

Project No: T-4030

Project Title: Project Erinmore

Object: To develop an aromatic pipe tobacco product similar to that imported from Ireland under the name Erinmore. This involves leaf blending, flavour formulation, processing and smoke evaluation.

Personnel Involved: C.M. Carley, A.F. El Naggar

1st Quarter 1971: The opinions expressed by a selected panel of pipe smokers about samples E₃ - C₁ - F₁₅, E₃ - C₁ - ERYS, and Erinmore imported tobacco were compiled in a memo issued on January 19th, 1971. The E₃ - C₁ - ERYS sample was preferred to both imported Erinmore and E₃ - C₁ - F₁₅.

The results also indicated that it might be necessary to modify the flavour, both to produce greater transfer of the flavour to the smoke, and to make the flavour more acceptable. On the other hand, three flavours have been supplied by Bush Roake and Allen, one of which is considered very similar to that of the imported Erinmore product. This flavour was coded C8531 E.A. The application of this flavour to our blend E₃ - C₁ produced an almost identical product to Erinmore. The two other flavours from Bush applied to the same tobacco blend failed to produce a final product with Erinmore aroma and smoke characteristics.

2nd Quarter 1971: Marketing has informed us that they no longer require this product. Work on this project has therefore been discontinued at least for the foreseeable future.

Project terminated.

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