

RBC  
AT 625 (7-87)  
Memorandum

Leaf Handling

To FILES

Date October 2, 1989

From I. Owings, III

Re Use of Kaba Koulak Tobaccos in the TS Oriental Blend

In May, cigarettes containing Kaba Koulak tobaccos at a 100% level were evaluated for smoke taste against cigarettes containing our TS blend. The taste of the Kaba Koulak tobaccos was sweet and smooth but low in Oriental character. No abnormal or detrimental flavor was noted. From these results it was thought that Kaba Koulak tobaccos could be used as a component in our TS blend without adversely affecting taste quality.

In August, two sets of cigarettes were manufactured by the Product Development group. The first set (test) contained a tobacco mix of Kaba Koulak at a 20% level and our TS Oriental blend at an 80% level. The second set (control) contained our TS blend only. The two sets of cigarettes were evaluated. Two-thirds of the panelists preferred the taste of the control cigarettes. Therefore a second smoke taste evaluation was recommended whereby test cigarettes would contain Kaba Koulak tobacco at a lower level.

In October, test cigarettes were manufactured containing a mix of our TS blend at 90% and Kaba Koulak at 10%. These cigarettes were paneled against control cigarettes (100% TS blend). Results indicated that the majority of panelists preferred the taste of the test cigarettes.

Because these test results differed from the original panel results, the cigarettes were re-coded and paneled for a second time. Again the majority of the panelists preferred the taste of the test cigarettes.

The results of the two evaluations conducted in October were combined and are shown below:

Use "control" rights that were made in Aug.

Prefer Test Cigarettes	58%
Prefer Control Cigarettes	37%
No preference	5%
Test cigarettes have higher impact	58%
Control cigarettes have higher impact	11%
No difference in impact	31%
Test cigarettes are higher in Turkish character	68%
Control cigarettes are higher in Turkish character	21%
No difference in Turkish character	11%

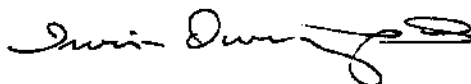
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Test cigarettes are sweeter	47%
Control cigarettes are sweeter	32%
No difference in sweetness	21%
Test cigarettes are dryer	16%
Control cigarettes are dryer	32%
No difference in dryness	52%
Test cigarettes are harsher	42%
Control cigarettes are harsher	21%
No difference in harshness	37%
Test cigarettes have better sidestream aroma	37%
Control cigarettes have better sidestream aroma	11%
No preference in sidestream aroma	52%

To continue evaluations of Kaba Koulak tobaccos, additional quantities are needed as our supply of the 1984 crop has been depleted.

This has been discussed with Mr. J. F. Anders and the tobaccos will be ordered.



omd

cc: Mr. J. F. Anders

~~Mr. R. D. Chumney, Jr.~~

Mr. R. S. Sprinkle, III

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