

Winston XSpresion SKS - ROU (200637288)



SGS

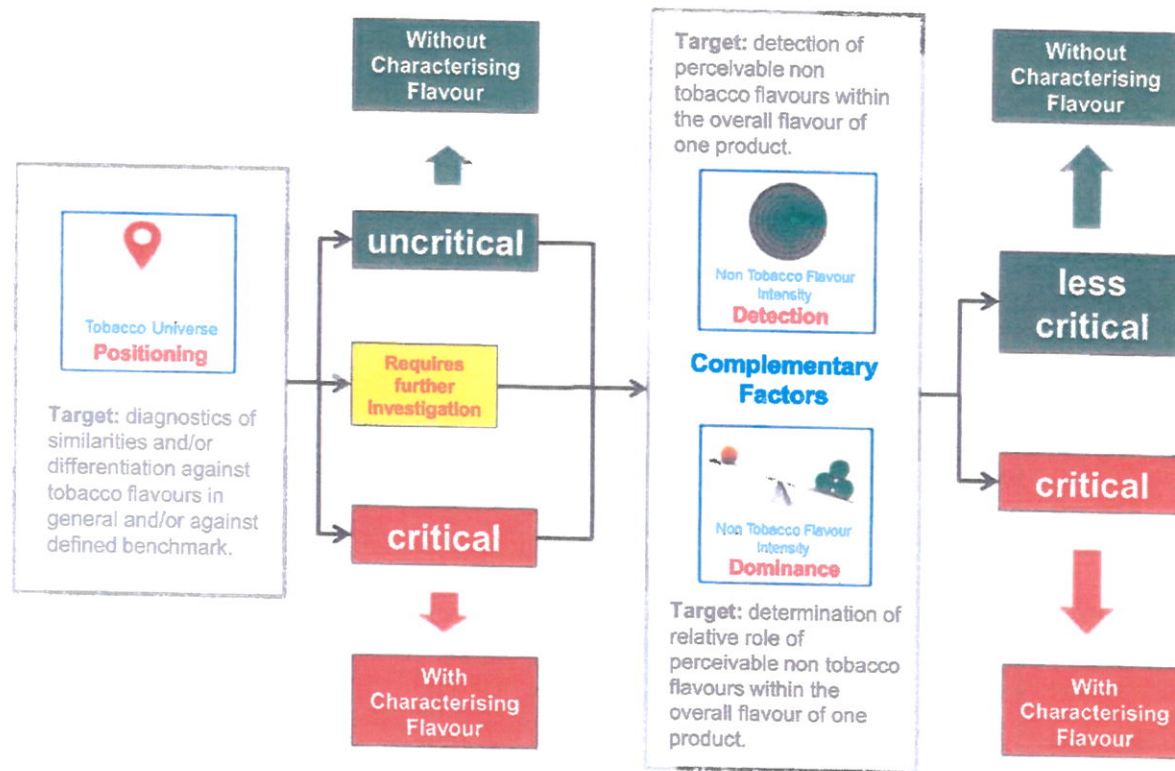
Report QDP Test

Annex to Test Report 4867215

13th July 2020

Critical Factors - Decision Tree (Principles)

Aggregated view on critical factors (matrix) leads to the risk assessment



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Report QDP sniffing test (TPD "Characterising Flavours")

Objective

Classification of the samples having "Characterising Flavours" or not for risk assessment.

Details of Samples

- Winston XSpression SKS - ROU (200637288)

Procedure

- Method: QDP sniffing assessment
- Panel: SGS Panel, Hamburg
- Number of Panelists: 10
- Number of data points per sample: 30
- Week of testing: 6 - 10 July 2020

Test Execution

- Outsourced to external agency SGS (Hamburg/Germany) to avoid conflict of interest and to build on sensory expertise and experience of independent third party, highly qualified as globally operating Quality Assurance Service Provider.
- SGS works according to the applicable Quality Management Systems: ISO 17025, GMP, GLP, GEP, ISO: 9001/9100, 17021/17065 and 17020.

Result

Aggregated view on critical factors - Positioning, Detection, Dominance - following the Decision Tree results in the classification:

Winston XSpression SKS - ROU ->

RISK 3

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Winston XSpresion SKS - ROU: Result - **Criterion 1**



Scope of criterion: overall flavour perception of a product

Reference: overall flavour from tobaccos in general

Aim: diagnostics of similarities/differentiation against tobacco flavours in general

Evaluation: Principle Component Analysis (PCA) and Cluster Analysis

Actual Results

PCA

Winston XSpresion SKS - ROU

With characterising flavour – **critical**

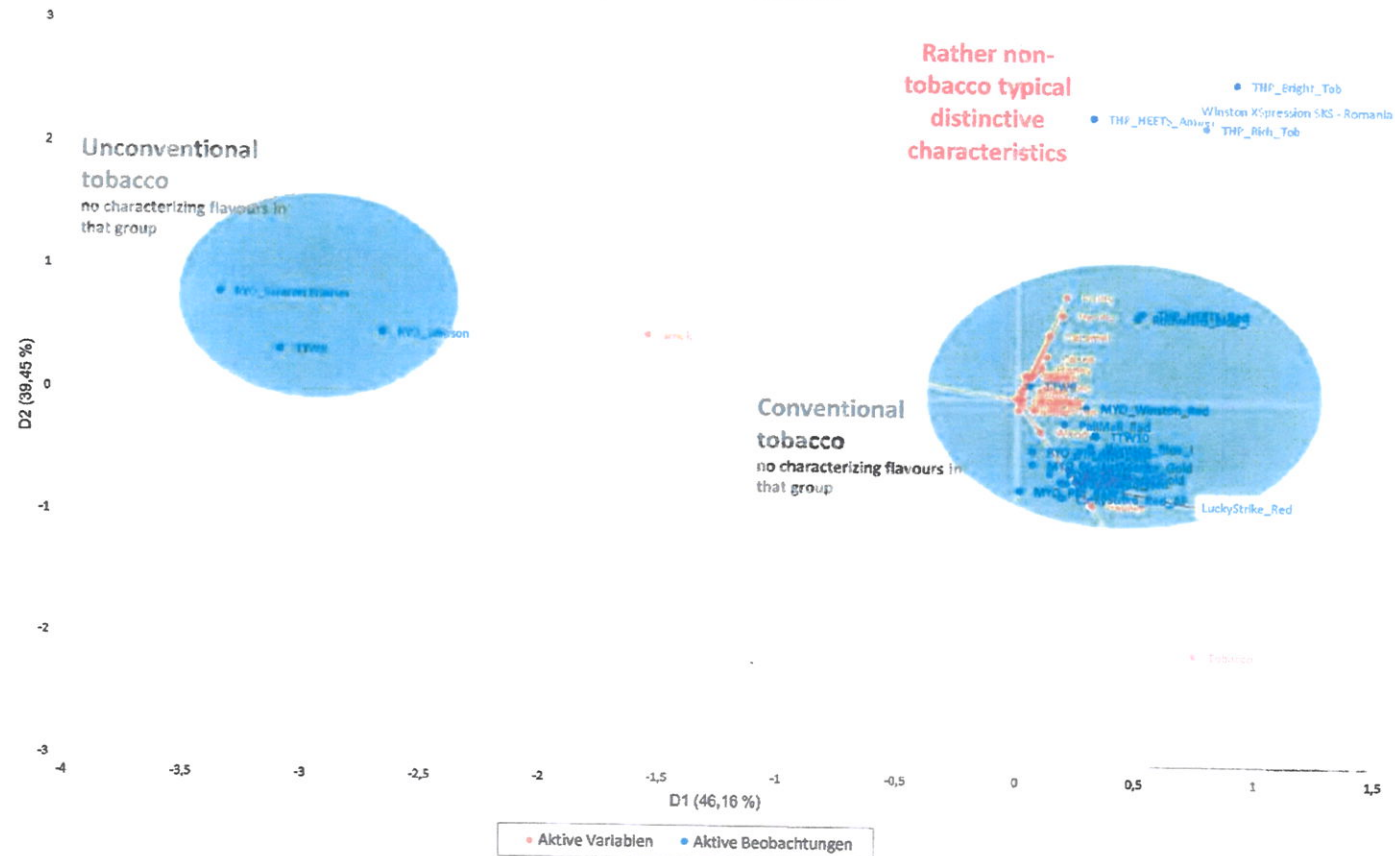
Cluster Analysis

Winston XSpresion SKS - ROU

With characterising flavour – **critical**

Segment: Rather non-tobacco typical distinctive characteristics

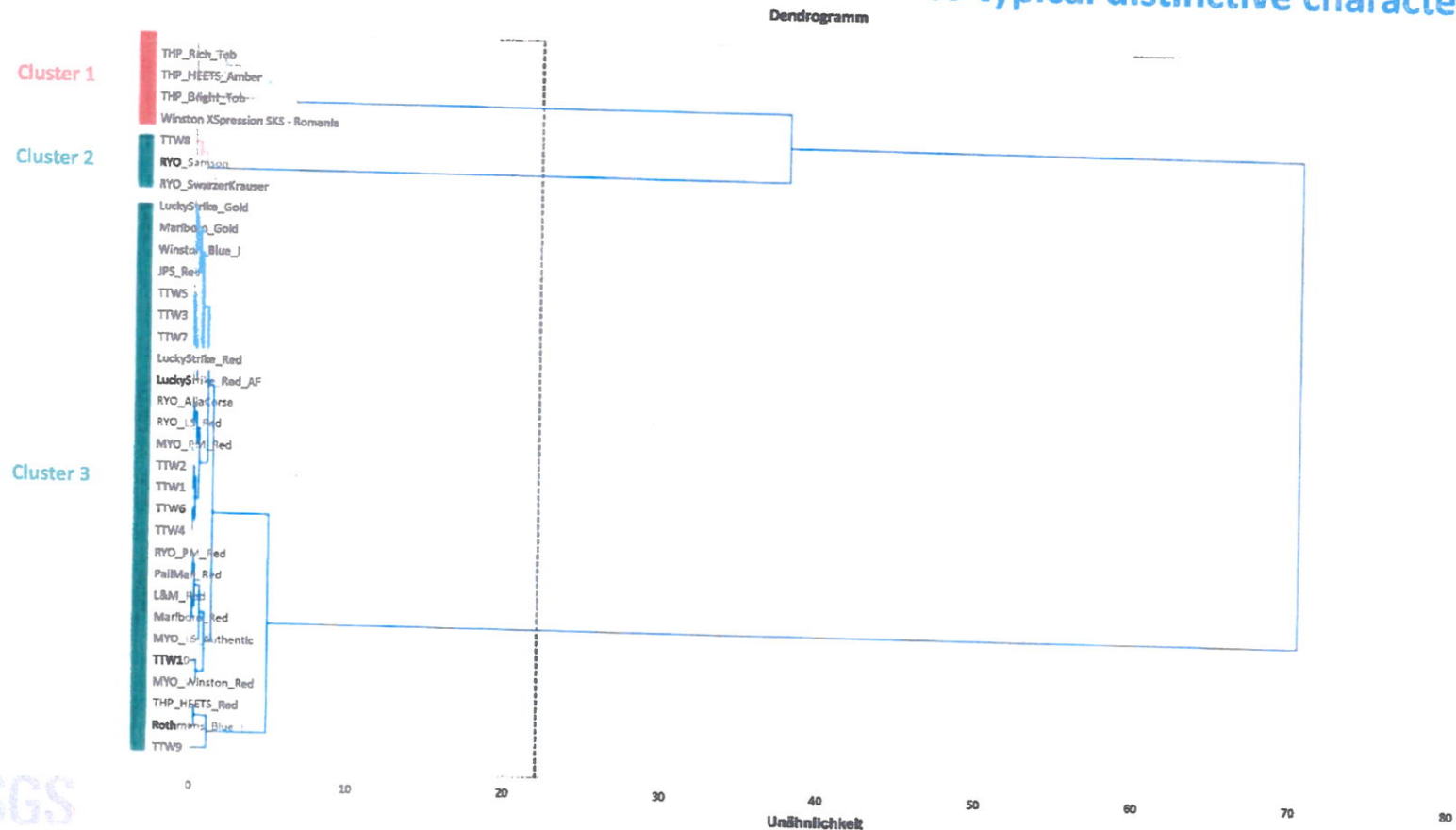
Biplot (Achsen D1 und D2: 85,61 %)



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Winston XSpresion SKS - ROU: Result - Criterion 1 – Cluster Analysis

Assigned to Cluster 1 (Rather non-tobacco typical distinctive characteristics)



Winston XSpresion SKS - ROU: Result - Criterion 2

2 of the non tobacco flavours have a mean value > 1 – Fruity and Citrus



Scope of criterion: perception of individual, distinctive flavour directions
Reference: identified list of tobacco typical and tobacco non typical flavour directions
Aim: split of overall flavour perception into individual flavours contributing
Evaluation: perceived absolute intensities of distinctive flavour directions

Guiding Rules

Rules for classification as "characterising flavour"
 non tobacco flavour mean value < 1 less critical
 non tobacco flavour mean value > 1 critical

Actual Results

Mean value on 0-5 scale

Sample	Non tobacco typical										Alcoholic
	Vanilla	Caramel	Honey	Fruity	Floral	Minty	Citrus	Cocoa	Licorice	Spicy	
Winston XSpresion SKS - Romania	0,47	0,17	0,43	2,80	0,40	0,53	1,13	0,00	0,00	0,07	0,17
Lucky Strike Red	0,08	0,08	0,19	0,03	0,00	0,00	0,03	0,03	0,00	0,00	0,00

LEGEND
 > 1 at non tobacco flavour

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Winston XSpresion SKS – ROU all non tobacco flavours > 1 Critical
 Lucky Strike Red all non tobacco flavours < 1 Non Critical

Winston XSpresion SKS - ROU: Result - Criterion 3

4 of the top 5 flavours are non tobacco Vanilla, Fruity, Minty and Citrus



Scope of criterion: perceived intensities of tobacco non typical flavours

Reference: perceived intensities of tobacco typical flavours in the same product

Aim: identify relevance of individual flavours contributing to overall flavour perception

Evaluation: Ranking of relative intensities of individual flavours contributing to the overall flavour perception

Guiding Rules Top 5 Ranking

Rules for classification as "no characterising flavour"

- Tobacco typical flavour has to be on top 1 ranking position (highest perceived intensity)
- Tobacco typical flavour has to be at least 1,0 scale units higher in intensity than any non tobacco typical flavour
- Top 5 flavour intensities must be dominated by tobacco typical flavours (3 of the 5 most intensive flavours have to be tobacco typical)

Actual Results

Sample	Tobacco typical								Non tobacco typical										
	Tobacco	Smoky	Roasted	Haylike	BlackTea	Woody	Earthy	Animalic	Vanilla	Caramel	Honey	Fruity	Floral	Minty	Citrus	Cocoa	Licorice	Spicy	Alcoholic
Winston XSpresion SKS - Romania	1,63	0,07	0,10	0,10	0,13	0,10	0,07	0,00	0,47	0,17	0,43	2,80	0,40	0,53	1,13	0,00	0,00	0,07	0,17
Lucky Strike Red	4,17	0,00	0,67	1,19	0,31	1,03	0,17	0,06	0,08	0,08	0,19	0,03	0,00	0,00	0,03	0,03	0,00	0,00	0,00

LEGEND

Top 5

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Winston XSpresion SKS – ROU:

Top ranking position is not tobacco, and 4 of the top 5 flavours are non tobacco

Therefore the product is **critical**

Lucky Strike Red:

All top 5 flavours are in the tobacco typical flavour zone

Therefore Lucky Strike Red is **uncritical**

For any questions please contact:

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SGS

Hamburg, 16.07.2020
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Winston XSpresion DS – CZ (200637289)



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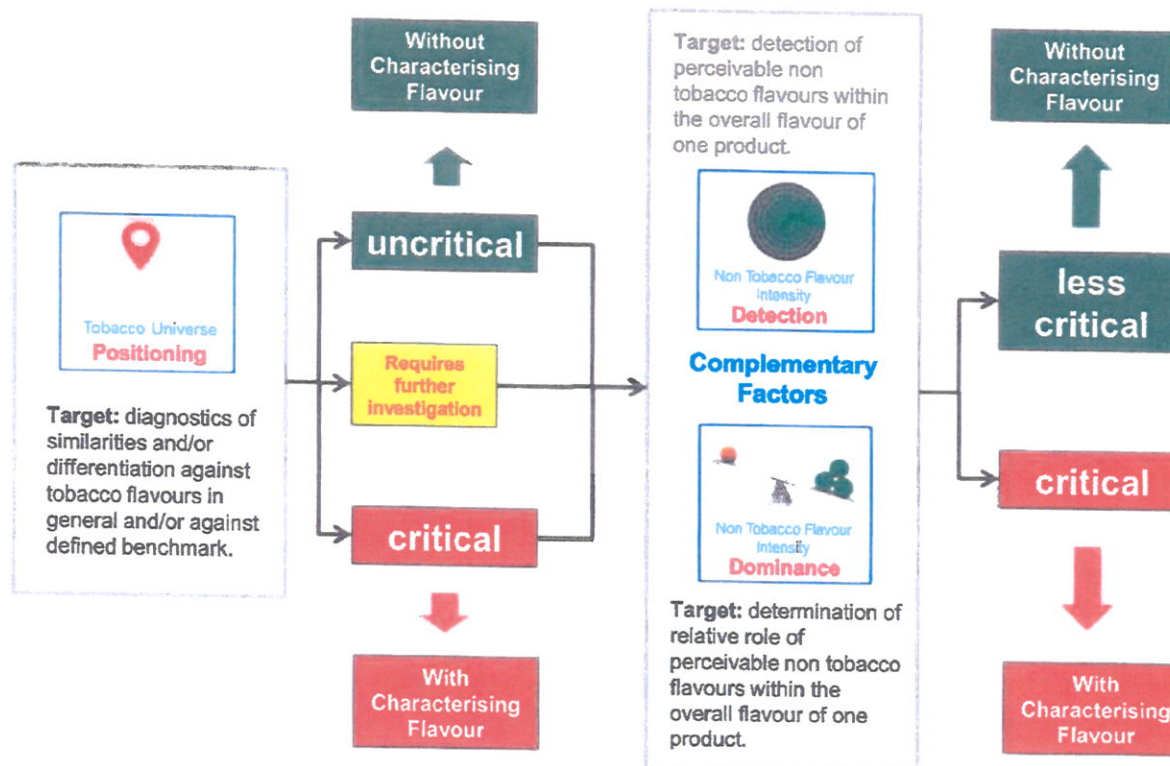
Report QDP Test

Annex to Test Report 4867216

13th July 2020

Critical Factors - Decision Tree (Principles)

Aggregated view on critical factors (matrix) leads to the risk assessment



Report QDP sniffing test (TPD “Characterising Flavours”)

Objective

Classification of the samples having “Characterising Flavours” or not for risk assessment.

Details of Samples

- Winston XSpression DS – CZ (200637289)

Procedure

- Method: QDP sniffing assessment
- Panel: SGS Panel, Hamburg
- Number of Panelists: 10
- Number of data points per sample: 30
- Week of testing: 6 - 10 July 2020

Test Execution

- Outsourced to external agency SGS (Hamburg/Germany) to avoid conflict of interest and to build on sensory expertise and experience of independent third party, highly qualified as globally operating Quality Assurance Service Provider.
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Result

Aggregated view on critical factors - Positioning, Detection, Dominance - following the Decision Tree results in the classification:

Winston XSpression DS – CZ ->

RISK 3

SGS



Winston XSpresion DS – CZ: Result - **Criterion 1**



Scope of criterion: overall flavour perception of a product

Reference: overall flavour from tobaccos in general

Aim: diagnostics of similarities/differentiation against tobacco flavours in general

Evaluation: Principle Component Analysis (PCA) and Cluster Analysis

Actual Results

PCA

Winston XSpresion DS – CZ

With characterising flavour – **critical**

Cluster Analysis

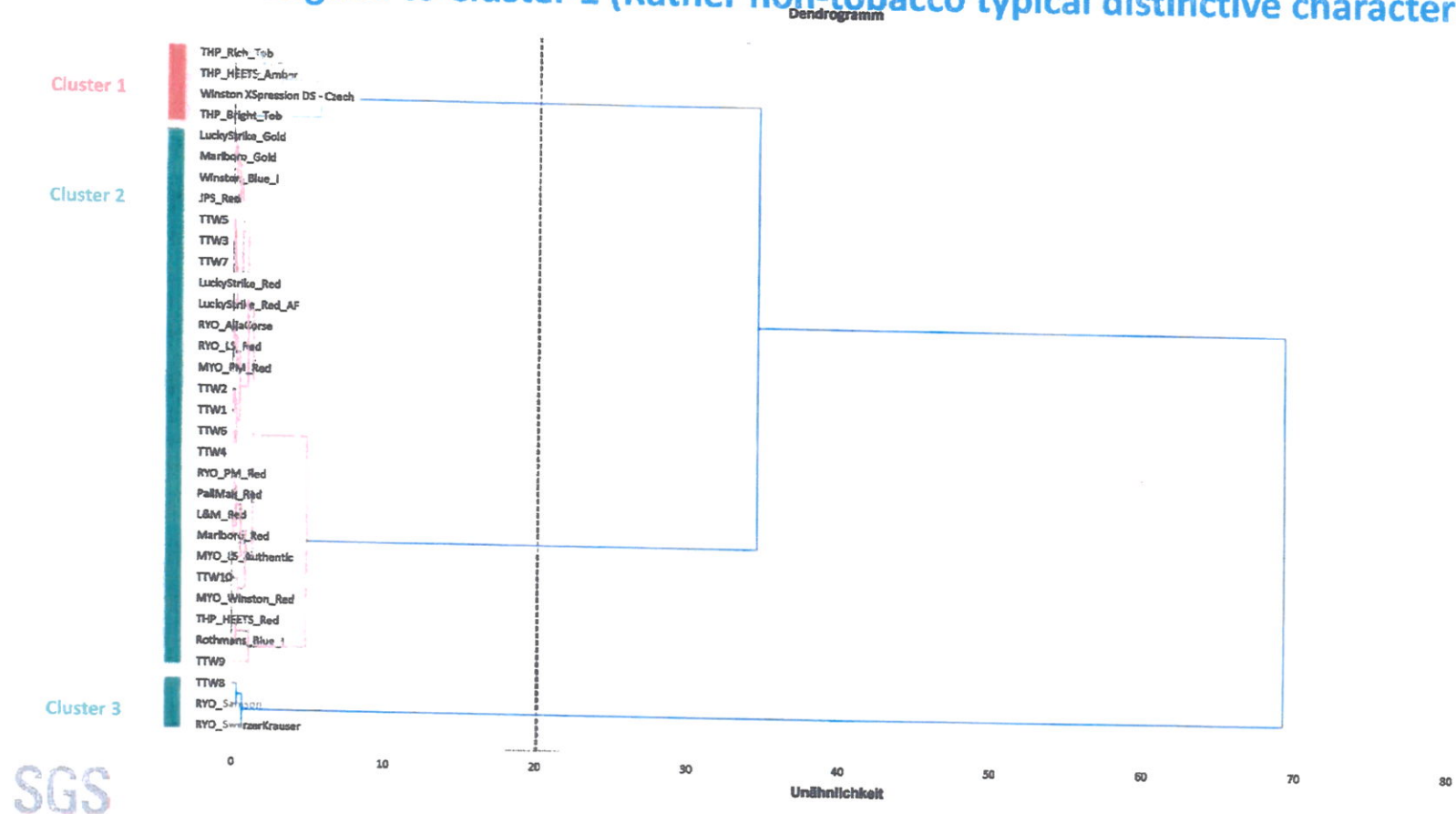
Winston XSpresion DS – CZ

With characterising flavour – **critical**

Biplot (Achsen D1 und D2: 87,18 %)

Winston XSpresion DS – CZ: Result - Criterion 1 – Cluster Analysis

Assigned to Cluster 1 (Rather non-tobacco typical distinctive characteristics)



Winston XSpresion DS – CZ: Result - Criterion 2

1 of the non tobacco flavours has a mean value > 1 – Fruity



Scope of criterion: perception of individual, distinctive flavour directions

Reference: identified list of tobacco typical and tobacco non typical flavour directions

Aim: split of overall flavour perception into individual flavours contributing

Evaluation: perceived absolute intensities of distinctive flavour directions

Guiding Rules

Rules for classification as “characterising flavour”

non tobacco flavour mean value < 1

less critical

non tobacco flavour mean value > 1

critical

Actual Results

Mean value on 0-5 scale

Sample		Roasted		Wood	Earthy	Animal	Non tobacco typical									
							Vanilla	Caramel	Honey	Fruity	Floral	Minty	Citrus	Cocoa	Licorice	Spicy
Winston XSpresion DS - Czech	0	0.17					0.40	0.20	0.23	2.00	0.37	0.33	0.63	0.00	0.00	0.03
Lucky Strike Red							0.08	0.08	0.19	0.03	0.00	0.00	0.03	0.03	0.00	0.00

LEGEND

> 1 at non

tobacco flavour

Winston XSpresion DS – CZ

all non tobacco flavours > 1

Critical

Lucky Strike Red

all non tobacco flavours < 1

Non Critical

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Winston XSpresion DS – CZ: Result - **Criterion 3**

4 of the top 7 flavours are non tobacco Vanilla, Fruity, Floral and Citrus



Guiding Rules Top 5 Ranking

Scope of criterion: perceived intensities of tobacco non typical flavours

Reference: perceived intensities of tobacco typical flavours in the same product

Aim: identify relevance of individual flavours contributing to overall flavour perception

Evaluation: Ranking of relative intensities of individual flavours contributing to the overall flavour perception

Rules for classification as “no characterising flavour”

- Tobacco typical flavour has to be on top 1 ranking position (highest perceived intensity)
- Tobacco typical flavour has to be at least 1,0 scale units higher in intensity than any non tobacco typical flavour
- Top 5 flavour intensities must be dominated by tobacco typical flavours (3 of the 5 most intensive flavours have to be tobacco typical)

Actual Results

Sample	Tobacco typical								Non tobacco typical										
	Tobacco	Smoky	Roasted	Haylike	BlackTea	Woody	Earthy	Animalic	Vanilla	Caramel	Honey	Fruity	Floral	Minty	Citrus	Cocoa	Licorice	Spicy	Alcoholic
Winston XSpresion DS - Czech	2,10	0,07	0,17	0,37	0,13	0,37	0,00	0,00	0,40	0,20	0,23	2,00	0,37	0,33	0,63	0,00	0,00	0,03	0,07
Lucky Strike Red	4,17	0,00	0,67	1,19	0,31	1,03	0,17	0,06	0,08	0,08	0,19	0,03	0,00	0,00	0,03	0,03	0,00	0,00	0,00

LEGEND

Top 5

Winston XSpresion DS – CZ: Top ranking position is tobacco, but its intensity is not 1,0 scale units higher than the value of “fruity”, also 4 of the top 7 flavours are non tobacco

Therefore the product is rather **critical**

Lucky Strike Red:

All top 5 flavours are in the tobacco typical flavour zone

Therefore Lucky Strike Red is **uncritical**

SGS

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