
From: John Geoghegan
Sent: Monday, October 15, 2007 6:38 PM
To: 'Gordon Griffiths'
Subject: FW: Djarum Clove Cigars Planning

Attachments: EAS

From: John Geoghegan
Sent: Monday, October 15, 2007 10:18 AM
To: 'Bunjoto Astono'
Cc: Mark Cassar; Hoo Tjhiang Han; Darren Thibodeau; Eliot Suied
Subject: Djarum Clove Cigars Planning

October 15, 2007

From: John Geoghegan
To: Bunjoto Astono
Cc: Mark Cassar, Hoo Tjhiang Han, Darren Thibodeau, Eliot Suied

Subject: Djarum Clove Filtered Cigars – Next Steps

Hi Boon:

On Friday, Mark Cassar, Hoo Tjhiang and I met to map out the first stage of Djarum Cigars for the U. S. market. Here are the conclusions and next steps as we see them. We welcome your input on all points.

Objectives: are as stated from our February meeting in Jakarta:

1. Be prepared for a seamless transition from Djarum Clove cigarettes to Djarum Clove cigars in the event of FDA ban on clove.
2. Insure that consumers will receive a quality product moving forward.

Two strategic actions: a) Establish the brand and product before the FDA bill goes through, and b) Develop the brand for rollout with multiple facings to replace clove cigarettes.

