

B C HARDING

Draft:

Product Development Specialists Meeting

May 11 - 14, 1987, Hamburg

This second meeting of its kind again joined together product development skills from all product areas and all CAC-companies to exchange know-how and experiences on the following topics:

Leaf:

The necessity to react to quality and/or quantity fluctuations of leaf harvests with the aim to secure or improve product characteristics and quality has again been of great importance. Examples of current problems, some of which had to be solved under extreme timing pressures due to short leaf stock durations, were presented by Souza Cruz, BATCF and BATCO.

Flavour/Casing:

New approaches in this area were shown by BATCF, demonstrating the trend to more complex mixtures and techniques like reaction systems, trace components and alternative flavouring systems. It was shown, that the incorporation of flavour-specialists into process developments at an early stage is helpful in achieving positive results.

*Very general, no detail, no concerns or lessons learnt.*

*However the borders are comprehensive and it causes no difficulty to select objectives and any information required.*

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Cigarette Design:

The growing importance of cigarette design either to react to external restrictions on smoke yields or to offensively act and use the existing know-how to develop innovative products offering high taste and satisfaction levels at comparatively low figures was demonstrated in examples from BATCO and BATCF. Emphasis was laid upon the special role of filters in realising these objectives.

Process Development:

This section again showed the critical role the manufacturing processes have in determining and influencing the taste and quality of our products. We constantly have to improve our knowledge about product effects of the different tobacco processes and use this knowledge offensively in the development and implementation of processes to make superior products.

Consumer Testing:

There has been shown a clear need for improved consumer testing methodologies and more knowledge about the consumer and the way he feels about the physical and sensorical quality of our products. New results were presented by Souza Cruz, BATUKE R & D and Canada, which lead to an improved understanding in these areas. Also, the importance of critical discussion of methods and results was demonstrated.

General remarks:

Throughout the whole meeting it was obvious, that in order to reach our goals to develop and sustain superiority, the close cooperation of the different product development functions (leaf, flavour and design) becomes more and more critical. Problems become more complex and can be solved only by an integrated effort of all experts. This meeting has - equally to last years - proven to be extremely helpful to create this understanding between the different development functions. The transfer of information has been very intense and open both during and outside official presentations and there is a definite agreement on the value of meetings like this to exchange and increase the group-wide product development know-how.

It was quite surprising for all delegates to see how many internally and externally driven events had influenced our business over the 13 months since the last meeting. Changing pack sizes in Australia, new advertising restrictions in Canada, blend changes in Brazil and Germany are just a few examples. It also was a valuable experience for the group to see, how projects (Visa, Jazz) have become brands (Capri, Cameo) and how these brands perform in the market. In view of this fact, the delegates endorsed the value of a regular continuation of the Product Development Specialists Meetings with a time span between meetings of 15 to 18 months.

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