

SECRET

COUNTRY: BAT
SOUTHAMPTON

PROJECT OR CONCEPT NAME: CHEMOSENSORY RESEARCH

COMPANY PRIORITY: 5

UK 5
CAN 5
GER 5
BRAZ 5
US 5

GROUP PRIORITY:

PROJECT OBJECTIVES:

To provide the scientific foundation for the development of low tar/medium nicotine cigarettes with acceptable sensory attributes, by identifying barriers to sensory acceptability, and by further understanding the most important chemical and physical processes in the smoker that explain physiological response.

These projects will investigate the science underpinning smoke taste and flavour characteristics, e.g.: impact, irritation, after taste, and this will have benefits for smoke quality improvement in all products.

CONSUMER NEED/TARGET MARKET:

Smoke quality improvement.

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