

Menthol Development Project Portfolio – Issue Date: 2-9-2000

PROJECT INFORMATION	PROJECT LEADER	KEY DELIVERABLES	CRITICAL MILESTONES	ADDITIONAL INFORMATION
MOF Specifications	Mobrem	Documented QS Specifications for Menthol Loading	<ul style="list-style-type: none"> TBD Determine Date by 2/18/00 	<ul style="list-style-type: none"> Determine Specification Values For <u>All</u> Current Mentholated Foils
Menthol Portfolio Management	Callaham	Phase 1 - Assessment of Feasible Menthol Placement Options: <ol style="list-style-type: none"> All Foil Foil + Filter M.I.S. Target Adjustments Foil and/or Filter and/or Filler 	<ul style="list-style-type: none"> E.o. Feb - Phase 1 Review With Mgt. Team and Sr. Technical Staff <u>LINK</u> to Menthol plasticizer Reductions, MOF Loading Capacities (Below) 	<ul style="list-style-type: none"> White Responsible for Domestic AND Export Portfolio Situation Assessment Address Inconsistencies In Colored MOFs (Dom v. Intl); Possibly Move All Colored MOFs to Filler
Menthol Plasticizer Reduction	Pflueger	Current Plan: <ul style="list-style-type: none"> Eliminate ML 17, 27 Option: <ul style="list-style-type: none"> Eliminate ML 38 (Intl Applications Only) 	<ul style="list-style-type: none"> <u>HOLD</u> For Recommendations From Menthol Portfolio Management 	<ul style="list-style-type: none"> Make Final Men PZ Elimination Decisions Based on Level of Req'd Menthol Addition – Possibly Select ONE Mid Range Item
MOF Loading Capacity	Gautam	<ul style="list-style-type: none"> Additional 40%+ Menthol Loading on Foil By Modification to Mentholation Process 	<ul style="list-style-type: none"> <u>HOLD</u> For Recommendations From Menthol Portfolio Management 	<ul style="list-style-type: none"> Determine Requirements From Men. Portfolio Mgt. Project Need to Assure PC&E Commitment Assess Impact on Packer Utilization
Domestic Menthol Competitive Studies	White	<ul style="list-style-type: none"> Monthly Sampling & Testing of US Regional Variations in Menthol Delivery (PM v. Competitive Products) 		Discussion Points: <ul style="list-style-type: none"> Need For Continued Testing of Competitive Products v. Distribution Optimization, Seasonal Targets
NCP and Quality Improvements	Callaham	Evaluation of Taiwan Product Modifications on SPOTS: <ul style="list-style-type: none"> Humectants Reduction OV Reduction Filler Men to MOF 	<ul style="list-style-type: none"> Feb Trails @ CAB (In-Progress) 	<ul style="list-style-type: none"> Cabinet Testing In Progress Mobrem – Cabinet SME Krausse – Cabinet Operation QA – Spot Evaluation
Menthol Partnership	G. Smith	Routine Review of Activities Related to Menthol Management and Development	<ul style="list-style-type: none"> Next Meeting e.o. February - Early March 	<ul style="list-style-type: none"> Smith - Confirm Agenda, Topics, Follow-Up on Go-Dos From Last Meeting
IAT / SCRP	Chemla Newman	Provide Menthol Plan and Progress Updates to IAT/SCRP		

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