



BROWN & WILLIAMSON TOBACCO CORPORATION
RESEARCH & DEVELOPMENT

INTERNAL CORRESPONDENCE

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SUBJECT: Review of Existing Brainstorming Ideas/483

The major function of the Product Innovation Group is to develop marketable novel products that would be profitable to manufacture and sell. Novel is defined as: of a new kind, or different from anything seen or known before. Innovation is defined as: something new or different introduced; act of innovating; introduction of new things or methods. The products may incorporate the latest technologies, materials and know-how available to give them a unique taste or look.

The first task of the Product Innovation Group was to assemble, review and categorize a list of existing brainstorming ideas. Ideas were grouped into two major categories labeled appearance and taste/aroma. These categories are used for novel products that may differ from a visual and/or taste/aroma point of view compared to conventional cigarettes. Other categories include a combination of the above, filters, packaging and brand extensions.

Appearance

This category is used for novel cigarette constructions that yield visually different products with minimal changes in smoke chemistry

- Two cigarettes in one.
- Multi-plug to build your own cigarette.
- Switchable menthol or non menthol cigarette.

- Cigarettes with interspaced perforations to enable smoker to separate unburned section for future smoking.
- Short cigarette, tobacco section 30 mm.
- Extremely fast burning cigarette.

- Novel cigarette constructions that permit a significant reduction in tobacco weight while maintaining smoking mechanics and visual characteristics.
- Higher basis weight paper; potential reduction in tobacco weight.
- More rigid tobacco column; stiffing agent for tobacco; e.g. starch

- Colored tow and cigarette papers; seasonal promotions, e.g. pastel colored cigarettes for Easter or in an Ebony and Ivory brand containing a mixture of all black (black paper and tow) and all white cigarettes.

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