

SECRET^{9b}

Item 9.b

PROGRESS ON INCORPORATING Y1 TOBACCO

Souza Cruz recently carried out research evaluating chemically and organoleptically Y1 leaf (Virginia HN), which was not matured, in both Brazilian US type blends and pure Virginia blends.

Based on the results of these experiments, it was concluded that:

* ORGANOLEPTIC CHARACTERISTICS

There was no evidence to suggest that Virginia HN was either better or worse in aroma quality and flavour, when compared to regular Virginia leaf in Brazilian US type blends (VA and BY).

In pure Virginia blends, the cumulative increase of HN leaf in that blend created a significant reduction in the Virginia green note and a proportional increase in a "blended" note. This may result in certain limitations in markets where there is a significant use of UK type cigarettes, as a result of not achieving the typical Virginia aroma and taste parameters.

* CIGARETTE DESIGN

When used in increasing percentages with a constant level of alkaloids, the Virginia HN resulted in lower PMWNF and nicotine levels. This fact occurred since, to maintain the level of alkaloids, larger quantities of lower tar fillers were used which, in turn, reduced nicotine and PMWNF levels.

It is possible therefore, to explore the use of Virginia HN in low and ultra low tar cigarettes, so as to attain the same level of deliveries as currently achieved from leaf without HN, with the additional advantage of using less ventilation and consequently improving smoking mechanics. Consumers consider high levels of ventilation undesirable for smoking satisfaction.

The above conclusions will be verified during further research to be undertaken in the second semestre, using aged Y1 leaf. Furthermore, 70 tons of Y1 leaf have been reserved for utilisation in the development of Ultra Low Tar products.

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