

TO Dr. L.C.F. Blackman.

FROM P.J. Nicholl.

REF PJN/MJ/77.

DATE 16th August, 1979.

Expanded Tobacco
R.M. Gibb's letter 23.7.79.

Product opportunities must arise primarily from the more economic use of tobacco and per se mean increased efficiency in the production of smoke to specified deliveries. Currently, expanded tobacco is only used where cost benefits arise and a number of territories in the BAT Group where this opportunity exists have been identified and the immediate efforts of GR&DC, B&W, BAT (Germany) and Associates who are evaluating DIET tobacco are aimed to exploit this.

All exploitation of expanded tobacco depends on the production of acceptable products thus, contrary to R.M. Gibb's view, there is no clear cut-off in the level of expanded tobacco that may be used.

The use of expanded tobacco "as a new design tool to achieve more acceptable low delivery cigarettes" should, I believe, be focussed on the development of new brands. It infers that expanded tobacco imparts special attributes, other than more efficient and economic use of tobacco, that are not available from unexpanded tobacco or smoking materials. The programme to identify and exploit product opportunities arising from the incorporation of expanded tobacco will provide data to support or refute this and determine the utility of DIET.

The filling capacity of tobacco depends on a number of factors - not only bulk density and particle stiffness - which are not readily quantifiable and the study of the mechanisms of expansion/filling power will be relevant. At the present time most is conjecture. Our information is that, depending on DIET process conditions, nicotine, sugars (as analytically determined) and e.m.c. reduce. There is no data to infer that expansion of tobacco reduces its ability to withstand degradation. Interestingly, it might be inferred, and no more, that sugars undergo reaction with amino acids to produce flavour potential compounds.

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the
facts

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Dr. L.C.F. Blackman.

16th August, 1979.

Referring to B&W's Competitive Brand Report No. RD.25 it should be remembered that, apart from the fact that the "latest" test data is in some instances over two years old and none is more recent than February 1979 - the PM DIET plant having been brought on stream in late January 1979, the incorporation of expanded tobacco cannot be considered in isolation since there are considerable differences in the levels of stem and RTS used by the U.S. companies. Average usages are as follows (% unweighted).

	<u>Puffed Lamina</u>	<u>Lamina</u>	<u>RTS</u>	<u>Stem</u>
America	21.3	60.2	16.6	1.9
L&M	7.2	72.6	13.3	6.9
Lorillard	11.4	68.2	20.4	Nil
Philip Morris	5.9	68.4	19.3	6.4
Reynolds	13.7	62.0	24.3	Nil
B&W (VICEROY target July 1978)	Nil	72.9	11.0	16.1

B&W reported on PM's test marketing of Basic KS at 6 mg tar and Basic 100's at 9 mg. This was sent to R.M. Gibb in November 1978. The essential data on these blends is :-

	<u>Basic KS</u>	<u>Basic 100s</u>
Lamina (%)	73.5	72.6
Puffed lamina (%)	26.5	27.4
Density (mg/cc)	213	207

With the exception of NOW, Reynolds (49.4% puffed tobacco), Carlton 85 and 100 (35.9% and 31.7% respectively) and True, Lorillard (19.4%), the maximum usage levels (by analysis not incorporation) are :-

American	11.4%
L&M	7.2
Lorillard	11.7
PM	7.3
Reynolds	15.3

Advised

cc Mr. N.E. Willis.

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