

SECRET

COUNTRY: BROWN & WILLIAMSON

PROJECT OR CONCEPT NAME: Y1 PRODUCT DEVELOPMENT
LOW TAR WITH TASTE (< 15mg TAR)

COMPANY PRIORITY: Medium

GROUP PRIORITY:

PROJECT OBJECTIVES:

Low tar with taste and satisfaction.
Full flavor - ultimate taste/satisfaction.
Low tar - something better than current.
Changing tar and nicotine ratio by genetically engineered tobacco.

CONSUMER NEED/TARGET MARKET:

Highly desirable consumer need.
Market shift to lower tar continues.
Difficulty - technologies available but how can it be communicated to consumers.
How much of a difference will be meaningful to consumers.

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