From: Jeffrey Rossi
Sent: Saturday, March 7, 2009 12:53 PM
To: JIM BARBERIO [redacted]@PRIMAMARKETING.COM>
Subject: Re: big little cigars

Yes

They wll not be subject to the little cigar tax.

Jeff Rossi
[redacted]

From: "Jim Barberio" [redacted]@primamarketing.com]
Sent: 03/07/2009 08:58 AM MST
To: Jeffrey Rossi
Subject: RE: big little cigars

Hopefully you mean you are going to classify them as large cigars

Jim Barberio

Category Manager

Prima Marketing 7 - Eleven

From: Jeffrey Rossi [redacted]@swisher.com]
Sent: Saturday, March 07, 2009 10:15 AM
To: Jim Barberio
Subject: Re: big little cigars

Jim,

Our annual sales meeting was this past week and the reworking of our Little cigar line and Schip were discussed.

We are reworking our Santa Fe Little Cigars to classify them as Small Cigars.
I should have the items ready before April first.
considering how well Santa Feis doing in your stores, I would like the opportunity to have these

items in your new sets.

I will get the items set up in Sledd as soon as we have the fact sheets.

Let me know if you have any questions,

Thanks,

Jeff Rossi
National Account Manager
Swisher International
[redacted]

From:

"Jim Barberio" [redacted]@primamarketing.com>

To:

"Jeffrey Rossi" <[redacted]@swisher.com>

Date:

03/06/2009 03:41 PM

Subject:

big little cigars

Jeff, I am getting a lot of pressure to bring on a couple brands of large cigars that look like small cigars . 1839 is one and the other I believe is i180 . I am hearing that Swisher may be coming out with something . Is this correct

Jim Barberio
Category Manager
Prima Marketing 7 - Eleven

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