

SUMMARY

What Makes Marlboro A Marlboro?

Relative Importance

Ammonia Technology	Casing & Flavoring	Tobacco	Cig. Design	Processing
40%	30%	15%	10%	5%

Ammonia Technology

1. Ammonia technology is critical to the Marlboro character, taste, and delivery. Key desirables are:
 - Ammonia in smoke
 - Reduction of gas phase carbonyls
 - Smoke pH increase
 - Free nicotine/nicotine transfer
 - Ammonia-sugar reaction products
 - Ammonia-tobacco component reaction products
 - Nicotine-pectin reactions
2. Wherever and whenever possible, PM uses band cast recon to achieve many of these desirable characteristics in Marlboro. Notable exceptions to this are Germany, Australia, Brazil, and Japan (Marlboro KS made by JTS).
3. PM has apparently altered their paper recon over the years to obtain a "band cast effect."
4. Ammonia technology may possibly be obtained through other mechanisms; e.g., casing, flavors, reaction products, ammonia source, etc.

Casing/Flavoring

1. While casings are suspected to be very traditional type materials, there is a strong belief that these are very critical to the Marlboro character.
2. PM has maintained casings very constant over time and treats their make-up with great security.
3. PM may utilize other factors such as cooking, particular material grades, etc., to enhance casing effect.
4. Flavor is considered very important to Marlboro taste, character and sensory. Pack aroma is also important.

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