



**BRITISH-AMERICAN TOBACCO COMPANY LIMITED**

GAR/pr

**To: Mr B.D. Bramley**  
**From: Mr G.A. Read**  
**Date: 1st December 1993**  
**Subject: Briefing Note WWB Virginia**

---

The project objective is to produce Virginia based products that are superior to competitor products in smoking quality terms for use in key markets. In order to meet the broad needs of the BATCo Group, we are pursuing a strategy of developing a core product which in combination with relevant technologies can be developed to achieve product superiority in defined markets. The project approach and progress can be summarised as follows:

- (i) Two sets of competitor and own products have been identified; seven products per set in each of the full flavour (14mg) and low delivery (7mg) tar categories.
- (ii) All products have been fully characterised with respect to their blend and smoke chemistries.
- (iii) The identified products have been characterised in terms of their sensory attributes using in-house panels and market tested in the UK using 100 consumers in each tar category.
- (iv) The UK consumer study was used to benchmark our identified products with respect to the selected competitor products in terms of their product attributes.
- (v) In parallel with this benchmarking exercise, leaf blenders (UK Swiss and Canadian) have prepared a range of optimised blend sets with the objective of producing products capable of out performing the best performing benchmarked products.
- (vi) Test products are being manufactured from the optimised blend sets which will be further screened by in-house sensory panels to identify a final series of products for UK consumer test marketing in February 1994.

502589130

- (vii) UK market test results will be available by mid March 1994 from which key performing products will be identified for product testing in specific BATCo markets. The best performing candidates will be used as a basis for further optimisation of specific product attributes required to achieve product superiority using relevant technologies.

*Graham Read*

G.A. Read

502589131

**BATCo document for Province of British Columbia 23 April 1999**