

Why is RYO/MYO growing?

- ❑ Consumers save up to 50% versus factory made.
- ❑ Customize cigarettes to consumers individual tastes.
- ❑ Provides smoother, fresher smoke.
- ❑ Taxes continue to increase faster on factory made cigarettes than on RYO/MYO



Product Mix

- MYO/RYO Tobacco Brands

- Smoker Friendly
- TOP
- Zig Zag
- American Spirit
- McClintock
- Bali Shag
- Gambler
- Bugler
- Drum
- Midnight Special
- Stokkebye Premium
- Stoker #2
- Old Hillside
- MacBaren
- Wild Fire
- Zen
- Samson
- Rave
- Jester
- Farmer's Gold
- Kite
- Roll Rich

Ask your local distributor for trends and style recommendations appropriate for your market.

Product Mix

- MYO/RYO Accessory Brands (Papers, Tubes, Rollers, Injectors, Rolling machines)

- Smoker Friendly
- Zig Zag
- Top
- JOB
- Premier
- Bugler
- Rizla
- Gambler
- McClintock
- Wildfire
- Joker
- Golden Wrap
- Elements
- OCB
- E-Z Wider
- El Rey
- Silver Tip
- RAYO

Ask your local distributor for trends and style recommendations appropriate for your market.

Marketing RYO/MYO to the Consumer

‘SOME ASSEMBLY REQUIRED’

□ 6oz. Cans/bags = 1 carton of cigarettes

Example:

6 oz. bag @ \$7.99* retail

1 carton cigarettes @ \$34.99* retail

Savings of \$27.00



*Colorado pricing

Tax: \$8.40 /carton

40% OTP

Smoker Friendly Stores -

RYO Tobacco as % of Total Cigarette Volume

Converting RYO/MYO units to cartons

1 pouch = 1 pack (20 cigarettes)

1 6oz. can/bag = 1 carton (200 cigarettes)

1 16 oz. can/bag = 2 1/2 cartons (500 cigarettes)