

Outline of Projects

ERIE and CRAWFORD

September 27, 1983.

Project ERIE: The continued investigation of AMB's - Acceptably Modified blends - the union of a detectably different tobacco taste with a recognizably familiar Canadian flue-cured base recipe. Research on Projects Huron and Erie reinforces the premise that Canadians clearly distinguish between the smoking experience and physical attributes of their domestic cigarettes versus American and foreign cigarettes in general. They comprehend the concept of an AMB but they express rejection of cigarettes that are loosely filled, burn fast and have an obvious foreign or American aroma. Erie product should convey difference or uniqueness ONLY through taste quality. We should strive to minimize all visual or aromatic clues that suggest that a difference is in fact inherent in the recipe.

*Push out
skin coated
with a
hard surface
by 12/83*

Target tar levels: 10 mg., 8 mg. and 4 mg. in both Regular length and King Size.

Project CRAWFORD: The investigation of products designed to provide a high degree of 'traditional smoking satisfaction' while alleviating or ameliorating certain sensorial negatives which include mouth dryness, irritation, after-taste and mouth coating. Two target groups have emerged which have been identified as Project Mellow - smokers of non-menthol brands and Project Jazz - smokers of current menthol brands. Product work will initially concentrate on the use of menthol and menthol/spearmint combinations to achieve the desired improvements. Such coolants must be featured at modest levels to insure that reduction of the positive aspects of smoking is minimized.

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Phase one product work under Project Mellow will feature the du Maurier and Players Special Blend base recipes with menthol and with menthol spearmint. Target respondents will be males and females under 35 years of age currently smoking non-menthol brands of 13 mg. and higher.

SRM/ps

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