6(b)

Note for Tobacco
Strategy Review Team
2nd December 1991

Use of Y1 Tobacco

Y1 tobacco is currently utilised in three low delivery product development projects in the BTC:

a) Project BAIZE (7mg USB to match sensory characteristics of full-flavour 12-14 mg)

A Y1 variant, containing 15% Y1, performed the best of five test samples developed through this project when tested against three commercial controls (Marlboro brands are between 7-14 mg). In terms of strength, impact and flavour amplitude the Y1 sample achieved scores close to Marlboro Red (Germany 14 mg). This test sample will be entered in a consumer product test in the first quarter of 1992 using full-flavour USB smokers.

b) Project GREENDOT 4 mg (low tar/normal nic)

A Y1 variant was developed as part of the GREENDOT 4 mg development and was consumer product tested in the third quarter of 1991. The sample used contained 15% of Y1 grades included in the DIET expanded portion of the blend. This sample contained 70% DIET and was made to a density of 185 mg/cm^3. In consumer product testing the preference and acceptance figures for this product were high, close to the market leader commercial controls included in the test. There was one test sample which was superior to the Y1 variant which is currently being further evaluated but two points from this study has led to further Y1 development in the GREENDOT 1 mg project, (1) it gives perceived strength to a blend at low delivery levels and (2) the tobacco expands very well through the DIET process giving good volumetric expansion whilst retaining its particle size.

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c) Project GREENDOT 1 mg

Y1 has been used in the development of 1 mg (low tar/nicotine ratio) product during 1991. The latest product design in this area is a 100% expanded blend containing 25% of Y1 grades. The test samples have been made and physical, chemical and sensory analysis carried. The Y1 variant was made at a rod density 170 mg/cm^3 and delivers 1 mg tar 0.2 mg nicotine, the blend is USB style. In-house sensory testing makes this our most promising 1 mg so far and after further work with top dress flavours it is intended to consumer product test this sample in the first or second quarter of 1992.

ALH/to
11th November 1991
tsrtnov/O: