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INTER-OFFICE MEMORANDUM

R J Reynolds Tobacco Company

CONFIDENTIAL

RJR

May 8, 1985

Dr. G. R. Di Marco

Brand R&D Weekly Status Report

ESTABLISHED BRANDS

RITZ

RITZ Regular and Menthol were released for NFO and Product Concept Tests. Results are due in late June.

CENTURY Light 85

Topline results indicate CENTURY Light 85 with a shorter filter achieved the action standard of parity among 25+ competitive 85 FFLT NM versus Marlboro Light 85. It also achieved parity versus current CENTURY Light 85. The % 70+ ratings were:

	85 FFLT NM 25+ Smokers (Ex. CENTURY)
Shorter Filter Prototype	56.9
Marlboro Lights 85	53.1
CENTURY Light 85	55.2

WINSTON Lights 85

NFO prototypes CT-471-A and E were developed to decrease strength and harshness and increase smoothness and mildness relative to competitive smoker wants.

Among competitive smokers, prototypes 471-A and 471-E were judged to be significantly less strong, less harsh, smoother, milder, and less bitter

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tasting relative to current WINSTON Lights. Relative to Marlboro Lights, both prototypes were judged to be significantly milder, and less bitter tasting.

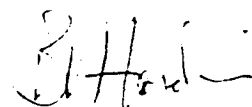
However, observed attribute movement did not translate into positive % 70+ score movement as indicated below:

	% 70+	
	<u>21-34 Competitive</u>	<u>Franchise</u>
Current WL-85	53	62
471-A	49	54
471-E	51	59
Marlboro Lights	54	56

Learning gained on this test will be utilized in future prototype tests.

Phoenix Menthol 80 CPB

One of the SALEM KS confirmed NFO slots (2) for NFO 5/13/85 can not be filled due to one product being below target on moisture. R&D has recommended fielding a Phoenix 80 CPB product - CT-00464-A in the available cell slot. This Phoenix product was preferred by females in the January Focus Groups and should address the attribute deficiencies of smoothness and mildness relative to the ideals per the March NFO Phoenix testing results.



B. V. Hardin

/lc

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