

MEMORANDUM

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

DATE	February 9, 1972
TO	Mr. C. R. McKeever, Marketing Director
FROM	John H. Hager, Research and Development Director
REF	John Cotton Smoking Tobaccos Manufactured in Denmark

We are attaching a summary report of our analysis of the following John Cotton smoking tobaccos - Harvest Gold, Burley, Rich Mellow Virginia, Honeydew, Gaelic Mixture and Danish Aromatic - which were sent to us by Mr. Hans Poul Petersen, Export Manager of Erik Stokkebye. These tobaccos, which are manufactured in Denmark for export, are distributed in the United States by Faber, Coe & Gregg and are available in either a 1-3/4 oz size which retails for 70¢ or a 3-1/2 oz size which retails for \$1.20.

The John Cotton pipe tobaccos are packed in attractive hermetically sealed tins and all have relatively high moisture contents of 18% to 20%. Analysis for humectants showed all of the samples to contain both glycerine and diethylene glycol and most contained very slight amounts of propylene glycol. The total humectant content was in the range of 9.5% to 11.5% except for the sample of John Cotton's Honeydew which had only 6% total humectants.

Tobacco analysis of the six John Cotton blends varied somewhat but all had relatively low levels of total volatile base and nicotine as compared to most domestic blends. All of the John Cotton blends contained rolled stems although the level varied considerably from 4% to 18%. No reconstituted tobacco was found in any of these samples.

The John Cotton tobaccos were evaluated by our Laboratory pipe panel and all were considered to be rather good smokes. The Rich Mellow Virginia was considered the best of the six blends and the Burley blend was the panel's second choice. A synopsis of their evaluations of these samples is included as the second attachment to this memorandum.

John H. Hager

BMC

cc: Mr. R. B. Walker, Chairman and Chief Executive Officer
 Mr. R. K. Heimann, President and Chief Operating Officer
 Mr. F. X. Whelan, Executive Vice President
 Mr. J. B. McCarthy, Vice President - Manufacture and Leaf
 Mr. H. G. French, Vice President - Manufacture
 Mr. P. F. Paoluccio, Executive Sales Manager
 Mr. J. W. Gannon, Assistant to Executive Sales Manager
 Mr. M. A. Bishof, Manager, Smoking Tobacco Promotions