

## MEMORANDUM

*The American Tobacco Company*  
A DIVISION OF AMERICAN BRANDS, INC.

DATE	June 26, 1985
TO	Mr. T. C. Hays, Executive Vice President
FROM	R. S. Sprinkle, III, Vice President - Research and Development
RE	LUCKY STRIKE Menthol 100's

*Good Menthol  
Taste! Approved  
R. S. Sprinkle*

We are submitting for Management consideration and approval our recommended model cigarette for test market introduction under the brand name LUCKY STRIKE Menthol 100's. Two cartons of model cigarettes, designated "LSL-Menthol" are being supplied along with analytical Laboratory data for the product.

Model LSL-Menthol cigarettes are constructed to be a full 100 mm in length and deliver 12-mg "tar" and 1.0-mg nicotine per cigarette. The cigarette is 24.4 mm in circumference and contains a 27-mm filter, over-wrapped with 32-mm tipping containing one row of perforations designed to ventilate smoke delivery by approximately 30%. The leaf blend and casing are identical in formulation to LSA-62 (modified LUCKY STRIKE Low Tar Filter). Flavoring consists of a menthol formulation which has been under development for some time and designed to impart menthol taste characteristics similar to that of Newport menthol cigarettes. Menthol delivery for LSL-Menthol cigarettes is targeted at 0.07 mg per puff.

While no consumer testing has been conducted, we feel, based on Laboratory smoker evaluations and limited evaluations conducted by Charles and Free among three Newport smokers and one smoker each of Kool, Sterling, Salem Lights and Benson and Hedges Lights menthol cigarettes, that model LSL-Menthol delivers taste and flavor to be competitive in the marketplace with major low "tar" menthol 100's products.

We consider LSL-Menthol to be a mild, good-tasting cigarette with menthol taste and delivery midway between the light taste of Salem and heavy taste of Kool. We recommend LSL-Menthol as our candidate product for test market introduction in Birmingham, Alabama, and two selected commissaries, with first shipments to the trade on August 5.

We have discussed this project with all concerned departments and, with timely Management approval, are prepared to initiate tobacco prefabrication on July 11, followed by cigarette production on July 15.

May we have your approval?

mwt  
Attachment



cc: (Please see Page 2.)