

60-2096-0002

b4, b7D

David M. Faith is the

RWF, DNK, HALE, PTACEK, ALEXANDER - EAG, SWEENEY, JONES, BEN-  
DAVID, CASE, CHRON, ARCHIVE

b4, b7D

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] has noted that since Frito bought out Eagle, Frito's marketing pressures have intensified. Retailers now create "plan-o-grams" in which they designate a certain vendor to a specific physical area semi-permanently. This means that if Frito buys out a certain portion of shelf space it will be able to maintain that shelf space for a significant length of time unchallenged.

[REDACTED]

Page(s) 3

Exempt under b7D