

From: Gutzeit, Kenneth M.  
Posted: 4/24/98 23:54  
Opened: 4/27/98 8:39  
Subject: RE: CHERVON VAP ISSUES

Ladies & Gentlemen:

Please read the following attachment concerning Chevron issues.

Thanks

Ken



Sent Via E-mail

April 24, 1998

Ken Gutzeit  
Account Manager, Northern Ca.

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**CHEVRON** CID: 0212-00-00, 0212-10-00, 0212-20-00, 0212-30-00, 0212-40-00, 0212-50-00

TO: ROU's, 2210, 2310, 2610, 5110, 5410, 5610, 5810  
FOR DISTRIBUTION TO: ROM's, AE, KAM's/AM's with Chevron District Accountabilities  
and  
KAM's/AM's with Coremark/H.T. Hackney Branch Responsibilities

**SUBJECT: RE; VAP Promotions for Chevron Corporate Locations.**

Dear Ladies & Gentlemen,

Although this letter may seem redundant, I must once again stress the importance of not allowing any unauthorized promotions to not only be shipped to Chevron, but that they dare not ever show up on the template that is sent to Coremark or Hackney. We have had instances where Chevron was placed on a template to receive the **UNAUTHORIZED** VAP promotions. As a result, RJR's business relationship (i.e., contracts and VAP) with Chevron is now in jeopardy of being severed! This is the result of promotional templates that have included Chevron accounts on the lists for shipment of the unauthorized promotions. I want to clarify Chevron's position. **WE, RJR, WILL LOOSE THIS ACCOUNT IF SO MUCH AS ONE UNAUTHORIZED PROMOTION EVER SHOWS UP ON A TEMPLATE AGAIN!** The promotion itself need not get shipped to the store to loose this account. Merely having Chevron's store name appear on the template of an unauthorized promotion will be enough.

Listed below again are the authorized and unauthorized VAP promotions, by month. As a reminder, only 1 sku per store is authorized and all Chevrons are to be sorted to the top of the lists monthly. All promotions must be received at each location by the 15th of any given month.

- ◆ **“AUTHORIZED” PROMOTIONS: 1 SKU/STORE, Do NOT ship extra Sku’s.**
  - ⇒ APRIL: Camel - B2G1@\$.10, Promotion to arrive @ Chevron stores no later than 4/15.
  - ⇒ MAY: Winston - \$.70 / 2 Packs, Promotion to arrive @ Chevron stores no later than 5/15
  - ⇒ JUNE: Camel - \$.85 / 2 Packs (COUPON), Promotion to arrive @ Chevron stores no later than 6/15 (This is actually a one of RJR’s May promotions but scheduled for June for Chevron.)
  - ⇒ JULY: Winston - \$1.00 / 2 Pack, Promotion to arrive @ Chevron stores no later than 7/15
  
- ◆ **NON AUTHORIZED PROMOTIONS TO BE REMOVED FROM THE VAP LIST**
  - ⇒ Please verify that the following promotions are **NOT** on the VAP list!
    - Salem \$.30 Tear Tape
    - Camel Menthol B2G1F
    - APRIL: Doral B1G1F/B2G1F
    - MAY : Camel B2GF T-Shirt
    - JUNE: Doral B1G1F/B2G1F

Each district KAM/AM, Hackney, Coremark and Promotional Coordinator must review the template monthly to ensure only the authorized VAP promotions are on the final template prior to these being forwarded to Coremark or Hackney Warehouses.

Should you have questions, please feel free to call.

Regards,

*Ken Gutzeit*

cc: John Ellegate  
Barbara Simkins  
Ted Thomson  
Jeanne Swisher  
Drew Johnson, Chevron  
Margaret Cole, Chevron

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