

J. A. WILLIAMSON TOBACCO CORPORATION
INTERNAL CORRESPONDENCE

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FROM	D. H. HOLMES/cw/280		
SUBJECT	KSL 84 PRODUCT RECOMMENDATION		
	DATE JANUARY 19, 1978		

At the last NPCC meeting, the Committee discussed the possibility of adopting an untested KSL 84 improvement candidate. The intent is to have an improved formulation which can be produced immediately to coincide with the February ad campaign.

We believe a modest increase in menthol content (0.36 to 0.40%) provides improvement. Therefore, we propose KSL 84 at 0.40% menthol be adopted without testing.

Three experimental KSL 84 will soon be tested against the current product as potential improvements. Original plans called for top lines in early January with possible product change in time for February's accelerated advertising campaign. However, recent cigarette rejections delay results to mid March or later.

Two of the three experimental products are quite different from KSL 84. Both use KSL 99 casing (much heavier), higher menthol and a flavor (KSL 84 has none). Adopting either of these two prior to CPT results would represent a major risk.

A third experimental candidate is simply current KSL 84 at 0.40% menthol (now 0.36%). Increased menthol affects KSL 84 smoke quality to a lesser degree than flavorings or heavier casings.

Although small, the effect is a positive one. Higher menthol brings the balance of menthol and tobacco sensations more in line with the parent brand. At its current level, KSL 84 is tobacco dominant, particularly in the case of aged products.

DHH
D. H. H.