

MAJOR DISTRIBUTION PROBLEMS
(25 OR MORE STORE CHAINS)

AREA #4
QUARTER ENDING: 12/31/93
Page 1 of 1

REG #	DIVISION	LORILLARD CONTACT PERSON	CHAIN NAME CITY AVG. WEEKLY VOLUME	CLASS OF TRADE	# OF STORES	BRAND OR BRANDS VOID	COMMENTS	LAST CONTACT DATE	RESULTS
14	Portland	S. Graham	Safeway Portland, OR (585)	Supermarket	101	STYLE - 2 Box packings	Box packings will be presented when STYLE volume warrants presentation.	11/24/93	Accepted 2 Soft packings.
	Portland	S. Graham	Fred Meyer Portland, OR (588)	Supermarket	68	OLD GOLD Box 2 packings	Buyer will not consider new items until POG's are completed.	11/8/93	Presented, answer pending.
	Seattle So.	S. Graham	Uddenberg Gig Harbor, WA (511)	Supermarket	25			11/10/93	Accepted OLD GOLD Box 80's and OLD GOLD Box Lights 80's.
15	Los Angeles	S. Zolot	Lucky Stores Buena Park (422)	Supermarket	240	STYLE (4)		10/14/93 1/13/94	Represented; accepted 2 Box packings. Follow-up contact 1/13; still accepted but has not generated order to date.
	Los Angeles	S. Zolot	Ralph's Grocery Co. Compton (455)	Supermarket	160	STYLE (4)		11/1/93	Represented; not accepted. Will represent with supportive sales figures.
16	Oakland So.	T. Phillips	Lucky Stores, Inc. San Leandro, CA (370)	Supermarket	188	STYLE Box 100 STYLE Box Men. 100	Lucky's policy now is to decrease the number of SKU's. The policy also is to eliminate an existing brand when introducing a new brand.	10/14/93	Presented STYLE Box (2). The buyer indicated two current Lorillard brands would have to be discontinued in order to add STYLE. We declined at this time.
19	Denver	J. DeBerry	Safeway Denver, CO (619)	Supermarket	113	STYLE 100 Menthol		11/2/93	Obtained introductory on STYLE 100's Filter in 113 stores.
	Denver	J. DeBerry	King Soopers Denver, CO (69)	Supermarket	69	STYLE 100 Filter OLD GOLD Light KS		10/26/93	Presented STYLE 100's Filter and OLD GOLD Light KS. Decision pending until after January, 1994.
24	Phoenix	S. Zolot	Stater Bros. Colton (434)	Supermarket	109	STYLE (4)		12/20/93	Decision pending.

FILE: DISPROB4.WK1

95567703