



B.A.T (U.K. and Export) Limited  
Woking

VB/sh

5th March 1992

Fax To: Richard Ward  
Imperial Tobacco, Montreal

Fax No: 0101 514 939 0432

From: Vivien Becher  
Marketing Department

REF: PROJECT DANIELS

I understand from Dick Brentnall that you are acting as a "co-ordinator" for Imperial on this project. As I did not know from whom to request the following information, I would be grateful if you could pass this on to whoever can help.

We are looking for information on the following:-

1. Up-to-date retail prices and market share for the top 15/20 brands in Canada both nationally and, if possible, for British Columbia.
2. Is there any information (either statistical or more "anecdotal") on the Asian segment? We are interested in demographic/consumer profiles, brands smoked etc.
3. Is there any evidence of 555 arriving in Canada from the Far East? We would be grateful for any information you could provide.

Many thanks

*Vivien Becher*

VIVIEN BECHER

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