

BROWN & WILLIAMSON TOBACCO CORPORATION  
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SUBJECT: IN-HOUSE SENSORY EVALUATION OF LUCKY STRIKE PLAIN VS.  
PALL MALL PLAIN/660

OBJECTIVE

The in-house nonmenthol panel, in paired-attribute testing, evaluated the smoking qualities of General Export LUCKY STRIKE Plain versus General Export PALL MALL Plain. PALL MALL Plain has the same basic blend and flavors as LUCKY STRIKE Plain with just a few flavor modifications.

The purpose of testing is to determine if the added flavor on the PALL MALL Plain really makes any difference on the smoking qualities of the cigarette.

RESULTS

The panel found no statistical differences between these products. The cigarettes were evaluated for draw, impact, irritation, amount of tobacco taste, other taste, and preference.

CONCLUSION

We conclude from this test, therefore, that there apparently is no advantage to adding the extra flavors to the PALL MALL blend.

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DETAILS

LUCKY STRIKE Plain - contains a simple spicy balsamic flavor

PALL MALL Plain - has same but with 12 ppm Coriander oil deleted plus 50 ppm of a tobacco flavor added, plus 9 ppm of a fruit floral flavor made from 11 ingredients most of which are below 1 ppm level.



K. A. L

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