
RPG - Germany, October 1990

BATCo. - Major Projects

Project FELT

Original objective - front end lift for low delivery. Flat profile not achievable.

Project reoriented to achieve a 9 mg. smoking like a 13 mg. i.e. more taste at low numbers.

This has been successfully achieved - 9 mg. match for B&H Special Filter.

Technology uses high level DIET 24%, high nicotine tobacco (2.4%) and retains a high pressure drop filter cf. B&H.

Product characterised by high reward for effort.

Current developments: BAIZE US blended version to be evaluated against Marlboro and Marlboro Lights. 15% Y-1 being used in one variant.

Market opportunities now to be explored by Marketing.

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BATCo document for Province of British Columbia 27 October 1999

Project DEER

Objective - use of waste tobacco in BATCo. companies.

5 companies (ITL, Canada; STC, Singapore; Souza Cruz, Brazil; BAT Kenya; Chiletobacos) are getting or have got the equipment.

Current product 75% tobacco/15% starch. For regulatory and taste reasons now developing a version with greater than 80% tobacco, and less starch.

For US products where other recon. materials with ammonia are used there is still a feasible route for DEER usage. (SLIDE ..)

Project AMTECH

Objective: to investigate the potential benefits of Ammonia Technology In Virginia and Modified Virginia products and to validate the use of DEER technology as a possible route to introducing this technology.

Ammonia has proved effective in:

(a) reducing irritation

(b) enhancing body

in US blended products.

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Two proven methods of introducing ammonia - CPCL-9 band cast (B&W) and EMERGE treatment of stem.

Now urgent assessment of ammonia technology in relation to Virginia and Modified Virginia. A 3x3 matrix covering 3 modes of ammonia treatment for the 3 tobacco classes shown in SLIDE....

This will:

- (a) clarify the merits of ammonia on virginia.**
- (b) resolve the question of whether DEER + NH₃ is capable of replacing "CPCL-9 type material" for BATCo. companies in both Virginia and blended products.**

In the short term a simple trial in which B&H Special Mild (va + 8.8% Burley) (a low delivery brand with high irritation) has been compared with the same product in which:

- 1. EMERGE has been used on the 20% stem position.**
- 2. CPCL-9 replaced 9% stem**
- 3. Ammoniated DEER replaced 9% stem.**

Chemical and physical properties were satisfactory. Although too early to draw firm conclusions on the sensory effects of these treatments, initial findings suggest that CPCL-9 and Amtech appear to enhance flavour, not necessarily in an air-cured direction. So far - so good.

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Project LESS

Objective: to produce a low sidestream product to match B&H Ultra Mild without sacrificing mainstream smoke quality.

After extensive development work we have a product which is superior to competitive launches (Passport, Vantage Excel), in giving:

- a marked reduction in visible sidestream
- 50% reduction in particulate sidestream and reduced gaseous sidestream relative to control.
- good ash
- no off-taste based on panel testing.

Product uses following technology:

- 40% expanded tobacco
- Special PDM paper CaCO₃ (5%) - MgO (10%) - sodium acetate (5%)
- Ratio filter - this is a Filtrona development. Dual - PE ribbon of high PD low FE backed with a conventional acetate filter. Allows high level of ventilation, thus reducing CO disproportionately to tar, i.e. achieve normal CO/tar.

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About to sign supply and licence agreement with PDM (BAT has patent application). 3 further years exclusive.

Consumer tested in France on B&H Ultra Mild this month; focus groups are being arranged in which a number of communication ideas will be explored. Large trial will follow.

Depending on the outcome usage will be broadened amongst low delivery products.

Project GREENDOT

Objective: to produce low delivery product options with high nicotine/tar ratio and modified tar deliveries using materials that are non-contentious (in terms of Regulatory authorities) but offer improved smoking mechanics and sensory characteristics over current low delivery products.

Focus in NATO on 4 mg. tar/0.6 mg. nic. product to compete with a number of brands in Europe e.g. Marlboro Lights/Gold, Camel Lights, Lord Extra (6/9 mg. range).

Technology:

Core blend Flue + Burley (cased) - - glycerol added expanded - 70%.

Balance of blend Oriental, Burley and Maryland - propylene glycol

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whole blend treated with ammonia lactate to ameliorate smoke

high FE filter - paper front/CA back. This enables us to get delivery down without high ventilation. Paper retains tar well; ventilating to CA keeping PD up but with a efficient tar filter.

Project tested in Germany with consumers (2,600 people). The 4mg. GREENDOT product scored comparable preference against Marlboro Light (6mg.) Lord Extra (9mg.) and PM Extra (4mg.) amongst low tar smokers.

Result encouraging particularly as a sighting shot - now the product being reformulated with modified blend and introduction of top dressing flavours.

Second consumer trial planned late 1990 in Switzerland against similar controls.

Low sidestream 4mg. version also to be trialled.

A 1mg. version of GREENDOT is now being explored.

ALH/SC

1st October, 1990

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