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- Convenience stores focus on other tobacco products (smokeless, little cigars, cigarillos, loose tobacco, etc.) to make-up for lagging cigarette sales
- Ruyan America plans to release e-cigarettes and e-cigars to stores sometime soon

In the Last Issue:

- RJ Reynolds will release line of dissolvable nicotine products in 2009
- Minneapolis featured on Camel No. 9 website
- Please contact Katie Engman with questions or comments: 651-646-3005 or tobacoke@yahoo.com

Convenience Stores See Other Tobacco Products as New Opportunity

Decreasing cigarette sales, restrictions on cigarette marketing, smoke-free laws, cigarette taxes, and the increasing sentiment that smoking is socially unacceptable have made the sale of other tobacco products (OTP) such as smokeless, loose tobacco, small cigars, cigarillos, etc. an attractive option for convenience store owners.

According to the convenience store trade publication *Convenience Store/ Petroleum*, stagnant sales of cigarettes have driven convenience store owners to OTP. Specifically, convenience store owners have found that an increased in-store focus on OTP helps offset some of the losses associated with decreasing cigarette sales.

In a recent paper published in *Convenience Store/ Petroleum*, David Dean, vice president of sales and marketing for Star

Scientific expressed that, in order to survive, convenience stores must retain tobacco customers, even those who want to quit smoking. Retaining these customers will likely be accomplished by offering a variety of nicotine products/ OTP. In the words of Dean: "What I said to the [convenience store] owner was that if he has a customer who's looking to reduce or quit smoking, there's an array of smokeless tobacco alternatives he can offer to help people transition from smoking without losing them as customers."

Some tobacco retailers are attempting to boost sales by putting special emphasis on small cigars and "roll-your-own" cigarettes. Such products are not impacted by tax increases or restrictions resulting from tobacco settlements. In order to boost this

type of sales, some stores are even teaching people how to roll their own cigarettes in store.

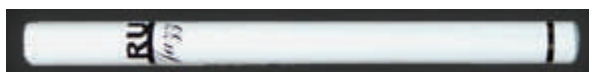
By focusing on OTP, convenience stores are finding a way to circumvent the policies



King Mountain Loose Tobacco

(taxes, smoke-free laws, etc.) that have driven down cigarette sales. Further tobacco control advocacy control efforts need to consider the rapidly growing OTP market— OTP are now the fourth largest category of convenience store sales, with \$5 billion in sales for FY 07-08. ♦

Source: *Convenience Store/ Petroleum*, Oct. 2008



Disposable Jazz e-cigarette



E-cigar



E-cigarette with stylish holder

Ruyan America's E-Cigarette in Stores Soon

Ruyan America, makers of the original "e-cigarette" and "e-cigar," are planning to release their electronic nicotine delivery devices to stores sometime in the near future. Currently, these products are only available online.

These products rely on a nicotine vaporizer that delivers puffs of nicotine vapor to users without producing secondhand smoke.

These e-products range in price

from \$20 to \$30 for the starter kits which include 20, 16 milligram nicotine cartridges— or the equivalent of three cartons of cigarettes. Replacement nicotine cartridges are roughly \$5 each and are equal to 1-2 packs of cigarettes.

The Jazz e-cigarette (the top image on the left) is the disposable version. The Jazz costs around \$25 and is equal to 4-5 packs of cigarettes. ♦

Aguilar Productions Adopts Tobacco-Free Funding Policy



Michelle Amparan, freshman at St. Kate's and founding member of the Jóvenes de Salud at Harding High School in St. Paul, presented Richard Aguilar, of Aguilar Productions, with an award for adopting a tobacco-free funding policy at the 2008 La Familia Expo.

The Jóvenes de Salud are currently working on reaching out to other Latino organizations to encourage the adoption of such policies. Look for more updates here in the months to come.

Thanks to the Jóvenes for all their hard work and to Aguilar Productions for taking a stand against tobacco money! ♦

A Growing Number of GLBT Organizations Reject Tobacco Money

The Ramsey Tobacco Coalition gave five GLBT organizations awards for adopting a written policy stating that they will not accept financial support or donations from tobacco companies or their subsidiaries. The GLBT groups given awards were Rare Productions, PFLAG, Prepone Consulting LLC, Quorum, and Rainbow Health Initiative.

Each one of these organizations promotes health and well-being in the GLBT community in their own way. Rare Production's mission is to promote LGBTQ artists of color. PFLAG provides support, education, and advocacy to GLBT persons and their family and friends. Prepone Consulting, LLC has decades of experience and a vast array of specialties designed to promote diversity. Quorum is a chamber of commerce that serves GLBTA businesses, organizations, individuals and consumers. Rainbow Health Initiative is a non-profit corporation that uses education, clinical practice, research, and advocacy to improve the health and well-being of GLBT people in Minnesota.

Too often, the GLBT community

is highlighted for engaging in unhealthy behaviors. The tobacco companies take advantage of this GLBT stereotype by using charitable contributions to create an appearance of corporate responsibility and sincere concern for the health and safety of the GLBT community. Unfortunately, the only outcome of such contributions is free advertising for the tobacco industry that is designed to increase tobacco use and silence any opposition to their deadly products.

As a growing number of GLBT organizations say "no" to funding from big tobacco, the tobacco industry's influence on the GLBT communities will begin to decrease. "As a business owner, having a written tobacco-free funding policy is simply a good business decision. A written policy is part of our overall wellness program that is designed to support the health of those we serve and it protects our bottom line." Stated Sam McClure, Executive Director of Quorum, the Twin Cities GLBT and Allied Chamber of Commerce. ♦



From left to right: Sam McClure from Quorum, Roxanne Anderson and Rochelle James from RARE Productions, Liz Barrett from PFLAG, Loretta Worthington from Rainbow Health Initiative and Bernadette Chlebeck from Ramsey Tobacco Coalition