



F-Canada.

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RESTRICTED

B.A.T (U.K. and Export) Limited

Woking

TO	Kim Brayshaw BTC	FROM	A R Cousins Woking
REF	ARC/sma	DATE	13th January 1992

555 KS (Canada)

From approximately the middle of this year, BAT (UK+E) plan to launch 555 Filter Kings in a limited number of outlets in Canada in co-operation with our affiliated Company, Imperial Tobacco.

As you probably know, the strict smoking & health laws in Canada require not only that pack declarations of tar, nicotine and co are made but also that the manufacturer makes returns to Government showing the actual figures obtained from smoking the brand in a laboratory during the previous quarter.

Through Stuart Massey we have established that the 'tar'/nic/co values for 555's found in the Imperial laboratory are very similar to those obtained in BTC using the new ISO standard. Stuart has therefore suggested that the returns made to Government (which will be made on our behalf by Imperial Tobacco) are based on the routine monthly figures generated in BTC.

To facilitate this, I am requesting that, from May 1992, you copy Stuart with the routine monthly data you generate for 555 Filter Kings (G.T.) to avoid the need for Imperial to duplicate the analysis in Montreal.

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A R COUSINS

cc: S E Facey
V Becher

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