

Imperial Tobacco Limited/Limitée



A L HEARD	3810, rue St-Antoine Street Montreal, P.Q. H4C 1H5 (514) 932-8161 P.O. Box 6500 C.P. Montreal, P.Q. H3C 3L6 Cable/Cable 'Telimp' Telex/Telex 055-60673
17 JAN 1989	
FILE _____	
PASS _____	
COPY _____	
January 13, 1989	

TELEFAX

MR. ALAN HEARD

Dear Alan:

Your note of December 16, 1988, to Mr. E.A.A. Bruell regarding Project Greendot/Project Day, has been reviewed by Messrs. J.-L. Mercier, S.R. Massey, A. Porter, Bob Bexon and myself. The general consensus was that everyone was very pleased with the tone and the contents of the note.

Confirming our conversation of this morning, our comments are as follows.

- 1) p. 1 Last para., last line.
Delete the bracketed phrase: "(although who will decide this is by no means clear)"

Comment:

This is determined by the Governor in Council.

- 2) p. 2 (ii) GREENDOT
2nd para., last 5 lines, starting with "The range..."

Comment on the market research:

As we understand this research, the results indicate that high tech solution gave high level of interest. However, this was among a segment of respondents who were judged as innovators.

- 3) p. 4 Conclusion
2nd para., last 2 lines, starting with "superior ultra-low..."

Comment:

Imperial Tobacco would be very interested in a "superior ultra-low cigarette" containing high levels of humectant, if either

401030863

- 2 -

- a) the humectant in the condensate was not classified as "tar." Otherwise, it would be competing with products in our mid/low tar category (up to 10 mg) and this, I suspect, would be difficult;
- b) specific biological activity became a factor in the market place, in which case a smoke containing a large proportion of humectant would have a distinct advantage over conventional products.

We have no evidence that either scenario is likely in the foreseeable future.

Sincerely yours,



Patrick J. Dunn

cc J.-L. Mercier
S.R. Massey
A. Porter
R. Bexon

401030864