

Project No: T-4710
Project Title: Midway
Object: To develop a new aromatic cigarillo.
Personnel Involved: C.M. Carley, A.F. El Naggar, W.A. Grav, S.M. Candlish,
M.T. Schiff, R.R. Smith, G.L. Knapp, Technical
Services Laboratory.

1st Quarter 1971: Most of the development work on this product was performed during 1970. On the basis of Laboratory testing, a product was arrived at which was thought would compete favourably with our opposition. To check this out on the market place, a test was set up with a consumer testing agency where our proposed new product would be compared with that of our main opposition. The results of this test showed the following:

- 1) Our new product was preferred over the opposition with more favourable ratings on all dimensions and comparisons measured.
- 2) The greatest actual or perceived advantage was mildness.
- 3) The opposition's greatest advantage was flavour which was more than offset by its lack of smoothness and mildness.
- 4) Persons who smoke the opposition brand prefer our new product to the same degree as do other cigarillo and cigarette smokers.

As the Market Research test was so favourable, it was decided to make preparations to launch this product later in the year.

2nd Quarter 1971: Product was launched in June in two Canadian cities under the name "Vintos."

Project terminated.

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