

## Ventas por Marcas -Cajetillas (20 uds.)-

| Hasta.....                 | 30-Abr-18            | 30-Abr-17            | Incremento   |
|----------------------------|----------------------|----------------------|--------------|
| MARCAS                     | Cajetillas (20 uds.) | Cajetillas (20 uds.) | %            |
| MARLBORO                   | 92.977.937           | 93.952.842           | -1,04%       |
| WINSTON CLASSIC            | 59.898.948           | 63.534.240           | -5,72%       |
| CAMEL                      | 58.971.007           | 52.814.968           | 11,66%       |
| CHESTERFIELD               | 57.370.585           | 55.942.960           | 2,55%        |
| FORTUNA                    | 51.790.337           | 50.831.621           | 1,89%        |
| LUCKY STRIKE               | 42.845.791           | 39.232.514           | 9,21%        |
| L&M                        | 31.339.344           | 31.391.716           | -0,17%       |
| WINSTON                    | 30.446.562           | 24.628.217           | 23,62%       |
| DUCADOS NEGRO              | 26.488.071           | 28.423.134           | -6,81%       |
| NOBEL                      | 25.551.075           | 26.220.422           | -2,55%       |
| WEST BROOKLYN              | 21.701.453           | 21.024.068           | 3,22%        |
| DUCADOS RUBIO              | 15.783.223           | 16.883.926           | -6,52%       |
| MARLBORO TOUCH             | 10.202.820           | 8.822.646            | 15,64%       |
| DUCADOS RUBIO 100'S        | 10.058.798           | 10.108.063           | -0,49%       |
| ROTHMANS                   | 9.489.045            | 8.742.330            | 8,54%        |
| PHILIP MORRIS              | 7.898.590            | 9.001.983            | -12,26%      |
| FORTUNA RED LINE           | 6.151.613            | 6.365.718            | -3,36%       |
| LUCKY STRIKE CLICK & ROLL  | 5.881.976            | 4.611.478            | 27,55%       |
| NOBEL STYLE                | 5.881.304            | 5.455.854            | 7,80%        |
| MARLBORO POCKET            | 5.432.542            | 5.275.596            | 2,97%        |
| DUCADOS RUBIO BLANDO       | 5.373.116            | 6.136.694            | -12,44%      |
| LUCKY STRIKE BLANDO        | 5.334.986            | 5.210.463            | 2,39%        |
| PALL MALL                  | 4.734.431            | 5.362.411            | -11,71%      |
| MARK 1                     | 4.430.775            | 5.177.338            | -14,42%      |
| ELIXYR                     | 4.344.999            | 4.657.642            | -6,71%       |
| AUSTIN                     | 4.330.653            | 3.620.458            | 19,62%       |
| JOHN PLAYER SP.            | 4.095.226            | 4.160.562            | -1,57%       |
| PHILIP MORRIS K/S          | 3.776.801            | 3.131.180            | 20,62%       |
| BENSON & HEDGES AMERICAN   | 3.524.822            | 4.131.216            | -14,68%      |
| OMÉ                        | 3.289.950            | 2.852.340            | 15,34%       |
| KARELIA                    | 2.462.310            | 2.408.080            | 2,25%        |
| L&M RED BLANDO             | 2.305.635            | 2.535.969            | -9,08%       |
| BENSON & HEDGES            | 2.285.215            | 2.385.663            | -4,21%       |
| R 1                        | 2.180.152            | 2.306.728            | -5,49%       |
| NOBEL BLANDO               | 2.133.547            | 2.240.347            | -4,77%       |
| L&M BLUE BLANDO            | 2.044.578            | 2.163.642            | -5,50%       |
| BULLBRAND                  | 1.986.391            | 2.024.908            | -1,90%       |
| BN                         | 1.893.611            | 2.065.072            | -8,30%       |
| CHESTERFIELD BLANDO        | 1.715.408            | 1.807.618            | -5,10%       |
| GAULOISES RUBIO            | 1.537.847            | 1.446.415            | 6,32%        |
| PALL MALL LARGO 100'S      | 1.523.111            | 1.734.235            | -12,17%      |
| JOHN PLAYER SP. BLACK/BLUE | 1.410.815            | 1.378.648            | 2,33%        |
| EXCITE                     | 1.243.351            | 1.068.350            | 16,38%       |
| RESTO MARCAS               | 31.522.918           | 31.695.858           | -0,55%       |
| <b>Totales</b>             | <b>675.641.668</b>   | <b>664.966.134</b>   | <b>1,61%</b> |