

PAX TO: Mr J L Mercier (Imperial Tobacco, Canada)

Dear Jean-Louis,

I am sorry to have missed you during my recent visit to Canada. I had an excellent visit to Hardees with Pat Dunn and I have passed a copy of the visit report to him.

Mr Bruell was particularly concerned that I took time during the ITL visit to explore Project DAY and its origins with an emphasis on the market research. The attitude of ITL towards GREENDOT, in the light of consumer attitudes to tar and nicotine is a key issue.

In responding to Mr Bruell I tried to rationalise the origins, technical approach and aspirations of both DAY and GREENDOT. This is a difficult story to unravel and I recommend to him that I send my summary to ITL to critique. It is probably the best approach to clarifying the issues involved. He has endorsed this suggestion wholeheartedly and you will find the document attached.

It would be most useful to have Pat Dunn's and Bob Bexon's critique.

With kind regards,
Yours sincerely,

A L Heard

23rd December 1988

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