Memorandum

FILE COPY

Subject Interview with [redacted]	Date February 29, 1996

To Files

From Anna Goldberg

7D

INTERVIEW PARTICIPANTS:

[redacted]
Patricia Chick - Attorney
Mary Schaffer - Financial Analyst
Anna Goldberg - Paralegal

[redacted] 7D

[redacted]

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Exempt under b7D

[redacted] 7D

They believe that Keebler sold its name and the rights to production to someone else, but they are not sure if anyone is producing and selling under this name currently.

[redacted] talked about the issue of shelf space with Kate Balaban. Shelf space is a huge issue, and they say that Frito-Lay has gone to extremes in order to keep competitors off of the store shelves. They said that shelf space has increased in price greatly since about 1991 and they say that this is because of Frito-Lay. Frito-Lay was able to leverage its tortilla chip business in order to get into the potato chip market, and they think that Frito-Lay is possibly selling its tortilla chips below cost.

They think that Frito-Lay may have offered Anheuser Busch a package deal for all of the Eagle production plants.

[redacted]

Most snack plants produce more than just potato chips. In other words, they are capable of producing various types of snacks in one plant.

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Exempt under b4, b7D