

Project No.: T-1240

Project Title: Matinee Casing

Object: To determine if the addition of invert sugar, to the grades in the Matinee leaf recipe, which are normally low in sugar content (1) has any effect on smoking quality at normal moisture content and (2) helps reduce the harshness and irritation of cigarettes at a low moisture content.

Personnel Involved: M.T. Schiff, W.A. Gray, R.R. Smith, G.L. Knapp

1st Quarter 1971: Prior work by the Laboratory smoking panel indicates that the invert sugar applied to the low sugar grades in the Matinee recipe has no effect at normal moisture content but gives a less harsh and less irritating smoke at low moisture contents.

It was decided to check out the first aspect of this project i.e. effect on smoking quality at normal moisture content by submitting a sample and control to a Market Research Test.

2nd Quarter 1971: Physical and chemical tests and smoke analyses were also performed on the samples produced for the Market Research Test.

The addition of invert sugar to the low sugar grades in Matinee produced no consistent significant differences in cigarette burn rate but there was an indication of a slightly softer cigarette with slower burn with the sugar treated samples.

The tobacco nicotine of the sample and control were similar and the reducing sugars of the sample tobacco were significantly higher due to the added casing (15.8% Control, 17.9% Sample).

There was an indication that the TPM and nicotine levels of the cigarettes with the sugar cased tobacco increased but the results were not significant.

The Market Research test has been completed, the results of which will be covered in the next quarter when we receive the consumer testing agency's formal report.

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Project T-1240 (cont'd)

2nd Half 1971: Market Research Test Results

There was a significant overall preference for the regular Matinee product. Examination of the reasons for the preference among those stating a preference for each brand revealed no major differences in reaction to the cased and uncased tobaccos. There was some slight indication that those preferring the revised product considered it to be somewhat milder and less harsh and irritating.

When respondents were asked which of the test products they preferred for lack of harshness, taste and draw, there was a significant preference for the current product for taste and draw. These preferences were apparent among both Matinee and non-Matinee smokers.

It was therefore concluded that at normal moisture level, the current tobacco is significantly preferred over the tobacco to which the invert sugar has been added, mainly because of taste and draw.

In view of these results, it was decided not to proceed with the second part of the test.

Project terminated.

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