
From: John Geoghegan
Sent: Thursday, May 14, 2009 8:49 PM
To: KretekSales; Key Account Managers
Cc: Darren Thibodeau; Mark Cassar; 'eliot suied'

Attachments: EAS

Hi Folks:

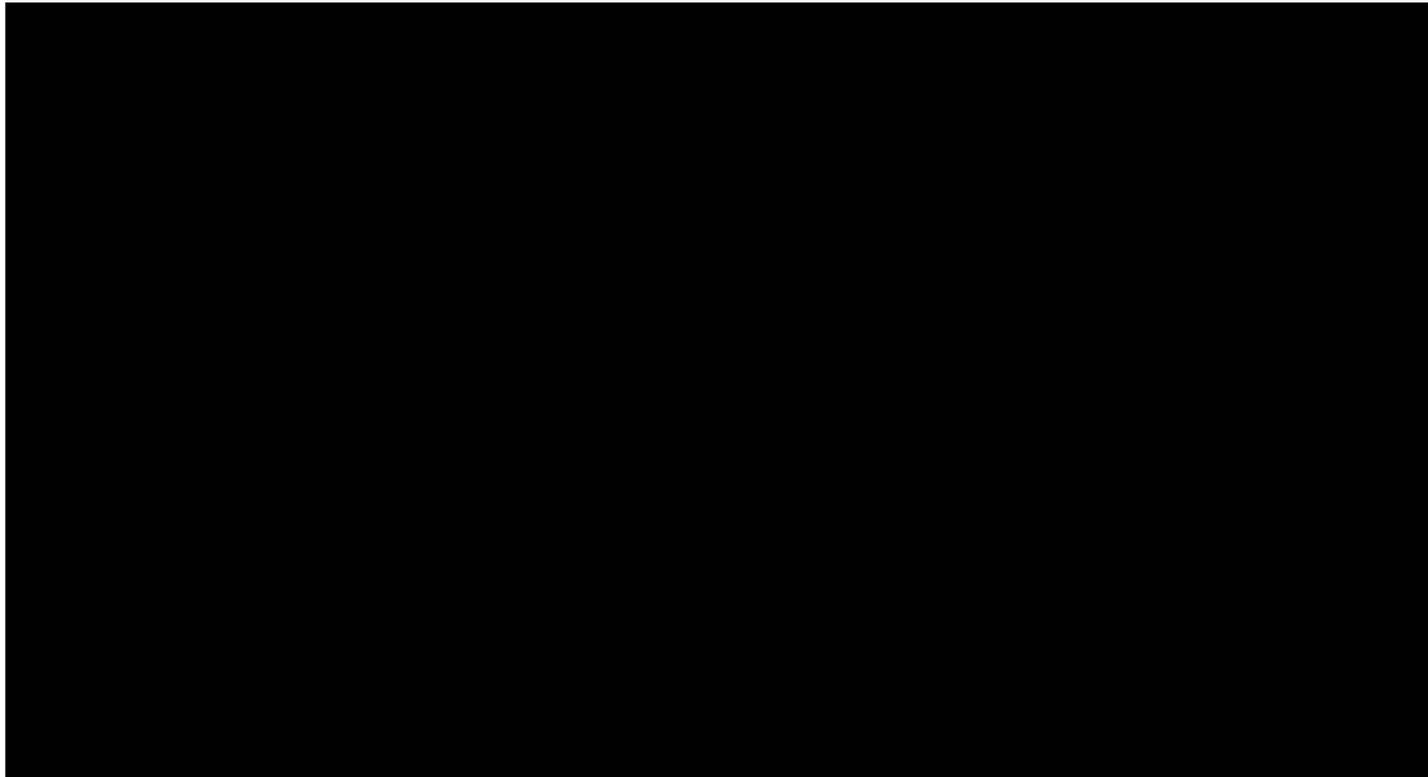
Thanks for your attention and focus on this important evolution for the company. We need to do this in moderation, and make sure that our customers understand why we are introducing this product line:

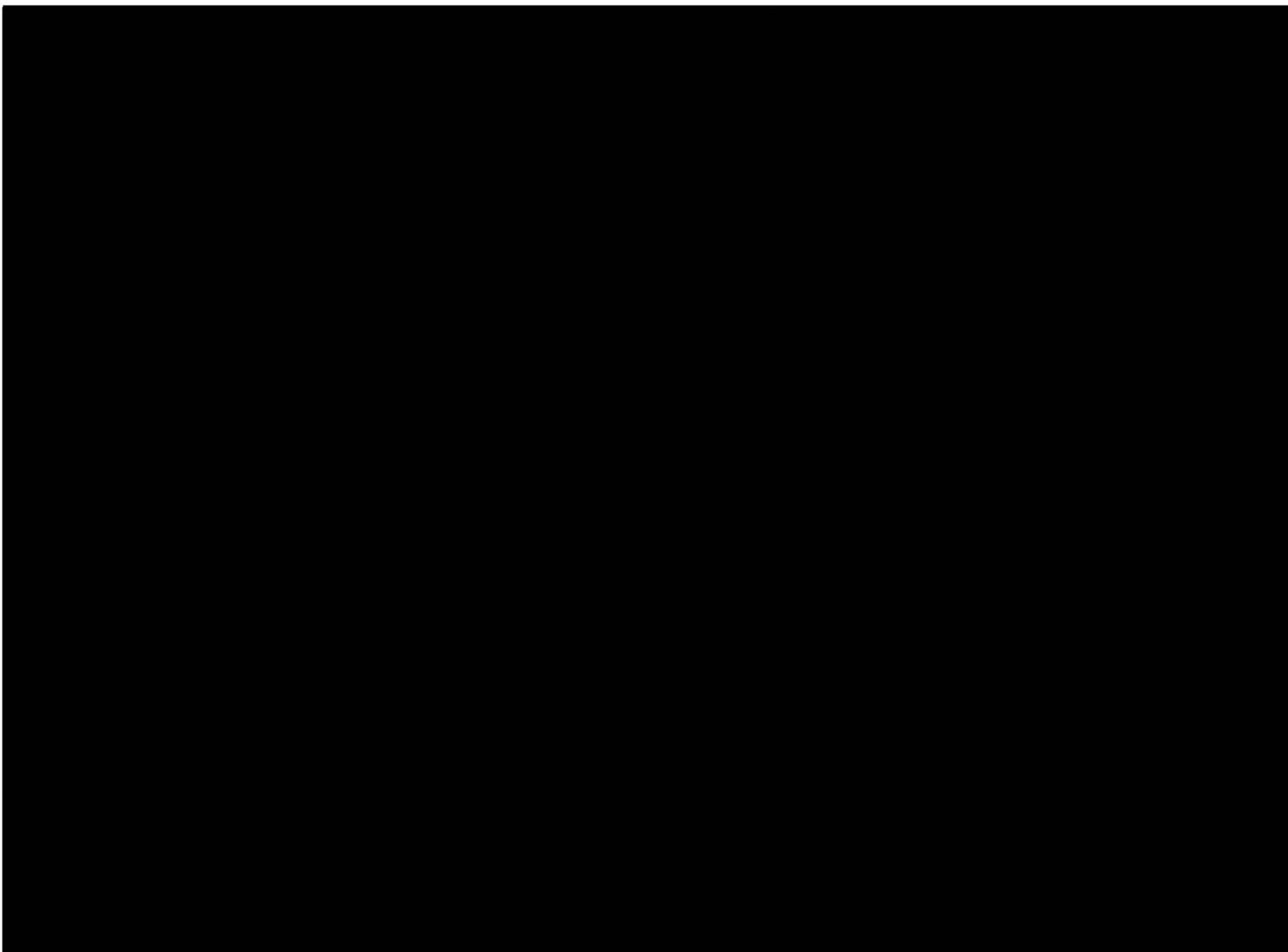
First, because clove cigarettes may be banned before the end of this year, and we are launching a cigar replacement product that will continue our business.

Second, because the SCHIP bill has raised the price of all cigarettes and tobacco products, and we want consumers who enjoy cloves to continue to have an affordable product.

Third, because we are number one in cloves and we want to stay that way – continuing to provide our distributor customers with a solid source of business.

We have worked for 2 years to get the taste right. We are positioning this as “The taste your clove customers expect.” For POS seen by consumers it will say “The taste you expect.”





John G

Attachments:

Djarum Cigar Price Comparison Table.xls (23058 Bytes)

Djarum Acrylic Cigar Display_Final.JPG (92686 Bytes)