

Lorillard
MEMORANDUM

10/6/92 1858

September 29, 1992

To: W. R. Deaton
From: E. F. De Laura
Re: Panel Results: Kool Milds 85MM #1433-92

Attached are the low tar menthol panel results for Kool Milds and the previously reported Newport Lights 85MM and Salem Lights 85MM.

Product Specs are as follows:

Product	Tar Level	Nicotine Level	Menthol Level
Kool Milds (cork)	12.6 mgs.	1.00 mgs.	.48%
Newport Lights (cork/white)	8.6 mgs.	.80 mgs.	.47%
Salem Lights (white)	10.0 mgs.	.81 mgs.	.59%

Conclusions

Acceptance

Kool Milds 85 netted a 5.8 acceptance score among the total sample. All sub-groups with the exception of B&W smokers rated the product fairly low.

(See Table 1)

Product Performance

Kool Milds was cited as extremely harsh tasting and was not smooth or mild tasting. These negatives were considerably greater for Kool Milds relative to Newport Lights and Salem Lights.

Kool Milds appears to provide more of a tobacco taste relative to NL and SL. Of the three products, Salem Lights provides more menthol taste which nets out with a better menthol/tobacco balance.

(See Table 2)

ED
E. F. D.

/ct
PRKM85/89
attach.

xc:	T. C. Baylies	T. D. Jessup	A. Pasheluk
	S. R. Benson	V. D. Lindsley	G. R. Telford
	S. T. Jones	M. L. Orlowsky	H. H. Westphalen

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