



MEMORANDUM

May 24, 1994

To: Ms. K. Augustyn (NY) Mr. B. Pember
Mr. M. Bowes Mr. A. Peterson (NY)
Mr. A. Giacoio (NY) Mr. A. Sadovnick (NY)
Ms. L. Giordano (NY) Mr. A. Sallez
Dr. T. Jones Mr. T. Smith (NY)
Mr. B. McGee Dr. A. Spears
Mr. M. McGlynn (NY) Mr. R. Steinert
Mr. L. Mitchell Ms. A. Synder (NY)
Dr. V. Norman Mr. D. Tedder
Mr. G. O'Neill Mr. G. Telford (NY)
Mr. D. Orcutt (NY) Ms. D. West (NY)
Mr. M. Orlowsky (NY) Mr. R. Young

From: Allen Preddy *AP*

Subject: Kent International Lights Introduction

Announcement

Manufacturing is currently making plans to support the regional introduction of the Kent International Lights 85 mm box and 100 mm box products. All wrapping materials should be available to complete manufacturing requirements. Production supporting this brand introduction should begin the week of **June 20, 1994**.

Action Requested

Please provide the following quantity of Kent International Lights 85 mm box and 100 mm box cigarettes for the regional introduction:

*** New York Show Samples (6M Cases)**

	UPC	Brand	Cigarettes
*	03820	Kent International Lts Box 85 mm	6,000
*	03810	Kent International Lts Box 100 mm	6,000

*** Initial Allocations (6M Cases)**

	UPC	Brand	Cigarettes
*	03820	Kent International Lts Box 85 mm	4,464,000
*	03810	Kent International Lts Box 100 mm	4,464,000

* The initial allocations will require the following insert: 69-97-02

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* Backup Allocations (6M Cases)

	<u>UPC</u>	<u>Brand</u>	<u>Cigarettes</u>
*	03820	Kent International Lts Box 85 mm	2,232,000
*	03810	Kent International Lts Box 100 mm	2,232,000

* 25 Cent Insert Allocations (6M Cases)

	<u>UPC</u>	<u>Brand</u>	<u>Cigarettes</u>
*	23820	Kent International Lts Box 85 mm	1,284,000
*	23810	Kent International Lts Box 100 mm	1,266,000

* Complimentary Allocations (6M Cases)

	<u>UPC</u>	<u>Brand</u>	<u>Cigarettes</u>
*	73820	Kent International Lts Box 85 mm	180,000
*	73810	Kent International Lts Box 100 mm	180,000

* The complimentary allocations will require the following insert: 69-97-02

* Total Allocations

	<u>Brand</u>	<u>Cigarettes</u>
*	Kent International Lts Box 85 mm	8,166,000
*	Kent International Lts Box 100 mm	8,148,000

Date Codes

Please note the following date code requirements:

- * Initial Allocations - Cartons "July 94" Date Code
Cases "July 94" Date Code
- * Backup Allocations - Cartons No Date Code
Cases No Date Code
Must have Julian Code.
- * 25 Cent Inserts - Cartons No Date Code
Cases "USE BY NOV 94"
- * Complimentary 20's - Cartons No Date Code
Cases "USE BY NOV 94"
- * New York Show Samples- Cartons No Date Code
Cases No Date Code

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Deadlines

- * New York Samples - In the New York office by week ending June 24, 1994.
- * Initial product - In the appropriate distributing warehouse by July 14, 1994.
- * Backup product - Completed by July 31, 1994.
- * 25 Cent & Comp 20's - At the appropriate distribution point by July 14, 1994.

Freezer Storage

Freezer storage will be utilized for the following manufacturing requirement:

- * Backup Allocations

Product Specifications

Product specifications should be available in the "MIS FLOIS" system.

Tobacco Formulas

Please use the listed tobacco formulas for the Kent International Lights 85 mm and 100 mm products.

Questions or Problems

Please notify me at extension 6754 if there are any questions or problems with the above information.

xc: Mr. G. Brooks	Mr. B. Inge	Mr. J. Peerenboom
Mr. D. Harris	Mr. T. Jessup	Mr. N. Ruffalo NY
Mr. J. Harris	Mr. D. Mellen	Mr. H. Strayhorn
Mr. J. Harvey	Mr. G. Nauman	Mr. K. Stutts
Mr. D. Hicks	Mr. T. O'Hanlon	

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