

**From:** Wilson, Susie B.  
**To:** Wall, Sue S.  
**CC:** Sawin, Pete L.; Shaw, Mike W.; Whitehurst, Ken  
**BCC:**  
**Primary Date:** 12/7/1995 7:55:00 AM  
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**Sent Date:** 1995-Dec-07 07:55:00  
**Received Date:** 1995-Dec-07 07:55:00  
**Subject:** 1996 CHECKOUT COUPON - WINSTON

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**Attachments:**

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SUE,  
PER MIKE SHAW, THE WINSTON GROUP WISHES TO REMOVE COUPONS ON THE CATEGORY "ALL OTHER CARTONS" UNTIL FURTHER NOTICE. THESE TRIGGERS WILL BE MADE UP BY PACK TRIGGERS IN APRIL/MAY CYCLES. IF WE DO NOT INSTITUTE A NEW POSITIONING ON WINSTON, WE WILL PROBABLY REVERT TO USING THESE TRIGGERS. WE SHOULD KNOW BY 1/1/96. IS THAT TOO LATE TO AFFECT CYCLE 3 IF WE WANTED TO CHANGE OUR MIND? SUSIE