

**INTERNATIONAL PRODUCT TEST REQUEST**

DATE PREPARED:

REQUEST RECEIVED: 3/28/96

TO: Distribution  
FROM: B. Peace

REQUESTOR: B. Peace  
CHARGE NO: 96-010-JPN

SUBJECT: Danchi Panel II - Virginia Slims Ultra Lights Menthol @ 3.0 mg and 6.0 mg.

EXPORT NO: E-79996

PRODUCTION APPROVAL TC Hall DATE 4/10/96

PURPOSE: Assess consumer acceptability of Virginia Slims Ultra Lts. Menthol @ 3mg. and 6.0 mg among Va. Slims Lts. Menthol smoker group.

**PRODUCTION INSTRUCTIONS:**

<u>Product</u>	<u>Code</u>	<u># Packs</u>
Virginia Slims Ultra Lights Menthol @ 3mg LSS	✓ Blk Q9	150
Virginia Slims Lts. Menthol @ 6 mg Conv. LB760	✓ Blk H6	150
Virginia Slims Lts. Menthol @ 6 mg LSS/LB760	✓ Blk S7	150
Virginia Slims Lts. Menthol @ 6 mg LSS/LB733	✓ Blk N5	150

Total Quantity: 12,000

PACKING INSTRUCTIONS: Shipping Window - May 1, 1996

\* 150, 4 pack cartons (PM Code 52-613-A) with 1 pack of each of above codes per carton.

**GENERAL INSTRUCTIONS:**

\* Stencil E- 79996 on each outer case

MATERIALS: Foil, Tear Tape, Polywrap - Standard  
Roll Labels - PM Code 34-945-A  
Cases - 5M inner, 10M Outer

SHIPPING INSTRUCTIONS: Notify L. Hassinger, ship under Style Code 0591-999.

Philip Morris KK  
Akasaka Twin Tower  
Main Tower, 7th Floor  
17-22, Akasaka, 2-Chome  
Minato Ku, Tokyo 107  
Japan  
ATTN: K. Ozono

Notify B. Peace to arrange shipping ex Richmond

Requestor: B. Peace

cc: S. Nelson (PMKK) E. Chambers D. Purvis G. Romig  
T. Holland T. Hoskin L. Kosco C. Matthews  
C. Takarabe (PMKK)

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