

50910 8156

Glenn

See info.

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RJR I n t e r o f f i c e M e m o r a n d u m :

Subject: STERLING Menthol Test
Products Smoker Comments

Date: April 9, 1985

To: Ms. C. A. Stewart

From: Ms. M. K. Fleming

Referencing the STERLING Menthol products that you forwarded to my attention, the following are comments submitted by various smokers.

Control (No samples)

- Test 1
- OK
 - Biting sensation on tongue, too much menthol
 - *• Good, smooth, clean, menthol taste
 - Minty and strong menthol before lighting, almost numbed whole lip
- Test 2
- Preferred Test 1 to Test 2, hot, somewhat artificial taste
 - Smooth but artificial taste compared to Test 1
 - Bitter, chemical taste
 - Too much menthol with less tobacco taste, seemed to get bitter towards end
- Test 3 (No samples)
- Test 4
- Burns top of mouth, didn't like
 - Smooth, good tobacco and menthol mix
 - Smooth, sweet type notes, good menthol level
 - Better balance of tobacco vs. menthol taste, mild smoke
- Test 5
- **• Not bad, better than Test 1
 - Smooth, good tobacco and menthol mix, cool aftertaste
 - Chocolate, mint type taste, smooth, level too high
 - Less menthol taste with reduced tobacco taste, almost too mild
- Test 6
- *• Preferred to Tests 5 and 1
 - Cooling but artificial taste
 - Hot, harsh, too much menthol
 - Very little tobacco taste with long lasting menthol taste, seemed to burn fast
- Test 7
- OK, slightly off-taste
 - Good menthol level, good menthol/tobacco balance
 - **• Nutty, pyrazine taste and aroma, smooth, good menthol taste
 - Very little tobacco taste, sweet perfume type menthol taste, not balanced

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- Test 8
- Terrible
 - Cooling but artificial taste
 - Hot, harsh, too much coolness, nasal irritation
 - Perfume type menthol taste, more harshness

* Indicates first preference

** Indicates second preference

Notes: Comments by individuals are listed in consistent order (i.e., first comment stated for each test product is made by the same smoker, second comment stated is by another individual smoker, etc.)

If you have any questions, please do not hesitate to call.


M. KATHRYN FLEMING

MKF:cac

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