

Fuc: 46E

P.O. BOX/C.P. 6600
MONTREAL 101, CANADA

10 JUN 1975

Dr. Fred Haslam
B.A.T.
Group Research
and Development Center
38 Regents Park Road,
Millbrook, Southampton,
England.

May 2nd, 1975

Oil/Water Partition

Dear Fred,

During Bob Gibb's recent visit to Southampton several presentations were made concerning the use of oil/water partition techniques to characterize and differentiate brands of cigarettes. It is our understanding that most of this work has been carried out on blended cigarettes and that the information regarding the value of this technique on flue cured cigarette is quite limited.

At the present time we are preparing cigarettes for a series of consumer tests in which we will compare five of our major brands with the five major brands with which they compete on the market. Collectively these represent about 65% of the Canadian market and it is hoped that we will obtain useful information as to how the brands are seen by consumers in tests in which the cigarettes are masked. We will be measuring the physical characteristics of all the cigarettes involved as well as % nicotine and sugar and smoke deliveries.

We have now received David Conway's letter confirming your interest in carrying out an oil/water partition survey of brands from the Canadian market and we will be sending you shortly the 10 brands referred to above. The opposition brands will be forwarded in their normal packaging while our own brands will bear sample numbers on the shells but no print on the cigarettes. The opposition brand names, and sample numbers corresponding to our own brands are shown on the attached sheet along with details as to smoke yields etc.

In addition to the above, Andy Shaffer of our Leaf Blending Dept has selected six grades representing a cross section of Plant Position and maturity. These have been made up into cigarettes and are described in the attached letter.

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In David's letter he requested 200 cigarettes of each type. We are however forwarding 300 of each in order to allow you sufficient cigarettes to carry out an analysis for the chemical constituents of smoke known to be related to irritation if you believe it will prove useful. In due course we will also forward to you the results of the consumer study as well as our physical and chemical analysis of the cigarettes in order that you may have as much data as possible to aid you in the evaluation of the results of your tests.

We are deeply appreciative of the time and effort which your group will expend on our behalf and trust that it will prove to be of benefit to all.

With kind regards,

Yours sincerely,



S.M. Candlish
Manager
Product & Process Development

SMC/cp
Encl.

c.c. Dr. S.J. Green
Mr. R.M. Gibb

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