

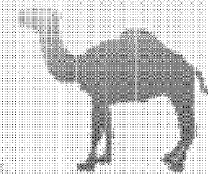
**CAMEL**

# **CAMEL CRUSH QUALITY MART**

**May, 2007**



# CAMEL "CRUSH" Product Test



Idea: Develop a capsule to be placed in the filter of Camel Light NM Box product, that, once squeezed, switches to a menthol taste

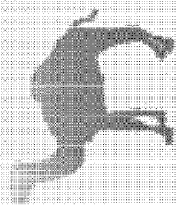
## Test Objectives

- Manufacturing learning
  - Consumer feedback
- **Sticker Light Box product (Pack/Carton)**
  - “Now with Menthol Boost”
- **3 panel onsert explains proposition**
- **Tested in Quality Mart**
  - 6 stores-Focus (Greensboro) and General Market (Winston-Salem)
  - Pre-book 3 Cartons per store
  - Re-order as needed
  - Clerks to help with consumer feedback on product
  - Contact Chain and Wholesaler (KAM(s)/RAS)- October
  - Prebook Product- November

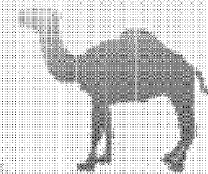
# Quality Mart Test Store List

Quality Oil  
Original Crush Stores  
Dec 06 - Apr 07

<u>Address</u>	<u>City</u>	<u>Crush</u>	
		<u>Cartons</u>	<u>Share</u>
2801 REYNOLDA RD	WINSTON SALEM	90	1.04
800 HANES MALL BLVD	WINSTON SALEM	65	0.89
4995 COUNTRY CLUB RD	WINSTON SALEM	56	0.70
3180 PETERS CREEK PK	WINSTON SALEM	37	0.64
2626A BATTLEGROUND A	GREENSBORO	32	0.48
4650 W MARKET ST	GREENSBORO	<u>30</u>	<u>0.75</u>
		310	0.77







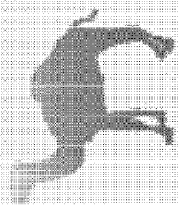
# Brand Share Overview

- In the combined stores, the three largest brands are **Marlboro, Camel and Newport**
  - Since the introduction of Crush, both Camel and Marlboro share has improved at the expense of Newport

## Shipments to Retail Quality Oil - Original Crush Stores

Industry	Share		Diff	Cartons	
	Jul06-Nov06	Dec06-Apr07		Jul06-Nov06	Dec06-Apr07
MARLBORO	24.79	25.75	0.96	38,930	40,448
CAMEL	19.55	20.78	1.23	9,651	10,415
NEWPORT	13.60	12.83	-0.76	5,293	5,191
DORAL	11.59	12.51	0.92	4,510	5,059
WINSTON	8.61	7.96	-0.65	3,353	3,221
SALEM	4.44	4.10	-0.34	1,730	1,660
MONARCH	2.96	3.22	0.27	1,151	1,304
VSLIMS	1.83	1.79	-0.03	711	726
MISTY	2.17	1.86	-0.30	843	753
KOOL	1.47	1.51	0.04	572	609
VANTAGE	1.67	1.41	-0.25	649	571
BASIC	1.69	1.38	-0.31	659	558
PALLSAV	1.06	1.04	-0.02	413	420
USAGOLD	0.85	0.95	0.10	331	385
PARL	0.69	0.64	-0.06	270	257
GLDCST	0.59	0.45	-0.13	228	184
CAPRITRM	0.71	0.50	-0.20	275	203
MERIT	0.41	0.24	-0.17	159	98
DJARUM	0.33	0.23	-0.10	129	94
CARLTON	0.31	0.23	-0.07	119	94
NOW	0.28	0.23	-0.05	108	93
BH	0.21	0.14	-0.08	83	55
MORE	0.04	0.04	0.00	17	17
PALLMALL	0.04	0.04	-0.01	17	15





# Camel Initiative Share Overview

- Camel's performance was driven by the Core styles and No. 9's

– Assuming that Camel Lts NM Bx growth was driven by BSGSF and Crush, then 30% of Crush volume was incremental

- Based on a six store sample

	Share		Diff	Cartons	
	Jul06-Nov06	Dec06-Apr07		Jul06-Nov06	Dec06-Apr07
CAMEL,EX,NF	19.46	20.72	1.26	7,576	8,381
CAMEL,CORE	9.38	10.75	1.37	3,650	4,347
CAMEL,MEN,REG	3.23	3.12	-0.11	1,257	1,263
CAMEL,WIDES	1.23	0.95	-0.28	477	384
CAMEL NO.9	0.00	0.98	0.98	0	395
Camel Crush	0.00	0.77	0.77	0	310
MARLBORO,NM	20.93	21.77	0.83	8,150	8,805
MARLBORO,MENTHOL	3.86	3.98	0.12	1,502	1,610
CAMEL REG LT 85 BX	7.92	9.07	1.15	3,085	3,670
CAMEL REG LT 85 BX EX BSGSF	6.08	6.31	0.23	2,368	2,554