

SECRET

3A

PRODUCT DEVELOPMENT CONFERENCE
MONTREAL - CANADA AUGUST 1990

PRIORITIES

- A. Lower tar/nicotine ratio - Priority - High
8 projects currently underway.
- B. Product Superiority - Priority - High
4 projects currently underway.
2 new projects proposed.
- 1) Need to coordinate all efforts in group to investigate what gives Marlboro its unique product and market leadership position. Must be No. 1 group priority and centralized within F.R.C. program.
 - 2) Leaf aging studies - Assigned F.R.C.
- C. Reduce Bitterness and Irritants - Priority - High
3 projects currently underway.
- D. Smokers and Smoking Behavior - Priority - High
3 projects currently underway.
1 new project proposed (Improve methods/techniques to blind test products).
- The group considered these projects to be basic/fundamental and should be reviewed at the R&D Conference for addition to the F.R.C. program.
- E. Additives and Tobacco Smoke Chemistry - Priority - High
1 project currently underway.
- F. The Low Smoke Cigarette - Priority - High
6 projects currently underway.

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G. Bio Cigarette (other noxae) - Priority - High

3 projects currently underway.

H. Bioassays - Priority - High

1 project currently underway.

I. Projects of Priority to Only 2 Companies

- 1) Lower tar plain cigarettes.
- 2) Reduced ignition potential cigarettes.
- 3) To develop guidelines to design modified VA and USB products.
- 4) Low tobacco weight products.
- 5) To develop novel non-tobacco flavours.

J. Projects of Priority to Only 1 Company

- 1) To develop more acceptable low tar modified VA and USB.
- 2) Environmental cigarette. However, all companies agreed that the F.R.C. should concentrate on biodegradable filters.
- 3) Low or no nicotine cigarette.

K. Projects of Low or No Priority

- 1) Nova (F.R.C.) Airbus (B. & W.)
- 2) Alternative materials/structures (F.R.C.).

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