



BROWN & WILLIAMSON TOBACCO CORPORATION
RESEARCH & DEVELOPMENT

FILE NOTE

TITLE: ESTIMATES OF BLEND COMPOSITION ON NOW CIGARETTES /312

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DATE: November 17, 1995

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SUMMARY

This report provides some analytical information on several styles of Now cigarettes. Now is manufactured by RJR Tobacco Co., and is a competitor to our CARLTON. The results of the study showed that different styles of Now contain the same tobacco. The tentative blend composition compared to CARLTON is summarized in Table 1.

Table 1
The tentative blend composition of Now

Blend %	CARLTON (Theoretical)	Now (Estimated)
Flue-cured lamina	0.0	0.0
Burley lamina	15.10	13.4
Oriental lamina	6.85	8.6
Expanded flue-cured	30.62	36.0
Expanded burley	29.42	24.0
Recon (PJS type)	18.01	14.0
Stem	0.0	4.0

Although the blend composition numbers as seen in Table 1, do not show significant differences between Now and CARLTON, regarding the blend structure, the similarity between Now and CARLTON is low, which indicates that the products are different from each other. This can be due to differences in tobacco grades used in the two cigarettes. Also the analytical results showed that Now is lower in PG, and much lower in glycerin than CARLTON. Now does not use sorbitol or maltitol as humectants. The sugars are slightly lower in Now than in CARLTON. Neither CARLTON nor Now have synthetic sugar ammonia chemistry, which indicates that the recon used in Now is not ammoniated. It appears that Now is using 4% added stem, although this stem which is separated manually, could be just attached stem.

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