

70-217

PROJECT # 19-4-26A

TOP-LINES  
HON-MENTHOL PRODUCT TEST

SUBJECT: 25% Replacement of Propylene Glycol With SORBITOL

SAMPLE: 250 VICEROY/125 Marlboro/125 Winston

CIGARETTES: #627/6647 - Current VICEROY 84

#647/6627 - Current VICEROY 84 except with  
25% of the propylene glycol  
replaced with SORBITOL.

RESPONSE:	VICEROY		Competitive	
(#627/6627)	Current VICEROY 84	47%	54%	
(#647/6627)	25% PG with SORBITOL	53%	46%	
ATTRIBUTES:	VICEROY		Competitive	
	Current	25% PG	Current	25% PG
	VICEROY 84	w/SORBITOL	VICEROY 84	w/SORBITOL
	(#627/6627)	(#647/6627)	(#627/6627)	(#647/6627)
STRENGTH	+ 1	-15*	-13	-4
DARKESSNESS	+ 5	- 5	- 7	+ 7*
AFTERTASTE	+22	+21	+14	+26*

\*Statistically Significant