

RJR CONFIDENTIAL

100

PRODUCT RESEARCH PROPOSAL  
(MDD #83-31237)

TITLE: FULLER FLAVOR LOW TAR MENTHOL 85MM CONSUMER PROBES

BACKGROUND:

The Consumer Probe Program was initiated to provide R&D with an ongoing device to qualitatively understand consumers' perceptions and descriptions of different products. The goal is to provide R&D with insight and direction that is not normally provided by quantitative research thereby strengthening the overall product development program. Since the program's inception, probes have been conducted on Project CC, ULT NM products, FFLT NM products, WINSTON Lights and the SALEM Lights 100 flavor enhancement project.

PURPOSE:

The purpose of these probes is to provide R&D with a qualitative understanding of consumer perceptions and descriptions of FFLT M 85mm products. Further, insight will be gained by altering certain aspects of SALEM Lights 85 in order to generate hypotheses concerning key issues important to future development of RJR FFLT M 85 styles.

R&D has developed five variations of SALEM Lights 85 and controls which will address the more specific key issues of interest. These issues are briefly explained below.

ISSUE #1 - How does pressure drop effect strength and menthol perceptions of a FFLT M 85mm product?

Ease of draw has been varied by developing two identical prototypes in terms of tar and menthol with one having a pressure drop of 130, while the other will have a pressure drop of 165. (As pressure drop increases, the draw becomes harder.)

ISSUE #2 - What effect does nicotine/tar level have on menthol perceptions of a FFLT M 85mm product?

These two prototypes will both have a pack menthol of .60, but one will have 12-13mg. tar and therefore a higher nicotine level, while the other will be 9-10mg. tar translating into a lower nicotine level.

ISSUE #3 - What effect does the type of perforation used to control air dilution on a FFLT M 85 product have on strength and menthol perceptions?

Electrostatically perforated tipping will be used on one prototype (competition's method to control air dilution) while mechanically perforated tipping (RJR's method) will be used on the second; otherwise, the two will be identical in terms of tar and menthol level.

ISSUE #4 - How do different plasticizers affect menthol, coolness and harshness perceptions?

In this case, R&D has three options to use in the near term on conventional tasting menthol products; E-18, E-18F and E-33F. The first option, E-18, is triacetin which is an agent used to harden the cellulose fiber in the filter. The second option, E-18F, is the same as the first but has menthol flavor added to the hardening agent. Option three, called E-33F, is the same hardening agent as option one, but contains a wintergreen/anthol flavoring. By using the hardening agent with the absence of added flavor as the control, hypotheses about the effects of the flavored plasticizers can be generated.

Additionally, the effects of spotting and staining on product quality perceptions will be explored as a secondary issue. This issue has already been investigated on non-menthol products and was found to occur very rarely and was therefore not a problem for non-menthol smokers. Though it was not found to be a problem on the non-menthol products, there may be a problem on menthol products using total casing since R&D has found that these products are more apt to have spots and stains.

METHODOLOGY:

Four focus group discussions will be conducted in Orlando among the following smokers:

- 18-34 year old Male SALEM Lights 85 smokers
- 18-34 year old Female SALEM Lights 85 smokers
- 18-34 year old Male Competitive FFLT M 85 smokers
- 18-34 year old Female Competitive FFLT M 85 smokers

TIMING: Conduct Focus Groups: March 23 & 24, 1983  
Final Report: April 28, 1983

MODERATOR: Ed Wolf

COST: \$10,200

BUDGET: MDD Product Research Budget - R&D Research (Brand)

PROPOSAL PREPARED BY: J. L. Lawson DATE: 3/19/83

CONCURRENCE:

	<u>Initials</u>	<u>Date</u>
Ms. M. C. Swaim	<u>MCS</u>	<u>3/21/83</u>
Dr. J. L. Gemma	<u>JLG</u>	<u>3/22/83</u>
Mr. R. F. McCarthy	<u>RMC</u>	<u>3/23/83</u>
Mr. B. V. Hardin	<u>BVH</u>	<u>3/24/83</u>

SIGNED PROPOSAL  
DISTRIBUTION LIST

- Ms. M. C. Swaim/Dr. J. L. Gemma/File
- Mr. L. W. Hall, Jr.
- Ms. E. N. Monahan
- Mr. J. D. Phillips
- Mr. R. F. McCarthy
- Mr. B. V. Hardin
- Mr. H. R. Rodgers
- Mr. J. L. Lawson
- Ms. L. R. Kimmer
- MDIC