

CONDUCTING TOBACCO FLAVOR DETERMINATIONS

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"Dark chocolate, cocoa and spice flavors are the perfect combination of tastes to replace dessert."

MAHNB

Assisting Massachusetts Boards of Health through
training, technical assistance and legal education



DISCLAIMER

- This information is provided for educational purposes only. It is not to be construed as legal advice.

AGENDA

- 9:30 am Registration/Breakfast
- 10:00 am Welcome/housekeeping
- 10:05 am History and types of tobacco
 - Smell whole leaf tobacco
- 10:25 am Break
- 10:30 am Reference tobacco review
- 10:45 am Classification of flavors
- 11:00 am Begin smelling exercise
- 12:00 pm Lunch
- 12:45 pm Discussion
 - Fronto King
 - Other discussion items
- 1:15 pm Thoughts? Next steps?
- 2:00 pm Adjourn



HISTORY AND TYPES OF REFERENCE TOBACCO

- Smoking tobacco predates the discovery of America by Europeans by hundreds of years. (*Tobacco Flavoring for Smoking Products*, R.J. Reynolds Tobacco Company 1972).
- Major types of tobacco:
 - Burley
 - Flue-cured Virginia Bright Leaf
 - Oriental
 - Turkish
 - Greek
 - Maryland



FLAVOR OF FINISHED PRODUCT IS IMPARTED FROM THE FOLLOWING:

- Types of tobacco used
- Flavor of leaf, even of the same type can vary depending on:
 - Where product is grown
 - Seasonal climatic conditions
 - Agricultural and post-agricultural practices
 - Location of leaf on tobacco stalk



GROWING PROCESS

- Ripening takes place on plant.
- Leaves then harvested.
- After being plucked, gathered in bundles.
- Hung on rods to dry.
 - Flue-cured - dried by warm air.
 - Heat distributed by throughout the curing barn by metal pipes of "flues."
 - Air-cured - in ventilated barn.
 - Fire-cured - smoked over slow burning fire.
- Has anyone worked on or been to a tobacco farm?



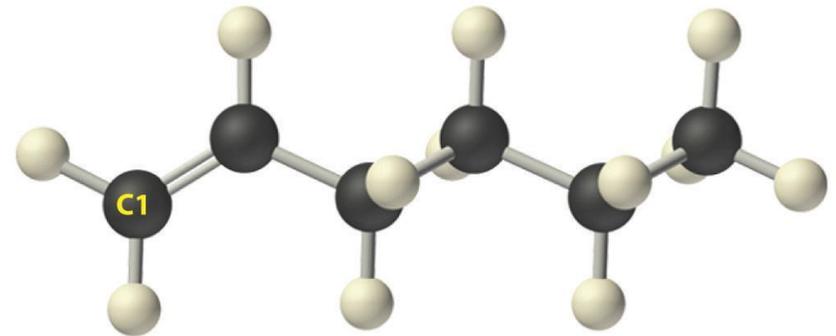
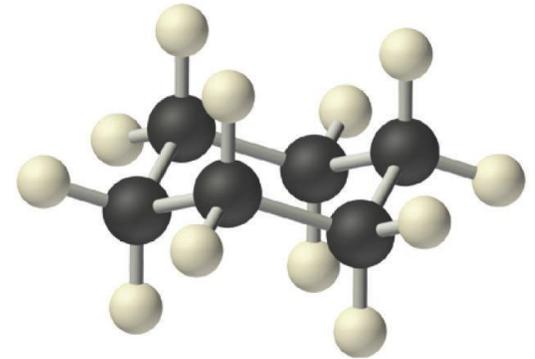
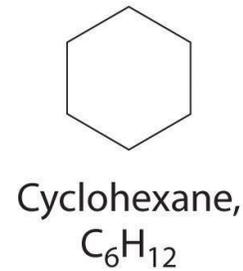
TYPE OF TOBACCO AND GROWING PROCESS PRODUCE DIFFERENT "CHARACTERISTICS"

- *Virginia* - Sweet
 - Higher levels of reducing sugars
- *Burley* - Chocolatey, nutty, winey
- *Maryland* - Mild and light
- BUT THEY ALL SMELL LIKE TOBACCO
- THEY DON'T SMELL LIKE JAZZ
- Instead, there are subtle differences, only distinguishable by a seasoned tobacco smoker and/or connoisseur .



CASING OR SAUCE MATERIALS

- Added to enhance quality of tobacco by balancing the chemical composition.
- Examples:
 - If tobacco is low in sugar, product will be harsh.
 - Sugar added to restore chemical equilibrium to produce a more mellow smoke.
 - Licorice is added to boost sweetness
 - "The taste of licorice to the smoker is that of a mellow sweet-woody note which, at proper use levels, greatly enhances the quality of the final product.
 - **IT DOES NOT TASTE LIKE LICORICE.**

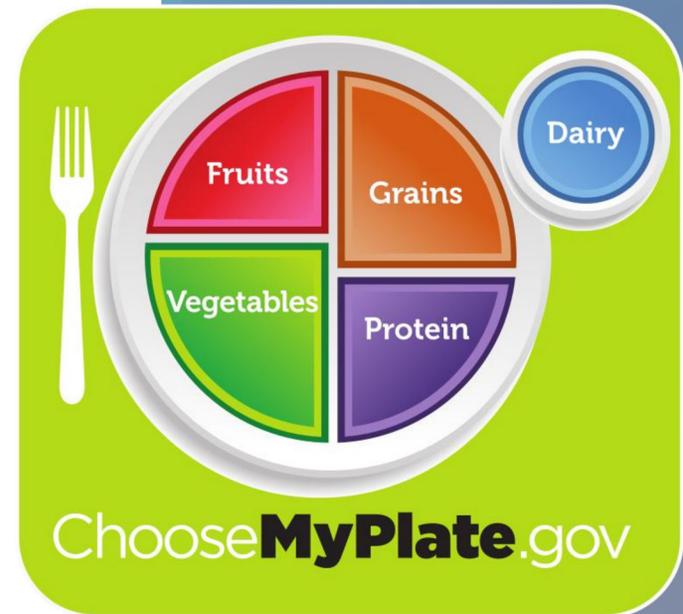


1-Hexene,
 C_6H_{12}



SUGGESTED PROTOCOL

- Each time you are confronted with a concept flavor.
- This is a suggested protocol for determining whether a product is flavored.
- This is not a determination that the products we are using today are, in fact, flavored.
- You can certainly tell a retailer that you believe a product is flavored, but you should go through this exercise **each time you are confronted with a flavored product that the retailer is contesting.**



COMMERCIAL REFERENCE TOBACCO

- Lacks a distinguishable characterizing flavor other than tobacco.
- Do not use products opened for more than 3 days prior.
- Best practice – newly purchased and not yet opened product.



CORE CATEGORIES AND SPECIFIC FLAVORS

Sweet

Salty

Sour

Bitter

Umami - Savory

- Spice
- Herb
- Honey
- Fruit
- Coffee
- Soap/perfume
- Dessert
- Wood
- Candy
- Alcoholic beverage

RULES



Begin with an open mind. No preconceptions permitted.



No perfume, cologne or other strong scent in the room.



No chewing gum or breath mints.



Put away flavored drinks and/or coffee.



No food on the table.

INSTRUCTIONS

Smell commercial reference tobacco individually - no talking.

Place reference tobacco in plastic container on the table.

TA Provider will close plastic container.

Smell product # 1 individually - no talking.

Record your findings on sheet of paper.

Give product # 1 to TA provider.

Sniff your inner forearm to cleanse olfactory receptors.

CORE CATEGORIES AND EXAMPLES OF COMMON SPECIFIC TOBACCO FLAVORS

Sweet

Salty

Sour

Bitter

Umami - Savory

- Spice
- Herb
- Honey
- Fruit
- Coffee
- Soap/perfume
- Dessert
- Wood
- Candy
- Alcoholic beverage

