

Imperial Tobacco Limited/Limitée



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March 5, 1980

Dr. R. Penn  
British-American Tobacco Co. Ltd.  
GR & DC  
38 Regent's Park Road  
Millbrook, Southampton  
ENGLAND, SO9 1PE

Dear Roger,

We have finished evaluating the flavours you listed in your letter of July 12, 1979. These are the flavours developed at GR & DC and used world-wide.

All flavours except 8305 were evaluated on du Maurier K.S. cigarettes which are 17 mg. Canadian Tar. 8305 was used in conjunction with du Maurier Special Mild K.S. which has a Canadian Tar of 13 mg. 8292, as you know, was broken in transit and was not evaluated.

The flavours were injected at recommended application levels and the flavoured cigarettes were smoked against unflavoured controls by M. Scherbak and myself.

We found the flavours grouped roughly as follows:

Best Smokes: Unamit, Wizard, Ganway, 82708, 8297  
Intermediate: Lexale, 8305, 8494, 8309, 8437, Ultrax  
Worst Smokes: 8393, Didave, Aerial Conc., Triman Conc., 8370

The best smokes were fairly clean, not flat with acceptable top notes, not too heavy and had some tobacco taste. They were generally acceptable. The other smokes ranged from poor to unacceptable and basically showed degrees of flatness, dirtiness, bitterness, lack

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of tobacco taste and in some cases (notably 8370) were characterless.

All flavours produced "foreign" notes to various extent, although not quite as foreign as we had anticipated, nor was the taste range of the flavours as wide as expected.

It is interesting to note that four of the five flavours used in Europe with European Blended tobacco fell into the "best smokes" category. Perhaps these types of flavours are more suitable to our tobacco. The one flavour designed for Virginia tobacco (8305) flattened the smoke and left very little tobacco taste, as well as producing some unpleasant bitter notes.

I hope that these comments are of some use to you, we found it an interesting experience to smoke these flavours.

Kindest regards,

Yours truly,



H. Roubicek

HR/dn

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