



MO/WBL/46E

7th August 1980

R.M. Gibb, Esq.,  
Imperial Tobacco Ltd.,  
3810, rue St. Antoine,  
Montreal,  
P.Q.,  
CANADA. H4C 1B5

Dear Bob,

I enclose my brief report on the GR&DC DELTA panel's evaluation of some Canadian brands. This summarizes the presentation I made at ITL during my recent visit. I believe that the results have a reasonably high face validity although it must be remembered that the judgements were made by a panel of middle tar U.K. smokers. Nevertheless, I hope that this demonstration enables you to gauge the pertinence of this particular approach to product evaluation.

As always, I found my visit to Montreal a thoroughly worthwhile experience and only regret that insufficient time was available for more detailed discussions within R&D.

Please convey my best wishes to Mrs. Gibb, with my thanks for the delightful time spent with you both.

Kind regards.

Yours sincerely,

*M.O.*

M. OLDMAN

Enc:

cc Dr. L.C.F. Blackman, R&D, Millbank

109374978