

Dryden, Mari-Jo

From: Phillips, Anita
To: Dryden, Mari-Jo
Subject: RE: GTC Issues
Date: Tuesday, November 15, 1994 9:58AM

Mari-Jo,

I have a reservations about a paragraph like that as well. GTC is a very dynamic product. We can not dismiss the perceptions of the panel as mere variance with time. I believe that mean shifts do occur which could flag significant time effects, but in general, conditional and product effects far outweigh panel effects.

Historical Premier studies show that the Freezer does not maintain product integrity. It slows the process, but the product continues to age.

Apparently, the raw analytical data suggests that the products are not changing with respect to condition, but moreso with time. Bill Needs hasn't had a chance to look at puff*puff profiles. In the absence of that information, I would hypothesize that nicotine is migrating to the filter over time. With that migration, panelists are receiving impact and sensation earlier in the smoking experience. This would explain why panelists are perceiving the change when we fail to find it in the analyticals.

I would like the opportunity to take a look at the sensory data in conjunction with the analytical puff*puff profiles.

I think that the sensory data is being analyzed on a time by time basis, which can be deceiving. I always analyze aging data by collapsing it across time and looking at main effects and interactions. This can be a tedious process, but the final results can be quite revealing.

This case may be problematic in that we have puff*puff sensory information. I won't know until I take a look at it.

Anita P.

From: Dryden, Mari-Jo
To: Gordin, Harvey
Cc: Phillips, Anita; Robinson, Amy; Scism, Anita; Swaim, Marietta
Subject: RE: GTC Issues
Date: Tuesday, November 15, 1994 8:58AM

I have a problem with the paragraph you wrote,

" The "time" difference identified for the non-menthol product is NOT in agreement with the smoke chemistry results. The panel reported increases in attribute intensity (for most attributes). However, nicotine and glycerin yields are either lower at 12 weeks or unchanged (dependent on condition). Thus, the "time effect" may be nothing more than a difference in mean scores caused by differences in panel composition.",

not as a conclusion necessarily for GTC, but as a ramification for the Competitive Benchmarking Program. This would indicate that we can't make conclusions over differing time periods. I would like opinions on this.

MJ

From: Gordin, Harvey
To: Dryden, Mari-Jo
Cc: Swaim, Marietta
Subject: RE: GTC Issues
Date: Monday, November 14, 1994 1:15PM