

NOTE TO: MR B D BRAMLEY

TOBACCO STRATEGY GROUP : 19th MAY 1993

You asked for some follow-up information in relation to the Virginia WWB work and the SRG advisers.

1. **Virginia WWB**

- The competitor and own brands being tested (ref. section C(ii) on page 3) are:-

	<u>Full Flavour</u>	<u>Category Two Low Tar</u>
<u>Own</u>	<ul style="list-style-type: none">- Benson & Hedges SF (our UK)- Amber Full Flavour, as in Caterina	<ul style="list-style-type: none">- B&H Special Mild (France/EDF)- Amber 7mg
<u>Competition</u>	<ul style="list-style-type: none">- Dunhill UK- Dunhill Indonesia- Marlboro UK- Mild 7 (KS)- Camel Germany	<ul style="list-style-type: none">- Silk Cut- Marlboro Lights (origin to suit 7mg)- Canadian product at 7mg- Mild 7 Lights- Camel Lights Germany

- M.S.T.S. (ref. section C(v) on page 3) are a consumer products testing agency based in the UK. This organisation is regularly used by BATCo Marketing Department for CPTs.
- The 'small specialist team' referred to in section C(xi), page 3, consists of Dr Robin Crellin, Dr Mike Dixon and Mr Derek Irwin.

2. **SRG**

A note from Ray Thornton is attached.



G J BURGESS

GJB/btm/n-382
17th May 1993

attach.

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