segment, downstream of the first tobacco segment and upstream of the second tobacco segment. The addition of a third segment may allow for a more gradual transition between the tobaccos of the first, second and third segments. The first segment may comprise a first tobacco blend with a preferred taste. The second tobacco blend may comprise a tobacco blend that is less preferred from a taste standpoint, but has a lower level of one or more endogenous smoke constituents. The third blend may have some taste characteristics of the first blend in order to provide a more consistent taste throughout the smoking of the tobacco rod. In some embodiments, the third blend may also have a level of the one or more endogenous smoke constituents that is between the level of the one or more endogenous smoke constituents of the first blend and second blend. In preferred embodiments, the one or more endogenous smoke constituents includes TSNA. In addition, the tobacco rod may also have more than one tobacco segment between the first segment and second segment in order to further smooth the transition in taste between the first segment and second segment.

According to a second aspect of the present invention, there is a method for producing a multi-segmented tobacco rod of smokable material, the method comprises: supplying a wrapper material, supplying at least a first and a second blend of smokable material, wherein the first blend comprises a first level of a endogenous smoke constituent, and the second blend comprises a second level of the endogenous smoke constituent, wherein the second blend comprises a lower amount of the endogenous smoke constituent than the first blend, wherein the first tobacco blend includes a higher level of a smoke constituent inhibitor such as ammonia or an amino acid than the second tobacco blend, ~~and wherein at least 30% by weight of the lamina material in the first segment is air cured burley tobacco,~~ placing the first and second blends of smoking material in discrete segments in the wrapper material; and wrapping the wrapper material around the smokable material, forming a tobacco rod, wrapping the wrapper material directly around the first and second blends of smoking material, and supplying at least a first and a second inner wrapper material for wrapping the at least first and second blends respectively.

The blends are wrapped in a cigarette wrapper material for forming a tobacco rod. Preferably, the tobacco rod may be formed by alternately placing discrete segments of the first blend and second blend directly in the wrapper material such as a cigarette paper, for

7. The smoking article according to any one of the previous claims wherein the first segment comprises a length which is greater than 25% of the length of the tobacco rod.

8. The smoking article according to any one of the previous claims wherein the mouthpiece comprises at least one filter element.

9. The smoking article according to any one of the previous claims wherein the rod of smokable material comprises a third segment disposed between the first and second tobacco segments.

10. The smoking article according to claim 9 wherein the third segment comprises a third tobacco blend with a third level of the endogenous smoke constituent, the third level being between the first and second levels.

11. A method for producing a multi-segmented tobacco rod of smokable material, the method comprises:
supplying a wrapper material~~,~~;
supplying at least a first and a second blend of smokable material, wherein the first blend comprises a first level of a endogenous smoke constituent, and the second blend comprises a second level of the endogenous smoke constituent, wherein the second blend comprises a lower amount of the endogenous smoke constituent than the first blend, wherein the first tobacco blend includes a higher level of a smoke constituent inhibitor such as ammonia or an amino acid than the second tobacco blend; ~~, and wherein at least 30% by weight of the lamina material in the first segment is air cured burley tobacco,~~
placing the first and second blends of smoking material in discrete segments in the wrapper material; ~~and~~
wrapping the wrapper material around the smokable material, forming a tobacco rod;
wrapping the wrapper material directly around the first and second blends of smoking material; and
supplying at least a first and a second inner wrapper material for wrapping the at least first and second blends respectively.

~~12. The method according to claim 11 further comprising wrapping the wrapper material directly around the first and second blends of smoking material.~~

~~13. The method according to claim 12, further comprising supplying at least a first and a second inner wrapper material for wrapping the at least first and second blends respectively.~~