

SECRET

COUNTRY: BAT
SOUTHAMPTON

PROJECT OR CONCEPT NAME: NOVA (B&W Project Airbus)

COMPANY PRIORITY: 4

EXCL PARA 2*

UK 2
US 1
CAN 2
GER 2
FR 2

GROUP PRIORITY:

PROJECT OBJECTIVES:

To provide the scientific and technological foundation for the development of alternative, cigarette-like products in which the combustion of tobacco-based material is not the primary source of smoker satisfaction.

This work will focus on elution of nicotine and flavorants from tobacco-based materials; it may have "spin-off" benefits for current products.] → TO GREENDOT

CONSUMER NEED/TARGET MARKET:

U.S. research indicates good opportunity for a "smokeable" Premier-style product.

400170851

BATCo document for Province of British Columbia 14 April 1999