

September 28, 1977

Mr. R. H. Cundiff

Re: Product Objectives - SALEM Light 100's
(Current "tar" Level)

This is to provide you with the product objectives and action standards for the redevelopment of an 11 mg SALEM Light 100's product.

Objectives/Action Standards

The goal is to develop an improved 11 mg SALEM Light 100's product that:

- (1) beats the current SALEM Light 100's product among its current smokers.
- (2) beats both Merit Menthol 100's and Kool Super Lights Longs among a sample representing all menthol 100's smokers.

Rationale

- (1) Recent testing (MRD #77-5366) of SALEM Light 100's vs. Merit Menthol 100's indicated substantial product vulnerability for SALEM. SALEM Light 100's lost to Merit Menthol 100's significantly, in terms of overall preference.

	<u>SALEM Light 100's</u>	<u>Merit Men. 100's</u>
Rated 7 or above	40	48
Favorable comments only	17	23
Unfavorable comments only	27	21

The major difference between the two brands in terms of favorable comments was in the area of good taste/flavor where Merit was rated higher. The major differences in terms of unfavorable comments showed SALEM as "too mild" and especially "hard to draw." Also, Merit appears to have a problem with "bad taste."

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