

MRCR 73-35

June 26, 1973

REPORT OF CONFERENCE

DATE: June 22, 1973  
PLACE: Louisville, Ky.  
PRESENT: Mr. Burgard and Mr. Lewis  
COPIES: Messrs. Finch, Edens, Burgard, Bryant, Crume, Wilt, Dunford, Heyward, McCarty, Broughton, Dr. Hughes, Pittman, Aulbach, Brown, Cummins, Domeck, Gardner, McDonald, Sanford, Smith, Groome, Broach, Broecker, Johnson, Johnston, Willson and Woodward

RALEIGH FILTER 84  
FLAVORED CUT TOBACCO STORAGE TESTS  
PROJECTS #1973-105 AND 106  
(B272-73-1)

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Authorization has been obtained for Marketing Research to conduct two product tests on the flavored cut tobacco holding time for RALEIGH FILTER 84. The tests are:

- a) Current (four hours' holding time) versus eight hours' holding time.
- b) Current (four hours' holding time) versus direct feeding to Maker (15 minutes' holding time).

The tests are being conducted to determine what effect the length of holding time of the flavored cut tobacco (prior to making) has on consumer acceptance of the product.

RALEIGH FILTER 84 was chosen as the test vehicle rather than VICEROY 84 because of the machinery set-up in manufacturing.

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The sample for each test will consist of 500 king-size, filter smokers -- 250 RALEIGH FILTER 84/125 Marlboro/125 Winston.

The Market Facts proposal for each test was approved at a cost of \$9,050, plus or minus ten percent, for a total cost of \$18,100.

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W.L. Wright

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