

*Rationale In
Product selection*

BROWN & WILLIAMSON TOBACCO CORPORATION
PRODUCT DEPARTMENT

RESTRICTED

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DUPONT DIFFERENCE TEST RESULTS FOR SAMPLES USED IN
MRD METHODOLOGY TESTING

A. Kerr
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Project 277

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ABSTRACT

Methodology testing by MRD is evaluating a "very different" and a "slightly different" pair of cigarettes. Dupont difference testing shows, indeed, a stronger pattern of difference for the former than the latter pair.

INTRODUCTION

MRD are evaluating product testing procedures using a "very different" and a "slightly different" pair of cigarettes. Dupont consumer tests for difference are intended to provide additional information about these cigarettes.

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Consumers at Dupont performed sip difference tests on two pairs of cigarettes used in ongoing MRD methodology testing:

"Slightly Different Pair" - VICEROY 100 with 0% (256/236) vs. standard 11.8% (236/256) offshore tobacco.

"Very Different Pair" - VRL KS (5241A) vs. same except using KGL KS blend and flavor and appropriate cork tipping to achieve same ventilation (2485A).

As discussed below, Dupont results show a stronger pattern of difference for the "very different" pair than for the "slightly different" pair.

Slightly Different Pair

In same/different testing for taste/flavor character (type of flavor, irregardless of amount), full flavor smokers indicated a difference between the 0% and 11.8% offshore tobacco products but lights smokers did not. In paired comparison attribute testing, no difference was found in amount of tobacco taste/flavor. Lights smokers judged the 11.8% off-shore tobacco product to have significantly more impact and irritation. Full flavor smokers judged the 11.8% offshore product to have significantly more impact, but found no difference in irritation. A Dupont panel of 108 KS/100 smokers (57 full flavor and 51 lights) evaluated the cigarettes.

Results of same/different testing for taste/flavor character are:

<u>All Smokers</u>	<u>Full Flavor Smokers</u>	<u>Lights Smokers</u>
No Difference	Indication of Difference (87% C.L.)	No Difference

Results of paired comparison attribute testing are:

<u>Attribute</u>	<u>0% vs. 11.8%</u>		
	<u>All Smokers</u>	<u>Full Flavor Smokers</u>	<u>Lights Smokers</u>
Impact	11.8% more (99% C.L.)	11.8% more (96% C.L.)	11.8% more (94% C.L.)
Irritation	11.8% more (94% C.L.)	No Difference	11.8% more (96% C.L.)
Tobacco Taste/Flavor	No Difference	No Difference	No Difference

Dupont Study ID's are 7CJ1 and 8CJ1.

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Very Different Pair

In same/different testing, panelists judged the two cigarettes to be significantly different. In paired comparison attribute testing, "KGL blend" had significantly more impact and irritation. When judging amount of tobacco taste/flavor, full flavor smokers found "KGL blend" to have significantly more, while the lights smokers found no difference. A panel of 107 KS/100 smokers (57 full flavor and 50 lights) evaluated the cigarettes.

Results of same/different testing are:

<u>All Smokers</u>	<u>Full Flavor Smokers</u>	<u>Lights Smokers</u>
Different (>99% C.L.)	Different (97% C.L.)	Different (>99% C.L.)

Results of paired comparison attribute testing are:

<u>Attribute</u>	<u>"KGL Blend" vs. VRL</u>		
	<u>All Smokers</u>	<u>Full Flavor Smokers</u>	<u>Lights Smokers</u>
Impact	"KGL blend" more (>99% C.L.)	"KGL blend" more (>99% C.L.)	"KGL blend" more (>99% C.L.)
Irritation	"KGL blend" more (>99% C.L.)	"KGL blend" more (>99% C.L.)	"KGL blend" more (>99% C.L.)
Tobacco Taste/Flavor	No Difference	"KGL blend" more (98% C.L.)	No Difference

Dupont Study ID's are 9CJ1 and 2DA1.

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