

78-1576

PRODUCT DEVELOPMENT RESEARCH PROPOSAL

(MRD # 78-1576/MFG #)

TITLE: FEASIBILITY OF TOBACCO EXTENDERS - CYTREL, NSM, 3% J-10 AND 6% J-10 IN WINSTON KING AND REAL NON-MENTHOL

BACKGROUND & PURPOSE: Tobacco Development is working with various materials which may be combined with tobacco in order to realize cost savings as well as reduce tar and nicotine levels in cigarettes.

The purpose of these tests is to evaluate the relative effects on consumer acceptance of various tobacco extenders - Cytrel, NSM, and two levels of J-10 - as compared to current product. These tests will be conducted using WINSTON King and REAL Filter.

QUESTIONS TO BE ADDRESSED BY THIS RESEARCH:

- 1. What is the relative acceptability of WINSTON King and REAL Filter blends which incorporate Cytrel, NSM, 3% J-10 and 6% J-10 as alternative tobacco extenders, and present blends of WINSTON King and of REAL Filter?
2. Are there any perceptual differences among the blends with extenders compared with the control products?

- Test criteria: -no significant differences in acceptability.
-no significant negative differences in perceptions.

TEST DESIGN:

These tests will be conducted monadically (2 packs) among various types of respondents as follows:

- WINSTON King

Table with columns: PRODUCT, WINSTON Smokers, Marlboro Smokers, Other Full Flavor Filter Smokers, Total. Rows include Current WK (Control), WK with Cytrel, WK with NSM, WK with 3% J-10, WK with 6% J-10, and Total.

5 0 1 3 6 8 3 0 1

9 1 5 1 5 7 6

● REAL Filter

PRODUCT	RESPONDENTS		
	Full Flavor Filter Smokers	Hi-Fi Smokers	Total
Current REAL (Control)	210	210	420
RL with Cytrel	210	210	420
RL with NSM	210	210	420
RL with 3% J-10	210	210	420
RL with 6% J-10	<u>210</u>	<u>210</u>	<u>420</u>
Total	1050	1050	2100

Information will be collected via mail-back questionnaire:

- Thermometer Ratings
- Likes/Dislikes
- Direct Questions

COST/TIMING:

Project Design	MRD	1/18/78	
Questionnaire	MRD	3/17/78	
Field Work - Mailout	M/A/R/C	4/10/78	\$ 44,750
Results	MRD	7/10/78	
Total Cost			<u>\$ 44,750</u>
Budgeted Funds			<u>\$ 44,750</u>

CONCURRENCES:

	INITIALS	DATE
Mr. D. E. Rawson	<u><i>DR</i></u>	<u>2/14/78</u>
Mr. J. H. Sherrill, Jr.	_____	_____
Mr. T. H. Eskew	_____	_____

DER:dmb
1/23/78