

A method of generating aerosol from a consumable (130) is disclosed. The consumable comprises a corrugated surface (132) having troughs (134) extending along the consumable in an axial direction, the troughs being provided with aerosol generating material. The method comprising sequentially supplying heat to selected one or more troughs, such that at a given time, heat is directly applied to the selected one or more troughs by a heating element (120).