

BELAIR: XCF-170 CASING
(PROJECT #1975-158)

An experimental heavier sugar casing (XCF-170) was developed for BELAIR 84. To determine relative consumer acceptance of BELAIR 84 with the experimental casing to Current, an unidentified, head-on product test was conducted on the following cigarettes:

Current BELAIR 84 (C.8 casing,
60% applied to the Burley tobacco)

Versus

Current BELAIR 84 except with
XCF-170 casing, 80% applied to
the Burley tobacco

The sample for this test was 500 king-size, menthol smokers (250 BELAIR/125 KOOL/125 Salem). Each group of brand smokers was evenly divided by sex.

This study was conducted in September, 1975.

R&D RESULTS

	<u>BELAIR 84</u>	
	<u>Current</u>	<u>XCF-170</u>
<u>BLEND</u>		
Reconstituted (12.6%)	12.8	13.5
WTS (17.5%)	19.5	17.8
<u>PHYSICAL</u>		
Circumference (25.0mm)	25.01	24.96
Density (245 mg/cc)	245	246
Pressure Drop (")	3.9	3.8
Tobacco Section (")	1.5	1.5
Filter (2.4")	2.4	2.3
<u>SMOKE</u>		
Puffs (#)	6.8	7.2
Tar (mgs)	12.6	13.3
Nicotine (mgs)	1.02	1.04
<u>OTHER ANALYSES</u>		
Moisture (13.5%)	13.6	13.7
Menthol (0.27%)	0.27	0.72
Glycerin (%)	(1.5) 1.2	(2.3) 1.9
Propylene Glycol (%)	(1.8) 1.6	(0.7) 0.6
Plasticizer (9.5%)	7.3	7.8

The test cigarettes were close to each other as well as within target specifications.

PREFERENCE

	<u>BELAIR SMOKERS</u>			<u>COMPETITIVE SMOKERS</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>KOOL</u>	<u>Salem</u>
	%	%	%	%	%	%	%	%
Current	49	49	49	55	54	55	51	58
XCF-170	<u>51</u>	<u>51</u>	<u>51</u>	<u>45</u>	<u>46</u>	<u>45</u>	<u>49</u>	<u>42</u>
	100	100	100	100	100	100	100	100

BELAIR smokers, consistent by sex, expressed a stand-off between BELAIR with XCF-170 and the Current product.

Competitive smokers expressed a nearly significant loss for the experimental BELAIR. This loss was primarily attributable to the nearly significant loss among Salem smokers. Results were consistent by sex.

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PRODUCT ATTRIBUTES

	<u>BELAIR SMOKERS</u>			<u>KOOL SMOKERS</u>			<u>SALEM SMOKERS</u>		
	<u>Cur</u>	<u>XCF-170</u>	<u>Diff</u>	<u>Cur</u>	<u>XCF-170</u>	<u>Diff</u>	<u>Cur</u>	<u>XCF-170</u>	<u>Diff</u>
	(1)	(2)	(2-1)	(1)	(2)	(2-1)	(1)	(2)	(2-1)
<u>STRENGTH</u>	+24	+28	+ 4	-10	+ 2	+12	+11	+28	+17*
(+Stronger)									
<u>HARSHNESS</u>	+29	+27	- 2	+15	+20	+ 5	+19	+39	+20*
(+Harsher)									
<u>MENTHOL</u>	- 9	0	+ 9	-35	-20	+15	-24	-17	+ 7
(+More)									
<u>MENTHOL TASTE</u>	-38	-44	- 6	-34	-38	- 4	-29	-45	-16*
(+Better)									
<u>AFTERTASTE</u>	+28	+27	- 1	+36	+31	- 5	+27	+38	+11
(+More Unpleasant)									
<u>SATISFYING</u>	-49	-50	- 1	-62	-52	+10	-44	-62	-18*
(+More)									

*Statistically Significant

There were no significant attribute differences among BELAIR or KOOL smokers.

Salem smokers perceived the BELAIR with experimental casing to be significantly stronger, harsher, as having a worse menthol taste and as less satisfying than the Current product.

CONCLUSIONS

1. BELAIR with XCF-170 casing was about equally preferred to Current by BELAIR smokers (51%). Among Competitive smokers it scored a nearly significant loss (45%), primarily due to Salem smokers (42%).
2. There were no significant differences on product attributes among either BELAIR or KOOL smokers. Salem smokers rated BELAIR with XCF-170 casing as significantly stronger, harsher, less satisfying and as having a worse menthol taste than Current.

RECOMMENDATION

It is recommended that the XCF-170 casing not be
adopted for BELAIR 84. Use of this casing does not
improve consumer acceptance.