

R & D PROJECT OUTLINE

PROJECT: Ex-House Sensory Research

NO: 83 - S

SUPPORTS PROGRAM: Consumer Satisfaction

DATE: 6-5-83

PROJECT LEADER: C. R. Green

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Description/Background:

The ex-house sensory research program should take advantage of resources and expertise external to RJR R & D to address problems whose scope or demands exceed R & D resources or which can be more cost-effectively addressed externally.

Goals - Technical:

By 12-31-83, establish an ex-house sensory research program in areas beyond the present RJR R & D capacity. Initially, the work will consist of a project at the Monell Chemical Senses Center to evaluate the trigeminal-stimulant properties of selected compounds.

Commercial:

Support the achievement of annual increases in cigarette share-of-market by development of technology-based product advantages which address consumer wants. (RJRT - Core Issue)

Support the design and development of superior products through determination of product attributes desired by consumers. (RJRT - Key Issue 2)

Action Plan:

Establish an ex-house sensory research project at the Monell Chemical Senses center for investigation of the trigeminal effects of selected tobacco and smoke constituents. Monitor, provide guidance and report upon progress of the project.

Milestones -	Completion Date	Resources Division Years
1. Establish project.	9-01-83	772 (TS)
2. Produce progress report.	12-31-83	772 (TS)

Cost:

Manpower:

Capital:

0.10 my/yr

CONSUMER SATISFACTION

RESOURCE ISSUES

PROJECT	RESOURCES NEEDED. (MY)		RESOURCES AVAILABLE ?	EXPERTISE AVAILABLE IN RJRT ?
	'83	'84		
PRODUCT VARIABLE OPTIMIZ.	4.05	11.75	PROBABLY	YES
BLEND MODELING	0.45	1.05	LIKELY	YES
FLAVOR CHARZ'N	0.80	2.30	DLR WOULD LIKE TO DROP	YES
SENSORY MODELING COMM.	1.00	2.00	YES	YES
BASIC SENSORY RESEARCH	0.30	3.00	NO	NO
DENOG. &c	1.00	3.00	NO	NO
EX-HOUSE SENSORY RESEARCH	0.05	0.10	YES	DNA
REQUIRED	7.65	23.20		
PROBABLY AVAILABLE	6.35	17.20		
KNOWN SHORTFALL	1.30	6.00		

RKT/6-8-83

Consumer Satisfaction

	Ex-house Sensory Research		Demography, Sociology, & Non-Usage-Specific Smoker Behaviors		Sensory Modeling Committee		Product Variable Optimization		Blend Modeling		Basic Sensory Research		Flavor Characterization of Flavor Ingredients		Total Consumer Satisfaction	
	83	84	83	84	83	84	83	84	83	84	83	84	83	84	83	84
FUNDAMENTAL																
Tobacco & Smoke		1		.14		.29								.24		.29
Bioscience																
Biobehavioral			1.0	3.0	.14	.29				.3		.0		1.4		1.6
Agriculture																
APPLIED																
Blending				.14		.29		.25		.25		.15		.3		.54
Materials Technol.				.14		.29										.14
Flavor				.14		.29		.4				.16		.46		.31
Product Design Tech				.14		.29		1.75		6.0						1.89
Analytical Methods																
BRAND										.4		.15		.5		.15
Cigarette Brands																
New Brands																
STP																
Sensory				.14		.29		.25		.25		.15		.25		.75
Product Maintenance																
R&D Plant						.8		1.7								.8
TECHNICAL SERVICES																
Scientific Affairs																
Information Svcs.																
Analytical Svcs.						.65		.14		.1		.25				.75
ADMINISTRATION																
PROCESS ENGINEERING																
Long-Range Proc. Dev																
New Proc. Develop.																
Key Projects																
New Facil. Coord.																