

DATE 12-15-70

TO Charlot McDaniels

FROM Don Naeve

REMARKS \_\_\_\_\_  
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M E M O R A N D U M

TO: JERRY HOOPER

DATE: DECEMBER 15, 1970

FROM: DON NAEVE

SUBJECT: NON-REDEEMABLE COUPONS

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It has been decided that cash refunds to people irritated because they cannot find our sugar is not in keeping with the promotion. This could subject us to a lot of criticism from other people who would rather have had cash than the sugar.

Instead, we propose that we send a "Sweet News for" kit containing a 2-pound brown and powdered, plus the 2-pound granulated. Since we have no convenient way of packaging a 10-pound unit, it was agreed that the 2-pound units would suffice, and be of equal value. In addition, there would be a printed sheet enclosed explaining that supermarkets often switch brands, and we are sorry she was not able to find our sugar.

Meinrath in Minneapolis, or one of our retail men, could take care of sending these packages out parcel post. Please arrange for them to have enough packages on hand to accommodate 20 mailings now, and figure another 10 - 20 for future mailings. There is no rush on mailing these out, but it should be done as quickly as is convenient. Mrs. McDaniels will prepare mailing labels and a form letter. You should receive these within the next few days.

If you have any questions, please let me know.

DAN:NMB

CC: GARY POWELL G. F. LACHENAUER M. J. MANN  
CHARLOT McDANIELS C. H. CRISWELL J. O'DAY