

New Project Proposal

Initiator: Dr. T. Hirji

Objective

To develop modified Virginia and/or USB ultra-low tar product/s with significantly improved mouthful and mechanics, particularly in the initial puffs, when compared with existing conventional ultra-low tar products.

Background & Rationale

One of the major draw-backs in designing conventional ultra-low tar products is that very high draw effort is required to obtain an acceptable mouthful of smoke in the initial puffs. The newly launched RJR product PREMIER demonstrates that good mouthfeel and mouthful of "smoke" (but not necessarily taste) can be obtained by using high level of glycerol as opposed to relying solely on conventional 'tar'. Additionally, a preliminary study conducted under Project GREENDOT, using high nicotine tobaccos together with 12% glycerol addition to the total blend prior to expansion (final level ca 9%), shows that a product can be designed to deliver 4mg tar, of which 2mg would be classical tar and 2mg glycerol.

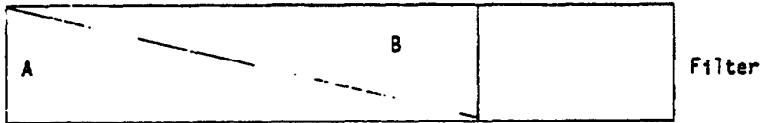
Therefore, for the first time, it would appear that we do not have to rely on generating smoke from combustion of natural tobacco only and this proposal aims at exploiting this new finding in developing the next generation of ultra-low tar products.

Proposal

Two different approaches are proposed under the common objective:

Approach I to progress the Project GREENDOT approach based on conventional rod structure

Approach II to combine the 'glycerol technology' with the structured rod technology. The CODEVAC structure would appear to be ideally suited for this i.e.:

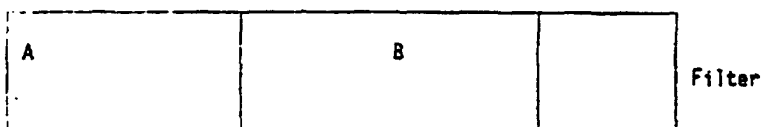


A: Blend I e.g. all expanded with high glycerol

B: Blend II e.g. conventional

However, the resurrection of this technology will be both time and cost consuming. Therefore, the initial exploration should be based on segmented cigarette rod using the more readily available DAPTC technology.

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Because of differing technology, it is suggested that the two approaches be pursued as two projects, co-ordinated by the Initiator, run by two Project Managers with a common support on blending, flavouring and cigarette design.

However, before the project can be pursued in earnest, several points need to be considered:

- (i) acceptability of the project concept
- (ii) target taste and other product characteristics to meet including identification of market if possible
- (iii) measure of achievement/methods of evaluation
- (iv) definition of tar e.g. PMWNF or PMWNGF
- (v) status of glycerol from AGP and legal point of view in BATCo. territories (e.g. maximum permitted level).

Once points (i) - (iv) above have been agreed, point (v) and detailed project protocol including timings and costs can be prepared by Christmas and circulated to the P.D.S.G. members early in January 1989.

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