

CENTRAL  
FILING



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Please reply to R.P. Ferris

20th July 1983

Reference RFF/WBL/46E

Mr. R. Bexon,  
Imperial Tobacco Ltd.,  
3810 St. Antoine Street,  
Montreal,  
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CANADA. H4C 1B5.

Dear Bob,

Further to our discussions on aftertaste, I am pleased to enclose a copy of the results from our recent low delivery product test within which we included some supplementary questions on this attribute. You will recall that we asked all respondents (208 U.K. Du Maurier smokers) to describe what they meant by aftertaste, to tell us whether they viewed it as a good or bad product characteristic, and, for those respondents saying it was a bad characteristic, to indicate whether there were any circumstances in which it may not be seen as a bad characteristic.

In terms of attribute definition (Q.30) we can see evidence for the three-part definition of aftertaste as (i) a taste, (ii) an irritation and, (iii) a textural component (in this case astringency). The most predominant definition, taste left in the mouth, represents a neutral term which we must assume could be either positively or negatively shaded depending on the particular quality of taste in question. Although the balance of terms suggests a negative connotation for aftertaste we nevertheless see evidence for a positive aspect of this attribute within answers to Q.30.

Taking questions 31 and 32 together, this view is further reinforced when we note 52% of sample viewing aftertaste as either a good characteristic (38%) or a normally bad characteristic which in some circumstances would not be a bad characteristic (14%).

The circumstances in which aftertaste may be perceived as a positive attribute (Q.33) show product opportunities for both aftertaste quality improvement and, of course, the menthol case. The reference to mild cigarettes is interesting, the suggestion being that an improved aftertaste would offset what is normally perceived as a product negative (stale taste). This represents perhaps the only direct reference to the ameliorant role of aftertaste.

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In summary I believe that these results (albeit on a small sampling base) suggest the viability of considering improvement of aftertaste not only from ameliorant perspective but also from the position of its being a potential product plus particularly in terms of aftertaste quality improvements. In this respect the 52% of the sample from questions 31 and 32 disposed to viewing aftertaste as definitely or potentially a product positive is rather persuasive.

I hope this is of some use to you. I will be interested in your comments of any further exercises we may consider.

With best regards.

Yours sincerely,



R.P. FERRIS

Enc:

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