

Project No.: T-1120

Project Title: Du Maurier Menthol.

Object: To produce an 85 mm Du Maurier Menthol cigarette with reduced tar and nicotine deliveries similar to those of Craven M, and with an acceptable level of mentholation.

Personnel Involved: R.R. Smith, M.T. Schiff

1st Quarter 1971: From observations of Craven M smoke yields and physical characteristics over the previous 12 month period, it was decided that the existing Matinee K.S. format when mentholated would fulfill the requirements. This was confirmed analytically on the first two experimental samples mentholated.

- 1) at the regular Cameo loading.
- 2) at 70% of the regular Cameo loading.

Subjective evaluation indicated that the two levels of mentholation were clearly distinguishable, both directly with respect to the perception of tobacco taste. Both samples were equally acceptable subjectively.

2nd Quarter 1971: A further testing of the sample to be mentholated at the 85% of Cameo menthol loading reconfirmed the previous findings with respect to tar and nicotine yields and their similarity to Craven M levels. Once again, both the regular Cameo loading or the 85% menthol loading were equally acceptable subjectively.

The Matinee K.S. cigarette with 85% menthol loading on the foil (relative to Cameo) was adopted. The first production was made in April, 1971 for the Alberta market only.

Project terminated.

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