

CENTRAL FILING



GROUP RESEARCH AND DEVELOPMENT CENTRE BRITISH-AMERICAN TOBACCO COMPANY LIMITED
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Please reply to R.P. Ferris

16th December 1983

Reference RPF/WBL/46E

Ms. K. McBride,
Imperial Tobacco Ltd.,
P.O. Box 6500,
Montreal,
P.Q.,
CANADA. H3C 3L6.

Dear Kathy,

Further to our telephone conversation of December 15th I now write to confirm that a full set of OMEGA impact standards have been dispatched under separate cover. There are five standards, each packed in 50s cans; these cigarettes are all on a common Virginia Flue Cured blend and range from IMP1 (low) to IMP5 (high) through psychologically equal increments (JNDs).

You should find that these standards will be useful in helping the panellists discriminate impact from associated variables, and if necessary they can be smoked alongside local products. However, it should be noted that the delivery levels of this set (approx. 10 - 22mg) are not wholly appropriate to your market. Further supplies of standards can be obtained from GR&DC should you require them in the future.

With regard to our additional discussions, I reiterate the following points:

1. An intertrial correlation of +.78 would be regarded as excellent and operational performance for a DELTA panel evaluating highly homogeneous low delivery cohorts.
2. Low correlations of individual performance to panel performance (i.e. sub +.30) should only be regarded as serious at this stage if they are accompanied by specific under-performance on particular attributes. A low performance generalised across all attributes is more likely to reflect fundamental lack in motivation. Specific underperformance is more likely to reflect lack of comprehension or physiological incapacity/idiosyncrasy.

Do keep me in touch with developments.

Yours sincerely,

A handwritten signature in dark ink, appearing to be 'R.P. Ferris', written over a horizontal line.

R.P. FERRIS

c.c. Mr. B.C. Harding/Reading File/File 46E

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