

Tobacco Strategy Review Team - 17th September, 1990

Low Sidestream Cigarette

Using the new paper produced for BAT by de Mauduit, we are achieving both the cigarette deliveries and in-house sensory results that were targeted. Products have been supplied to BAT (UK&E) for consumer test in France during Sept./Oct. with B&H Ultra Mild as the control. The purpose of the consumer test is to generate discussion on various sidestream marketing propositions, in addition to testing product acceptability.

Within BTC work is continuing to assess the sidestream objective/subjective performance of these consumer test products against a range of products from the French market, to support any Marketing/Legal claims to be made for the test product. Additionally, AMGP clearance is being sought for other versions of the paper currently being used.

Work is planned to further reduce the density of the test products from 190 mg cc⁻¹ in order to reduce sidestream yield.

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