

# Memorandum



Subject Telephone Interview with [REDACTED]

Date June 4, 1996

60-2096-0002

To Frito Lay File

From Nina Hale

b7D

[REDACTED]

[REDACTED] has a lot to say about his experiences with Frito in which he was outbid for space on the shelf. The most interesting incident that he had to relate to us was what he called Frito's "magic". This is where Frito sponsors a contest whereby a store manager can win a trip to [REDACTED] or some other place by putting up displays throughout the store. This way everywhere a customer goes, they run into Frito's. At the end of the year, the sales numbers for Frito are very high and Frito claims that [REDACTED] of the sales are coming from the displays when in fact it's more like [REDACTED] of the sales. These display spaces are what he categorizes as end caps, free standing islands, towers, and bread tables.

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

He says that the Nielsen survey numbers will tell you that [REDACTED]

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[REDACTED] of grocery sales are off-shelf or off the gondola.

[REDACTED] are off the display shelf. In fact, for Frito, those percentages are reversed.

[REDACTED] is carrying the products of [REDACTED]

[REDACTED] He is carrying [REDACTED]

[REDACTED] He carries a

full line of snack foods and crackers in addition to potato chips and tortilla chips.

So/So # 11475