

Memorandum



Subject Interview with [REDACTED]

Date May 31, 1996

60-2096-0002

To Frito Staff

From Jill Ptacek

b7D

On May 29, 1996, I spoke to [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

However, while [REDACTED] indicated that he has encountered situations where retailers have asked for money for shelf space [REDACTED]

distribution: RWF, DNK, HALE, PTACEK, ALEXANDER - EAG, SWEENEY, JONES, CASE, CHRON, ARCHIVE

[REDACTED] did not have any specifics as to where this had occurred, though he stated that both their distributors and their employees had experienced these requests. He said that he had not heard of any store entering into an agreement to carry Frito's products exclusively.

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[REDACTED] said to contact him or [REDACTED] if we have any other questions. Finally, he suggested that what might be more useful than collecting stories from competitors, would be for us to travel outside the Beltway and walk through stores in the [REDACTED] [REDACTED] to see what's really happening to shelf space.

So/So #11117