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TOBACCO FLAVORS: A CHALLENGE OF THE FUTURE

As Dick said, my talk this evening will focus on tobacco flavors. When deciding on how to present this topic to experts in the flavor industry, it dawned on me -- why not turn the tables on them. Since you're the experts, let me pose the questions to you - thus my title, "Tobacco Flavors: A Challenge of the Future." Tonight, I intend to answer some questions you might have, but more importantly, I'll be posing more questions which must be answered in the future.

My talk will focus on several areas. First, I would like to give you some background into the tobacco industry followed by a brief glossary of terms I will use. Then, since you'll be experts in my jargon, I'll discuss some of the flavors used historically in cigarettes, then move on to a discussion of the compounds found in tobacco and tobacco smoke. Finally, I'll address what is currently going on in the area of tobacco flavors and hopefully plant some seeds in your minds so you can go back to your respective companies and work on solving the industries' problems.

The cigarette industry in the United States alone represents about \$10 billion in gross sales. This astronomical figure does not take into account the impact on related industries. Cigarette manufacturers spend billions of dollars each year on raw materials, equipment and advertising. Their spending dollars touch all phases of the economy, from big business down to the small farmer. Cigarette sales have great impact on government, too. The industry as a whole pays about \$6 billion a year in federal, state and local taxes.

The domestic cigarette market is comprised of about 170 brands with total annual sales of over 600 billion units. To put that into perspective, during my short talk this evening, about 35 million cigarettes will be sold

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