

## M E M O R A N D U M

*The American Tobacco Company*  
 A DIVISION OF AMERICAN BRANDS, INC.

D A T E	May 18, 1978
T O	Mr. R. D. Chumney, Jr.
F R O M	John G. Brooks
R E F	In-Company Cigarette Test No. 78-16 TAREYTON 85's Control Versus TAREYTON 85's Special (TLL)

Thirty-seven TAREYTON 85's and expert smokers located at Company facilities in North Carolina, Pennsylvania, and Virginia were each given coded samples of TAREYTON 85's Control and TAREYTON 85's Special (TLL) along with a questionnaire. The panelists were asked to evaluate both samples and complete the questionnaire. The results are tabulated on the attached computer printout.

All indicators - preference, specific characteristics, and report card grade are a standoff. Panelists' comments indicate the two models were very similar. Attitudinal direction values indicate the Special was considered to burn slightly too fast.

Overall, the results of this panel indicate the TLL blend modification to reduce "tar" did not have an appreciable effect on the smoking appeal of TAREYTON 85's Cigarettes.

JMS  
Attachment

*John G. Brooks*

cc: ✓ R. S. Sprinkle, III

TEST: CIGARETTE TEST NO 78-16

PREFERENCE:

Special: 10  
 Control: 11  
 No Choice: 16  
 Total: 37

TABLE OF TEST RESULTS

Five Point Rating Scale for Specific Characteristics and Attitudinal Direction Trend

	Rating Scale					Total	Average	About Right, %	Attitudinal Direction, %
	(1)	(2)	(3)	(4)	(5)				
TOB. TASTE	Too Much		About Right		Too Little				
Special	0	3	27	7	0	37	3.11	72.97	-10.81
Control	0	3	25	7	2	37	3.22	67.57	-16.22
MILDNESS	Too Strong		About Right		Too Mild				
Special	0	5	27	4	0	36	2.97	75.00	2.78
Control	0	2	28	4	1	35	3.11	80.00	-8.57
BURN	Too Fast		About Right		Too Slow				
Special	1	6	28	1	0	36	2.81	77.78	16.67
Control	0	1	34	2	0	37	3.03	91.89	-2.70
DRAW	Too Hard		About Right		Too Easy				
Special	0	5	32	0	0	37	2.86	86.49	13.51
Control	0	7	30	0	0	37	2.81	81.08	18.92

REPORT CARD GRADE:

	A	B	C	D	E	F	Total	Average
Special	4	15	10	5	1	0	35	3.46
Control	4	12	14	4	1	0	35	3.40
Own Brand	16	14	3	0	0	0	33	4.39