

Dr. R.N. Penn.

RNP/JJ

2nd August, 1979

Dr. T.A. Smith,  
Imperial Tobacco Limited,  
P.O. Box 6500,  
Montreal,  
Canada,  
H3C 3L6.

Dear Tom,

I am writing concerning matters relating to my letter of 16th April, 1979 and other prior submissions of flavours, notably:

Letter E. Alty, 13th November, 1978,  
Letter R.N. Penn, 10th October, 1978.

Obviously the materials sent under cover of the 16th April letter will not have been fully evaluated - due to the number of samples and recent submission date. However the other two communications above cover a broad range of flavours.

During the visit of H. Roubicek the matter of subjective comments relating to prior submissions of flavours, by GR&DC, was discussed. Unfortunately Herb could not comment in detail as to the profiles of these flavours as determined by Imperial Tobacco, Montreal. I would therefore be most grateful if you could communicate these facts to me at GR&DC.

As you are aware our function of developing flavours is totally dependent upon recipients of flavours, readily and as quickly as possible reciprocating information as to the subjective characters determined by their panelists on tobacco blends selected for their trials. It is nigh impossible for us to attempt to modify or develop flavours along particular applications if we are not informed of the merits and drawbacks (eg. constructive criticism) of the submitted materials. Once this comment has been made, the recipient can then suggest any prospective change in direction of the work for mutual benefit and indeed fit the results to the product brief designed by the territory. Without this orientation of direction our work becomes futile as the end-product will effectively be designed for the requirements of GR&DC assessors and not "tailor-made" for the territory requiring assistance in flavour development.

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Dr. T.A. Smith,  
Imperial Tobacco Limited,  
Canada.

2nd August, 1979.

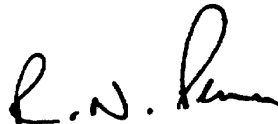
I should be most obliged therefore if you could send us the information, if and when available, as to the comments made about the flavours referred to in the letters mentioned above. We did outline these above points to Herb when he was here and hoped that he would convey these comments to Imperial Tobacco, Montreal.

I have recently written to Herb (12th July, 1979) concerning a range of flavours (telex 1st August 1979). This range covers both Virginia and Blended-style flavours currently used by B.A.T. companies worldwide and were developed here at GR&DC over recent years. I do hope these submissions are of interest and of use in formulating some ideas for cooperative work.

I look forward to receiving your comments with regard to the above in due course.

With kind regards,

Yours sincerely,



R.N. PENN

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