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30, 1996

11:12:21 PM

BROWN & WILLIAMSON
TOBACCO CORPORATION

Contact Long Report
Contact & Issue Information

Contact #: 836422 Country: UNITED STAT Entered by: Shannon McLaughlin Date Entered: 11-01-95 3:54 PM

g Date	Source	Handling	Reportin
Ms. Irene Bucknavage,	Phone	Routine	11-01-95
14 Greenway Road	Phone Numbers	Phone Types	Consumer Type
New London, CT 06320	860-443-1900	Display	Consumer

Age	Current Brand:	MISTY SLIMS LT 120s B	Previous Brand Family	Previous Brand Style
64	Yrs	Mths		

Comments: Consumer claims the cigarettes from a carton of MISTY SLIMS LT 120's tasted like ammonia, which she associated with the information about ammonia additives in the media recently. This is the first time she has tried MISTY. She will send 5 packs to us. She said the ammonia taste was very strong and her "husband could smell it too." However, she was "worried because the ammonia taste is what gives smokers the nicotine kick." See questionnaire results.

First Enclosure: OLD Cpn Priority \$2 Off

Sex:	Tone:	Concerned	Consumer Information
		Allowed to Contact? Mail	

Issue Information

Issue #	Reason	Sub Reason	Specific
1	Inquiry	Information	Ingredients/Processing
District	Incident Date	Purchase Date	Style
03B	10/27/95	10/27/95	MISTY SLIMS LT 120s Box ATCO
	Purchased Quantity:	1 Carton	Defective Quantity: 5 Package
	Box Code:	2AEL	

Issue #	Sample Available:	YES	Sample Requested:	YES
	Reason	Sub Reason		Specific
2	Complaint	Taste/Odor		Dislikes Taste/Odor
District	Incident Date	Purchase Date	Style	
03B	11/01/95	11/01/95	MISTY SLIMS LT 120s Box ATCO	

Store Information

Store Name:	Coast Guard Exchange	Moheagan Avenue
Type:	Retailer	
Phone #:		New London, CT 06320

Report Generated by : Pat Houtchens

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