

TOP-LINE
NON-METHOD PRODUCT TEST

PROJECT # 19.4-26A

SUBJECT: 25% Replacement of Propylene Glycol With SORBITOL

SAMPLE: 250 VICEROY/125 Maybore/125 Winston

CIGARETTES:

#627/#647 - Current VICEROY 84

#647/#627 - Current VICEROY 84 except with
 25% of the propylene glycol
 replaced with SORBITOL.

REFERENCE:	VICEROY		Competitive	
	Current	25% PG	Current	25% PG
(#627/647)	Current VICEROY 84	47%	54%	
(#647/627)	25% PG with SORBITOL	53%	46%	

ATTRIBUTE:	VICEROY		Competitive	
	Current	25% PG	Current	25% PG
	VICEROY 84	w/SORBITOL	VICEROY 84	w/SORBITOL
	(#627/647)	(#647/627)	(#627/647)	(#647/627)

STRENGTH	+ 3	-15*	-13	- 4
HARDNESS	+ 5	- 5	- 7	+ 7*
AFTERTASTE	+22	+23	+14	+26*

*Statistically Significant