HOW WILL THE NEW TOBACCO PACKAGING EFFECT YOUR SHELVES?

CIGARETTES & RYO WILL BE IN PLAIN PACKS.

CIGARS & PIPE TOBACCO WILL NOT BE IN PLAIN PACKS.

Final regulations are to be confirmed before May 20th 2016. All claims are based on interpretation of the EU Directive.

For the information of tobacco traders only
THE LEGAL CHANGES AHEAD...

On the 20th May 2016, two pieces of legislation come into effect:

**PLAIN PACKAGING**
- Cigarette and RYO packaging:
  - Will not be branded beyond the product name
  - Will be a standard colour
  - Will have a minimum pack size
  - Can make no reference to ‘flavour’, ‘natural’ or ‘organic’ or ‘additive free’
  - Will have more and larger Health Warnings

**EU DIRECTIVE**
- Cigar, Cigarillo and Pipe Tobacco packaging:
  - Will still be branded beyond the product name
  - Will not be a standard colour
  - Will not have a minimum pack size
  - Can make no reference to ‘flavour’, ‘natural’ or ‘organic’ or ‘additive free’
  - Will have more and larger Health Warnings
  - Cigars can be wrapped and sold individually

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**WHAT SHOULD YOU DO?**

- **JAN 2016**
  - Start educating staff and planning your range.

- **MAY 20th 2016**
  - New packs will be introduced, but you can still sell old packaging

- **MAY 20th 2017**
  - Only new packaging is allowed to be sold to customers.

For more information ask your Scandinavian Tobacco Group representative or call 020 8731 3400

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