

11/7/03

"C" Meeting

3 leaf { Unwound  
dealer { Diamond  
Std. Commercial  
Lancaster Leaf

Merchandising Category so as to highlight the entire category "Lift C"

Back Story - Product Story that provides information, solves "Authentic" as a credibility idea

Under Eclectic Independent.

Smokes like a Cigarette - don't ~~take~~ inhale

Cigar Smokers/Pipe Smokers don't inhale - This cigarette doesn't need to be inhaled to enjoy.  
Flat cigarette.

Smokes 1500 genotypes of tobacco - limited to 30 in Cigar/Cigarette Category. (120 countries)  
✓ C/L Latakia - Finer cured, Lebanon/Syria. - used in pipe & Flavor Modifier.

✓ Perique - Cajun. from LA. - Procured under pressure.

✓ 100% <sup>Turkish</sup> Oriental - 100's of Diff types.

✓ Dudnitsa - - Bulgaria - hint of Cinnamon. ; 17% Nicotine vs US of 28%

★ Very different idea Alqam - Black Sea Tobacco, strong, woody note, Baked chocolate, fig not grown in shade by Mtus "Taste of the Russian"

Burly & oriental Blend = Cedar taste

★ Ko Motini - From Greece "Land of the Gods" mouth fill attributes; cooling water

✓ Burly - <sup>woody, spicy</sup> 3% Nicotine, Powerful, easy draw

Gumveshacikay - ~~Masendine~~ Turkey

Casing - high loads Mostly Cocoa, Sugary, Flo

Top Dressing - Sprayed on Menthol, spices, Peppermint (Flavor)

Cream - Glue on Paper

★ Brazilian Flue Cured - Use Ucalipse to Burn for the heat  
- Pick Plant 6 to 7 times

Turkish burns slower

Paper should have texture Ucalipse Wood pulp

Eclipse Filter - So as to draw full flavor thru smoking experience.