New EU Tobacco legislation, known as the Tobacco Products Directive, will come into force from May 2016. There will be a year’s sell through period, meaning that from May 2017 a range of tobacco products will be banned from sale.

In addition to the new EU rules, the UK government has passed plain packaging legislation, which means from May 2017, retailers will not be permitted to sell branded tobacco products.

TPD2 New legislation includes:

- Current information on tar, nicotine and carbon monoxide yields replaced with an information message covering 50% of the side of the pack
- Ban on characterising flavours (menthol ban delayed until 2020)
- Prescribing minimum pack sizes of 20 ready made cigarettes (RMC) and 30g roll your own (RYO)
- Standardising pack design (shape, size, materials and opening mechanisms)
- Allowing member states to introduce even more stringent measures, including Plain Packaging

<table>
<thead>
<tr>
<th>Banned from May 2017</th>
<th>Banned from May 2020</th>
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<tbody>
<tr>
<td>RMC packs less than 20 sticks</td>
<td>Menthol</td>
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<tr>
<td>RYO packs less than 30g</td>
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<tr>
<td>Slide packs</td>
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<td>Slim packs</td>
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<td>Year</td>
<td>Event</td>
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<td>--------------------------------------------</td>
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<tr>
<td>May 2016</td>
<td>Manufacturing Deadline</td>
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<td>May 2017</td>
<td>Sell Through Deadline</td>
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<td>May 2019</td>
<td>Track &amp; Trace Implementation</td>
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<td>May 2020</td>
<td>Menthol Ban</td>
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</tbody>
</table>
The Importance of Tobacco

FACT Tobacco shoppers spend on average an additional £9.00 when visiting a store¹

97% of existing adult smoker shoppers, in the traditional convenience channel, said tobacco was one of the reasons for visiting¹

Are you a tobacco ‘ARTIST’?

JTI has developed ARTIST, which stands for Availability, Range, Training, Innovation, Sales and Technology - a simple six step guide to maximising tobacco profits. Full details about ARTIST can be found on jtiadvance.co.uk

AVAILABILITY
100% availability 24/7 is key. Review stock levels each morning and prior to peak trading times as out-of-stocks lead to lost sales.

RANGE
Stocking a wide range of pack sizes, as well as price marked and non price marked packs, demonstrates to existing adult smokers they are getting the best possible choice and value.

For more information on tobacco retailing speak to your local JTI Representative or contact JTI’s Customer Careline on 0800 163 503

¹. JTI Shopper Missions Study Q4 2014.
Tobacco Products Directive Summary

New EU Tobacco legislation, known as the Tobacco Products Directive, will come into force from May 2016. There will be a year’s sell through period, meaning that from May 2017 a range of tobacco products will be banned from sale.

In addition to the new EU rules, the UK government has passed plain packaging legislation, which means from May 2017, retailers will not be permitted to sell branded tobacco products.

The next key date

From May 2017 the following packs will be banned from sale:

- Ready Made Cigarettes - Any pack with less than 20 sticks
- Roll Your Own - Any pack under 30g
- Slide and 'Slims' pack formats

Are you a tobacco ‘ARTIST’?

The key principles of tobacco category management are more important than ever before.

To help, JTI has developed ARTIST, which stands for Availability, Range, Training, Innovation, Sales and Technology - a simple six step guide to maximising tobacco profits.

Full details about ARTIST can be found on jtiadvance.co.uk, a unique trade website launched by JTI to support its trade partners, which provides downloadable training documents and a host of useful business tools.

JTI is here to help

New legislation is not uncommon in the tobacco industry. JTI’s national team of representatives is ready to help with any questions or concerns.

Remember

Tobacco shoppers spend on average an additional £9.00 when visiting a store.

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1. JTI Shopper Missions Study Q4 2014.