



## Memorandum

To: Mr. C. C. Sturdivant  
Business Director - Black & White/Private Label Brands

Date: October 8, 1993

From: M.J. DeMato  
Associate Product Manager

50035  
Art & Creative

Ref: **AVA PACKAGING ENHANCEMENT EXPLORATORY - APPROVAL RECOMMENDATION**

*JFK 10/11/93*

This requests \$30M to pay for exploratory which was begun to evaluate possible enhancements to our current AVA packaging for all three franchises.

The funds cover costs for the pack comps only. Once it is determined that enhancements should be made, we will proceed with forwarding a second recommendation for the carton comps, pack mechanicals and tipping mechanicals.

## BUDGET

Based on costs of pack comprehensives

PRIVATE STOCK	\$10,000
PRIME	10,000
SUMMIT	<u>10,000</u>
TOTAL	\$30,000

## APPROVALS

*[Signature]* 10/9/93  
C. C. Sturdivant Date

*\$30,000 funding within 1993 Art & Creative budget.*  
*ok 10/11/93*

*[Signature]* 10/11  
J. E. Vyse Date

*JMO 10/11*  
J. M. Ockers Date