

CIGARETTE EVALUATION SHEET

STUDY NORWAY LUCKY STRIKE

DATE 10/3/89

NAME SUMMARY

CIGARETTE CODE/COLOR

<u>PINK</u>	<u>GREEN</u>
(CURRENT)	(SPL. 47)
PRODUCT	AMELIA

N.D. _____

WHICH CIGARETTE HAS:

HARDER TO DRAW

MORE IMPACT

MORE IRRITATION 11 1 1 JPS

MORE TOBACCO TASTE

MORE BODY 1 1 1 ND

BETTER TASTE III America

WHICH ONE DO YOU PREFER? III AMELIA

WHY?

COMMENTS _____

621622641A

CIGARETTE EVALUATION SHEET

STUDY NORWAY LUCKY STRIKEDATE 10/2/89NAME PNH (SUMMARY)

CIGARETTE CODE/COLOR

BROWNYELLOWN.D.B&W
LUCKY
STRIKE
WITH
CPC(NORWAY
SM. 47)

WHICH CIGARETTE HAS:

HARDER TO DRAW

__________|||||N.D.

MORE IMPACT

||||||N.D.

MORE IRRITATION

_____||||||YELLOW

MORE TOBACCO TASTE

||||_____||BROWN

MORE BODY

||||_____||BROWN

BETTER TASTE

|||_____|||BROWN

WHICH ONE DO YOU PREFER?

||||||BROWN

REY?

COMMENTS

621622642