

Project FELT

Project Leader: Mr. D.C. Harding

Objective

To re-design a long tar delivery product such that the new variant still delivers long tar but is demonstrably more acceptable than current product to 12 - 14mg tar delivery smokers.

Background

Practical routes to enhance the sensory characteristics of long products have been identified.

- (i) Cellulose filter - 40% filter with 22.5% sodium carbonate on paper section.
- (ii) High nicotine level (20%) commercial tobacco.
- (iii) High nicotine blend.

These identified options enable us now being able to produce a specific Full-Flavour product (20% tar) with 12 - 14mg tar.

Current

Three samples are produced which address all or some of the factors which showed an advantage in the first part of the report.

- (a) FELT 2 blend (consists of 20% Dunley, 20% ST and 10% stem) with cellulose filter and 20% ventilation (code 0224).
- (b) FELT 2 blend with 20% filter and 20% ventilation (code 0225).
- (c) FELT 2 blend (consists of 20% Dunley, 20% ST and no stem) with higher cellulose filter and 20% ventilation (code 0226).

On smoking, the approach to 20% (Cellulose), shows a clear preference for the smoking quality of 0226 and the rejection of 0224. Also 20% Dunley was considered to be the ideal amount. Consequently, a new blend is formulated (FELT 2) in consultation with local manufacturers, 4117 Park Ave, Voklee.

- (a) 20% Dunley content
- (b) 10% stem
- (c) 20% ST
- (d) replacement of no longer available 20% with 20%.

Final samples have been produced using FELT 2 for:

- (i) 0226 design - cigarette code 0427
- (ii) 0226 design - cigarette code 0428
- (iii) 0226 design but with 32mm cork paper - cigarette code 0429

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(iv) increased filter PD 100mm WG - cigarette code C420

Delivery figures have been determined on unventilated samples and these samples await ventilation before smoking characteristics are assessed against 25F (Gallihers). Unless a consumer test is recommended, the next stage would be to conduct in-house sensory evaluation and report the project as a Product Development Review.

25.10.79

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