Memorandum

Subject Interview with [redacted]

Date May 31, 1996

60-2096-0002

b4, b7D

To Nina Hale

From Neeli Ben-David

[redacted] David M. Faith is the [redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

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

b4, b7D

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.

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Exempt under b7D