

INTEROFFICE MEMORANDUM

To: M. J. Dryden

FROM: K. A. Needs

RE: Status

DATE: May 31, 1988

Specifications

- o Informal sensory testing results of smoke delivery extremes for WTPM, CO, B3, and nicotine were presented by M. Trogdon at the 5/23/88 Specification Working Group Meeting. With the exception of nicotine, there was no difference found between products. With nicotine there was a directional preference toward the lower nicotine level (760 ug vs. 1000 ug). Concern was expressed by the group because product differences were not detected. A follow-up meeting was held with R. W. Hawley and W. A. Needs for an improved sampling and sensory testing plan. This will be presented at the 6/3/88 Specification Working Group meeting.

Lighter Test

- o A lighter test was conducted 5/17/88 on three types of lighters for use with Alpha products per the request of Brands Marketing. The test was conducted on the Colibri electro-quartz, the A&A Scripto lighter, and the Scripto lighter with high quality fuel. The Colibri was ranked first, the high quality fuel second, and the A&A Scripto third, on taste at lighting and overall acceptability. Results were reported to Marketing.

Extended Usage Study

- o To address the concerns of R&D and Marketing, and to consolidate the various studies being conducted at 631 (break room, pack test, carton test) the sensory and product development groups are going to conduct a large extended use test. Questionnaires have been distributed to 1300 people located in R&D, OD and 631. Subjects will be asked to adopt the Alpha product as their usual brand for an extended period of time. Data will be collected daily in the beginning of the study and less frequently thereafter. Acceptance, usage, and performance issues will be addressed using both menthol and non-menthol product. The study will begin when test market product becomes available with an end date TBD.


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Material Certification Protocol

- o The Material Certification Protocol was presented 5/27/88 by K. A. Needs in conjunction with the MSS Change Protocol to R&D and Manufacturing Personnel.

MSS Training

- o R. O. Wagoner, M. D. Trogdon, and K. A. Needs attended the MSS training session the w/o 5/23/88.


K. A. Needs

KAN/srf

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