

TOBACCO MEETING MINUTES  
23.6.92

*Five: P.Pes.*

1. Trademark Ownership Action
  - Marketing Department to seek clarification on licensing agreement with Imperial Tobacco Company through BATCo. DGN
  - A confirmed position to be obtained on trademark ownership from P Kelly in GIPS. LP/DGN
  
2. 1993 Sales Volumes LP

1993 Company Plan forecasts to be provided for all tobacco products as soon as possible for D Bedding.
  
3. Product Quality LP

A PQRS system is being established for tobacco products which will comprise a questionnaire and a smoke panel.

Questionnaires to be circulated to relevant Area Managers

As Orlik supply to demand it was indicated that BATUKE product should now be fresher as there is no stock building.
  
4. Smoking Quality
  - Ogdens and BATUKE products are broadly similar but not identical as for example BATUKE do not use the same flavouring constituents.
  - BATUKE product was felt, by D Bedding and A Barnes to be of a comparable or superior quality to Ogdens products.
  - Three Nuns

BATUKE still use perique tobacco which is of a superior quality to the UK version as 3 Nuns is seen as BATUKE's premier tobacco product.

It was felt that the tin should be retained as it retains freshness more efficiently than a pouch and offers image benefits. (this was the reason for moving to a tin initially).

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It was stated that if 3 Nuns reverted to a pouch the product should be changed. A cost analysis can be provided. DB

Area Managers to be asked for revised sales forecasts based on a standard 3 Nuns product. LP

It was agreed that BATUKE should open up a direct dialogue with Ogdens on product issues. AB/DB

5. Packaging

- Heat Sealing Pouch

Ogdens permission to be sought for a possible change. DB

Assessment to be made of current material stocks DB

Effectiveness of heat sealed pouches to be assessed along with any possible effect of laminate on tobacco product. AB/RB

BATUKE field agreement to change to be sought. DGN

Benefits of Heat Sealed Pouch are:

- Better protection (closer fit to box)

- Improved costs with production cost benefits outweighing variable cost increases. Level of saving to be advised. DB

- Size of Pouches

To continue with 50 g pouches as these are better suited to duty free.

- Health Warnings

Inclusion in BATCo HW policy to be confirmed. DGN

- RYO Papers

Can be included at a packing cost of £1 per kilo

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6. Packaging Design

Policy is to match Imperial design for Golden Virginia, St Bruno and Gold Block.

New packaging project to be initiated when and if agreement is provided to proceed with heat sealed pouches.

DGN

This will include:

- Improved printing quality for pouches
- Designs which follow Ogdens design more closely especially Gold Block.
- More impactful outer boxes.



DAVID NEWBERRY

CC R Binns  
H Harfield  
D Bedding  
A Barnes  
R Payne  
L Previati  
E O'Sullivan  
J Delany  
C Costa  
R Matamoros

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