

INTERNAL CORRESPONDENCE

TO PAUL WESSEL
DEPT. _____

C. C. to L. LEWIS
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FROM A. E. ROZEK/1p DATE January 20, 1984
SUBJECT RICHLAND BROCHURE FOR MILITARY MARKET

The Richland flyer that was made for the military market, explaining the Richland 25 pack has been a great aid in obtaining trial. I do, however, feel that some improvements can be made to this flyer that could communicate Richland's story to the consumer more effectively.

Attached is a small flyer that L&M is passing out with samples and/or \$1.00 off coupons. The flyer stresses the quality and value. With the potential rollout of four additional states and our present supplies getting low, would it be possible to revisit our current flyer, improve it and print new ones.

Consideration can also be given to including a coupon. Please give this matter some consideration. Call me if you wish to discuss further.

A. E. R.

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