

V001172



CONFIDENTIAL

RESEARCH PLANNING MEMORANDUM

ON

SOME THOUGHTS ABOUT NEW BRANDS OF CIGARETTES
FOR THE YOUTH MARKET

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SOME THOUGHTS ABOUT NEW BRANDS OF CIGARETTES
FOR THE YOUTH MARKET

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At the outset it should be said that we are presently, I believe unfairly, constrained from directly promoting cigarettes to the youth market; that is, to those in the approximately twenty-one year old and under group. Statistics show, however, that large, perhaps even increasing, numbers in that group are becoming smokers each year, despite bans on promotion of cigarettes to them. If this be true, there is certainly nothing immoral or unethical about our Company attempting to attract those smokers to our products. We should not in any way influence non-smokers to start smoking; rather we should simply recognize that many or most of the "21 and under" group will inevitably become smokers, and offer them an opportunity to use our brands.

Realistically, if our Company is to survive and prosper over the long term we must get our share of the youth market. In my opinion this will require new brands tailored to the youth market; I believe it unrealistic to expect that existing brands identified with an over-thirty "establishment" market can ever become the "in" products with the youth group. Thus we need new brands designed to be particularly attractive to the young smoker, while ideally at the same time being appealing to all smokers.

Several things will go to make up any such new "youth" brands, the most important of which may be the image and quality - which are, of course, interrelated. The questions then are: What image? and What quality? Perhaps these questions may best be approached by consideration of factors influencing pre-smokers to try smoking, learn to smoke and become confirmed smokers.

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Table I attempts to define some of the more important effects expected or derived from cigarette smoking by pre-smokers, "learning" smokers and confirmed smokers. If this incomplete, subjective, simplistic analysis is even approximately correct, there are sharp, perhaps exploitable, differences between pre-smokers, "learners" and confirmed smokers in terms of what they expect or derive from smoking. Let us examine these differences.

For the pre-smoker and "learner" the physical effects of smoking are largely unknown, unneeded, or actually quite unpleasant or awkward. The expected or derived psychological effects are largely responsible for influencing the pre-smoker to try smoking, and provide sufficient motivation during the "learning" period to keep the "learner" going, despite the physical unpleasantness and awkwardness of the period.

In contrast, once the "learning" period is over, the physical effects become of overriding importance and desirability to the confirmed smoker, and the psychological effects, except the tension-relieving effect, largely wane in importance or disappear.

The common thread binding the three groups together appears to be the fact that smoking of cigarettes offers and provides a desired mechanism for coping with stresses of living, which may range from boredom to high tension and from fatigue to high arousal and hyperactivity. Once this mechanism has been experienced and used, physical and psychological habit patterns are firmly established and become self-perpetuating.

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TABLE I

EFFECTS EXPECTED OR DERIVED FROM CIGARETTE SMOKING

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	<u>Pre-Smoker¹</u>	<u>Learner¹</u>	<u>Smoker¹</u>
<u>I. PHYSICAL EFFECTS</u>			
<u>A. Nicotine Response</u>	0	--	+++
<u>B. Sensory Effects</u>			
<u>1. Irritancy-Harshness</u>	0	--	+
<u>2. Flavor</u>	+	-	+
<u>3. Other Mouth Feel - Dryness, Astringency, etc.</u>	0	--	+
<u>4. Visual - Pack, cigarette and smoke attributes</u>	0	+	+
<u>C. Manipulative Effects - Handling, lighting, puffing, holding, ashing, extinguishing</u>	-	-	+
<u>II. PSYCHOLOGICAL EFFECTS</u>			
<u>A. Group Identification - Participating, sharing, conforming, etc.</u>	+++	++	+
<u>B. Stress and Boredom Relief - Buys time, valid interruption, bridges awkward times and situations, something to do, etc.</u>	+	+	+
<u>C. Self-Image Enhancement - Identification with valued persons, daring, sophisticated, free to choose, adult, etc.</u>	++	++	+
<u>D. Experimentation - Try something new, experiment, etc.</u>	+++	++	+
¹ + = positive 0 = none - = negative			

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If the above analysis is approximately correct, then the basic theme for promoting any cigarette to any group should aim, directly or indirectly, at the desirability of using a given brand as a mechanism for coping with stress. Brands tailored for the beginning smoker should emphasize the desirable psychological effects of smoking, also suggesting the desirable physical effects to be expected later. Happily, then, it should be possible to aim a cigarette promotion at the beginning smoker, at the same time making it attractive to the confirmed smoker. The information and outline in Table I then may be used as a basis for arriving at some specifications for new "youth" brands and for determining how they should be promoted.

I. PHYSICAL EFFECTS

Having identified these as highly desirable to the confirmed smoker but largely unknown, unpleasant, awkward and/or undesirable to the pre-smoker or "learner", the effort here should be to affect a compromise to minimize the undesirable effects while retaining these which later become desirable.

A. Nicotine Effects - Nicotine should be delivered at about 1.0-1.3 mg./cigarette, the minimum for confirmed smokers. The rate of absorption of nicotine should be kept low by holding pH down, probably below 6.

B. Sensory Effects

1. Irritancy-Harshness - The beginning smoker and inhaler has a low tolerance for smoke irritation, hence the smoke should be as bland as possible.
2. Flavor - The flavor of tobacco smoke is initially foreign, and not pleasant. One cultivates a taste for smoke much as one learns to like olives or dry wines. Perhaps, as in the case of taste of water, there is no really "good" flavor, only degrees of "bad" flavor. Thus for the beginning smoker the cigarette smoke should have a

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moderate level of blended tobacco flavor, but should be as free as possible from strong, unpleasant flavors such as stemmy flavor, etc. A "tar" delivery of 12-14 mg/cigarette should provide the desired flavor level.

3. Other Mouth Feel - The smoke should be "bland" with respect to astringency, hotness, dryness and the like. Again, the theory is that any mouth effect is new and different, hence should be as bland and free of obvious negatives as possible.

4. Visual - The package and cigarette should be pleasing to the eye, will be discussed further below. The amount and density of exhaled smoke should be such as to be clearly visible and not thin or scanty. A tar level of 10-14 mg/cigarette should meet this requirement.

C. Manipulative Effects - Carrying, opening and using the package should be convenient. The cigarette should be as long as possible, probably 100 mm, to facilitate lighting. The rod should be reasonably firm and a moderately soft, round filter tip should be used. The draft resistance prior to and during smoking should be as low as practical and should not exceed VANTAGE specifications. The product should require, thus, minimum effort and care to handle and use.

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II. PSYCHOLOGICAL EFFECTS

These are the expected or derived gratifications which influence a pre-smoker to try smoking and which sustain the beginning smoker during the largely physically awkward and unpleasant "learning to smoke" phase. These effects also largely determine which brand the pre-smoker will experiment and learn with.

A. Group Identification - Pre-smokers learn to smoke to identify with and participate in shared experiences of a group of associates. If a majority of one's closest associates smoke cigarettes, then there is strong psychological pressure, particularly on the young person to identify with the group, follow the crowd, and avoid being out of phase with the group's value system even though, paradoxically, the group value system may esteem individuality. This provides a large incentive to begin smoking. If this be true, then the same effect strongly influences the brand chosen, it likely being the popular, "in" brand used by one's close associates.

Thus a new brand aimed at the young smoker must somehow become the "in" brand and its promotion should emphasize togetherness, belonging and group acceptance, while at the same time emphasizing individuality and "doing one's own thing."

B. Stress and Boredom Relief - The teens and early twenties are periods of intense psychological stress, restlessness and boredom. Many socially awkward situations are encountered. The minute or two required to stop and light a cigarette, ask for a light, find an ash tray, and the like provide something to do during periods of awkwardness or boredom, and afford a little "time-out period" when confronting a stressful situation. Smoking also gives one something to do with the hands, eyes, etc. and something to talk about in a situation where otherwise one might simply have nothing to do or say.

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This desirable attribute of smoking should be strongly emphasized in promoting a new youth brand.

C. Self-Image Enhancement - The fragile, developing self-image of the young person needs all of the support and enhancement it can get. Smoking may appear to enhance that self-image in a variety of ways. If one values, for example, an adventurous, sophisticated, adult image, smoking may enhance one's self-image. If one values certain characteristics in specific individuals or types and those persons or types smoke, then if one also smokes he is psychologically a little more like the valued image. This self-image enhancement effect has traditionally been a strong promotional theme for cigarette brands and should continue to be emphasized.

D. Experimentation - There is a strong drive in most people, particularly young, to try new things and experiences. This drive no doubt attracts many pre-smokers to experiment with smoking, simply because it is there and they want to know more about it. A new brand offering something novel and different is likely to attract experimenters young and old, and if it offers an advantage it is likely to retain these users.

There is another psychological factor which did not readily fall into Table I, but which may be quite important. That category might be called "Anti-Establishment Attitudes". It does not enter into the decision to start smoking but may strongly influence the brand chosen. Today more than ever, young people tend to reject whatever is accepted by the "over-thirty" establishment, which includes their parents. If "Brand 30+" is the accepted "in" brand with the establishment, it is likely that many young smokers will

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~~almost~~ automatically reject that brand and start with something
~~else~~. They will more likely start with "Brand 20+" which is
 both the "in" thing with their closest age group and the "out"
 thing with the "over-thirty" group. Probably in today's market,
 WINSTON is the "Brand 30+" and Marlboro is the "Brand 20+".
 Happily, the Marlboro will eventually age out of its "in" position
 with youth, as WINSTON appears to have already done. Now is the
 time to launch the next brand to become the "in" cigarette with
 the next generation as Marlboro ages from "in" to, hopefully "out"
 over-thirty" status, hence becomes something for youth to avoid.
 A final psychological factor which also did not fall readily
 into Table I involves smoking-health attitudes. The smoking-health
 controversy does not appear important to the group because,
 psychologically, at eighteen, one is immortal. Further, if the
 desire to be daring is part of the motivation to start smoking,
 alleged risk of smoking may actually make smoking attractive.
 if the "older" establishment is preaching against smoking, the
 establishment sentiment discussed above would cause the youth
 want to be defiant and smoke. Thus, a new brand aimed at the youth
 group should not in any way be promoted as a "health" brand, and
 perhaps should carry some implied risk. In this sense the warning
 label on the package may be a plus.

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We have looked, at some length, at what qualities and image a new brand aimed at the youth market should have. At this point, it will be useful to summarize what has been said; in admittedly general terms:

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Product Quality Factors

1. Moderate level of nicotine (1.0-1.3 mg/cigarette) delivered at pH (5.8-6.0) to insure slow absorption.
2. Moderate level of blended tobacco flavor ("tar" of 12-14) free of undesirable (e.g. stemmy) flavors.
3. Bland, soft, moist mouth-feel, with minimal irritancy, harshness, astringency, possibly very lightly mentholated.
4. In "standard" range of diameter and firmness, with resilient filter or mouthpiece, probably 100 mm in length.
5. Different package type or packaging material, perhaps containing fewer cigarettes, therefore less bulky.
6. Some visible novelty or difference in product or package to set apart from conventional cigarettes, ideally in direction of greater manipulative convenience for beginning smoker.

Product Image Factors

1. Should emphasize participation, togetherness, and membership in group, one of the group's primary values being individuality.
2. Should be strongly perceived as a mechanism for relieving stress, tension, awkwardness, boredom, and the like.
3. Should be associated with doing one's own thing to be adventurous, different, adult, or whatever else is individually valued.
4. Should be perceived as some sort of new experience, something arousing some curiosity, and some challenge.
5. Should be different from established brands used by the over-thirty and perhaps even over-twenty-five groups. Must become the proprietary "in" thing of the "young" group.
6. Should not be perceived as a "health" brand.

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The enumerated Product Quality Factors should be easy to achieve, except those requiring some ill-defined novelty. The Product Image Factors, of course, describe a promotional approach, and it is most likely that the name and appearance of the product will here become crucial in establishing the desired image. The name may be the most important factor, determining the appearance of the package and summarizing the image to be promoted.

Ideally, the name chosen should have a double meaning; that is, one desirable connotation in "straight" language and another in the jargon of youth. A current example may be Kool, which reads on "cool" cat in youth jargon, and also literally connotes a refreshing physical sensation. Another way of approaching the name image would be to choose one which evokes different but desirable responses from different age groups. Thus the Marlboro western theme suggests independence, air, open spaces and freedom to the youth group, while at the same time suggests the "good old days", hard work, white hats over black hats, and the like to the older generation. In passing, it is interesting to note that Marlboro is a distinguished, dignified British name, and there is a certain inconsistency in equating this image with the West.

A careful study of the current youth jargon, together with a review of currently used high school American history books and like sources for valued words might be a good start at finding a good brand name and image theme. This is obviously a task for marketing people, not research people.

Assuming that at some point marketing people will establish a name and image for a new youth brand, and assuming that the thoughts on product quality factors expressed above are approximately correct, then Research and Development should be able to provide the product needed. Most of the product specifications defined are achievable with present technology. Those which require new technology would appear to be (1) control of irritancy and related mouth-feel factors to produce a bland


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smoke, and (2) creation of some useful, demonstrable novelty in filter, mouthpiece, package or other aspect of the product system.

Our Company needs to take advantage of the opportunity to market new youth brands of cigarettes. The thoughts expressed here may provide a preliminary agenda for discussions between Research, TPD, Marketing and Management, aimed more precisely defining what we could ultimately make and promote. It is hoped that such discussions will soon ensue. Meanwhile, it becomes appropriate for Research to seek ways to control smoke irritancy and to seek to create novel, useful cigarette systems.


Claude E. Teague, Jr.
February 2, 1973

:jhb

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Inter-office Memorandum

Subject: CIGARETTE CONCEPT TO ASSURE RJR A
LARGER SEGMENT OF THE YOUTH MARKET

Date: December 4, 1973

To: Mr. R. A. Blevins, Jr.
Director, Marketing Planning

From: Frank G. Colby

Summary:

It is suggested to develop a new RJR youth-appeal brand based on the concept of going back - at least halfway - to the technological design of the WINSTON and other filter cigarettes of the 1950's.

Memorandum:

This will summarize the suggestions that I made to you by telephone yesterday.

It is apparently established beyond a doubt that Philip Morris' Marlboro cigarette has a much stronger hold on the up and coming new generation of smokers than WINSTON or our other brands. It seems to me that a "me too" brand stands very little chance of changing this situation. What is needed is a new concept.

Another condition seems to me to be a need to be able to develop such a cigarette for the immediate future and not many months hence.

My suggestion covers all these conditions. It is basically to go back as much as possible - probably at least halfway - towards the old filter cigarettes, i. e., the cigarettes of the 1950's prior to the Surgeon General's Report. These cigarettes had the following three main characteristics as distinguished from today's cigarettes:

1. They delivered more flavor (tar).
2. They delivered more "enjoyment" or "kicks" (nicotine).
3. They delivered more puffs - at least 20% more. (A fringe benefit which may or may not be promotable is that such a cigarette would develop a much less percentage of sidestream smoke compared to today's cigarette. This decrease would be roughly in proportion to the increased number of puffs.

The reasons for these differences are not so much between the tobacco of today and that of the 50's, but the paper (much more porous today) and the filter material (much more absorbent today).

In my judgment, for public relations reasons it would be impossible to go back all the way to the 1955 type cigarettes. As far as tar and nicotine in the smoke are concerned, I believe it should be possible to achieve the desired effect by going to a tar level of today's Pall Mall (non-filter type) of about 29 mg tar and 1.8 mg nicotine. Still, with an old style filter, any desired additional nicotine "kick" could be easily obtained through pH regulation.

Mr. R. A. Blevins, Jr.


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December 4, 1973

To summarize, it should be easy to develop, within a relatively few weeks, these new youth-appeal cigarettes for market testing for which the following advertising claims could be unequivocally proven: They will deliver more flavor, more enjoyment, and more puffs for the money than any large selling cigarette on the market, or for that matter, than any other cigarette now on the market.

It is my understanding that a very limited number of cigarettes of the 50's are available from a scarce supply for test comparison purposes from the Tobacco Development Department (Tom Eskew or Del Johnson).

In our conversation yesterday, you mentioned that you were just then trying to develop a concept for a new brand appealing to the old CAMEL and other old type cigarette smoker except having a filter. I believe that the concept outlined above can also be used for an old timers' brand with possibly a somewhat different top dressing formula.



Frank G. Colby

FGC/pgg

P. S. In the middle 1960's WINSTON had approximately the tar and nicotine levels suggested. Additional details on this can be provided.

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June 7, 1974

Mr. C. A. Tucker

Subject: Idea Stimulation Meeting

On June the 5th, we had a meeting between people from the Research Department and creative people from TLK to review in depth new product ideas which had been kicking around over at Research. Those in attendance were Jerry Birn, Ted Williams, Bob Dassindale, John Donati and Dick Povill from TLK; Claude Teague, John Wood, Mary Stowa, Jack White and Bob Lloyd from Research; and myself.

Both Research and TLK found the meeting both stimulating and worthwhile. Both groups were so enthusiastic that additional sessions under the same format were requested by both parties. Therefore, I am in the process of setting up a subsequent meeting for August the 6th to begin at 9 AM, to be held in the Research Conference Room, and on the same basic format as that used on Wednesday. Some differences I'm planning are that the composition of the group should be changed to include the same people from TLK, Research people reduced to three, three members of Tobacco Development be added, one Marketing Researcher (preferably Joe Sherrill) and myself. In this meeting TLK will present ideas. We will react to them.

Some of the items we discussed were:

1. A cigarette for the beginning smoker - it was felt that some consumer research about the beginning smoker and the conditions in which he begins smoking were desirable. It was felt that removing the "scratch" from a cigarette would definitely help increase the appeal to beginning smokers.
2. A low-flavor, high-nicotine cigarette - this was viewed as a cleaner smoke and possibly one which could be promoted in the vein of a cleaner environment.

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June 7, 1974

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3. A quality cigarette. Discussion centered around what was quality, and how the consumer could be made to perceive that quality.
4. Non-blended cigarette - it was decided to consider testing and getting consumer reactions to an all burly cigarette, an all flue-cured cigarette, an all Turkish cigarette, etc.
5. The "third" category. Consideration was given to developing a completely new category of cigarettes built around sweetness, cola, or many other flavor areas.
6. Mouth feel of the filter - it was decided to learn what the optimum hardness of a filter should be through consumer testing.
7. A low-number, non-filter cigarette - the Agency felt that there was a real opportunity for a truly low-number, non-filter cigarette. Research felt that such a product could be developed through use of puffed tobacco.
8. Puff count - it was decided that some knowledge about consumer perceptions of puff count and burning rate would be desirable.
9. A cigarette which does not build up as it is smoked - Research is working on a product which had numbers and smoking characteristics the same from the first to the last puff. The Agency has been working on a concept called Balance which visibly shows different tobacco at each end of the tobacco rod.
10. A cigarette very high in menthol, but low in tar. It was decided that such a product would be promoted in a manner other than a "high-level menthol" cigarette.

If you have any questions or suggestions about the material covered in the first meeting or that proposed for the August meeting, I would appreciate hearing from you.

R. A. Blevins, Jr.
Director of Marketing Planning

RAB:skz

B. Whitaker

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CONFERENCE REPORT #23TATHAN LAIRD & KUDNER, INC.
ADVERTISING

CLIENT R.J. Reynolds Tobacco **PRODUCT** New Products
DATE OF MEETING June 5, 1974 **PLACE OF MEETING** RJR

PERSONS PRESENT Client: Messrs. Blevins, Lloyd, Teague, White; Ms. Stowe
 Agency: Messrs. Bassindale, Birn, Donati, Povill, Williams

The Client and the Agency met to review a selected group of technical developments in the cigarette category. The purpose of this meeting was to determine whether any of the technical developments to date could, at this time, be utilized in the development of new brands for marketing.

A. TYPES OF CIGARETTES

The technical group presented a number of technically feasible ideas which were screened from their existing list of ideas explored and in development. The types of cigarettes discussed follow.

1. Cigarette Designed For Beginning Smokers

This cigarette would be low in irritation and possibly contain an added flavor to make it easier for those who have never smoked before to acquire the taste for it more quickly. It would not necessarily be low in tar and nicotine content. The taste would be somewhat bland; there would be minimal after taste/build-up -- which would tend to cut down on the "motorman's glove" morning-after mouth taste. This cigarette could possibly be menthol.

The idea is based on the fact that smoking to the initiate is a fairly traumatic experience. The brand could not, however, be positioned against youth.

2. Low Tar/High Nicotine Cigarette (Reduction Of Carbon Monoxide)

The taste of this cigarette would not be like any current cigarette on the market and would yield a different smoking sensation. It was reviewed by the research group since medical literature appears to point to carbon monoxide as the next "bad guy" as has been the case with "tar" to date. Elimination or reduction of carbon monoxide can provide a story which talks to a "cleaner smoke" idea. Until this development, tar and nicotine went either up or down in a cigarette simultaneously; the technical development here has enabled RJR to deal with these two elements separately and therefore each can be controlled at virtually any given level desired.

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3. Vintage Cigarette

The research group suggested that there might be some opportunity in the "choice, tender leaf" part of the tobacco targeted against a particular segment of the market. That segment would probably be an up-scale market since the tobacco would be high quality, would yield better tasting cigarettes, but would be premium priced as a result.

4. Non-Blended Cigarette

The research group pointed out that all American cigarettes are blended, whereas English cigarettes are not. A recent brand launched in the United States, Maryland 100's, was an attempt to simulate the English blend. The taste of a non-blended cigarette is quite different; for example, an all-burly cigarette is one that possibly a smoker could not inhale. The relationship to the Winchester idea (non-inhaled little cigar vs. non-inhaled cigarette) was discussed.

It was agreed that the research group would proceed to prepare a sample batch of non-blended cigarettes using a variety of different tobaccos for each different batch.

5. Flavored Cigarettes

The area of flavored cigarettes was discussed and covered citrus, apple, grape, herbs and spices, cola, coffee, chocolate and hickory. The instability of certain citrus flavors, particularly lemon, was discussed, as was the simulation of them to attempt to overcome the instability problem.

Cola, coffee and chocolate were the three flavors agreed upon for further work by the research group, and sample blends utilizing those ingredients would be prepared. It is possible, for example, to use one of these flavors to enhance the taste of the cigarette without promoting the flavor, and in this connection, the old evidence of Marlboro's inclusion of small amounts of chocolate was discussed. The relationship of flavor to moistness and menthol for talking to the smoker in terms of mouth feel, as opposed to flavor, was also reviewed. It was agreed that the research group would prepare some samples of such types of cigarettes that targeted moistness and freshness as their objectives utilizing, e.g., Cola.

6. More Puffs Cigarettes

A cigarette which would deliver 12 puffs per smoke as opposed to the 7-8 puffs per smoke now currently delivered was also discussed. The implications of tar and nicotine numbers would appear to be an impediment to further consideration at this time.

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B. TYPES OF FILTERS

A series of types of filters were then presented by the research group. Among them were: foam type; separate filters (for a modified version of 19+); cyclone separator; electrostatic precipitator; capsule/beads (micro encapsulation) in the filter to yield various flavors; flavor injectors (sold separately, e.g., in a pin to buy with cigarettes); pipe stem type filter with or without a threaded appearance; a texture filter; colored filter; colored tipping paper on the filter; half filter; half cigarette/half filter; filter on either end (cigarette would break in the middle); transparent filter.

C. PUFF TOBACCO

A review of the latest development in "puff tobacco" (which yields a light cigarette with less tar) was an exciting technical development that generated a great deal of discussion. It not only provides an opportunity for developing low number filter cigarettes, but also an opportunity to develop low number straights.

It was agreed that the research group would proceed to make a sample batch up to 50% content of puff tobacco.

D. TLK REVIEW

TLK reviewed a number of the current concepts that it was working on with the research group to apprise them of current direction. Those discussed were: Balance, Frontier; Northwind and Choice.

A discussion followed focusing primarily Northwind, and a cigarette blend using menthol was provided by the research group for tasting at this meeting. It was agreed that the flavor of the cigarette was different than that conceived of for Northwind (since the menthol comes through on the one tasted at the meeting) but that the taste was unique and that TLK would proceed to develop a concept for it.

John Donati

JD:1k
6/11/74

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