

SECRET

COUNTRY: BROWN & WILLIAMSON

PROJECT OR CONCEPT NAME: LOW SIDE STREAM

COMPANY PRIORITY: Medium (be ready)    GROUP PRIORITY:

PROJECT OBJECTIVES:

Reduced side stream (with acceptable subjective taste/aroma) which will be identified/perceived by smokers and not based on ETS reduction.

CONSUMER NEED/TARGET MARKET:

- Growing consumer concern/social pressure.
- Public restrictions.
- Legislative restrictions/taxation.

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