

COMMENTS

MD23: Hot as h***!
Considerably cooler than many models.
Unusual flavor.
Chocolate note.
Tobacco on the third puff only.

MD24: One of the best yet as far as off taste goes.
Cooler, but still too hot!
Lit wrong end, it flared up on first one.
Taste between sulfur and burnt oil.
Had to light 3 times.
Coolest model in this bunch.
Scorched taste (2 different panelists)
Toasted tobacco - 3rd puff only.
Did not light on first puff, or went out.
Warm, not too hot.
Considerable smoldering.
Glued seam within.
Burn back tone causing off-aroma. Good flavor otherwise.

MD25: No taste, one puff and it lit.
Very smooth, no off-taste.
Hot as h*** on lips/hot lip feel (2 different panelists).
Taste is moth balls.
Pleasant sidestream aroma. Less off-taste.
Cloves taste.
First lighting attempt went out.

MD26: Smooth, pleasant sidestream aroma.
Hot (cool on third puff).
Bready aroma.
Very unusual taste.
Hardly any taste.
Tried to light it three times and it wouldn't burn.
Hot.
Pretty warm.
Some kind of minty flavor.
Less off-taste. Pleasant sidestream aroma.

MD27: Hot, lip feel, some unusual flavor.
Cooler, but still hot.
Burnt taste
Had to use a second lighting
Warm, but not hot

WINDMILL MULTIPLE RANGE TABLE
 * Products within brackets do not significantly differ from one another.

EASE OF LIGHTING (.002)

MD26	30.42
MD24	28.23
MD27	27.21
MD25	26.41
MD23	20.81

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THROAT HARSHNESS I (.19) *Trend*

MD27	12.82
MD23	12.30
MD26	11.77
MD24	11.14
MD25	8.53

Merit ≈ 18.23

BURNT CARDBOARD (.003)

MD27	22.21
MD24	17.56
MD26	17.05
MD23	16.39
MD25	12.92

Merit ≈ 8.26

SULFUR (.20) *Trend*

MD24	7.18
MD23	6.97
MD27	6.67
MD26	6.39
MD25	4.21

Merit ≈ 5.53

CHALKY (.21) *Trend*

MD26	15.21
MD25	14.44
MD27	14.09
MD23	13.24
MD24	11.44

Merit ≈ 10.15

BURNT OIL (.77)

MD24	17.58
MD26	16.97
MD27	16.70
MD23	16.18
MD25	15.12

Merit ≈ 7.18

TOASTED TOBACCO (.52)

MD24	16.95
MD25	15.82
MD27	15.76
MD23	14.97
MD26	14.55

merit ≈ 15.73

CONCENTRATION OF SMOKE (.625)

MD23	30.76
MD26	27.61
MD25	27.08
MD27	26.94
MD24	24.97

merit ≈ 28.63

LIP FEEL (.71)

MD27	29.18
MD24	28.45
MD26	27.36
MD25	27.30
MD23	26.79

merit ≈ 14.23

OVERALL AFTERTASTE (.35)

MD27	21.58
MD23	19.39
MD26	19.33
MD25	18.97
MD24	18.83

merit ≈ 20.53

CHALKY AFTERTASTE (.44)

MD27	15.21
MD23	14.36
MD25	13.50
MD26	13.33
MD24	12.12

merit ≈ 9.53

DURATION OF AFTERTASTE (.83)

MD23.	20.70
MD27	20.12
MD25	20.03
MD26	19.42
MD24	18.92

merit ≈ 20.01

SECRET
No. 230 By
Declassification

RESULTS: SENSORY TEST #DGC11 - FIRST FOUR PUFFS ONLY
for Off Taste Materials Group

PRODUCT DESCRIPTION

- MD23: "J" Fuel Source
B3 only on -14 + 20 substrate
Inner wrap: 32-2
Outer wrap: 16-2
SCS-1
6437 glass fiber with 3% pectin binder
75/25 puffed tobacco jacket
- MD24: Same as MD23 except with a D7D Fuel Source which was baked at 850 degrees centigrade for 4 hours replacing the "J" Fuel Source.
- MD25: Same as MD24, with both inner and outer paper removed and glass fiber removed/
- MD26: Same as MD24, except that 7 mm of the inner and outer wrap will be removed from the tip.
- MD27: Same as MD24, except that CAG and levulinic acid will be added to the substrate in addition to the B3.

J

baked D7D

no paper or glass

no paper

+ SDE + LA

No significant differences were found among any of the models on:

BURNT OIL
TOASTED TOBACCO
LIP FEEL
OVERALL AFTERTASTE
CHALKY AFTERTASTE
DURATION OF AFTERTASTE

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Model Comparisons (cont'd)

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MD26

MD26 relative to MD23: Harder to LIGHT
Less CONCENTRATION OF SMOKE

MD26 relative to MD24: More CHALKY (LIT) $p = .21$

MD26 relative to MD25: More BURNT CARDBOARD.

MD26 relative to MD27: Less BURNT CARDBOARD.

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MD27

MD27 relative to MD23: Harder to LIGHT
More BURNT CARDBOARD
Less CONCENTRATION OF SMOKE

MD27 relative to MD24: More BURNT CARDBOARD

MD27 relative to MD25: More THROAT HARSHNESS I ($p = .19$)
More BURNT CARDBOARD
More SULFUR ($p = .20$).

MD27 relative to MD26: More BURNT CARDBOARD

COMPARISONS RELATIVE TO THE RECENT MERIT PROFILE

These comparisons are approximations made relative to the average Merit 85 profile over the last three tests. Merit 85 did not actually test in this series.

THROAT HARSHNESS I: All alpha models are less than Merit.

BURNT CARDBOARD: All alpha models have more than Merit.

SULFUR: MD24 tends to be more than Merit. MD25 and MD26 are closest to Merit.

CHALKY (LIT): MD26, MD25, MD27 have more CHALKY TASTE than Merit. MD24 is perceptually closest to Merit.

BURNT OIL: All alpha models are more than Merit.

TOASTED TOBACCO: No differences relative to Merit.

CONCENTRATION OF SMOKE: MD24 is less intense than Merit. MD23, MD25, and MD26 are closest to Merit.

LIP FEEL: All alpha models are hotter than Merit.

OVERALL AFTERTASTE: No differences relative to Merit.

DURATION OF AFTERTASTE: No differences relative to Merit.

CHALKY AFTERTASTE: MD27 and MD23 are more intense than Merit. MD24 is perceptually closest to Merit.

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