

SECRET

COUNTRY: BROWN & WILLIAMSON

PROJECT OR CONCEPT NAME: LOW SIDE STREAM/SMOKELESS CIGARETTE  
(CLEANER ASPECT OF SMOKING)

COMPANY PRIORITY: Low

GROUP PRIORITY:

PROJECT OBJECTIVES:

Tar free smokeless cigarette.

- Primary requirement is taste plus acceptable aroma.
- Maintain the smoking ritual - comparable to standard cigarettes

CONSUMER NEED/TARGET MARKET:

Continuing consumer interest in concept.

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