

October 9, 1987

Mr. R. D. Chumney, Jr.

J. G. Brooks

In-Laboratory Cigarette Panel L87-65 -

Japan: CARLTON 100's Menthol: 10-2 1st Shift (Control) Vs 10-6 (Test)

An in-Laboratory smoke panel test, using coded cigarettes, was conducted among menthol cigarette smokers to evaluate the above products. Panelists were asked:

1. Which cigarette has more menthol effect?
2. Which cigarette do you prefer?

Results were:

1. Which cigarette has more menthol effect?

	<u>More Menthol Effect</u>
Test	2
Control	6
No Choice	0

2. Preference

	<u>Prefer</u>
Test	6
Control	2
No Choice	0

Comments

Panelists' comments strongly favored the Test as being a smoother, less harsh smoke.

mwt

cc: RSS, JFA, TCF, JGB