

BROWN & WILLIAMSON TOBACCO CORPORATION

RESEARCH & DEVELOPMENT

INTERNAL CORRESPONDENCE

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DATE: July 18, 1988

SUBJECT: DUPONT RESULTS FOR IMPALA FF 100 CPT PRODUCTS/248

DETAILS

Attached are Acceptability, Attribute, and analytical results. The following full flavor, menthol 100 products were evaluated:

248116 - CANDIDATE "A" (215)

248118 - CANDIDATE "B" (235)

SALEM 100 - PURCHASED

Acceptability ratings were made by 26 Salem 100 smokers, while 15 FF-M PRISM panelists made the Monadic Attribute ratings.

Dupont study I.D.s were 1FB1 and 2FB1.

COMMENTS

None.



B. A. R.

BAR/la

0684i

Attachments

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DUPONT ACCEPTABILITY RESULTS FOR IMPALA FF 100 CPT PRODUCTS

SCALE
(SIX-POINT)

LIKE MORE

4.5 -

4.0 -

3.5 -

LIKE LESS

AGGREGATE
SMOKERS
(26)

--SALEM 100

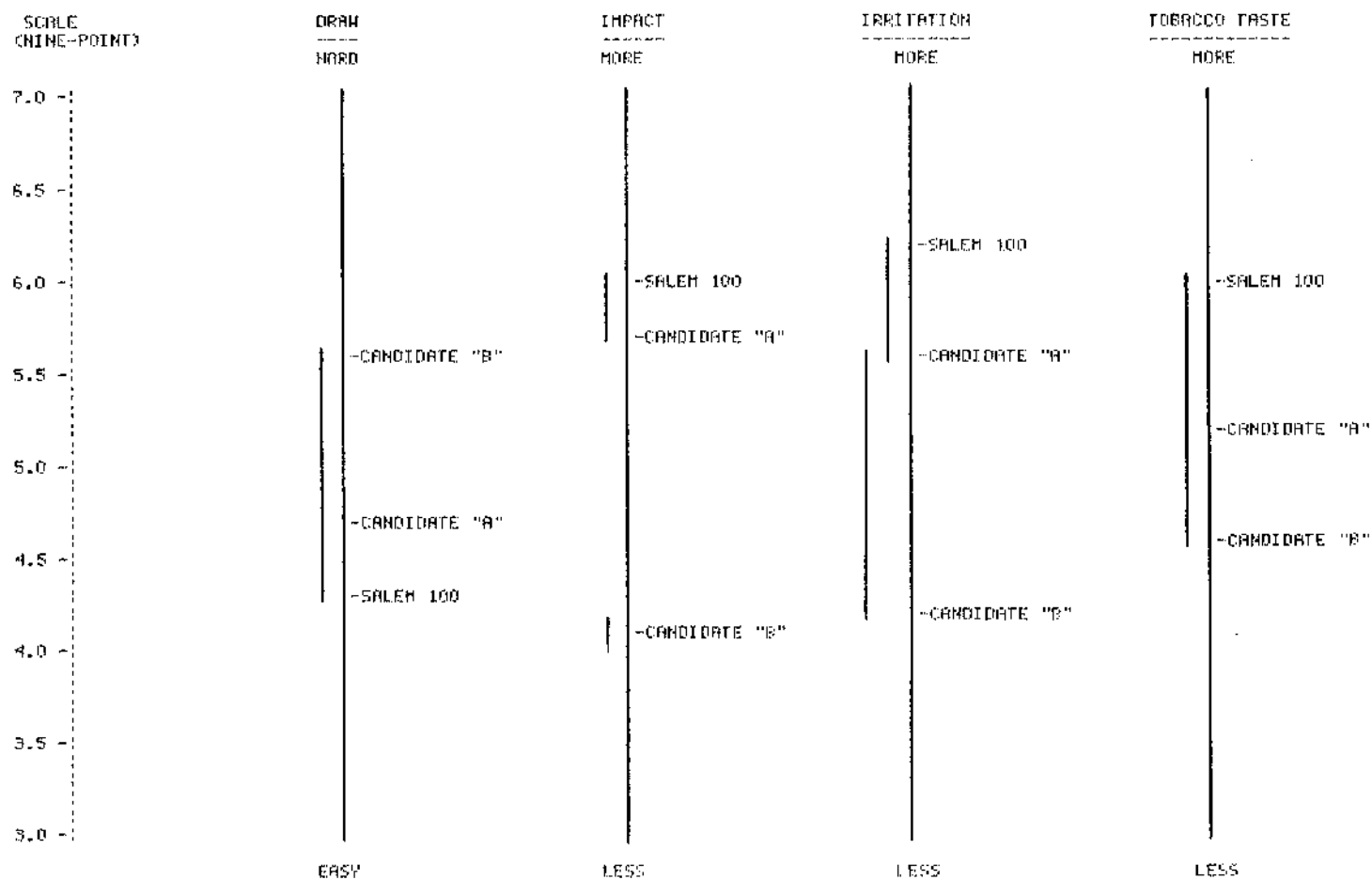
--CANDIDATE "B"

--CANDIDATE "A"

*26 SALEM 100 SMOKERS.
PRODUCTS NOT CONNECTED BY A "SIDE BAR" DIFFER FROM EACH OTHER BY \leq 95% C.L.

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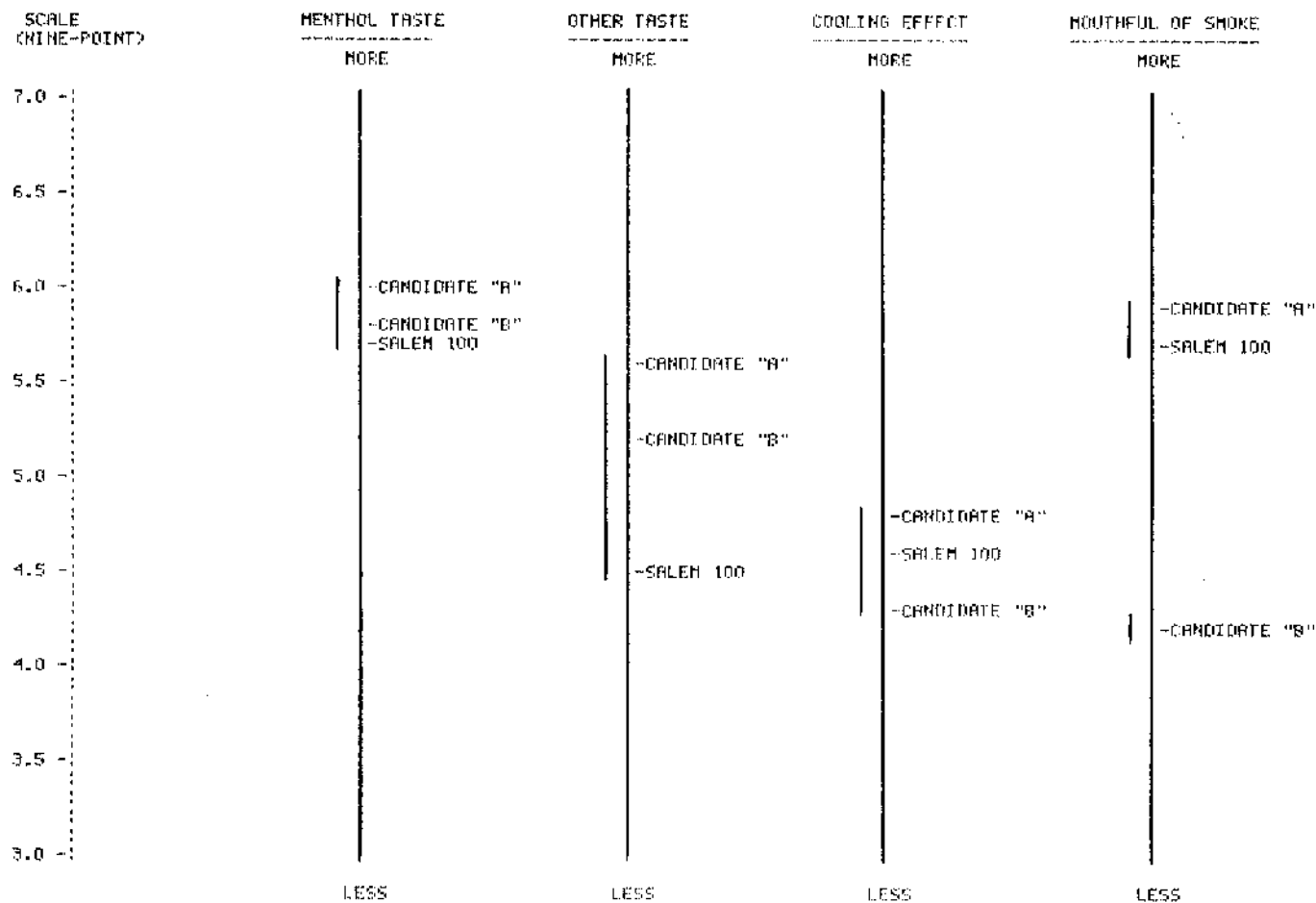
DUPONT ATTRIBUTE RESULTS FOR IMPALA FF 100 CPT PRODUCTS



*15 FF-H PRISH PANELISTS.
PRODUCTS NOT CONNECTED BY A "SIDE BAR" DIFFER FROM EACH OTHER BY > 95% C.L.

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Attribute Results con't.



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PANEL PROFILE SHEET
1FB1

SMOKER GROUP : SALEM 100

TOTAL : 26 PANELISTS

SPECIFICS:

	<u>NUMBER</u>	<u>PERCENTAGE</u>
AGE : 21-35	9	35%
36 +	17	65%
SEX : FEMALE	22	85%
MALE	4	15%
RACE : BLACK	16	62%
WHITE	10	38%

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IMPALA FULL-FLAVOR 100 CPT CANDIDATES

	A	B	SALEM
	248116	248118	248123
CPT CODE	215	235	245
Menthol	0.45	0.52	
SMOKE ANALYSIS			
Tar (mg/cig)	13.6	14.1	17.3
Tar/Puff	1.36	1.41	1.75
Nicotine (mg/cig)	1.13	1.13	1.30
CO (mg/cig)	12.6	13.3	14.8
Puffs (per cig)	10.0	10.0	9.9
Filter Eff. (%)	46.4	48.3	37.4
Ventilation (%)	26.5(26)	26.3	20.2
Smk Menthol/Cig	0.50	0.55	0.51
Smk Menthol/Puff	0.05	0.06	0.05
TOBACCO ANALYSIS			
Moisture (%)	13.9	14.1	13.7
Glycerin (%)	2.56	2.59	1.93
PG (%)	0.94	0.93	0.89
Menthol (%)	0.45	0.53	0.40
Alkaloid (%)	2.57	2.42	2.00
Red. Sugar (%)	7.6	9.0	9.4
Total Sugar (%)	11.1	10.9	10.9
Nitrate (%)	1.20	1.05	1.24
PSD +9	37.89	38.75	40.52
PSD -14	29.69	26.83	25.83
Lamina (%)	70.5	74.0	63.3
Recon (%)	13.7	13.3	25.4
Stem (%)	8.7	7.0	0.0
Puffed (%)	7.1	5.7	11.3
CIGARETTE ANALYSIS			
Density (mg/cc)	245	243	244
Circum. (mm)	24.78	24.75	24.98
End Stab (mg/cig)	9.1	9.8	5.5
Coal Retent. (%)	97	100	97
Firmness (as is)	166	184	159
Firmness (cor.)	162	176	156
PD - cig sealed	6.4	6.4	5.4
PD - cig open	5.0	5.1	4.6
PD - tob sec	3.2	3.3	2.8
PD - filter	3.2(3.1)	3.1	2.6
Paper perm (C)	20	23	26
Paper Citrate (%)	0.51	0.48	0.44
PZ-Triacetin (%)	7.6	6.9	7.3
Pack Seals	81	80	101

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