

SECRET

COUNTRY: BAT  
SOUTHAMPTON

PROJECT OR CONCEPT NAME: GREENDOT

COMPANY PRIORITY: E ✓

JW S

CAH S

GER S

BRZ S

US S

GROUP PRIORITY:

PROJECT OBJECTIVES:

To investigate the use of tobacco and materials derived from tobacco by various treatments in reconstituted or extruded form so as to give modified tars in terms of composition, quality and dose.

A key aspect of this project is the reduction of tar/nicotine ratio; a consumer trial is being completed on the Phase I product.

CONSUMER NEED/TARGET MARKET:

High satisfaction at low tar numbers.

Regulatory trends in Germany (and perhaps Europe)

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