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L.C.F./B.
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Imperial Tobacco



3810, rue St-Antoine Street
Montréal, P.Q. H4C 1B5
(514) 932-6161
P.O. Box 6500 C.P.
Montréal, P.Q. H3C 3L8
Cable/Câble 'Telimp'

December 19, 1980.

Dr. L.C.F. Blackman,
Westminster House,
7 Millbank,
London SW1P 3JE,
England.

Dear Lionel:

I thought it would be useful to list the R&D topics I would like to cover, beyond those indicated in my letter to J. Walker, when I visit GRDC in February. By reference to Sea Island Notes, I would like to be updated as to the following:

- Item 8 "The commitment to look for further reductions in the non-technical areas".
- Item 10 "It was important, therefore, that all health-related work should be re-appraised to ensure that it has the right objectives and priorities to fit the changing environment".
(It was with this purpose in mind that some of us urged a re-consideration of the enlistment of medical research consultants to help assess the relevance of the work).
- Item 21 "Effort should be directed to developing a smoking article with greatly reduced tobacco content" - anything in hand other than expanded tobacco?
- Item 24 "Research the concept of achieving a flat puff profile".
- Item 27, 28, 30 - Flavours - where do we stand with respect to capabilities of doing a Virginia tobacco Merit?
- Item 31 Comparison of DIET and G-13 with respect to changes in physical, chemical and sensory properties associated with the two expansion processes.
Also, "The commercial options of the different expansion processes should be stated in both economic and product performance terms".

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- Item 36 "Fundamental aspects of the effect of temperature moisture and time on the changes in the chemical and physical properties of tobacco".
- Item 48 "Consideration should be given to establishing regular competition monitoring survey to cover both technical and marketing actions and strategy". Much work has been done to study Philip Morris in blended markets. We are puzzled by the behaviour of P.M. in Canada (Benson & Hedges Canada Ltd.) and do not have all the sophisticated apparatus needed to sleuth what they are up to. Some help has been given by GRDC. I shall come with information we are now putting together and will pose the question "where do we go from here?"

I am sure you can detect that this trip on the part of Bob Bégin and myself is to some degree related to the heavy R&D content of CAC Austria, in the context of item 4, "The CAC companies are concerned with value for money since they have to justify their contribution to Group R&D."

With best wishes for Christmas and 1981.

Yours sincerely,



R.M. Gibb

RMG:pt

c.c. Messrs. J.L. Mercier
R. Bégin
S. Candler

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