

1 October 28, 2022

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4 Gerard J. Roerty, Jr.
5 Vice President, General Counsel & Secretary
6 Swedish Match USA, Inc.
7 Two James Center
8 1021 East Cary Street, Suite 1600
9 Richmond, VA 23219
10 Phone: (b) (6)
11 Email: (b) (6)

12

13 Submitted via CTP Portal
14 **SUBMISSION TRACKING NUMBERS (STNs): PM0000011/MR0000022, PM0000014/MR0000025 and**
15 **PM0000016/MR0000028-PM0000017/MR0000029**

16

17 Food and Drug Administration
18 Center for Tobacco Products
19 Document Control Center
20 Building 71, Room G335
21 10903 New Hampshire Avenue
22 Silver Spring, MD 20993-0002

23

24 **Subject: MP4 (Video) files for General Snus Brand Consumer Communications – Annual Report**
25 **Submission**

26

27 Dear Sir or Madam:

28 Please find our most recent General Snus Consumer Communications media .mp4 (video) files,
29 submitted as part of the Swedish Match USA, Inc. (“Swedish Match”, “our” or “us”) General Snus Annual
30 Report submission.

31 We submit the attached files as a separate transmission. This is due to the size of the media/video files
32 and previous difficulty with the inability of Adobe format to link the media files to the final submission.

33 In addition, please find the following website address and credentials to access the General Snus
34 website:

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43 Per FDA request, we are submitting the files through the CTP Portal, in acceptable format outlined on
44 the FDA *Electronic Submission File Formats and Specifications* document, dated January 2018.

45 Please do not hesitate to contact us if you have any questions or if there is anything further that we can
46 provide.

47 Sincerely yours, (b) (6)

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51 Gerard J. Koerty, (b) (6)
52 Vice President, General Counsel & Secretary

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55 Media File Guide Outline

56 **See Index Table on Next Page:**

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