

HTI

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To: See Distribution

Date: June 22, 1978

From: T. T. Goodale

Subject: HTI Report

BETA

Market research reports issued for five Beta 85's tests:

- A. 5050/7036 -- DBC - Marlboro after-cut ...
Lost to full flavor smokers.
- B. 5051/7037 -- Hi-Alkaloid - Special spray overblend...
Lost to full flavor smokers.
- C. 5058/7046 -- DBC - Merit and some Marlboro AC ...
Lost to full flavor smokers caused by
females preferring Merit.
- D. 5059/7047 -- Hi-Alkaloid - Marl and Special AC ...
No significant difference with low tar
and full flavor smoker; however, full
flavor females preferred Merit.
- E. 5060/7048 -- Hi-Alkaloid - Merit and Special AC ...
No significant difference with low tar
and full flavor smokers; however, full
flavor females preferred Merit.

Awaiting report on 5056/7044 which is closed.
(DBC - Merit & Marlboro after-cut) Overall break even
with low tar and full flavor smokers and a high no
preference vote. This Beta may be the best candidate.

Marlboro Lights 85's

Current flavor versus flavor 1 (Marlboro lights 100's
flavor). It appears that Marlboro Lights 85's, Marlboro
85's and cross section 85's smokers can't tell the
difference.

Tom

TTG:to
Att.

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|-----------------|----------------|-------------|
| To: J. Crichton | M. Johnston | G. Raed |
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