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**Tekst 5**

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**Taste stubbed out**

Sue Dunlevy and Petra Starke

CIGARETTES not only look plain – smokers are complaining they taste worse since in Australia plain packaging has become mandatory. Smokers have been telling advice group *Quitline* their cigarettes taste ‘pathetic’, ‘sickening’ and lack flavour now they come in dirty brown packets dominated by warnings.



Marketing experts say the issue highlights the 10 consumers’ perceptions. Both Imperial Tobacco Australia and British American Tobacco say they have not changed the blend of any of the tobacco products and that the taste of the cigarettes is exactly the same. *Quitline*, however, said it was hearing people who were convinced the flavour of cigarettes had changed.

*Herald Sun, 2012*

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**Tekst 5 Taste stubbed out**

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- 1p 10 Which of the following fits the gap?
- A influence of the media on
  - B interest of health organisations in
  - C power of branding on
  - D tobacco industry’s neglect of