



King Kullen Grocery Co., Inc.

1194 Prospect Avenue, Westbury NY 11590-2798 / Tel (516) 333-7100 / Fax (516) 333-7929

*cc
Tony Ferrinella
ALL DISTRICT MGRS*

TO: ALL STORE MANAGERS
FROM: JOHN PARDINI
DATE: OCTOBER 24, 1997
RE: KOOL BOX 40¢ OFF CASH REGISTER SCAN PROMOTION
MISTY 30¢ OFF CASH REGISTER SCAN PROMOTION

Please be advised that during the period from November 9th through December 27, 1997 we will be promoting KOOL Box and MISTY cigarettes.

KOOL Box will be promoted at \$4.00 off per carton and .40¢ off per pack and MISTY will be promoted at \$3.00 off per carton and .30¢ off per pack. The discount will be automatically scanned at the cash register.

During the week of November 3rd you will receive a shipment of 10 assorted cartons of KOOL Box brand styles and 10 assorted cartons of MISTY brand styles. The order will include KOOL and MISTY displays and posters.

Please place the displays and posters in a prominent position and maintain them throughout the promotion period.

Please do not refuse this shipment and do not return the product. Please reorder KOOL Box and MISTY product as necessary.

At the end of the promotional period we may return any product that may be overstocked.

Thank you in advance for your cooperation.

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