

Project No: - T-2160
Project Title: - "Louis"
Object: - To develop a pipe tobacco having the same smoking characteristics as "Hollandia Regular" (currently being imported from Holland).
Personnel Involved:- Mr. A. Schaffer, Mr. W.A. Gray, Mr. A.F. El Naggar.

1st Quarter - 1971 - For sometime now, Hollandia Regular Pipe tobacco has been manufactured in Holland and packed in Canada for domestic distribution. The purpose of Project "Louis" is to develop and produce the product domestically. Accordingly, a series of leaf recipes have been brought through the pilot plant and tested by the internal pipe panel. A recent leaf recipe referred to as L-5 has been found to have smoking characteristics quite similar to the imported product. Because of these findings it is being tested by Hollandia Regular smokers in the market place.

2nd Quarter 1971 - The consumer test referred to above was conducted by the Canadian Facts Co. In this test the smoking and physical characteristics of the domestic product (the L-5 recipe) were compared to those of the imported product by smokers of "Hollandia Regular" and by smokers of "other Dutch type" pipe tobaccos.

Analysis of the results of this test showed that these smokers perceived the two products to be the same in practically all aspects. Accordingly, it was recommended that the L-5 leaf recipe and process be adopted as a replacement for Imported Hollandia Regular. This recommendation was accepted. First production is planned for the Montreal factory during the latter part of August 1971.

2nd Half 1971: The Montreal factory commenced the manufacture of "Hollandia Regular" pipe tobacco in October 1971.

Project terminated.

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