

**From:** John Geoghegan  
**Sent:** Thursday, September 25, 2008 12:13 PM  
**To:** Hugh Cassar <HughCassar@>  
**Subject:** RE: Djarum Filtered Cigars Consumer Focus Group Summary.

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**From:** hughcassar@kretek.com [mailto:hughcassar@>  
**Sent:** Tuesday, September 23, 2008 10:05 PM  
**To:** Bunjoto Astono; John Geoghegan; Geoghegan John; Cassar Sean; Thibideau Darren; Gordon Griffiths; Joel myden; Cassar Mark; Eliot Suied; Rachman Satya  
**Subject:** Re: Djarum Filtered Cigars Consumer Focus Group Summary.

Gentlemen why cannot the clove cigar be exactly the same formula as our clove cigarette except for the HTL wrapper.  
Hugh

Sent from my Verizon Wireless BlackBerry

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**From:** Bunjoto Astono <bunjoto.astono@>  
**Date:** Tue, 23 Sep 2008 17:31:45 +0700  
**To:** John Geoghegan <johngeoghegan@>; John Geoghegan <JohnGeoghegan@>; Cassar <seancassar@>; Darren Thibodeau <darrenthibodeau@>; Gordon Griffiths <gygriffiths@>; Hugh Cassar <hughcassar@>; Joel myden <joelmyden@>; markcassar@> <markcassar@>; Eliot Suied <eliot-suied@>; John Geoghegan <johngeoghegan@>; Rachman Satya <rachman.satya@>  
**Subject:** RE: Djarum Filtered Cigars Consumer Focus Group Summary.  
Hi John,

I have read through you FGF summary. It's very interesting findings and makes a lot sense.

In general, the product seems quite acceptable among clove smokers, which apparently not our main target consumer for this cigar product. I can understand why the little cigar smokers don't like this product, the biggest problem is because it has a strong clove taste, which is not their preference flavor / tobacco products. This is very similar scenario like we experienced on the Black Menthol Supersmooth research. It will take times and efforts to make the conversion to clove.

If we really want to target broader market segment (cigar smokers), I think we have to make some changes on the tobacco blend, probably reduce down the clove taste on the tobacco blend. With this, it probably will be easier accepted (less strange clove smell), but it means this product is not much different product like other little-cigars products currently on the market, there are plenty of them!. We shall talk this further when you are here.

Boon

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**From:** John Geoghegan [mailto:johngeoghegan@>  
**Sent:** Monday, September 22, 2008 07:14 AM  
**To:** Bunjoto Astono; Cassar; Darren Thibodeau; Gordon Griffiths; Hugh Cassar; Joel myden; markcassar@kretek.com; Eliot Suied; John Geoghegan; Rachman Satya  
**Subject:** Djarum Filtered Cigars Consumer Focus Group Summary.

Please read the attached.  
All comments and questions welcome.

John G

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