

Lorillard
MEMORANDUM

January 5, 1993

TO: A. Pasheluk

FROM: E. F. DeLaura

RE: PANEL SUMMARY

As you requested, I've attached a summary for the panel tests that have been conducted in the last few years, (1990-1992).

The summary provides the brands that have been tested, the date of testing and, some key measures... including acceptance, harsh tasting level, and for the menthol brands, the refreshing taste rating.

There are a total of five category tables provided as follows:

- LoFi Non-Menthol Brands - Table 1
- Low Tar Non-Menthol Brands - Table 2
- ULT Non-Menthol Brands - Table 3
- LoFi Menthol Brands - Table 4
- Low Tar Menthol Brands - Table 5

Within each of the five category tables there are three groups of brands listed. The rationale for testing via the groupings is as follows:

Lorillard Established Brands - These "updates" or "retests" serve as a "quality control" tracking. The attempt is to test Lorillard's major packings on an annual basis.

Competitive Brands - To provide how the competition nets out.

Lorillard Proto - Essentially the panel serves as a screening device to guide R&D with next steps for further product development.

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