Briefing Note for Mr. B.D. Bramley

Tobacco Strategy Review Team - 17th September, 1990

FELT

The objective of Project FELT were to design and evaluate cigarettes at 9 mg tar giving enhanced sensory characteristics at low delivery and subsequently to match B&H Special Filter (14 mg) ex UK market. Three designs were identified which fulfilled the sensory target. Further samples were produced which embraced all or some of the identified blend/design routes, i.e. alkaline dual filter, high expanded tobacco content, high blend nicotine. One sample proved to be a match for B&H Special Filter and, this product was evaluated using a consumer test procedure.

The consumer test took 198 participants who smoked (a) B&H SF, (b) Silk Cut (c) FELT, for 5 days each in a blind, randomised placement test. The sample was a demographically balanced group of full-flavour smokers. The FELT and B&H SF were seen as similar in taste mechanics, etc. and in Blind Preference results 55% preferred FELT, 45% preferred B&H SF. Against Silk Cut (9 mg), FELT (9 mg) was preferred 59%, Silk Cut 41%.

The FELT cigarette achieved its result by the relatively high nicotine blend selection and low rod density due to high usage of expanded tobacco. Other cigarette design parameters were matched to B&H SF.

In principle, the FELT route can be used at a range of deliveries. However, there are other more important cigarette design parameters (such as filter and paper selection) which need to be considered for ultra-low delivery products (5 mg or less).

ALH/SC
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