

# Swedish Match launches tobacco flavor nicotine pouch

Swedish Match has taken the next step on its journey towards a world without cigarettes with the launch of a brand new product for travel retail: ZYN Tobacco Gold, a tobacco-flavored nicotine pouch – without the use of tobacco.

Tobacco Gold is designed for nicotine users who do not wish to consume tobacco but still enjoy the taste and is available in medium (3mg) and strong (6mg) strengths.

The product was developed for consumers who may not have previously considered nicotine pouches, due to preferring a tobacco taste over the current selection of flavors available in the market.

The nicotine pouches have a sweet tobacco flavor – reminiscent of dried fruit, wood and caramel – and addresses the demands of consumers, as tobacco has become the most desired flavor in the category, according to Swedish Match.

“As a decline in cigarette use continues and previous cigarette smokers look for alternatives, Tobacco Gold is a reduced-risk solution for cigarette smokers who not only want to prevent the consumption of tobacco, but also enjoy a nicotine kick in smoke-free environments,” says the company. “This is particularly important in the travel environment, where finding an opportunity to smoke can be a challenge.”

Johannes Varhelyi, Swedish Match Sales Manager, Travel Retail & International, adds, “This new release is an exciting and innovative addition to our portfolio. ZYN has been incredibly well received since its launch in travel retail and we are very pleased to be expanding its offer with Tobacco Gold. We are the only major brand to supply tobacco flavor nicotine pouches in the market and we recognize the importance of this flavor for users.”

ZYN nicotine pouches are designed to be enjoyed anywhere, don’t require charging and don’t use cables or batteries. They are inspired by the 200-year-old Swedish snus tradition.