	183	151	153	1.87	5.15	2.30	19.72	0.00	135
TOT BRANDED DISCOUNT	24.88	25.74	26.05	24.38	25.27	0.61	2.32	11,353	12,262	13,107	12,066	12,197	-0.62	0.30	7.88	92.22	1.16	354
BASIC SHARE OF DISCOUNT	28.28	30.76	33.71	30.08	31.03	2.79	4.58	3,981	4,480	5,283	4,380	4,531	-1.58	7.84	22.88	76.72	3.96	301
TOTAL DSCT CATEGORY	28.82	30.57	31.15	29.42	30.25	0.08	1.96	13,605	14,564	15,671	14,563	14,601	-0.83	-1.88	4.74	96.67	1.16	369

2045768230

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

TRIM-TEXACO

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS		% VOLUME	CUM STORES
	WEEK ENDING				4 WKS 4 WK SHARE VS:				WEEK ENDING				CURRENT				REC BRAND	ON DEAL	5 WEEKS	
	2/25/94	3/4/94	3/11/94	3/18/94	END	4 WKS	13 WKS	WEEK ENDING	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK	4 WKS	13 WKS	WKNEND	CURRENT	AGO TO DATE		
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	AGO	AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK	4 WKS	13 WKS	3/18/94	WEEK			
PRIVATE LABEL																				
PL Share of Industry																				
PM PL	0.31	0.23	0.29	0.39	0.31	0.00	-0.04	53	41	53	73	55	9.45	0.92	-17.91	8.12	0.00	34		
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PL Share of PL																				
PM PL	100.00	100.00	100.00	100.00	100.00	0.00	0.00	53	41	53	73	55	9.45	0.92	-17.91	100.00	0.00	34		
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PREMIUM BUY	0.31	0.23	0.29	0.39	0.31	0.00	-0.04	53	41	53	73	55	9.45	0.92	-17.91	8.12	0.00	34		
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
BASIC	2.75	2.33	3.33	2.79	2.80	-0.79	1.30	473	416	599	520	502	-11.23	-20.35	72.95	54.31	0.00	151		
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
MONARCH	1.52	1.32	1.08	1.21	1.28	-0.01	-0.90	262	235	195	226	230	1.44	1.55	-45.58	37.56	0.00	133		
GPC	5.78	4.38	4.78	5.61	5.13	-0.36	-3.01	990	781	861	1,045	919	1.91	-4.57	-41.52	63.96	0.00	168		
RALEIGH EXTRA	0.45	0.28	0.36	0.34	0.36	-0.08	-0.15	78	50	64	63	64	-12.07	-17.48	-34.78	14.21	0.00	57		
DORAL	3.13	3.18	2.85	2.98	3.03	-2.36	0.09	539	567	513	555	544	-38.90	-42.56	-4.44	63.96	0.00	190		
CAMBRIDGE	3.16	2.59	2.86	3.03	2.91	0.20	0.88	544	462	515	564	521	3.94	9.56	32.97	68.53	0.00	186		
VICEROY	0.45	0.52	0.58	0.64	0.55	-0.05	-0.11	78	93	104	120	99	1.80	-5.95	-22.40	22.84	0.00	97		
MISTY	0.50	0.43	0.51	0.42	0.46	0.11	-0.02	86	77	91	78	83	6.75	33.33	-11.47	21.32	0.00	97		
MONTCLAIR	0.08	0.15	0.11	0.13	0.12	0.02	-0.03	14	27	19	24	21	2.44	27.27	-25.66	6.60	0.00	23		
ALPINE	0.05	0.04	0.08	0.05	0.06	-0.02	-0.02	8	8	14	10	10	-9.09	-25.93	-31.03	2.54	0.00	17		
STERLING	0.15	0.11	0.18	0.19	0.16	0.01	0.00	25	20	33	36	29	11.76	9.62	-8.06	7.11	0.00	26		
BRISTOL	0.04	0.04	0.05	0.06	0.05	0.02	0.02	7	7	9	12	9	34.62	59.09	40.00	3.05	0.00	9		
MAGNA	0.12	0.17	0.11	0.14	0.13	-0.01	-0.08	21	30	19	28	24	7.87	-3.03	-41.82	6.60	0.00	36		
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
BUCKS	0.02	0.01	0.03	0.04	0.03	-0.01	0.00	4	2	5	7	5	20.00	-21.74	0.00	3.05	0.00	8		
RICHLAND 20s	0.01	0.01	0.00	0.00	0.01	0.00	-0.01	2	2	0	0	1	-33.33	-20.00	-71.43	0.00	0.00	1		
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	-0.01	-0.01	0	0	0	0	0	-100.00	-100.00	-100.00	0.00	0.00	2		
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0		
BELAIR PV	0.02	0.03	0.01	0.01	0.02	-0.01	-0.02	3	6	1	2	3	-25.00	-25.00	-55.56	1.02	0.00	10		
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0		
PRICE-OFF	0.00	0.00	0.01	0.01	0.00	0.00	0.00	0	0	1	1	1	0.00	100.00	N/A	0.51	0.00	3		
DISCOUNT 25s	0.00	0.00	0.01	0.01	0.01	-0.01	-0.01	0	0	3	1	1	-25.00	-70.00	-57.14	0.51	0.00	2		
TOT BRANDED DISCOUNT	18.54	15.93	17.29	18.00	17.44	-3.32	-2.04	3,189	2,838	3,113	3,352	3,123	-10.57	-14.18	-16.94	96.45	0.00	200		
BASIC SHARE OF DISCOUNT	14.50	14.45	18.92	15.18	15.80	-1.27	8.21	473	416	599	520	502	-11.23	-20.35	72.95	56.32	0.00	151		
TOTAL DSCT CATEGORY	18.85	16.16	17.58	18.39	17.74	-3.32	-2.08	3,242	2,879	3,166	3,425	3,178	-10.28	-13.96	-16.95	96.45	0.00	200		

2045768231

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

MAPCO

BRAND	TOTAL CARTONS												4 WK % CHANGE VS:				% OF STRS	% VOLUME	CUM STORES
	MARKET SHARES				4 WKS 4 WK SHARE VS:								REC BRAND				ON DEAL		
	WEEKENDING				END 4 WKS 13 WKS WEEKENDING								CURRENT				CURRENT		
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS AGO	13 WKS AGO	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK AGO	4 WKS AGO	13 WKS AGO	3/18/94	CURRENT WEEK	5 WEEKS AGO TO DATE	
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0	
RJR PL	14.83	15.14	14.40	14.06	14.60	-0.26	-1.85	7,333	8,620	7,953	8,086	7,998	2.00	8.81	-7.84	95.38	0.00	242	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PL Share of PL																			
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	-0.02	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0	
RJR PL	100.00	100.00	100.00	100.00	100.00	0.00	0.02	7,333	8,620	7,953	8,086	7,998	2.00	8.81	-7.84	100.00	0.00	242	
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PREMIUM BUY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	-100.00	0.00	0.00	0	
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
MARKER	14.83	15.14	14.40	14.06	14.60	-0.26	-1.85	7,333	8,620	7,953	8,086	7,998	2.00	8.81	-7.84	95.38	0.00	242	
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
BASIC	2.89	2.89	2.71	2.86	2.84	0.24	0.69	1,430	1,643	1,494	1,647	1,554	4.05	21.18	37.39	69.33	0.00	227	
BEST VALUE	0.49	0.43	0.44	0.42	0.45	0.03	0.04	244	247	245	243	245	9.75	18.81	14.64	15.97	0.00	68	
MONARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	2	0	1	0.00	N/A	N/A	0.00	0.00	1	
GPC	1.04	0.79	1.02	1.04	0.97	0.07	0.00	512	448	561	598	530	6.91	19.18	3.82	40.76	0.00	156	
RALEIGH EXTRA	0.69	0.62	0.74	0.69	0.68	0.01	-0.09	339	351	410	399	375	4.39	12.88	-8.76	28.57	0.00	106	
DORAL	5.97	4.62	4.45	4.81	4.93	0.59	1.02	2,953	2,632	2,460	2,765	2,703	5.53	25.83	30.63	64.87	0.00	239	
CAMBRIDGE	1.21	1.93	1.39	1.29	1.46	0.18	0.23	596	1,097	770	744	802	-0.28	25.86	22.69	55.88	0.00	216	
VICEROY	1.07	1.05	0.95	0.98	1.01	0.02	0.06	528	597	522	561	552	5.24	12.48	10.16	53.36	0.00	207	
MISTY	0.38	0.43	0.70	0.93	0.62	-1.25	0.16	188	243	384	535	338	-64.32	-63.36	30.46	34.87	0.00	200	
MONTECLAIR	0.46	0.64	1.40	2.94	1.39	-1.64	1.02	225	365	773	1,602	764	-54.42	-49.10	287.20	34.87	0.00	167	
ALPINE	0.26	0.22	0.27	0.31	0.27	0.03	0.04	129	126	150	181	147	10.15	27.11	20.33	23.11	0.00	126	
STERLING	0.22	0.33	0.17	0.21	0.23	-0.06	-0.07	111	189	93	118	128	-4.66	-10.82	-10.53	12.61	0.00	51	
BRISTOL	0.31	0.27	0.36	0.37	0.33	-0.02	-0.03	155	151	200	214	180	4.20	3.15	-4.13	22.69	0.00	88	
MAGNA	0.18	0.21	0.16	0.18	0.19	-0.02	-0.04	90	120	91	106	102	-4.01	0.49	-18.26	18.49	0.00	105	
PYRAMID	0.01	0.05	0.02	0.02	0.03	0.01	0.02	4	30	10	12	14	9.80	43.59	220.41	1.26	0.00	14	
RIVIERA	0.00	0.00	0.01	0.00	0.00	0.00	-0.01	1	2	6	0	2	-25.00	-40.00	-59.09	0.00	0.00	4	
BUCKS	0.03	0.02	0.02	0.03	0.03	0.00	0.00	16	12	12	15	14	1.85	17.02	19.57	3.36	0.00	19	
RICHLAND 20s	0.03	0.04	0.03	0.02	0.03	0.00	0.01	16	24	17	14	18	-10.13	20.34	42.00	2.94	0.00	21	
AMERICAN LTS/FF	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0	0	8	0	2	-20.00	0.00	166.67	0.00	0.00	2	
BULL DURHAM	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0	3	3	2	2	-11.11	60.00	-33.33	0.84	0.00	2	
BELAIR PV	0.02	0.05	0.05	0.06	0.04	0.00	-0.01	12	27	26	32	24	11.49	19.75	-9.35	5.88	0.00	37	
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0	
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	-100.00	-100.00	N/A	0.00	0.00	1	
DISCOUNT 25s	0.06	0.07	0.06	0.08	0.07	-0.01	0.00	30	40	34	46	38	5.26	-8.40	3.45	9.24	0.00	43	
TOT BRANDED DISCOUNT	15.35	14.67	14.99	17.26	15.58	-1.81	3.04	7,589	8,349	8,280	9,927	8,536	-12.30	-0.78	28.02	95.60	0.00	242	
BASIC SHARE OF DISCOUNT	9.58	9.68	9.20	9.14	9.40	1.36	2.01	1,430	1,643	1,494	1,647	1,554	4.05	21.18	37.39	69.62	0.00	227	
TOTAL DSCT CATEGORY	30.18	29.81	29.40	31.31	30.18	-2.07	1.19	14,922	16,969	16,233	18,013	16,534	-5.92	3.64	7.99	99.58	0.00	242	

2045768232

IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

7-11 VIRGINIA

BRAND	TOTAL CARTONS												4 WK % CHANGE VS:			% OF STRS	% VOLUME	CUM STORES
	MARKET SHARES				4 WKS 4 WK SHARE VS:				CURRENT				CURRENT	ON DEAL				
	WEEKENDING				END				4 WK AVG				WEEKEND	CURRENT				
	2/25/94	3/4/94	3/11/94	3/18/94	3/18/94	4 WKS	13 WKS	2/25/94	3/4/94	3/11/94	3/18/94	1 WK	4 WKS	13 WKS	3/18/94	WEEK	AGO TO DATE	
PRIVATE LABEL																		
PL Share of Industry																		
PM PL	1.76	1.60	1.27	1.60	1.56	-0.12	-0.68	381	340	281	346	337	-7.61	-6.84	25.63	36.08	0.00	154
RJR PL	0.00	0.02	0.01	0.01	0.01	0.00	0.01	0	4	3	3	3	42.86	66.67	N/A	0.52	0.00	1
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PL Share of PL																		
PM PL	100.00	98.84	98.94	99.14	99.26	-0.32	-0.74	381	340	281	346	337	-7.61	-6.84	25.63	100.00	0.00	154
RJR PL	0.00	1.16	1.06	0.86	0.74	0.32	0.74	0	4	3	3	3	42.86	66.67	N/A	1.43	0.00	1
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PREMIUM BUY	1.76	1.60	1.27	1.60	1.56	-0.12	-0.68	381	340	281	346	337	-7.61	-6.84	25.63	36.08	0.00	154
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRICE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC	1.44	1.32	1.38	1.31	1.36	0.07	-1.29	310	282	305	283	205	-1.50	5.73	-6.94	34.02	0.00	98
BEST VALUE	0.37	0.31	0.43	0.36	0.37	-0.03	0.37	79	67	96	78	80	-1.23	-6.98	N/A	4.64	0.00	16
MONARCH	1.12	1.16	1.07	1.18	1.13	-0.27	1.13	242	247	237	256	248	-1.80	-18.64	N/A	34.54	0.00	104
GPC	1.30	1.10	1.31	1.27	1.25	-0.32	1.25	281	235	289	274	270	-0.83	-19.84	N/A	31.44	0.00	106
RALEIGH EXTRA	0.04	0.01	0.02	0.02	0.02	-0.01	0.02	8	2	5	5	5	-16.00	-25.00	N/A	1.08	0.00	8
DORAL	2.25	2.42	2.25	2.65	2.39	-0.20	2.39	485	515	498	574	518	-0.67	-6.96	N/A	50.52	0.00	160
CAMBRIDGE	1.01	0.89	0.89	1.04	0.96	-0.10	-0.86	218	190	198	226	208	2.97	-8.87	-4.37	41.24	0.00	132
VICEROY	1.05	0.98	1.10	1.10	1.06	0.04	1.06	227	209	243	237	229	2.69	4.69	N/A	47.42	0.00	145
MISTY	0.83	1.01	1.07	0.94	0.96	0.00	0.96	179	216	236	204	209	-2.22	0.72	N/A	37.63	0.00	117
MONCLAIR	0.99	0.81	0.98	1.19	0.99	0.02	0.99	213	173	216	257	215	7.38	2.75	N/A	30.41	0.00	84
ALPINE	0.83	0.84	0.88	0.83	0.85	-0.09	-0.79	179	179	195	180	183	-2.79	-8.94	-6.74	34.54	0.00	118
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BRISTOL	0.03	0.05	0.04	0.05	0.04	-0.01	-0.04	7	10	8	10	9	0.00	-20.45	-5.41	3.09	0.00	8
MAGNA	0.04	0.14	0.08	0.10	0.09	0.00	0.09	9	30	18	22	20	3.95	-1.25	N/A	4.64	0.00	19
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RIVIERA	0.03	0.09	0.04	0.06	0.05	0.01	0.05	6	20	8	12	12	2.22	12.20	N/A	2.06	0.00	8
BUCKS	0.12	0.14	0.23	0.19	0.17	0.01	-0.14	26	29	52	42	37	0.68	4.93	0.00	11.34	0.00	50
RICHLAND 20s	0.01	0.01	0.01	0.00	0.01	0.00	0.01	2	3	3	1	2	-18.18	0.00	N/A	0.52	0.00	1
AMERICAN LTS/FF	0.05	0.04	0.03	0.01	0.03	0.00	0.03	11	8	6	3	7	-12.50	3.70	N/A	0.52	0.00	3
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BELAIR PV	0.18	0.18	0.23	0.14	0.18	0.02	0.18	34	39	50	30	38	0.00	10.87	N/A	10.82	0.00	54
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
TOT BRANDED DISCOUNT	11.66	11.53	12.03	12.45	11.92	-0.87	5.43	2,517	2,454	2,663	2,694	2,582	-0.01	-6.17	232.09	79.90	0.00	196
BASIC SHARE OF DISCOUNT	10.70	10.08	10.35	9.30	10.10	1.14	-20.22	310	282	305	283	295	-1.50	5.73	-6.94	37.93	0.00	98
TOTAL DSCT CATEGORY	13.42	13.14	13.32	14.06	13.49	-0.99	4.75	2,898	2,798	2,947	3,043	2,922	-0.02	-6.21	170.37	89.69	0.00	243

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IRIS REPORT
MCLANE INDUSTRY SUMMARY
DEEP DISCOUNT SUMMARY REPORT
FOR WEEK ENDING 03-18-94

QUICK CHECK

BRAND	MARKET SHARES				TOTAL CARTONS								4 WK % CHANGE VS:				% OF STRS	% VOLUME	CUM STORES
	WEEK ENDING				4 WKS 4 WK SHARE VS:								CURRENT				REC BRAND	ON DEAL	5 WEEKS
	2/25/94	3/4/94	3/11/94	3/18/94	END	4 WKS	13 WKS	WEEK ENDING	2/25/94	3/4/94	3/11/94	3/18/94	4 WK AVG	1 WK	4 WKS	13 WKS	CURRENT	CURRENT	AGO TO DATE
					3/18/94	AGO	AGO										3/18/94	WEEK	
PRIVATE LABEL																			
PL Share of Industry																			
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RJR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PL Share of PL																			
PM PL	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RJR PL	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
LIGGETT PL	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PREMIUM BUY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
GENERALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AUSTIN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VALUE PRIDE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MARKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
JACKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
WORTH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
SUNDANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BASIC	1.98	1.88	1.73	1.53	1.76	0.07	0.84	377	463	409	416	416	-5.29	-0.95	77.69	75.00	0.00	0.00	92
BEST VALUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MONARCH	3.96	4.06	3.59	3.26	3.69	-0.21	-0.30	754	1,001	849	886	873	-4.17	-10.10	-13.93	78.13	0.00	0.00	89
GPC	0.50	0.44	0.47	0.45	0.46	-0.03	-0.25	95	109	112	123	110	2.33	-10.95	-39.20	32.29	0.00	0.00	59
RALEIGH EXTRA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
DORAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
CAMBRIDGE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
VICEROY	0.02	0.01	0.01	0.01	0.01	0.00	0.01	3	3	2	4	3	33.33	-14.29	N/A	2.08	0.00	0.00	3
MISTY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MONTCLAIR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
ALPINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
STERLING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BRISTOL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
MAGNA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PYRAMID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BUCKS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
RICHLAND 20s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
AMERICAN LTS/FF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BULL DURHAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
BELAIR PV	0.08	0.13	0.08	0.13	0.11	0.00	0.00	16	31	19	36	26	-0.97	-6.42	-8.93	26.04	0.00	0.00	47
JASMINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
PRICE-OFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
DISCOUNT 25s	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	0	0	0	0	0	N/A	N/A	N/A	0.00	0.00	0
TOT BRANDED DISCOUNT	6.53	6.52	5.88	5.39	6.04	-0.17	0.31	1,245	1,607	1,391	1,465	1,427	-3.92	-7.62	-2.03	93.75	0.00	0.00	95
BASIC SHARE OF DISCOUNT	30.28	28.81	29.40	28.40	29.17	1.96	13.09	377	463	409	416	416	-5.29	-0.95	77.69	80.00	0.00	0.00	92
TOTAL DSCT CATEGORY	6.53	6.52	5.88	5.39	6.04	-0.17	0.31	1,245	1,607	1,391	1,465	1,427	-3.92	-7.62	-2.03	93.75	0.00	0.00	95

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