

BOOTH TEST DATA  
SUMMARY SHEET

PROJECT NO. 2305

TITLE: Control Marlboro Coded X6D4CEJ "C" vs. H2O

Replicating Humectant in Bright Ice-Cut and A.C. flavor

REQUESTER: W. Spruill

DATE: March 27, 1974 N. 44

TEST METHOD: Paired comparison

PURPOSE: To determine differences in smoke flavor

PREPARATION: Crackers and water

PROCEDURE: Using reduced lighting and above preparation, judges were given the samples in a balanced presentation. Then they answered the questions on the attached ballot.

RESULTS: C = X6D4CEJ Σ = X6D4CEK ND: no difference

Smoked	Total Taste	Off Taste	More spicy	Smother	Bitter	Like	Not like	Prefer
C E ND	C E ND	C E ND	C E ND	C E ND	C E ND	C E ND	C E ND	C E ND
16 21 6	18 17 9	9 16 19	15 18 11	19 9 15	9 17 18	22 10 12	13 23 9	22 12 10
0.58	0.02	1.11	0.20	2.32	1.45	3.27	1.84	2.27
ns	ns	ns	ns	ns	ns	2.07	ns	ns

CONCLUSIONS The panel judges found the "C" cigt. coded X6D4CEJ to be more tobacco like in flavor ( $p = 0.07$  a tendency).

overall acceptability		
	C	Σ
ns	4.06	3.79
t	0.94	
p	ns	

SIGNED Max S. Spruill  
Barlett #55-9 15

DATE COMPLETED March 29, 1974