

BROWN & WILLIAMSON TOBACCO CORPORATION
DEVELOPMENT CENTER WORK REQUEST

DATE: January 20, 1983
REQUESTED BY: L. E. Gravely/smc
PROJECT NO.: 1983-44Z (B277-83-1)

COPIES: R. P. Newton (2), L. Richards (2), Dorothy Frank, ✓

PURPOSE: MARKETING RESEARCH - SAMPLE PREPARATION - "METHODOLOGY"

DESCRIPTION (test outline and/or special instructions):

Please have the Sample Group prepare the following experimental cigarettes for consumer testing:

# 423- 86	Cartons	} Current VICEROY Rich Lts. KS - Without logo 277011
# 453- 86	Cartons	
# 453- 86	Cartons	} Current VICEROY Rich Lts. KS; <u>except with Kent Golden Lights (export) blend, casing & flavor - without logo</u>
# 423- 86	Cartons	
#427 - 63	Cartons	} Current VICEROY Rich Lts. KS - without logo 277012
#467 - 63	Cartons	
#467 - 63	Cartons	} Current VICEROY Rich Lts. KS; <u>except with Kent Golden Lights (export) blend, casing and flavor - without logo</u>
#427 - 63	Cartons	

Primary for VRL will be from Macon. Primary for KGL will be from Petersburg.
Manufacture of product will be at Development Center.
Head-on Phases I & II (Diff)

See R&D Specification

NOTE: THE ABOVE QUANTITIES REFLECT MARKETING RESEARCH NEEDS ONLY.

DEVELOPMENT CENTER PROJECT NO. _____
SCHEDULED _____
COMPLETED _____

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