

→ G. Buzen

TSRT - February, 1992

Agenda Item 8(a)

Y1 Tobacco

The use of Y1 tobacco in low and ultra low tar products was explored during 1991. Although these were generic product development projects i.e. no specific market or target products were identified, they demonstrated the potential of using Y1 in the design of low tar products with full-flavour taste and in the design of ultra-low tar products with low tar to nicotine ratio.

Two projects have recently been approved for development during 1992 and Y1, in expanded and/or unexpanded form, will be utilised as product design options :

- A collaborative project with BATCF to design a 6 mg product which is more acceptable to current full-flavour smokers than any other current low tar product;
- A 1 mg product which outperforms in T&F terms the current 'best' ultra-low tar products on the market.

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Graban
 With the changes in R&D and since these projects are not brand related, we have not yet initiated the new projects. The second one of the two projects is likely to come through in June since it is now likely to fit in with a line extension of the T.B. 10.

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