

MONTHLY INTERNATIONAL BLEND DEVELOPMENT STATUS REPORT

50475 8258

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March 31, 1977

AREA I (Eu-ME-Af.)

R.J.R. BLEND DEVELOPMENT SECTION, WINSTON-SALEM

AREA/COUNTRY	BRAND/TYPE	STATUS
Service to Geneva Headquarters	Winston Relaunch (IMS 108-113)	The results from consumer tests being conducted in France, Switzerland and Germany are expected by mid-April. If the results are positive, the next step will probably be to reduce the blend cost by incorporating less expensive off-shore tobaccos in place of the less flavorful US grades in the blend. A memorandum has been written which summarizes the analytical data obtained from both Winston-Salem and Cologne laboratories.
Germany	Super HB	A product which delivers 13 mg. of tar FTC (10.9 mg. VDC) was found to deliver a taste comparable to HB (14 mg. VDC) when smoked by laboratory personnel and members of Area I management. Since the deliveries for this product were higher than the specifications on the AA4 form, additional tests will be made with slightly reduced numbers. A memo is being prepared summarizing the work to date. Development should be completed in April.
	Now (1/0.1)	Both regular and menthol products are being consumer tested. The regular products include the US Now and a Reynolds Germany blend. The menthol products are the US Now with menthol applied at different levels. The results of the tests are expected in April.
Holland	Reynolds No. 1 (I-76-NL-3)	A project has been underway for some time to increase the puff count in Reynolds No. 1 from the current 5.5 to 6.0. Since previous tests have produced fluctuating results, test products have been made in Trier with larger lots of tobacco. These test products have Wattens papers which should improve the puff count. This project has been reduced in priority due to a lack of consumer complaints. A report will be issued in April.
	Jamaica (I-77-NL-6)	Cigarettes with conventional and TC filters have been prepared in Trier and are being evaluated. The objective is to have a product with 10-12 mg. tar Coresta which would attract full-flavor smokers. Previous test products give lower than target deliveries. Additional work will depend upon test results.

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AREA/COUNTRY	BRAND/TYPE	STATUS
Holland (Cont)	Trinidad (3/0.3) (I-77-D-3)	An AA4 form has been received and tests are underway. The specifications call for regular and menthol products which deliver substantially more smoking satisfaction than the 1/0.1 products. The AA4 form stated that we would not be restricted to 3/0.3 if some upward variations would result in a significantly better product. Products will be prepared with target deliveries of 3/0.3 and 5/0.5 using the TC filters. Although the TC filter is specified for this project, conventional filter tests will also be made for comparison. Prototypes will be submitted at the April Marketing/Development review.
Switzerland	Maryland (0007) (I-78-CH-1)	Initial candidates with deliveries of 14-15 mg. Coresta have been evaluated and found to deliver a taste comparable to Parisienne Super (18-20 mg. Coresta). Further tests products are being prepared to increase the "throat grab". The two products which best meet the taste objectives will be recommended for consumer testing at the April Marketing/Development meeting.
	Camel Double Filter	A project to replace the problematic Filtrona dual filter with a Baumgartner filter has been completed. When the Camel Double Filter control was tested against a product with a revised Camel Double Filter, the panelists indicated that there was very little difference between products. The project has been completed.

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AREA III (Latin America)

R.J.R. BLEND DEVELOPMENT SECTION, WINSTON-SALEM

AREA/COUNTRY	BRAND/TYPE	STATUS
Brazil	New Brand Projects	<p>As per telex from RJR development representatives in Brazil dated April 29 project priorities at this time are (1) TWIST (2) LTN (3) OUT-WOW and (4) F.C.</p> <p>Pertinent statements in the Development Representatives progress report are:</p> <ol style="list-style-type: none">1. <u>WOW</u>: Candidate for WOW looks good.2. <u>TWIST</u>: New Twist test product will be made in Rio on April 1.3. <u>OUT</u>: Tobacco evaluations 90% completed. Development work will begin anew as priority indicates.4. <u>Flavor Studies</u>: Several flavor improvements on existing brands are a definite improvement.
Mexico	Winston "Lights" Project (III-77-Mex.-7)	<p>All necessary materials have been received and blend development studies are underway. Due to complexity of this development request, an abnormal amount of evaluation work will be necessary; however, we anticipate no timing problems at this stage.</p> <p>Additional amounts of selected tobacco grades to be used in this development have been ordered to insure no delays in the late stages of development.</p>
Venezuela	Project Barbadoes AA III-76-V-1	<p>A test product (Code 155) was made at Bigott Sucs with 25% more top flavor than the previous candidate (Code 153). After smoking evaluation, Bigott decided to cut back top flavor to a 12% increase (Code 342).</p> <p>The Booth Panel Smoking results show no significant difference between codes 358 (Astor) and 342 (test). Results and recommendation from Bigott should be available in late April.</p>

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AREA IV (Asia Pacific)

R.J.R. BLEND DEVELOPMENT SECTION, WINSTON-SALEM

AREA/COUNTRY	BRAND/TYPE	STATUS
Malaysia	WINSTON Blend Dev. (IV-77-M-1)	<p>A report has been issued detailing the evaluation work done in W-S on the three Winston test products made in Malaysia. Also, we have received the initial feedback from the consumer testing done in Malaysia on these test products.</p> <p>Indications from all results accumulated thus far point to a marginal preference for the product coded #155, which was modeled after the current Malaysian Camel Filter.</p> <p>Recommendations made by Area IV Marketing personnel and agreed to by TPD call for slight modifications to test products #137 (adding casing) and #155 (increasing U.S. flue-cured from 13.75% to 28.75%) to be tested using the previous #155 product as the baseline guide.</p> <p>The necessary materials to make these modified products are on hand in Malaysia, and we have great confidence in the ability of local personnel there to prepare these test products.</p> <p>Further development work will be dependent on results of consumer testing.</p>
	Salem (Tentative)	<p>A memorandum containing the results of physical and chemical testing done in W-S on competitive menthol brands has been issued for use in preparing a request for a Malaysian Salem blend development.</p>
New Zealand	Vantage	<p>Experimental filters (8000) have been shipped to Rothmans, our licensee in New Zealand, for use in making the first trial run of New Zealand Vantage.</p>
Australia	Camel Filter (AA-IV-77-Aus-4)	<p>The blend and casing on this project have been changed to be a more acceptable smoke for Australia. Deliveries on previous test are a little high, but with small modification they should be within acceptable guidelines.</p>

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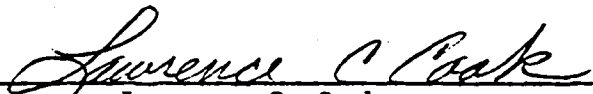
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R.J.R. BLEND DEVELOPMENT SECTION, WINSTON-SALEM

AREA/COUNTRY	BRAND/TYPE	STATUS
Australia (Cont)	Camel Filter (AA-IV-77-Aus-4)	A prototype has been made and evaluations are underway. An attempt will be made to have the prototype ready for presentation by mid-April, 1977.
	Vantage (Tentative Plan)	RJRTI-IV has requested us to provide them with 50 cartons of a test product using Canadian VANTAGE blend. The product will be 83mm (25 x 58) x 24.8 and will employ an SCS III filter and wrapper to accomplish the same T/N levels as Canadian VANTAGE (11/0.9). The test products will be packed in printed NOW packs omitting the T/N numbers. The necessary tobacco and components will be supplied by MTI and product will be prepared at the TPD Development Center. It is planned to have this test product intransit by May 1 if possible.


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/mhc.

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