

BAT

BRITISH-AMERICAN TOBACCO COMPANY LIMITED

Millbank

S.S.G.
ACK
FILE

TO D. E. Conway, Esq.,
Research & Development

FROM A. J. I. Jennings

REF AJIJ/TN

DATE 26th November 1968.

NORWAY - FINNISH CIGARETTES

Herewith a sample of a brand imported to Norway from Finland which is having some success in countering our own exports to Norway of CIGARELLA.

CIGARELLA has a price advantage over BARRES and has brown paper. BARRES have recently commenced some advertising stating "Not any paper - pure tobacco all through". We believe this is indeed homogenised wrapper but we would appreciate a positive note from you in this respect so that we can send it to Norway.

Enc:



CIGAR AND SMOKING TOBACCO DEPARTMENT

c.c. J. F. Thompson, Esq.

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