



International Marketing Projects
Commercial Product & Process Development
Research, Development & Engineering

TO: Distribution

DATE: June 8, 1998

FROM: Douglas James

**SUBJECT: Venezuela Consumer Panel Test Results - Astor Improvement Program;
with 1997 Astor Results**

Attached are the ellipse charts that were included in the report dated June 4, 1998, for the Astor Improvement Program in Venezuela, with the addition of Astor Super Suave results from 1997. These show the difference in the subjective perception of Astor SS between 1997 and current among Consul and Belmont Extra Suave smokers.

A sensory region could not be established for Astor SS 1997 results among Consul smokers due to variation in the test results; however, annotations are shown for each test.

Analytical results are not available for the 1997 tests.

Distribution: J. Jorge
L. Strianese (Venezuela)
H. Mujica (Venezuela)
C. Pirela (Venezuela)

cc: C. Altizer
M. Chemla
A. Closter
L. Dediot (Rye Brook)
P. Henriques (Rye Brook)
J. Hickie
A. Lopez (Rye Brook)
C. Matthews
Central File

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