

BROWN & WILLIAMSON TOBACCO CORPORATION

RESEARCH, DEVELOPMENT & ENGINEERING

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FROM: Ms. A. L. Kirby

DATE: September 17, 1985

SUBJECT: DUPONT RESULTS OF REDRIED VS. NONREDRIED (CURRENT) SAMPLES
 FOR VICEROY KS/224

In same/different testing, 28 smokers (7 RALEIGH KS and 21 VICEROY KS) found no statistical difference when comparing a redried VICEROY KS (Macon factory trial) vs. a current nonredried (Macon production) VICEROY KS.

In paired attribute testing, no statistical differences were found for tobacco taste or overall taste. The redried sample was found to have statistically less impact and irritation than the nonredried sample.

The Dupont study ID's were 4EA1 and 4EA2.

A. L. K. /svp

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