

RJR INTEROFFICE CORRESPONDENCE

SUBJECT: WINSTON KS Blended Extract
G7 Use Level/Ammoniation Test
MDD PGT Mailout

DATE: May 5, 1987

TO: Mr. D. K. Isbister

FROM: E. J. (Steve) Sohn

Sensory/consumer tests for the initial investigation of product improvement with the blended extract G7 have been completed. Recent consumer results of FFNM and FFLT products consistently support initial descriptive sensory testing. Marketing Development's consumer acceptance studies (#86-31230 and #86-31232) recommend further development of the blended extract G7 concept. Lower burley/flue-cured ratios with higher scrap/stem ratios exhibited consistently higher overall acceptance and increased mildness and smoothness while maintaining a desirable level of strength.

A low burley/flue-cured ratio with high scrap/stem ratio G7 has been produced for the Blended Extract G7 PGT mailout in WINSTON KS. A two variable optimization study was recommended by our Statistical Support group to maximize product performance and perception. The two variables are usage level of G7 (9.75 to 39.75%) and ammoniation. The design contains 11 test products with blended extract G7 and one WINSTON KS with 24.75% G7A as a control.

WINSTON KS Blended Extract G7 Mailout
MDD Results to Brand R&D

4/27/87
6/26/87

Outline of Test Design:

	<u>-2.5</u>	<u>-1</u>	<u>0</u>	<u>1</u>	<u>2.5</u>
Inclusion Level	9.75	18.75	24.75	30.75	39.75
Replicate	*		*		*
Ammoniate	*		*		*
Control WKS (G7A)			*		

TOTAL number of test parts = 12



E. J. (Steve) Sohn

EJS/trr

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