

June 1, 2022

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FOOD AND DRUG ADMINISTRATION  
CENTER FOR TOBACCO PRODUCTS  
Document Control Center  
Building 71, Room G335  
10903 New Hampshire Avenue  
Silver Spring, MD 20993-0002

Submitted via CTP Portal

**SUBJECT: PERIODIC REPORT (Jan - June 2022) for Submission Tracking Numbers - MR0000022, MR0000025 and MR0000028-MR0000029**

Dear Sir or Madam:

Swedish Match USA, Inc. ("Swedish Match", "our" or "we") writes regarding our Periodic Report requirements under FDA's Modified Risk Granted Orders

Swedish Match acknowledges the obligation per Appendix C, Section III, Page 12 of the Granted Orders, the requirement that every 6 months (June and December of each year), a Periodic Report must be submitted to FDA, as required under section 911(i)(2) of the FD&C Act.

For recordkeeping purposes, Swedish Match provides the following information relative to MR0000022, MR0000025 and MR0000028-MR0000029.

**Please note that on March 15, 2022, we removed certain wording and a video file to which CTP objected. In the interest of providing a complete submission, we have provided notes indicating which files appeared during the past 6 month period and how/when they were removed.**

If further information is required, please contact us.

Sincerely yours,

(b) (6)

Gerard J. Roerty, Jr.

Vice President, General Counsel & Secretary

44

45

46 **Document Attachments:**

47 Attachment A. – Periodic Summary of Brand Consumer Communications

# FDA Registration Brand Consumer Communications

CATEGORY: SNUS

BRAND: GENERAL SNUS

January 1, 2022 – May 30, 2022



# GENERAL SNUS SOCIAL MEDIA



## Q1 '22 General Snus Facebook Cover Image & Profile Photos



\*\*\*  
Swedish Match.

## General Snus January '22 Facebook Posts

1-1-22



☆☆☆  
Swedish Match®

1-7-22



See FB media file:

🔔 1-07\_GEN\_January2022-Social\_WeFixedIt.mp4

# General Snus January '22 Facebook Posts

1/9/22



See FB media file:

📺 1-9\_GEN\_January\_IfYouHaveAGift\_Uselt.mp4

☆☆☆  
Swedish Match®

1/11/22



See FB media file:

📺 1-11\_General\_MRTP\_Explainer\_Final.mp4

1/14/22





# General Snus January '22 Facebook Posts

1/17/22



General Snus

2h · 🌐

Today, America celebrates a man who challenged our country to elevate all of its people—no matter their color, class or creed. Did you know, in 1964, Dr. Martin Luther King Jr. accepted the Nobel Peace Prize, an award endowed by **Swedish** inventor Alfred Nobel?



WARNING: Smokeless tobacco is addictive.

👍 Like

💬 Comment

➦ Share

1/18/22



General Snus

2h · 🌐

General Snus, yes. But coffee first. How do you take your morning coffee? Reply with a photo of your cup, mug or thermos!



WARNING: Smokeless tobacco is addictive.


👍 Like

💬 Comment

➦ Share

# General Snus January '22 Facebook Posts


1/20/22

 General Snus  
2h · 🔒

Fika is the Swedish custom of taking a daily break with friends and coworkers—over toasty drinks and tasty pastries—to talk and relax. Tag someone (21+) who's the perfect fika friend.

A DELUXE, HIGHLY SOCIAL COFFEE BREAK


**FIKA**  
/FEE-KA/



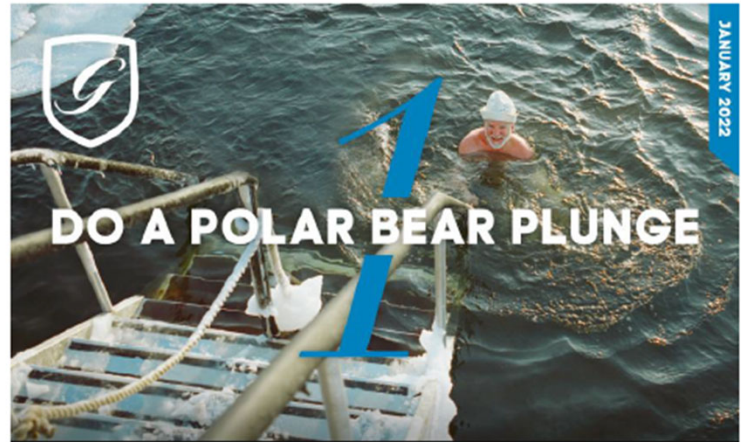
**WARNING: Smokeless tobacco is addictive.**

👍 Like    💬 Comment    ➦ Share

1/21/22

 General Snus  
2h · 🔒

It's the perfect time to think about ways to elevate the new year. So, General Snus has created a Bucket List Calendar to help. Check these great buckets! [\[Links to Elevated Stories\]](#).



**DO A POLAR BEAR PLUNGE**


**WARNING: Smokeless tobacco is addictive.**

👍 Like    💬 Comment    ➦ Share

\*\*\*  
Swedish Match®

# General Snus January '22 Facebook Posts

1/26/22




General Snus

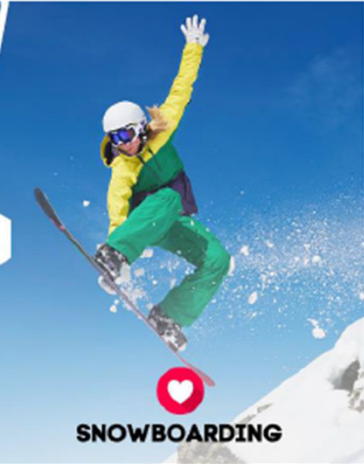
2h · 🌐


...

The king of the mountain is...




VS.







SKIING




SNOWBOARDING


WARNING: Smokeless tobacco is addictive.

 Like

 Comment

 Share

1/28/22




General Snus

2h · 🌐

...


Interesting fact—in Sweden, 13.6% of people use snus daily. 🤖 That's 1.4 million smart Swedes!





SWEDEN

General


WARNING: Smokeless tobacco is addictive.

 Like

 Comment

 Share

See FB media file:

 1-28\_GEN\_January2022-Social\_InterestingFact.mp4

\*\*\*  
Swedish Match®

8

Swedish Match Periodic Report (Jan-May 2022) Page 8 of 150



# General Snus February '22 Facebook Posts

2/2/22



General Snus  
2h · 🌐

...

Perfection isn't achieved by "finishing touches." It starts from the ground up — literally, in the case of General Snus. Everything from soil temperature to nutrient content to the position of each tobacco leaf is painstakingly monitored to ensure every plant enjoys optimum growing conditions.

The result? A tobacco experience that's superior on a cellular level.



☆☆☆  
Swedish Match®

2/4/22



General Snus  
2h · 🌐

...

Enjoy a cool touch of mint.



See FB media file:



2-4\_Gen\_Feb\_Elevate2022\_WithAFlavor.mp4

# General Snus February '22 Facebook Posts

2/8/22



The lengths we go to...



WARNING: Smokeless tobacco is addictive.

2/11/22



Goes with \*whatever\* situation you find yourself in during Valentine's weekend



WARNING: Smokeless tobacco is addictive.

Directions: Muddle cane sugar, lime juice and all but 2 of the raspberries in a shaker. Add rum. Add ice to above the level of the liquid. Shake. Strain into rocks glass over large ice cubes. Garnish with mint leaves, lime wedge and 2 raspberries.

\*\*\*  
Swedish Match®



# General Snus February '22 Facebook Posts

2/13/22

General Snus  
2h · 🌐

Who do you think is going to be the big winner tonight? Sound off in the comments.



WARNING: Smokeless tobacco is addictive.

See FB media file:

2-13\_GEN\_February2022-Social\_TheBigGame.mp4

☆☆☆  
Swedish Match®

2/15/22

General Snus  
2h · 🌐

Original: our full-flavor blend of 22 tobaccos

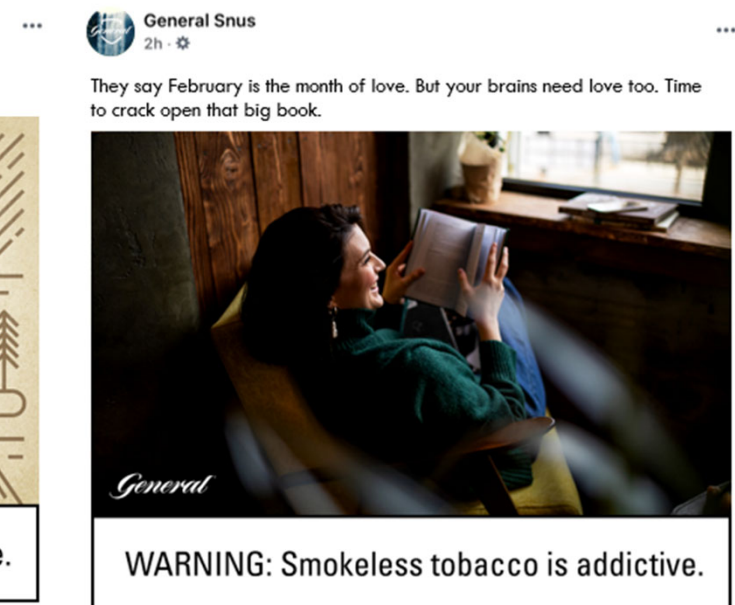


WARNING: Smokeless tobacco is addictive.

2/17/22

General Snus  
2h · 🌐

They say February is the month of love. But your brains need love too. Time to crack open that big book.



WARNING: Smokeless tobacco is addictive.

# General Snus February '22 Facebook Posts

2/18/22



General Snus  
2h · 🌐


...

You asked, and we heard you. Stay tuned here and on [GeneralSnus.com](#), we've got a big announcement coming in these next few weeks!



WARNING: Smokeless tobacco is addictive.


2/23/22



General Snus  
2h · 🌐

...

Do your own thing. See on Original.



WARNING: Smokeless tobacco is addictive.

👍 Like

💬 Comment

➦ Share

2/28/22



General Snus  
2h · 🌐


...

When it's bitterly cold outside, but everybody is still planning to hang out, you're going to need indoor options.



WARNING: Smokeless tobacco is addictive.

See FB media file:

 2-28\_GEN\_Feb\_Social\_TheGreatIndoors.mp4

☆☆☆  
Swedish Match®

## General Snus Facebook February cover photos



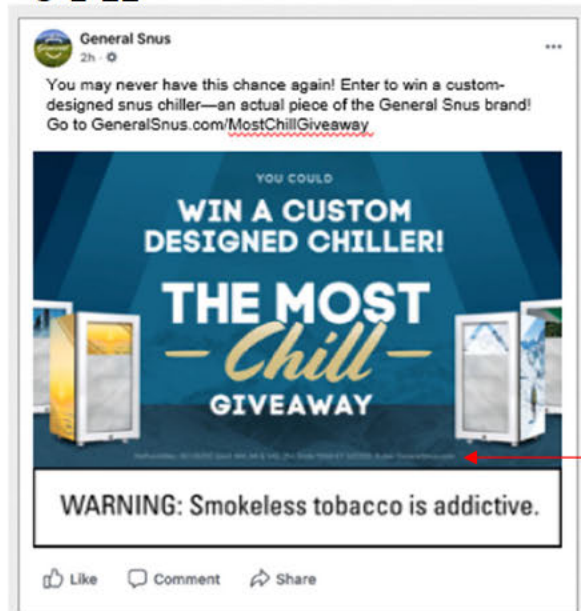
\*\*\*  
Swedish Match®

## General Snus Facebook March cover photos



## General Snus March '22 Facebook Posts

3-1-22



See FB media file:

🔔 3-1\_GEN\_TMCG\_Social\_Announcement.mp4

3-4-22



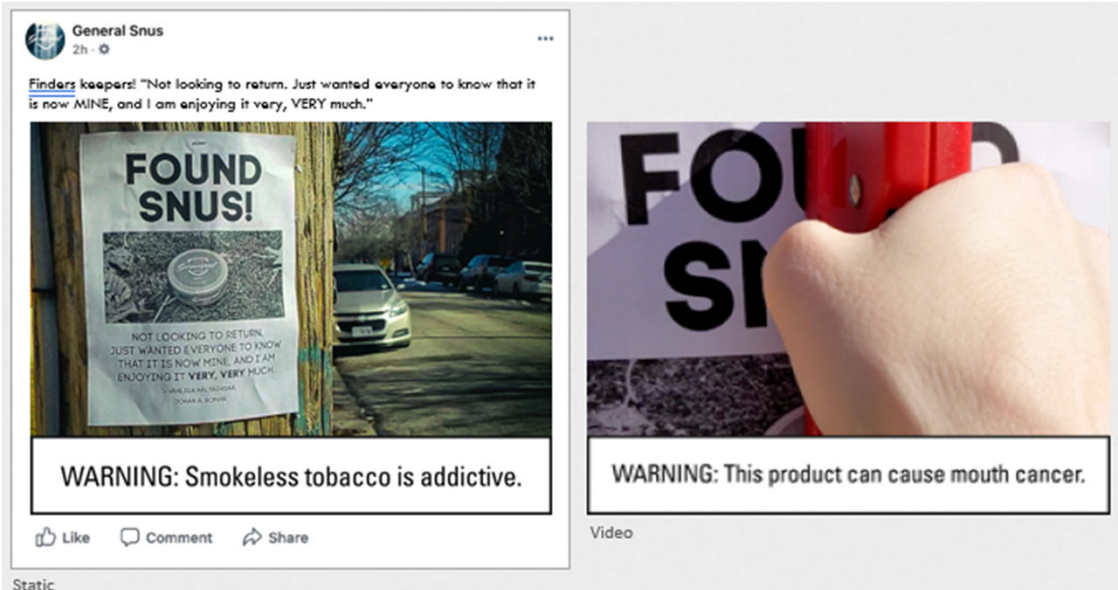
NoPurchase. \$0 US/DC (excl. MA, MI & VA). 21+. Ends 11AM ET 5/27/22. Rules: GeneralSnus.com

\*\*\*  
Swedish Match®



## General Snus March '22 Facebook Posts

3-9-22



*See FB media file:*

3-9-22 Found Snus FB.mp4

Swedish Match®

3-11-22



# General Snus March '22 Facebook Posts

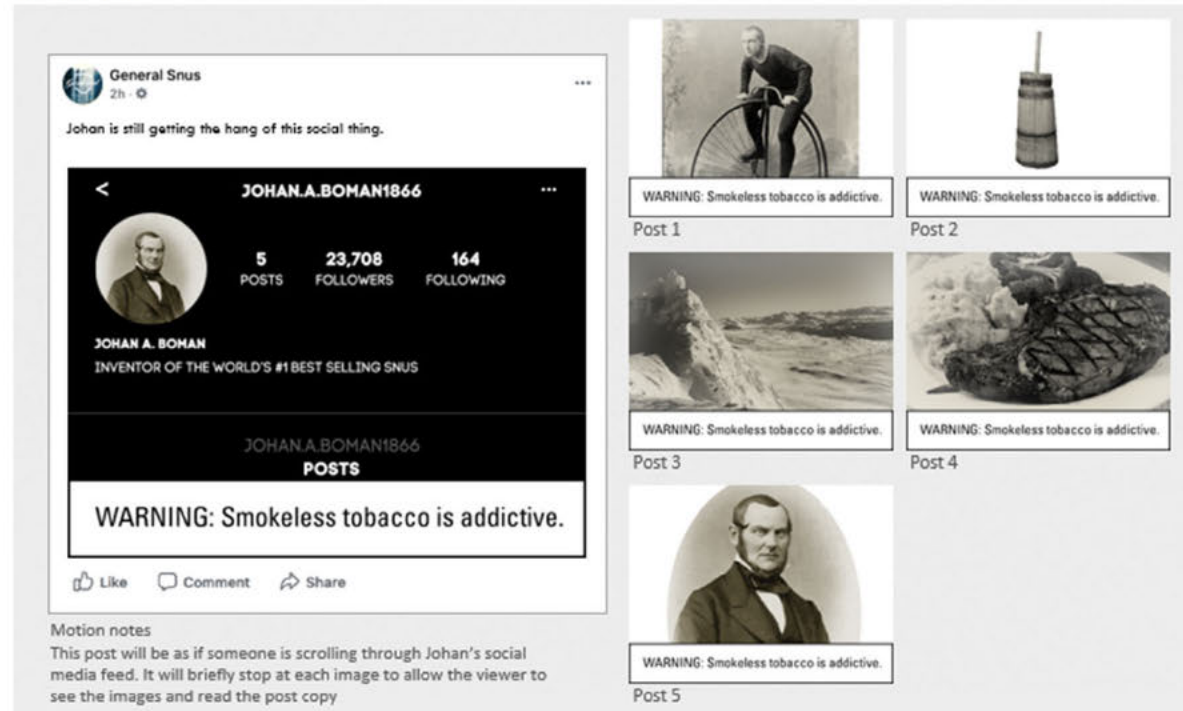
3-15-22



NoPurchNec. 50 US/DC (excl. MA, MI & VA), 21+. Ends 11AM ET 5/27/22. Rules: GeneralSnus.com

\*\*\*  
Swedish Match®

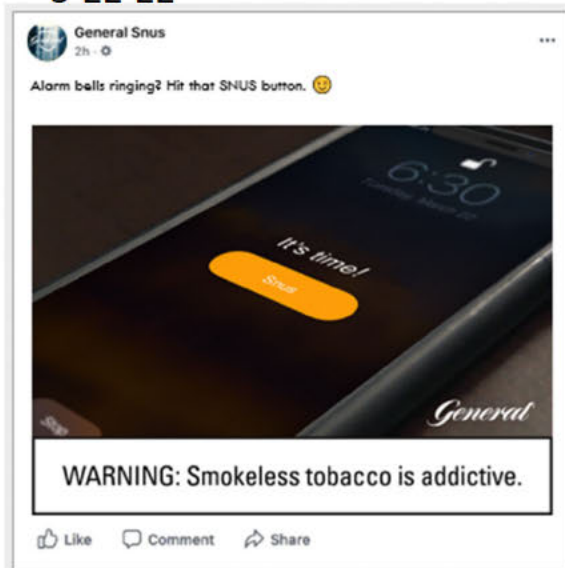
3-16-22



See FB media file:  
🔊 3-16-22 Johan's Feed FB.mp4

## General Snus March '22 Facebook Posts

3-22-22



3-29-22



NoPurchNec. 50 US/DC (excl. MA, MI & VA). 21+. Ends 11AM ET 5/27/22. Rules: GeneralSnus.com

See FB media file:


📹 3-29\_GEN\_TMCG\_Social\_WhereWouldYouPutIt.mp4

\*\*\*  
Swedish Match®



# General Snus April '22 Facebook Posts

4-1-22




General Snus

2h · 🌐

...

THIS JUST IN: On June 1, General Snus Original will be replaced by "Swedish Meatball." Pairs well with lingonberry preserves and boiled potatoes!



WARNING: This product can cause mouth cancer.

👍 Like

💬 Comment

➦ Share

4-6-22



General Snus

2h · 🌐

...

Yet another thing only the Original Swedish Snus can say.



AMERICA'S  
*FAVORITE* **SWEDE?**  
**OH YEAH.**

WARNING: This product can cause mouth cancer.

👍 Like

💬 Comment

➦ Share

\*\*\*  
Swedish Match®

## General Snus April '22 Facebook Posts

4-12-22



See FB media file: 📹 4-12-22 FB TMCG Reminder.mp4

NoPurchaseNec. 50 US/DC (excl. MA, MI & VA), 21+. Ends 11AM ET 5/27/22. Rules: GeneralSnus.com

\*\*\*  
Swedish Match®

4-13-22



See FB media file:

📹 4-13-22 FB PKWS.mp4

# General Snus April '22 Facebook Posts

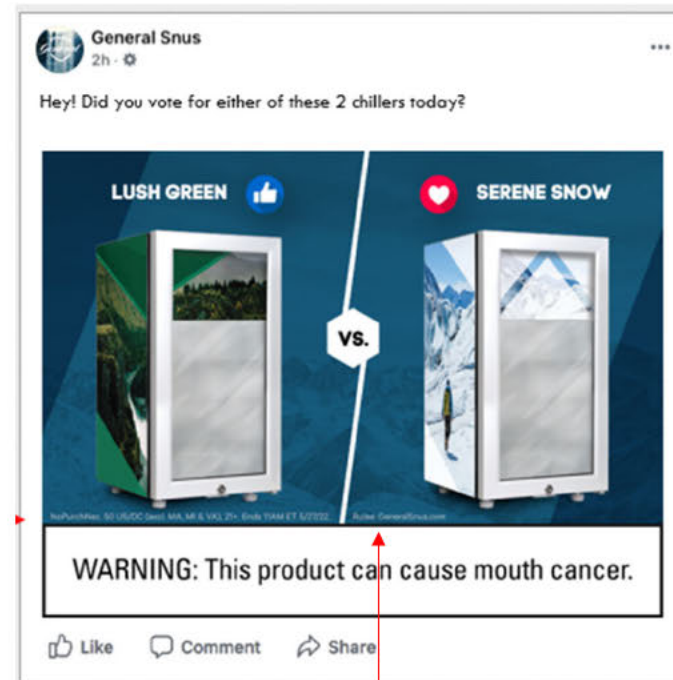
4-20-22



See FB media file:

🔊 4-20-22 Rules of Golf FB.mp4

4-26-22



NoPurchNec. 50 US/DC (excl. MA, MI & VA), 21+. Ends 11AM ET 5/27/22. Rules: GeneralSnus.com

\*\*\*  
Swedish Match®

## General Snus April '22 Facebook Posts

4-27-22



☆☆☆  
Swedish Match®



# General Snus May '22 Facebook Posts

5-4-22

General Snus  
2h · 🌐

Tag a friend (21+) who is \*already\* the most chill.  
Vote to enter today at [GeneralSnus.com/MostChillGiveaway](https://GeneralSnus.com/MostChillGiveaway)



**THE MOST Chill GIVEAWAY**

NoPurchNec. 50 US/DC (excl. MA, MI & VA), 21+, Ends 11AM ET 5/27/22. Rules: [GeneralSnus.com](https://GeneralSnus.com)

**WARNING: This product can cause mouth cancer.**

Like Comment Share

5-6-22

General Snus  
2h · 🌐

They say, "Necessity is the mother of invention." In 1862, Johan A. Boman decided that \*his\* necessity was an elevated tobacco experience. Four years later, he introduced the world to... [See More](#)



**WARNING: This product can cause mouth cancer.**

Like Comment Share

See FB media file:

🔔 05-06\_GEN\_22\_May\_Social\_MotherOfInvention.mp4

5-10-22

General Snus  
2h · 🌐

Johan's imagination has given the world some amazing things.



**WARNING: This product can cause mouth cancer.**

Like Comment Share

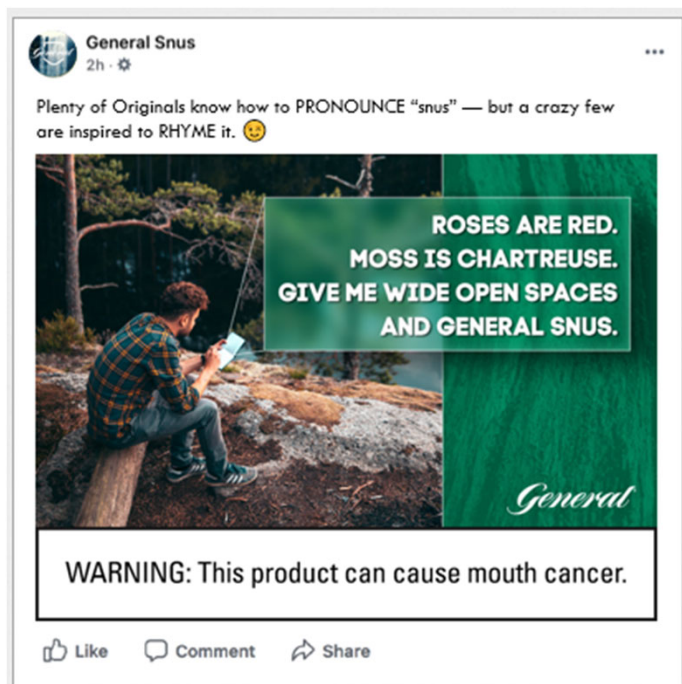
See FB media file:

🔔 05-10\_GEN\_22\_May\_Social\_JohanDayDream.mp4

\*\*\*  
Swedish Match®

# General Snus May '22 Facebook Posts

5-11-22



5-13-22



See FB media file:

📁 05-13\_Gen\_22\_May\_Social\_SnusStats.mp4

\*\*\*  
Swedish Match®

# General Snus May '22 Facebook Posts

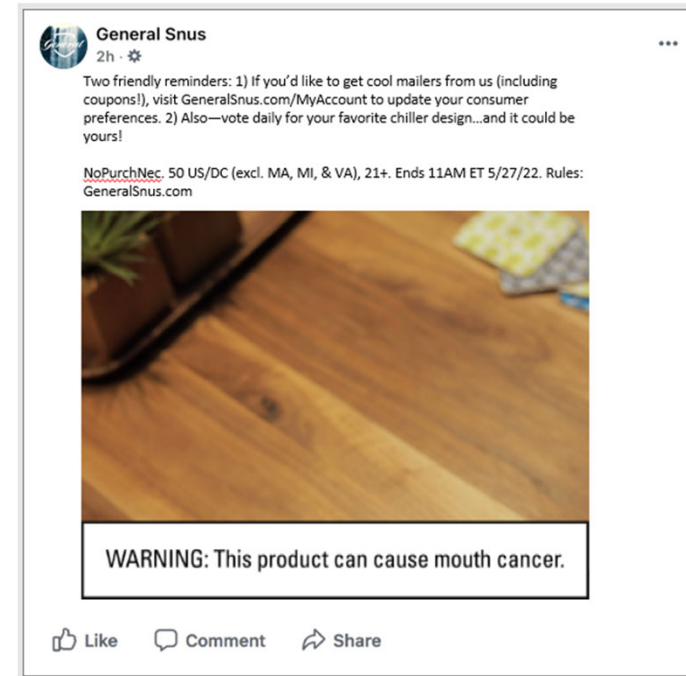
5-17-22



See FB media file:

🔊 05-17\_GEN\_22\_May\_Social\_Wintergreen.mp4

5-19-22



See FB media file:

🔊 Gen\_5-19-22\_DM Coupons FB.mp4

\*\*\*  
Swedish Match®




# General Snus May '22 Facebook Posts

5-20-22

General Snus  
2h · 🌐

May 27 is your last chance to vote in The Most Chill Giveaway...and to earn a chance to win an authentic piece of our brand story. Enter at [GeneralSnus.com/MostChillGiveaway](https://GeneralSnus.com/MostChillGiveaway)



**LAST CHANCE TO Chill**

THE MOST Chill GIVEAWAY

No Purchase Necessary. 50 US/DC (excl. MA, MI & VA), 21+. Ends 5/27/22. Rules: GeneralSnus.com

**WARNING: This product can cause mouth cancer.**

👍 Like    💬 Comment    ➦ Share

5-24-22

General Snus  
2h · 🌐

On a scale of 'E' to 'Freaking Now,' how ready are you for a summer road trip? Whether you're staying in Colorado or heading north, south, east or west—you're gonna need tunes. Watch this feed for our upcoming Summer Road Trip Playlist!



**WARNING: This product can cause mouth cancer.**

👍 Like    💬 Comment    ➦ Share

See FB media file:

📺 05-24\_GEN\_22\_May\_Social\_SummerRoadTripPrep.mp4

5-27-22

General Snus  
2h · 🌐

Perfect on its own, plays well with citrus.



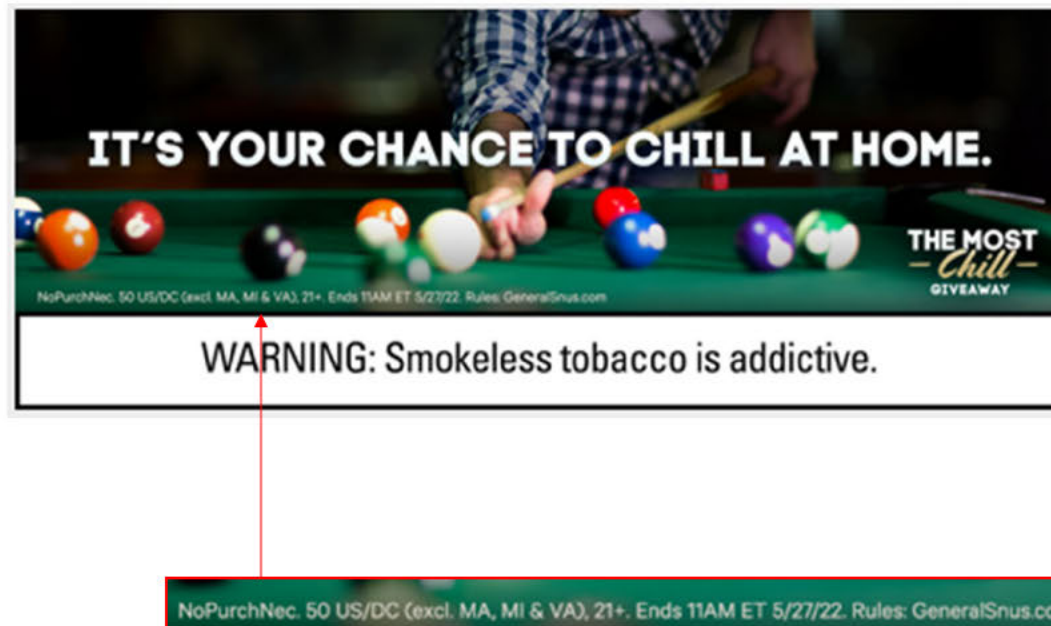
**WARNING: This product can cause mouth cancer.**

👍 Like    💬 Comment    ➦ Share

☆☆☆  
Swedish Match®



## General Snus Facebook April – May 27 cover photo



\*\*\*  
Swedish Match®

## General Snus Facebook May 28 – June cover photo



# Jan. '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



✓ 1-07\_GEN\_January2022-Social\_WeFixedIt.mp4

1-07\_GEN\_January2022-Social\_WeFixedIt.mp4  
00:00:25

(b)(4)



✓ 1-9\_GEN\_January\_IfYouHaveAGift\_UseIt.mp4

1-9\_GEN\_January\_IfYouHaveAGift\_UseIt.mp4  
00:00:15

(b)(4)



✓ 1-11\_General\_MRTP\_Explainer\_Final.mp4

1-11\_General\_MRTP\_Explainer\_Final.mp4  
00:00:21

(b)(4)

☆☆  
Swedish Match.

## Jan. '22 General Snus Facebook .mp4 File Guide con't

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton






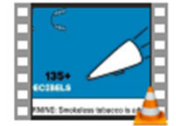





✓ 1-28\_GEN\_Janu  
ary2022-Social  
\_InterestingFac  
t.mp4

🚫 1-28\_GEN\_January2022-Social\_InterestingFact.mp4













00:00:10

(b)(4)

## Feb. '22 General Snus Facebook .mp4 File Guide

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Description</u>
  2-4_Gen_Feb_Elevate2022_WithAFlavor.mp4	 2-4_Gen_Feb_Elevate2022_WithAFlavor.mp4 00:00:10	(b)(4)
  2-13_GEN_February2022-Social_TheBigGame.mp4	 2-13_GEN_February2022-Social_TheBigGame.mp4 00:00:37	(b)(4)
  2-28_GEN_Feb_Social_TheGreatIndoors.mp4	 2-28_GEN_Feb_Social_TheGreatIndoors.mp4 00:00:30	(b)(4)

# March '22 General Snus Facebook .mp4 File Guide

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Description</u>
  3-1_GEN_TMC_G_Social_Announcement.mp4	 3-1_GEN_TMC_G_Social_Announcement.mp4 00:00:06	(b)(4)
  3-9-22 Found Snus FB.mp4	 3-9-22 Found Snus FB.mp4 00:00:11	(b)(4)
  3-16-22 Johan's Feed FB.mp4	 3-16-22 Johan's Feed FB.mp4 00:00:19	(b)(4)
  3-29_GEN_TMC_G_Social_WhereWouldYouPutIt.mp4	 3-29_GEN_TMC_G_Social_WhereWouldYouPutIt.mp4 00:00:17	(b)(4)

# April '22 General Snus Facebook .mp4 File Guide

## .mp4 Image

## .mp4 File Name and Length

## .mp4 Descripton



✓ 4-12-22 FB  
TMCB  
Reminder.mp4

4-12-22 FB TMCB Reminder.mp4

00:00:06

(b)(4)



✓ 4-13-22 FB  
PKWS.mp4

4-13-22 FB PKWS.mp4

00:00:05

(b)(4)



✓ 4-20-22 Rules  
of Golf FB.mp4

4-20-22 Rules of Golf FB.mp4

00:00:03

(b)(4)

☆☆☆  
Swedish Match®

# May '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



Gen\_5-6-22\_Mother's Day FB.mp4

00:00:07

(b)(4)

✓ Gen\_5-6-22\_Mother's Day FB.mp4



Gen\_5-10\_Johan's Daydream FB.mp4

00:00:09

(b)(4)

✓ Gen\_5-10\_Johan's Daydream FB.mp4



05-13\_Gen\_22\_May\_Social\_SnusStats.mp4

00:00:08

(b)(4)

✓ Gen\_5-13-22\_Homebrewing FB.mp4

\*\*\*  
Swedish Match.



## May '22 General Snus Facebook .mp4 File Guide con't

.mp4 Image

.mp4 File Name and Length

.mp4 Description



05-17\_GEN\_22\_May\_Social\_Wintergreen.mp4

00:00:09

(b)(4)

05-17\_GEN\_22\_May\_Social\_Wintergreen.mp4



Gen\_5-19-22\_DM Coupons FB.mp4

00:00:12

(b)(4)

Gen\_5-19-22\_DM Coupons FB.mp4



Gen\_5-24-22\_Summer Road Trip FB.mp4

00:00:04

(b)(4)

Gen\_5-24-22\_Summer Road Trip FB.mp4

\*\*\*  
Swedish Match®

# GENERAL SNUS EMAILS

# General Snus January EM1

See email media file:

🔔 GEN\_January-Email\_MRTP\_Focused\_Area.mp4

General Snus

GENERAL RECEIVED THE FIRST  
MODIFIED RISK TOBACCO  
PRODUCT ORDER

THE CHOICE IS CLEAR

SEE THE FULL VIDEO ▶

EXCLUSIVE COUPONS  
SAVE \$8 ON GENERAL  
CLAIM COUPONS NOW ▶

THE 1ST PRODUCT TO OBTAIN A  
MODIFIED RISK TOBACCO PRODUCT ORDER  
LEARN MORE ▶

Questions or want to report concerns about General Snus?  
Contact us at [info@swedishmatch.com](mailto:info@swedishmatch.com),  
or call (270) 685-6777.

WARNING:  
Smokeless tobacco  
is addictive.

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add [info@GeneralSnus.com](mailto:info@GeneralSnus.com) to your address book.

General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](http://BeTobaccoFree.gov) for more information.

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

©2022 Swedish Match North Europe AB  
This email was sent by: **Swedish Match**  
PO Box 986 Owensboro, KY 42302

[UNSUBSCRIBE](#)  
Offer code: 000009766

\*\*\*  
Swedish Match.



The image shows a vertical email layout for General Snus. At the top is a hero section with a green aurora background, the quote "SHINE YOUR OWN LIGHT. FOLLOW YOUR OWN PATH." by ANONYMOUS, and a "READ OUR STORY" button. Below this is a coupon section for "EXCLUSIVE COUPONS SAVE \$9 ON GENERAL" with a "CLAIM COUPONS NOW" button. Next is a "FIND GENERAL SNUS" section with a "STORE LOCATOR" button. This is followed by a contact section for questions or concerns. A large "WARNING: Smokeless tobacco is addictive." box is at the bottom. A red arrow points from the text in the right-hand block to the fine print area of the email layout.

## General Snus January EM2



If you are unable to see this message, [click to view in browser](#). For consistent delivery, add [info@GeneralSnus.com](mailto:info@GeneralSnus.com) to your address book.

General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](http://BeTobaccoFree.gov) for more information.


Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

©2022 Swedish Match North Europe AB  
This email was sent by: **Swedish Match**  
PO Box 986 Owensboro, KY 42302


[UNSUBSCRIBE](#)  
Offer code: 000009766

# General Snus February EM1

Chilling with the Olympics is a perfect snus occasion. But do you have enough snus on hand for all 17 days of games? Maybe it's time to stock up!




## INCREASE YOUR MEDAL COUNT



Chilling with the Olympics is a perfect snus occasion. But do you have enough snus on hand for all 17 days of games? Maybe it's time to stock up!

[FIND A STORE ►](#)




### THE 1<sup>ST</sup> PRODUCT TO OBTAIN A MODIFIED RISK TOBACCO PRODUCT ORDER

[LEARN MORE ►](#)

### EXCLUSIVE COUPONS

## SAVE \$9 ON GENERAL

[CLAIM COUPONS NOW ►](#)



### Questions or want to report concerns about General Snus?

Contact us at [info@swedishmatch.com](mailto:info@swedishmatch.com), or call (270) 685-8777.

If you are unable to see this message, click here to view. For consistent delivery, add [info@GeneralSnus.com](mailto:info@GeneralSnus.com) to your address book.

General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](http://BeTobaccoFree.gov) for more information.

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

©2022 Swedish Match North America AB  
This email was sent by: **Swedish Match**  
PO Box 906 Owensboro, KY 42302

[UNSUBSCRIBE](#)  
Offer code: 000009774

## WARNING:

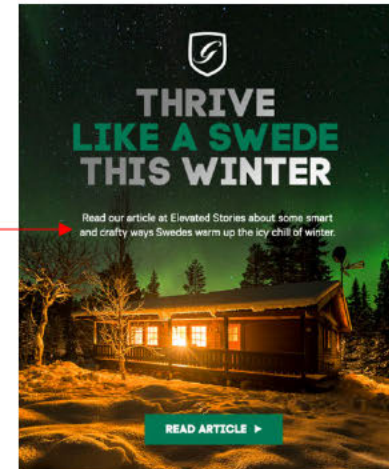
# Smokeless tobacco is addictive.

\*\*\*  
Swedish Match.



# General Snus February EM2

Read our article at Elevated Stories about some smart and crafty ways Swedes warm up the icy chill of winter.



## Questions or want to report concerns about General Snus?

Contact us at [info@swedishmatch.com](mailto:info@swedishmatch.com), or call (270) 685-8777.

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Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Roman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

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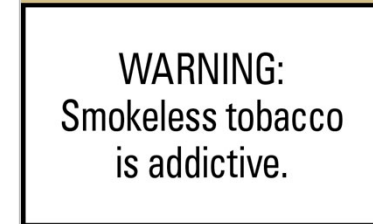
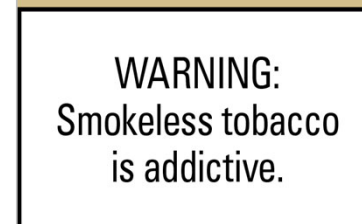
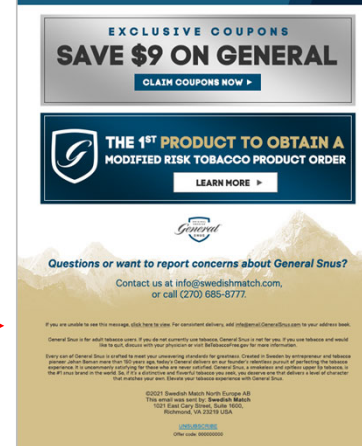
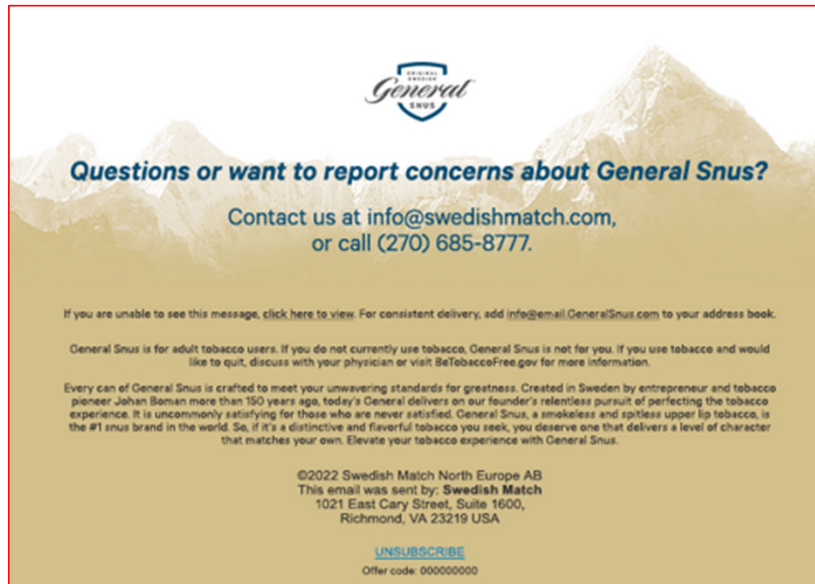
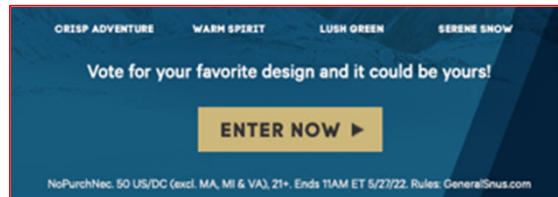
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# General Snus March EM1



# General Snus March EM2

The Swedes have a tradition of regular decluttering in order to live a stress-free life. On Elevated Stories, we'll help you jumpstart a plan of action.

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YOUR SPACE**  
SWEDISH STYLE



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**is addictive.**



# General Snus April EM1

1. Woodworking in the garage
2. Fly fishing for your next catch
3. Writing a new song
4. Schedule your 2v2 b-ball league
5. ...or anything, really.

See email media file:

 GEN\_22\_April-Email\_Downtime.mp4

**GENERAL**  
IS UP FOR ANY  
*DOWNTIME*

1. Woodworking in the garage
2. Fly fishing your favorite spot
3. Writing a new song
4. Schedule your 2v2 b-ball league
5. ...or anything, really.



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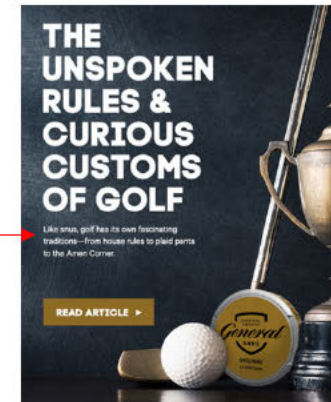


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# General Snus April EM 2

Like snus, golf has its own fascinating traditions—from house rules to plaid pants to the Amen Corner.



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# General Snus May EM 1

1. Clean the bike.
2. Check the cables.
3. Check the wheels.
4. Check the gears and brakes.
5. Inspect & lubricate the drivechain.
6. Tighten everything up.

**BICYCLE  
TUNE-UP  
CHECKLIST**

1. Clean the bike.
2. Check the cables.
3. Check the wheels.
4. Check the gears and brakes.
5. Inspect & lubricate the drivechain.
6. Tighten everything up.



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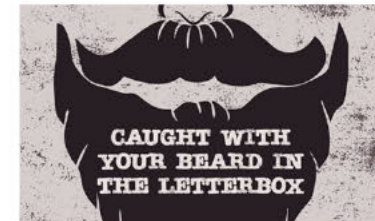
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## General Snus May EM 2

Swedes don't talk about "beating around the bush," but they will mention "walking like a cat on hot porridge." Learn why at Elevated Stories.

**5 FUNNY SWEDISH SAYINGS** Swedes don't talk about "beating around the bush," but they will mention "walking like a cat on hot porridge." Learn why at Elevated Stories.



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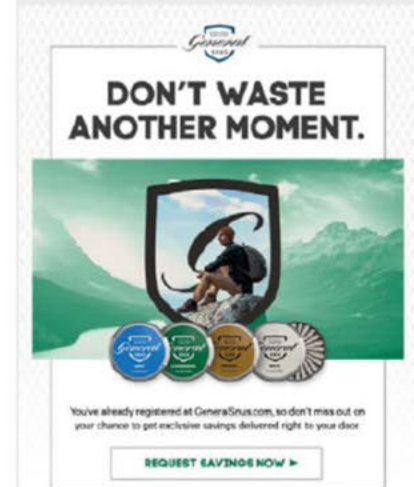
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Here's to everything you did, made, and accomplished in the past year. We're so glad we could be on this journey with you.

Removed MRTP teaser and replaced with "OUR PATH TO PERFECTION" teaser

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add [info@GeneralSnus.com](mailto:info@GeneralSnus.com) to your address book.

General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](http://BeTobaccoFree.gov) for more information.

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

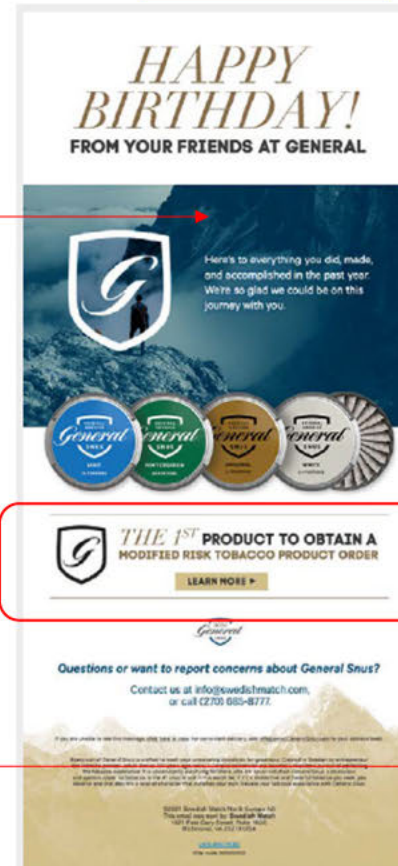
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Offer code: 000009822

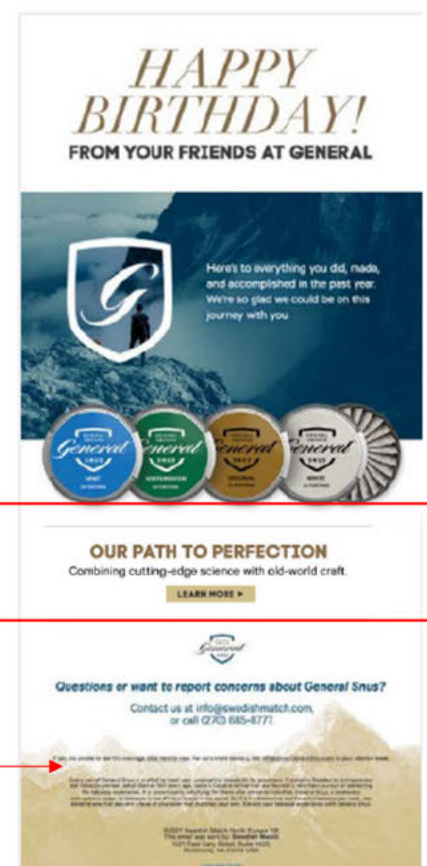
\*\*\*  
**Swedish Match**

live: **1/1/22 - 3/16/22**



**WARNING:**  
Smokeless tobacco  
is addictive.

live: **3/16/22 – current**



**WARNING:**  
Smokeless tobacco  
is addictive.

## ONGOING EMAIL: BIRTHDAY, OPTED-IN FOR DIRECT MAIL

Here's to everything you did, made, and accomplished in the past year.

To collect your special birthday savings, make sure you're signed up to receive our direct mail.

Removed MRTP teaser and replaced with "OUR PATH TO PERFECTION" teaser

### Questions or want to report concerns about General Snus?

Contact us at [info@swedishmatch.com](mailto:info@swedishmatch.com),  
or call (270) 685-8777.

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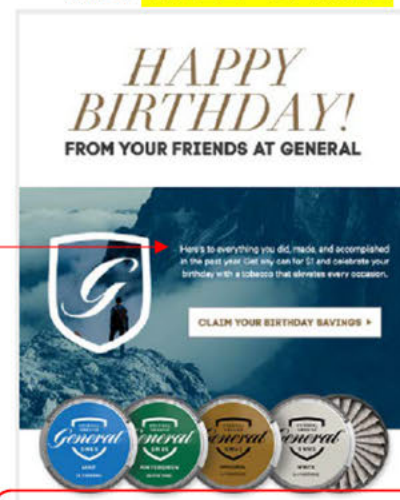
Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

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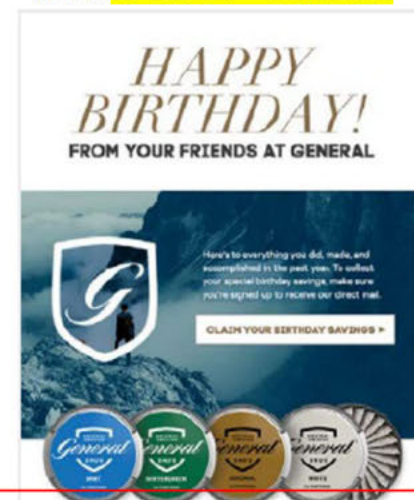
**THE 1ST** PRODUCT TO OBTAIN A  
MODIFIED RISK TOBACCO PRODUCT ORDER  
[LEARN MORE >](#)

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**OUR PATH TO PERFECTION**  
Combining cutting-edge science with old-world craft.  
[LEARN MORE >](#)

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is addictive.



## ONGOING EMAIL: NEW STORE NEAR YOU

Removed MRTP teaser and replaced with "OUR PATH TO PERFECTION" teaser

### Questions or want to report concerns about General Snus?

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live: 1/1/22 - 3/16/22



General Snus is now available at  
a new store near you.

CIGARETTE HUB  
4726 Finlay St  
Henrico, VA 23231  
804-236-2867

[MAP IT](#)



Questions or want to report concerns about General Snus?

Contact us at [info@swedishmatch.com](mailto:info@swedishmatch.com),  
or call (270) 685-8777.

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Offer code: 000006932

**WARNING: This  
product can cause  
mouth cancer.**

live: 3/16/22 – current



General Snus is now available at  
a new store near you.

STORE NAME  
Address Line 1  
Anytown, MO 12345  
(314) 555-5555

[MAP IT](#)



Questions or want to report concerns about General Snus?

Contact us at [info@swedishmatch.com](mailto:info@swedishmatch.com),  
or call (270) 685-8777.

If you are unable to view this message, [click to view in browser](#). For consistent delivery, add [info@GeneralSnus.com](mailto:info@GeneralSnus.com) to your address book.

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is addictive.**



# General Snus Freshness Survey Invitation EM March 2022



On behalf of General SNUS, M/A/R/C® Research invites you to participate in a survey about the SNUS products you purchase. The survey should take no longer than 15 minutes to complete.

Your opinions will help us understand your perceptions of SNUS products you purchase, as well as other tobacco/nicotine products on the market.

To qualify for our survey **you must be at least 21 years of age.**

Our survey is **limited to the first 150 qualified consumers**; therefore, we ask that you take the survey as soon as possible.

Be sure to keep this email until you have completed the survey. If for any reason you are disconnected or need to leave and return to the survey, you will need your personalized link below.

If you **qualify and complete the survey**, you will receive a **\$5.00 Amazon electronic gift card.**

[Begin Survey](#)

Thank you for your help with our research!

General Snus

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add [info@generalsnus.com](mailto:info@generalsnus.com) to your address book.

General Snus is not affiliated, endorsed, connected to or associated with Amazon.

General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](http://BeTobaccoFree.gov) for more information.

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Swedish Match.

# General Snus E-Mail .mp4 File Guide

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Descripton</u>
 GEN_January-Email_MRTP_Focused_Area.mp4	GEN_January-Email_MRTP_Focused_Area.mp4 00:00:01	(b)(4)
 GEN_22_April-Email_Downtime.mp4	GEN_22_April-Email_Downtime.mp4 00:00:10	(b)(4)

# GENERAL SNUS MEDIA

## General Snus Q1 Digital Ads: Display, Static 300 x 250

Continuation from 2021

**Discontinued March 2022**



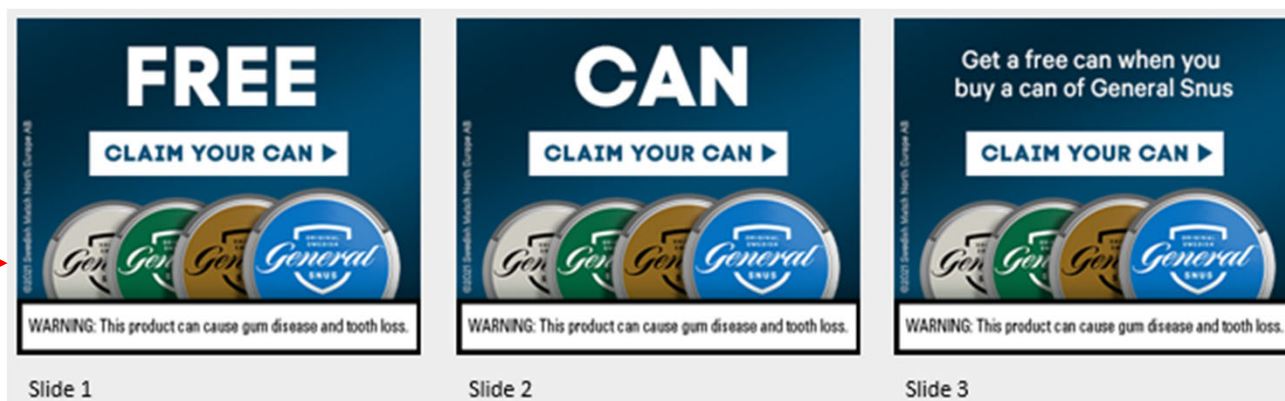
\*\*\*  
Swedish Match.

# General Snus Q1 Digital Ads: Display, Animated – Multi Frame 300 x 250


Continuation from 2021

**Discontinued March 2022**

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See Digital media file:

 swdm\_gen\_q421\_bogo\_animated\_300X250.mp4



# General Snus Q1 Digital Ads: Display, Static 300 x 600

Continuation from 2021

**Discontinued March 2022**

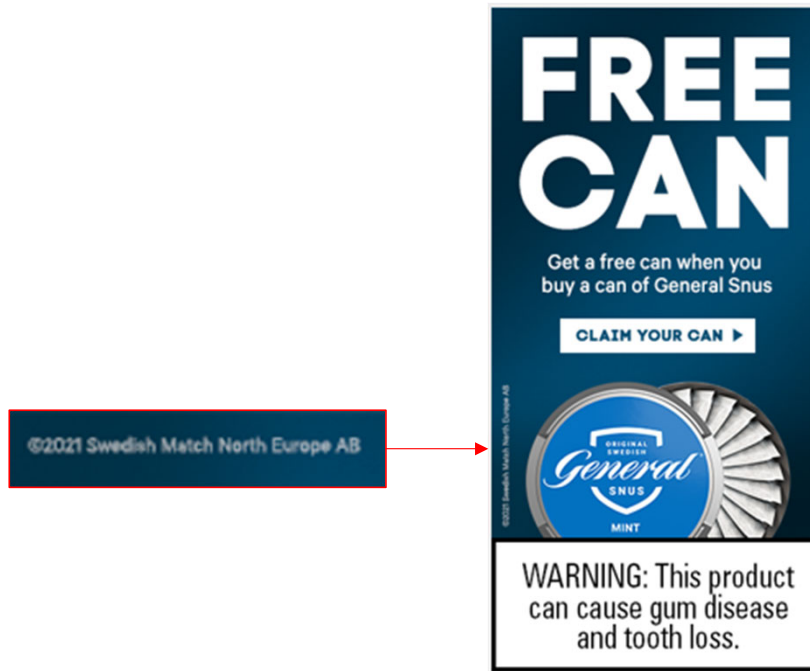


\*\*\*  
Swedish Match.


# General Snus Q1 Digital Ads: Display, Animated – Multi Frame 300 x 600

Continuation from 2021

**Discontinued March 2022**



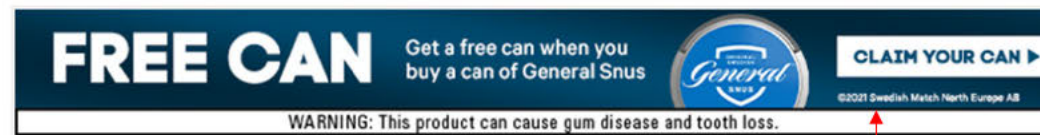
*See Digital media file:*

 swdm\_gen\_q421\_bogo\_animated\_300x600.mp4

## General Snus Q1 Digital Ads: Display, Static 728 x 90

Continuation from 2021

**Discontinued March 2022**



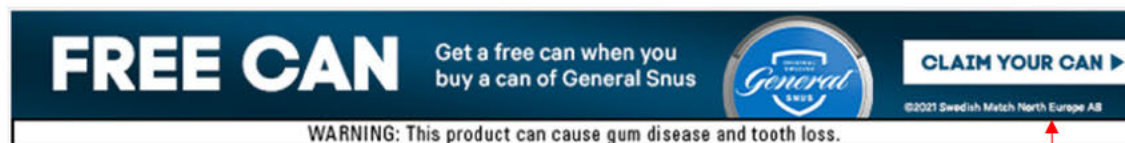
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# General Snus Q1 Digital Ads: Display, Animated – Multi Frame 728 x 90

Continuation from 2021

**Discontinued March 2022**



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*See Digital media file:*

🔊 swdm\_gen\_q421\_bogo\_animated\_728x90.mp4

\*\*\*  
Swedish Match.

# General Snus Q1 Digital Ads: Display, Animated – Static 160 x 600

Continuation from 2021

**Discontinued March 2022**



\*\*\*  
Swedish Match.



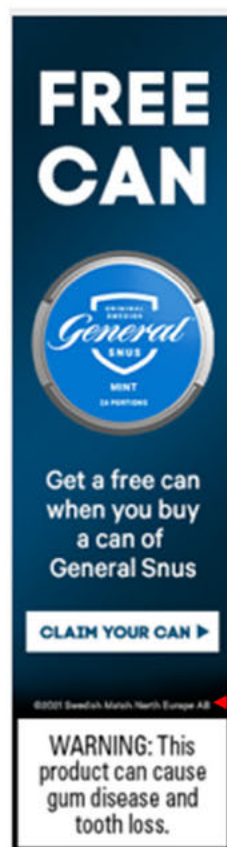
# General Snus Q1 Digital Ads: Display, Animated – Multi Frame 160 x 600

Continuation from 2021

**Discontinued March 2022**

*See Digital media file:*

🔗 swdm\_gen\_q421\_bogo\_animated160X600.mp4



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## General Snus Q1 Digital Ads: Display, Animated – Multi Frame 160 x 600

See Digital media file:

SWED\_GEN\_TMCG\_DISPLAY\_160X600\_Animation.mp4



7fb~ n\*



7fb~ n\*



7fb~ n\*

21+. Void in MA, MI, & VA.  
Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.  
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## General Snus Q1 Digital Ads: Display, Static 160 x 600



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## General Snus Q1 Digital Ads: Display, Animated – Multi Frame 300 x 250

See Digital media file:

SWED\_GEN\_TMCG\_DISPLAY\_300x250\_Animation.mp4



7fb~ n\*



7fb~ n\*



7fb~ n\*

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## General Snus Q1 Digital Ads: Display, Static 300 x 250



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General Snus Q1 Digital Ads:  
Display, Animated – Multi  
Frame 300 x 600

See Digital media file:

SWED\_GEN\_TMCG\_DISPLAY\_300x600\_Animation.mp4



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## General Snus Q1 Digital Ads: Display, Static 300 x 600



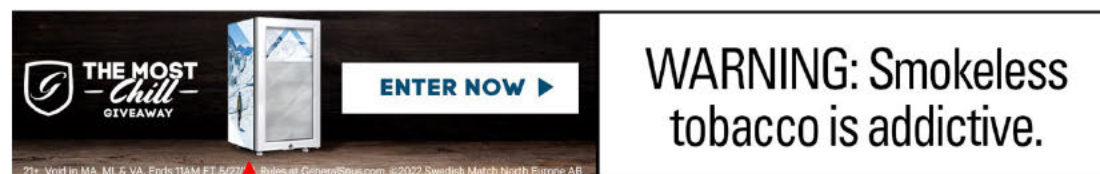
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21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.

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Swedish Match.

## General Snus Q1 Digital Ads: Display, Animated – Multi Frame 320 x 50

See Digital media file:

SWED\_GEN\_TMCG\_DISPLAY\_320x50\_Animation.mp4



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## General Snus Q1 Digital Ads: Display, Static 320 x 50



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## General Snus Q1 Digital Ads: Display, Animated – Multi Frame 728 x 90

See Digital media file:

SWED\_GEN\_TMCG\_DISPLAY\_728x90\_Animation.mp4



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## General Snus Q1 Digital Ads: Display, Static 728 x 90



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General Snus Q1 Digital Ads:  
Display, Animated Multi-Frame  
160 x 600

See Digital media file:

GEN\_Q3\_The-Choice-Is-Clear\_160X600-Animated.mp4

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Slide 1



Slide 2

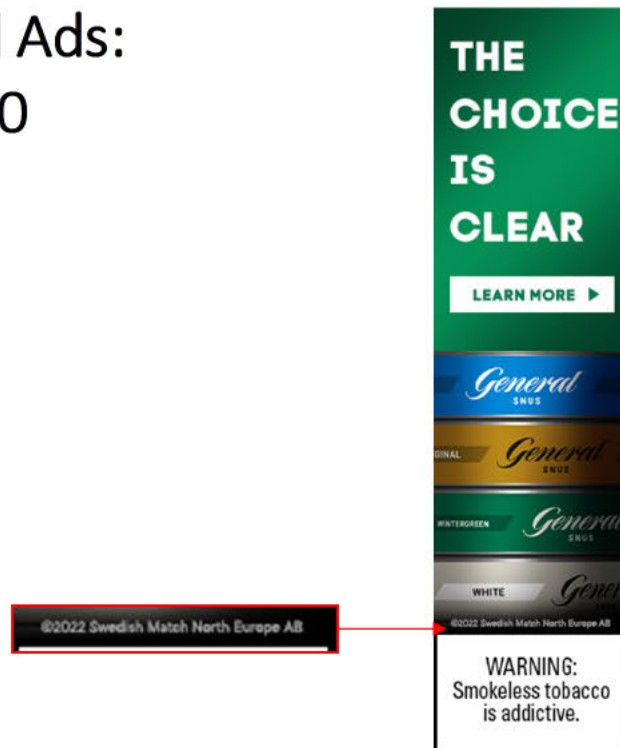


Slide 3



Slide 4

## General Snus Q1 Digital Ads: Display, Static 160 x 600





## General Snus Q1 Digital Ads: Display, Animated Multi-Frame 300 x 250



Slide 1



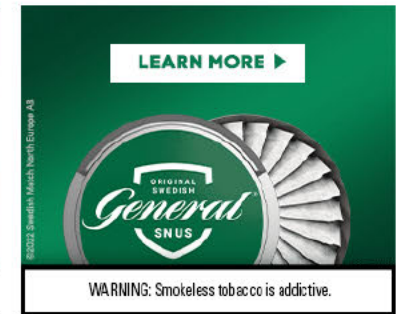
Slide 2



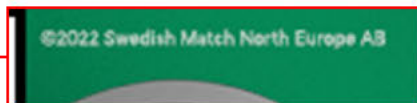
Slide 3




Slide 4



Slide 5

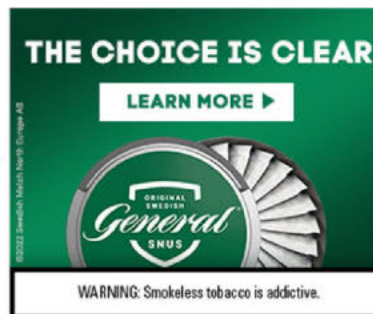
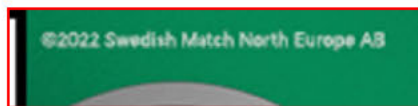


See Digital media file:

 GEN\_Q3\_The-Choice-Is-Clear\_300X250-Animated.mp4

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Swedish Match.

## General Snus Q1 Digital Ads: Display, Static 300 x 250



General Snus Q1 Digital Ads:  
Display, Animated – Multi  
Frame 300 x 600

See Digital media file:

GEN\_Q3\_The-Choice-Is-Clear\_300X600.mp4



THE

LEARN MORE ►

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ORIGINAL SWEDISH  
*General*  
SNUS  
WINTERGREEN

WARNING: Smokeless tobacco is addictive.

Frame 1

THE  
CHOICE

LEARN MORE ►

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ORIGINAL SWEDISH  
*General*  
SNUS  
WINTERGREEN

WARNING: Smokeless tobacco is addictive.

Frame 2

THE  
CHOICE  
IS

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ORIGINAL SWEDISH  
*General*  
SNUS  
WINTERGREEN

WARNING: Smokeless tobacco is addictive.

Frame 3

THE  
CHOICE  
IS  
CLEAR

LEARN MORE ►

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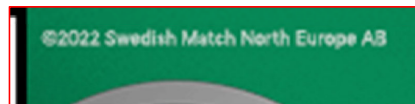
ORIGINAL SWEDISH  
*General*  
SNUS  
WINTERGREEN

WARNING: Smokeless tobacco is addictive.

Frame 4



## General Snus Q1 Digital Ads: Display, Static 300 x 600



# General Snus Digital Ads: Display, Animated Multi-Frame 728 x 90

Slide 1



Slide 2



Slide 3



Slide 4



See Digital media file:

GEN\_Q3\_The-Choice-Is-Clear-728x90\_Animated\_mp4

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Swedish Match.

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General Snus Digital Ads:  
Display, Static 728 x 90

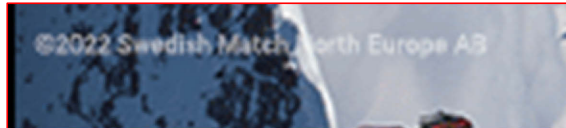


# General Snus Digital Ads: Display, Animated Multi-Frame 300 x 600

Ended 3-14-22

See Digital media file:

SWED\_GEN\_FirstEver\_DISPLAY\_300x600\_Animated.mp4



Frame1

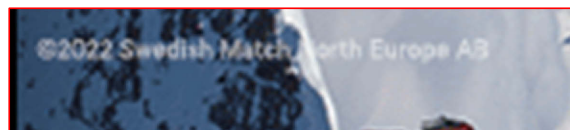


Frame2

\*\*\*  
Swedish Match.

## General Snus Digital Ads: Display, Static 300 x 600

Ended 3-14-22



\*\*\*  
Swedish Match.

# General Snus Digital Ads: Display, Animated Multi-Frame 160 x 600

Ended 3-14-22

See Digital media file:

SWED\_GEN\_FirstEver\_DISPLAY\_160X600\_Animated.mp4

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Slide 1



Slide 2

\*\*\*  
Swedish Match.

## General Snus Digital Ads: Display, Static 160 x 600

Ended 3-14-22

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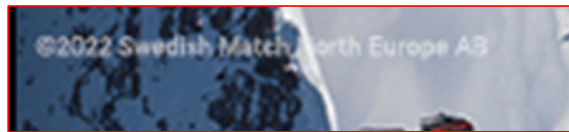


\*\*\*  
Swedish Match.



# General Snus Digital Ads: Display, Animated Multi-Frame 300 x 250

Ended 3-14-22



Slide 1




Slide 2



Slide 3

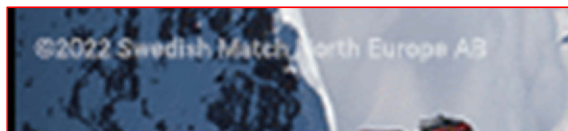
See Digital media file:

 SWED\_GEN\_FirstEver\_DISPLAY\_300X250\_Animated.mp4

\*\*\*  
Swedish Match.

## General Snus Digital Ads: Display, Static 320 x 250

Ended 3-14-22



\*\*\*  
Swedish Match.

# General Snus Digital Ads: Display, Animated Multi-Frame 728 x 90

Ended 3-14-22

See Digital media file:

SWED\_GEN\_FirstEver\_DISPLAY\_728x90\_Animated.mp4

Slide 1



Slide 2



Slide 3



Slide 4



\*\*\*  
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90

## General Snus Digital Ads: Display, Static 728 x 90

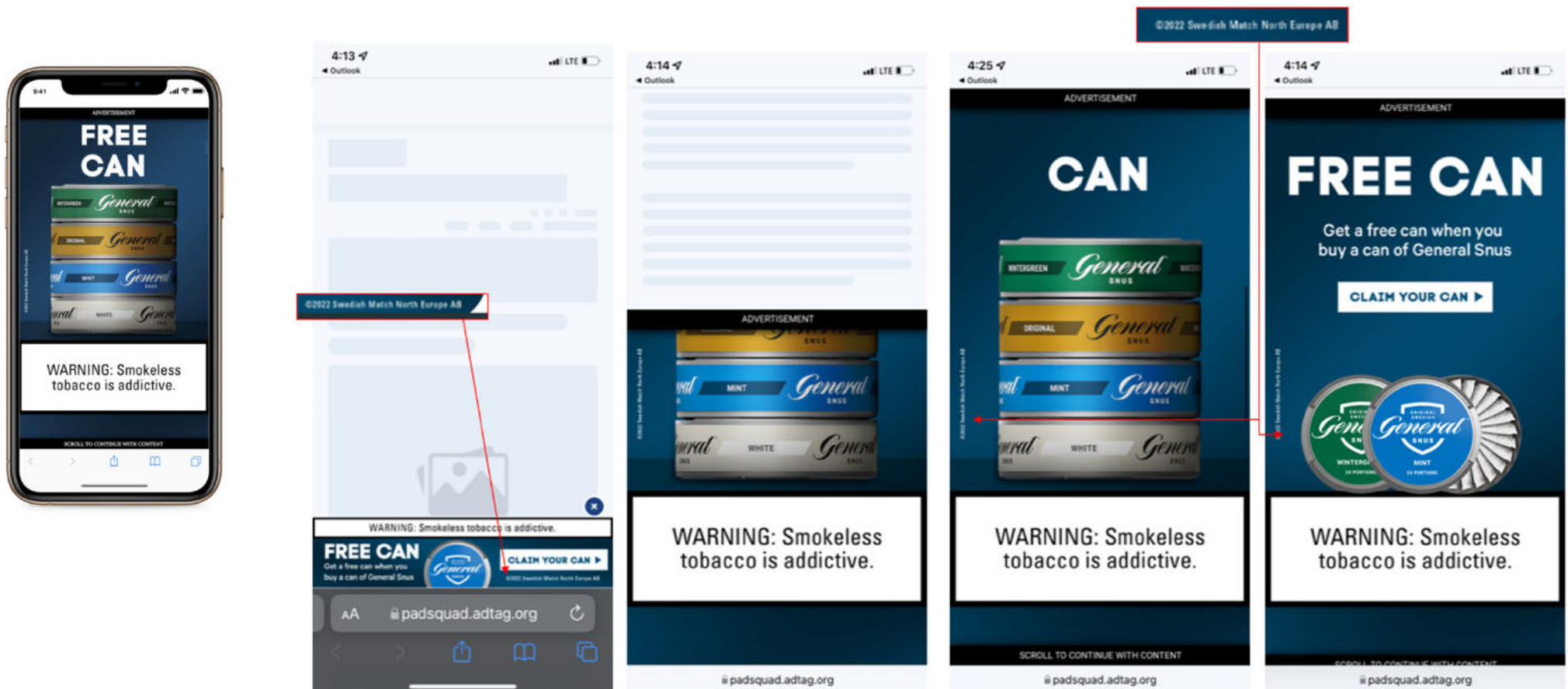
Ended 3-14-22



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# General Snus Digital Ads: High Impact



\*\*\*  
Swedish Match®

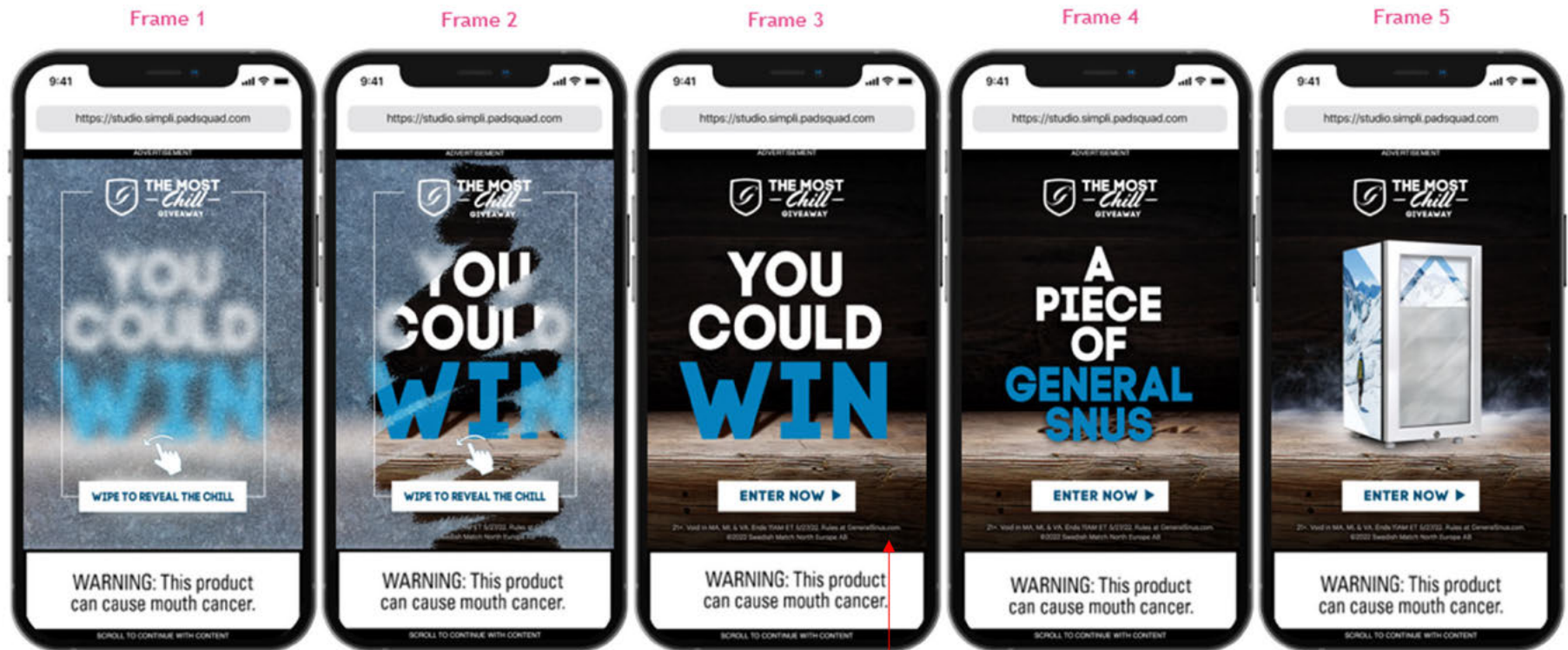
See Digital media file:

🔍 PadSquad\_GS2022\_BOGO\_mp4.mp4

92



## General Snus Digital Ads: High Impact, Wipe to Reveal



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See Digital media file:

🔍 TMC High Impact\_Image\_from\_iOS\_4\_AdobeCreativeCloudExpress.mp4

\*\*\*  
Swedish Match®

# General Snus Digital Media .mp4 File Guide con't

## .mp4 Image

## .mp4 File Name and Length

## .mp4 Description



swdm\_gen\_q421\_bogo\_animated\_300X250.mp4

00:00:05

(b)(4)  
(b)(4)



swdm\_gen\_q421\_bogo\_animated\_300x600.mp4

00:00:04

(b)(4)



swdm\_gen\_q421\_bogo\_animated\_728x90.mp4

00:00:04

(b)(4)













swdm\_gen\_q421\_bogo\_animated160X600.mp4

00:00:06

(b)(4)

Swedish Match®

# General Snus Digital Media .mp4 File Guide con't









<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Descripton</u>
 ✓ SWED_GEN_T MCG_DISPLAY_ 160X600_Anim ation.mp4	 SWED_GEN_TMCG_DISPLAY_160X600_Animation.mp4 00:00:06	
 ✓ SWED_GEN_T MCG_DISPLAY_ 300x250_Anim ation.mp4	 SWED_GEN_TMCG_DISPLAY_300x250_Animation.mp4 00:00:05	(b)(4)
 ✓ SWED_GEN_T MCG_DISPLAY_ 300x600_Anim ation.mp4	 SWED_GEN_TMCG_DISPLAY_300x600_Animation.mp4 00:00:08	
 ✓ SWED_GEN_T MCG_DISPLAY_ 320x50_Animat ion.mp4	 SWED_GEN_TMCG_DISPLAY_320x50_Animation.mp4 00:00:04	
 ✓ SWED_GEN_T MCG_DISPLAY_ 728x90_Animat ion.mp4	 SWED_GEN_TMCG_DISPLAY_728x90_Animation.mp4 00:00:08	

# General Snus Digital Media .mp4 File Guide con't

## .mp4 Image

## .mp4 File Name and Length

## .mp4 Description

 ✓ GEN_Q3_The-Choice-Is-Clear_160X600-Animated.mp4	 GEN_Q3_The-Choice-Is-Clear_160X600-Animated.mp4 00:00:02	(b)(4)
 ✓ GEN_Q3_The-Choice-Is-Clear_300X250-Animated.mp4	 GEN_Q3_The-Choice-Is-Clear_300X250-Animated.mp4 00:00:04	(b)(4)
 ✓ GEN_Q3_The-Choice-Is-Clear-728x90_Animated.mp4	 GEN_Q3_The-Choice-Is-Clear-728x90_Animated_.mp4 00:00:05	(b)(4)
 ✓ GEN_Q3_The-Choice-Is-Clear_300X600.mp4	 GEN_Q3_The-Choice-Is-Clear_300X600.mp4 00:00:02	(b)(4)

# General Snus Digital Media .mp4 File Guide con't

## .mp4 Image

## .mp4 File Name and Length

## .mp4 Description



✓ SWED\_GEN\_FirstEver\_DISPLAY\_300X250\_Animated.mp4

SWED\_GEN\_FirstEver\_DISPLAY\_300X250\_Animated.mp4

00:00:03

(b)(4)



✓ SWED\_GEN\_FirstEver\_DISPLAY\_728x90\_Animated.mp4

SWED\_GEN\_FirstEver\_DISPLAY\_728x90\_Animated.mp4

00:00:06

(b)(4)



✓ SWED\_GEN\_FirstEver\_DISPLAY\_160X600\_Animated.mp4

SWED\_GEN\_FirstEver\_DISPLAY\_160X600\_Animated.mp4

00:00:03

(b)(4)



✓ SWED\_GEN\_FirstEver\_DISPLAY\_300x600\_Animated.mp4

SWED\_GEN\_FirstEver\_DISPLAY\_300x600\_Animated.mp4

00:00:01

(b)(4)



## General Snus Digital Media .mp4 File Guide con't

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



✓ TMCg High Impact\_Image\_from\_iOS\_4\_AdobeCreativ...

 TMCg High Impact\_Image\_from\_iOS\_4\_AdobeCreativeCloudExpress.mp4

00:00:08

(b)(4)



✓ PadSquad\_GS2022\_BOGO\_mp4.mp4

 PadSquad\_GS2022\_BOGO\_mp4.mp4

00:00:17

(b)(4)

# GENERAL SNUS DIRECT MAIL

# General Snus Welcome Direct Mailer

Jan. – 3/14/22

To opt out of future promotional mailings and be removed from our mailing list, please contact the Consumer Call Center at (270) 685-8777.

**NOTE:** General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](http://BeTobaccoFree.gov) for more information.

©2022 Swedish Match North Europe AB

**QUESTIONS OR WANT TO REPORT CONCERNS ABOUT GENERAL SNUS?**

Contact us at: [info@swedishmatch.com](mailto:info@swedishmatch.com)  
(270) 685-8777 | [GeneralSnus.com](http://GeneralSnus.com)

October 2019: General Snus received the first Modified Risk Tobacco Product (MRTTP) order.

- Over 155 years of unequalled quality
- Simple, high-grade ingredients
- Smokeless and spitless
- Adheres to strict food-grade manufacturing process

**MANUFACTURER'S COUPON EXPIRES 03/31/23**

RETAILER: Subtract \$1.00 from your normal retail price including applicable sales tax. Write that amount (your price minus \$1) in the space provided.



RETAILER: Swedish Match LLC, will pay you the face value of this coupon plus \$.08 handling provided you accept the coupon from a consumer in exchange for specified package purchase. Retailer must submit on request invoices proving purchases of sufficient stock within normal redemption cycle to cover the coupons presented for redemption. This coupon is non-transferable. Void where prohibited, taxed or otherwise restricted. Cash redemption value 1/20 of \$.01. LIMIT ONE COUPON PER PURCHASE. ANY USE NOT CONSISTENT WITH THESE TERMS CONSTITUTES FRAUD. For coupon inquiries, call the Retailer Hotline: 1-800-285-7602. EXPIRATION DATE: 3/31/23. CONSUMER: By submitting this coupon, I hereby certify that I am 21 years of age or older as may be specified by state law, and am a current consumer of tobacco products. Distribution of product prohibited to persons under 21. THIS COUPON CANNOT BE COMBINED WITH ANY OTHER OFFERS OR COUPONS. Mail to: Inmar Brand Solutions Dept. 70195 Mfr Rcv Office 801 UNION PACIFIC BLVD STE 5 LAREDO TX 78045-9475



# General Snus Welcome Direct Mailer

Removed "FIRST EVER"  
Lower visibility for MRTP copy

3/14/22 - current

**FOR THOSE WHO KNOW**

**General Snus**

You've joined a select community that knows that the pinnacle of tobacco satisfaction can only be reached by combining precise Swedish craft with an impeccable technique over 150 years in the making.

**WE'RE GLAD YOU'RE HERE.**

**BENEFITS OF GENERAL SNUS**

- Over 150 years of unequalled quality
- Simple, high-grade ingredients
- Smokeless and spitless
- Adheres to strict food-grade manufacturing process
- Issued a Modified Risk Tobacco Product (MRTP) order by the FDA

**QUESTIONS OR WANT TO REPORT CONCERNS ABOUT GENERAL SNUS?**

Contact us at:  
info@swedishmatch.com  
(270) 685-8777  
GeneralSnus.com

**WARNING: Smokeless tobacco is addictive.**

**GET ANY CAN OF General Snus FOR \$1**

**General Snus**

**WARNING: Smokeless tobacco is addictive.**

**BENEFITS OF GENERAL SNUS**

- Over 150 years of unequalled quality
- Simple, high-grade ingredients
- Smokeless and spitless
- Adheres to strict food-grade manufacturing process
- Issued a Modified Risk Tobacco Product (MRTP) order by the FDA

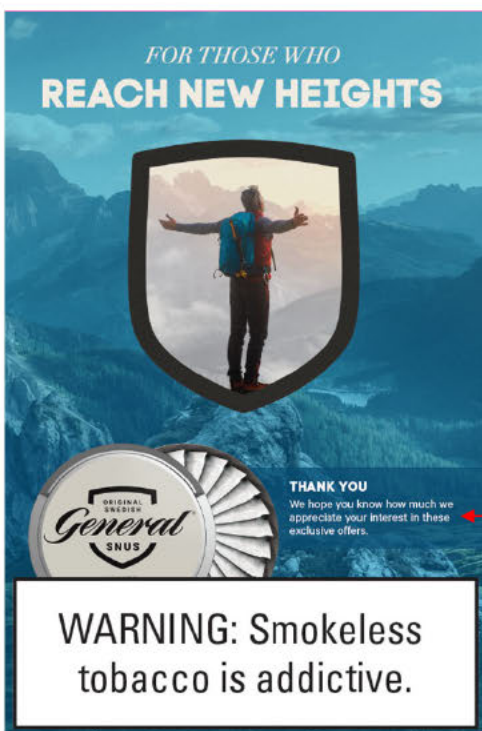
**QUESTIONS OR WANT TO REPORT CONCERNS ABOUT GENERAL SNUS?**

Contact us at:  
info@swedishmatch.com  
(270) 685-8777  
GeneralSnus.com

\*\*\*  
Swedish Match.



# General Snus Monthly Direct Mailer (requested via EM)



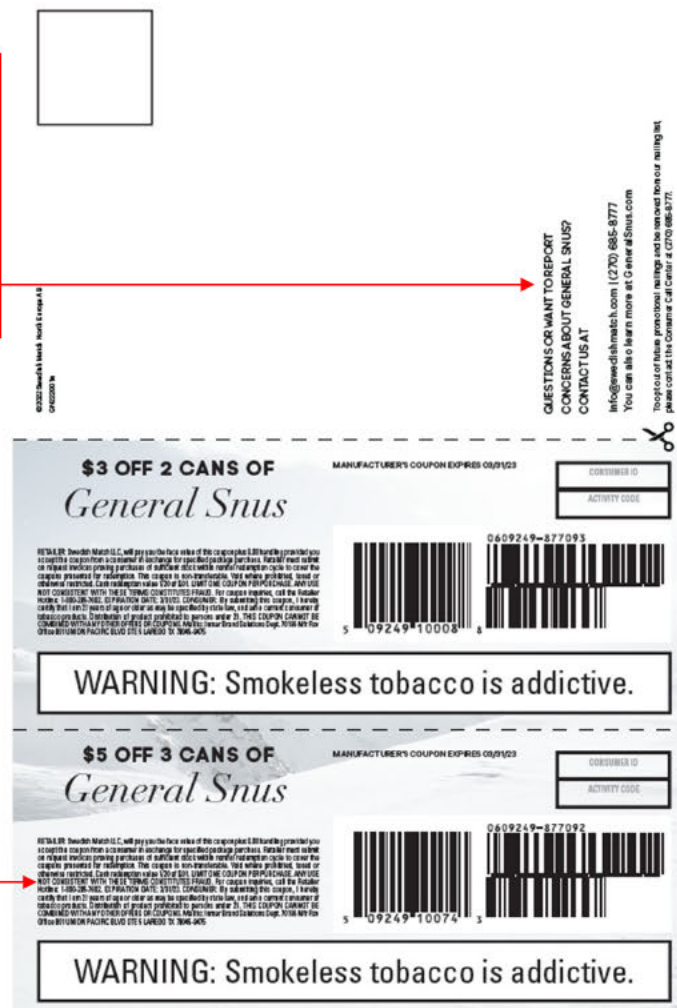
QUESTIONS OR WANT TO REPORT  
CONCERNS ABOUT GENERAL SNUS?  
CONTACT US AT

info@swedishmatch.com | (270) 685-8777  
You can also learn more at GeneralSnus.com

To opt out of future promotional mailings and be removed from our mailing list,  
please contact the Consumer Call Center at (270) 685-8777.

**THANK YOU**  
We hope you know how much we appreciate your interest in these exclusive offers.

RETAILER: Swedish Match LLC, will pay you the face value of this coupon plus \$.08 handling provided you accept the coupon from a consumer in exchange for specified package purchase. Retailer must submit on request invoices proving purchases of sufficient stock within normal redemption cycle to cover the coupons presented for redemption. This coupon is non-transferable. Void where prohibited, taxed or otherwise restricted. Cash redemption value 1/20 of \$.01. LIMIT ONE COUPON PER PURCHASE. ANY USE NOT CONSISTENT WITH THESE TERMS CONSTITUTES FRAUD. For coupon inquiries, call the Retailer Hotline: 1-800-285-7602. EXPIRATION DATE: 3/31/23. CONSUMER: By submitting this coupon, I hereby certify that I am 21 years of age or older as may be specified by state law, and am a current consumer of tobacco products. Distribution of product prohibited to persons under 21. THIS COUPON CANNOT BE COMBINED WITH ANY OTHER OFFERS OR COUPONS. Mail to: Inmar Brand Solutions Dept. 70195 Mfr Rcv Office 801 UNION PACIFIC BLVD STE 5 LAREDO TX 78045-9475






## General Snus Monthly Direct Mailer (requested via website)

JOIN OUR COMMUNITY AT [FACEBOOK.COM/GENERALSNU](https://facebook.com/generalsnus)

**YOU  
ALREADY  
KNOW**

THIS IS A TOBACCO EXPERIENCE  
LIKE NO OTHER.



JOIN OUR COMMUNITY AT [FACEBOOK.COM/GENERALSNU](https://facebook.com/generalsnus)

**WARNING: Smokeless tobacco is addictive.**

RETAILER: Swedish Match LLC, will pay you the face value of this coupon plus \$.08 handling provided you accept the coupon from a consumer in exchange for specified package purchase. Retailer must submit on request invoices proving purchases of sufficient stock within normal redemption cycle to cover the coupons presented for redemption. This coupon is non-transferable. Void where prohibited, taxed or otherwise restricted. Cash redemption value 1/20 of \$.01. LIMIT ONE COUPON PER PURCHASE. ANY USE NOT CONSISTENT WITH THESE TERMS CONSTITUTES FRAUD. For coupon inquiries, call the Retailer Hotline: 1-800-285-7602. EXPIRATION DATE: 3/31/23. CONSUMER: By submitting this coupon, I hereby certify that I am 21 years of age or older as may be specified by state law, and am a current consumer of tobacco products. Distribution of product prohibited to persons under 21. THIS COUPON CANNOT BE COMBINED WITH ANY OTHER OFFERS OR COUPONS. Mail to: Inmar Brand Solutions Dept. 70195 Mfr Rcv Office 801 UNION PACIFIC BLVD STE 5 LAREDO TX 78045-9475

To opt out of future promotional mailings and be removed from our mailing list, please contact the Consumer Call Center at (270) 685-8777.

**NOTE:** General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](https://BeTobaccoFree.gov) for more information.

**\$4 OFF 2 CANS OF  
General Snus**

MANUFACTURER'S  
COUPON EXPIRES  
03/31/23

CONSUMER ID  
ACTIVITY CODE

0609249-877102

5 09249 17093 7

WARNING: Smokeless tobacco is addictive.

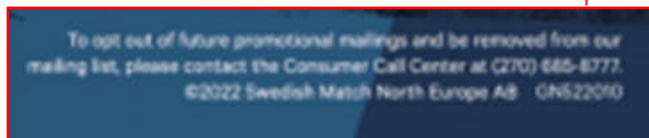
QUESTIONS OR WANT TO REPORT  
CONCERNS ABOUT GENERAL SNUS?  
CONTACT US AT  
[info@swedishmatch.com](mailto:info@swedishmatch.com) | (270) 685-8777  
You can also learn more at [Generalsnus.com](https://Generalsnus.com)

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GN122001

[info@swedishmatch.com](mailto:info@swedishmatch.com) | (270) 685-8777  
You can also learn more at [Generalsnus.com](https://Generalsnus.com)

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GN122001

## General Snus Specialty Direct Mailer (In-Home 3/1/22) - folded



\*\*\*  
Swedish Match®



Gift Sticker Included

QM2 . Q

, 1 ~ ... , 1 ~ ~ V

# General Snus Specialty Direct Mailer (In-Home 3/1/22) - unfolded

RETAILER: Swedish Match LLC, will pay you the face value of this coupon plus \$0.08 handling provided you accept the coupon from a consumer in exchange for speci-ed package purchase. Retailer must submit on request invoices proving purchases of suf-cient stock within normal redemption cycle to cover the coupons presented for redemption. This coupon is non-transferable. Void where prohibited, taxed or otherwise restricted. Cash redemption value 1/20 of \$0.01. LIMIT ONE COUPON PER PURCHASE. ANY USE NOT CONSISTENT WITH THESE TERMS CONSTITUTES FRAUD. For coupon inquiries, call the Retailer Hotline: 1-800-285-7802. EXPIRATION DATE: 3/31/23. CONSUMER: By submitting this coupon, I hereby certify that I am 21 years of age or older as may be speci-ed by state law, and am a current consumer of tobacco products. Distribution of product prohibited to persons under 21. THIS COUPON CANNOT BE COMBINED WITH ANY OTHER OFFERS OR COUPONS. Mail to: Inmar Brand Solutions Dept. 70195 Mr Rcv Ofce 801 UNION PACIFIC BLVD STE 5 LAREDO TX 78045-9475

**WAYS TO WIN**

- Vote each day to increase your chances to win.
- We're awarding 13 chiller grand prizes.
- 7 weekly prizes – General poster series, with a different theme each month.

To opt out of future promotional mailings and be removed from our mailing list, please contact the Consumer Call Center at (270) 685-6777.  
©2022 Swedish Match North Europe AB

**SAVE \$5 ON A CAN OF General Snus**

WARNING: Smokeless tobacco is addictive.

**INTRODUCING THE MOST Chill GIVEAWAY**

YOU COULD WIN A CUSTOM CHILLER, OR A WEEKLY PRIZE!

**CHOOSE THE MOST CHILL CHILLER**

VOTE FOR YOUR FAVORITE DESIGN AND YOU COULD WIN.

GROUP A: CHILLER

GROUP B: CHILLER

GROUP C: CHILLER

GROUP D: CHILLER

**WAYS TO WIN**

- Vote each day to increase your chances to win.
- We're awarding 13 chiller grand prizes.
- 7 weekly prizes – General poster series, with a different theme each month.

**ENTER HERE**

QR CODE

**WARNING: Smokeless tobacco is addictive.**

**Mailier - Inside**

Display Area: 71.5 x 30 in.  
Warning Size Needed for 700W: 1.8 x 0.8 in.  
Warning Size Area: 6 in.  
Actual Warning Size: 6 in.  
Text is 11 pt. Unless LT:

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see Official Rules at GeneralSnus.com.

QUESTIONS OR WANT TO REPORT CONCERNS ABOUT GENERAL SNUS? CONTACT US AT info@swedishmatch.com or (270) 685-6777. You can also learn more at GeneralSnus.com.

NOTE: General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit BeTobaccoFree.gov for more information.

**KEEP THINGS CHILL.**

General Snus

**SAVE \$5 ON A CAN OF**

**GIFT STICKER INSIDE**

A SMALL WAY TO SHOW THE WORLD HOW CHILL YOU REALLY ARE

**THE MOST Chill GIVEAWAY**

WE'RE GIVING AWAY PRIZES FOR 13 WEEKS

**PLUS EXCLUSIVE SAVINGS!**

See retailer or details on how to win.

**HERE'S YOUR CHANCE TO WIN A CUSTOM CHILLER**

Swedish Match.

105

Swedish Match Periodic Report (Jan-May 2022) Page 105 of 150



General Snus Specialty Direct Mailer (In-Home 3/1/22) – folded  
COLORADO ONLY  
*Includes full rules*







# GENERAL SNUS WEBSITE

# General Snus Website Menu

live: 3/9/22 – Current

- MOST CHILL GIVEAWAY +
- ABOUT GENERAL & SNUS +
- FIND A STORE
- ELEVATED STORIES
- COUPONS
- PRODUCTS
- MODIFIED RISK
- FAQ
  - Contact Us
  - My Account
  - General on Facebook
  - Privacy Policy

- MOST CHILL GIVEAWAY +
- ABOUT GENERAL & SNUS +
- FIND A STORE
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- FAQ
  - Contact Us
  - My Account
  - General on Facebook
  - Privacy Policy



WARNING: Smokeless tobacco is addictive.

live: 3/1/22 – 3/9/22

X

MOST CHILL GIVEAWAY +

ABOUT GENERAL & SNUS +

FIND A STORE

ELEVATED STORIES

COUPONS

PRODUCTS

MODIFIED RISK

FAQ

- Contact Us
- My Account
- General on Facebook
- Privacy Policy

CRISP ADVENTURE

WARM SPIRIT

LUSH GREEN

SERENE SNOW

THE MOST Chill GIVEAWAY

Enter for a chance to win a limited-edition chiller.

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. including residents of MA, MI & VA who are tobacco consumers, 21 & older. Void in MA, MI & VA and where prohibited. Begins on 11:00 a.m. ET on 3/1/22 and ends 11:00 a.m. EDT on 3/27/22.

WARNING: Smokeless tobacco is addictive.

# GENERAL WEBSITE REFRESH - HOME

[BEHIND AGE GATE] **live: 10/21 – 3/1/22**

**WHAT IS SNUS & HOW TO USE**

Learn more about how to use Swedish Snus.

[WHAT IS SNUS](#)

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

*Links to 'About General & Snus' page*

*Links to 'Find a Store' page*

**FIND SNUS NEAR YOU**

[ENTER LOCATION](#)

*Links to 'Coupons' page*

**EXCLUSIVE SAVINGS**

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

[VIEW AVAILABLE COUPONS](#)

*Links to 'Products' page*

**PRODUCTS**

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

[EXPLORE PRODUCTS](#)

*Links to 'Modified Risk' page*

**FIRST EVER**

General Snus introduced the first ever Modified Risk Tobacco Product (MRT) under the FDA. Learn more about what this means for you.

[LEARN MORE](#)

## ELEVATE YOUR FALL BBQ GAME

We've got a recipe + tips that will take your fall barbeque to the next level.

## SIX U.S. TOWNS WITH SWEDISH ROOTS

These American destinations deliver a taste of Sweden right here at home.

## THE SWEDISH SNUS STORY

Discover the path that led to the Original Swedish Snus™

*Links to 'Elevated Stories' page*

The screenshot shows the General Snus website home page. Red boxes and arrows highlight specific elements:
 

- A red box labeled 'General Snus' is in the top right corner.
- A red box labeled 'ABOUT GENERAL & SNUS' is on the top banner.
- A red box labeled 'FIND SNUS NEAR YOU' is on the right side.
- A red box labeled 'EXCLUSIVE SAVINGS' is on the right side.
- A red box labeled 'PRODUCTS' is on the right side.
- A red box labeled 'THE CHOICE IS CLEAR' is on the right side.
- A red box labeled 'ELEVATED STORIES' is on the right side.
- A red box labeled 'FIRST EVER' is on the right side.
- A red box labeled 'ELEVATE YOUR FALL BBQ GAME' is on the bottom left.
- A red box labeled 'SIX U.S. TOWNS WITH SWEDISH ROOTS' is on the bottom left.
- A red box labeled 'THE SWEDISH SNUS STORY' is on the bottom left.

 A warning banner at the bottom reads: 'WARNING: This product is not a safe alternative to cigarettes.'

# General Snus Website Landing Page

live: 3/1/22 – 3/14/22

## ABOUT GENERAL & SNUS

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

READ MORE

Links to 'About General & Snus' page

## FIND SNUS NEAR YOU

ENTER LOCATION

Links to 'Find a Store' page

## EXCLUSIVE SAVINGS

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

VIEW AVAILABLE COUPONS

Links to 'Coupons' page

## PRODUCTS

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

EXPLORE PRODUCTS

Links to 'Products' page

## FIRST EVER

General Snus received the first-ever Modified Risk Tobacco Product (MRTTP) order from the FDA. Learn more about what this means for you.

LEARN MORE

Links to 'Modified Risk' page



## YOUR CHANCE TO WIN!

You have the chance to win a custom chiller and weekly prizes. Vote for your favorite design now!

ENTER NOW

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am ET on 3/1/22 and ends 11:00 am ET on 5/23/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

Swedish Match®



# General Snus Website Landing Page

live: 3/14/22 – 5/24/22

## ABOUT GENERAL & SNUS

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

## YOUR CHANCE TO WIN!

You have the chance to win a custom chiller and weekly prizes. Vote for your favorite design now!

[ENTER NOW](#)

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am ET on 3/1/22 and ends 11:00 am ET on 5/23/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

## FIND SNUS NEAR YOU

[ENTER LOCATION](#)

## EXCLUSIVE SAVINGS

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

[VIEW AVAILABLE COUPONS](#)

## PRODUCTS

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

[DISCOVER PRODUCTS](#)

## MODIFIED RISK TOBACCO PRODUCT ORDER

On October 22, 2019 General Snus received a Modified Risk Tobacco Product (MRTTP) order from the FDA.

[LEARN MORE](#)

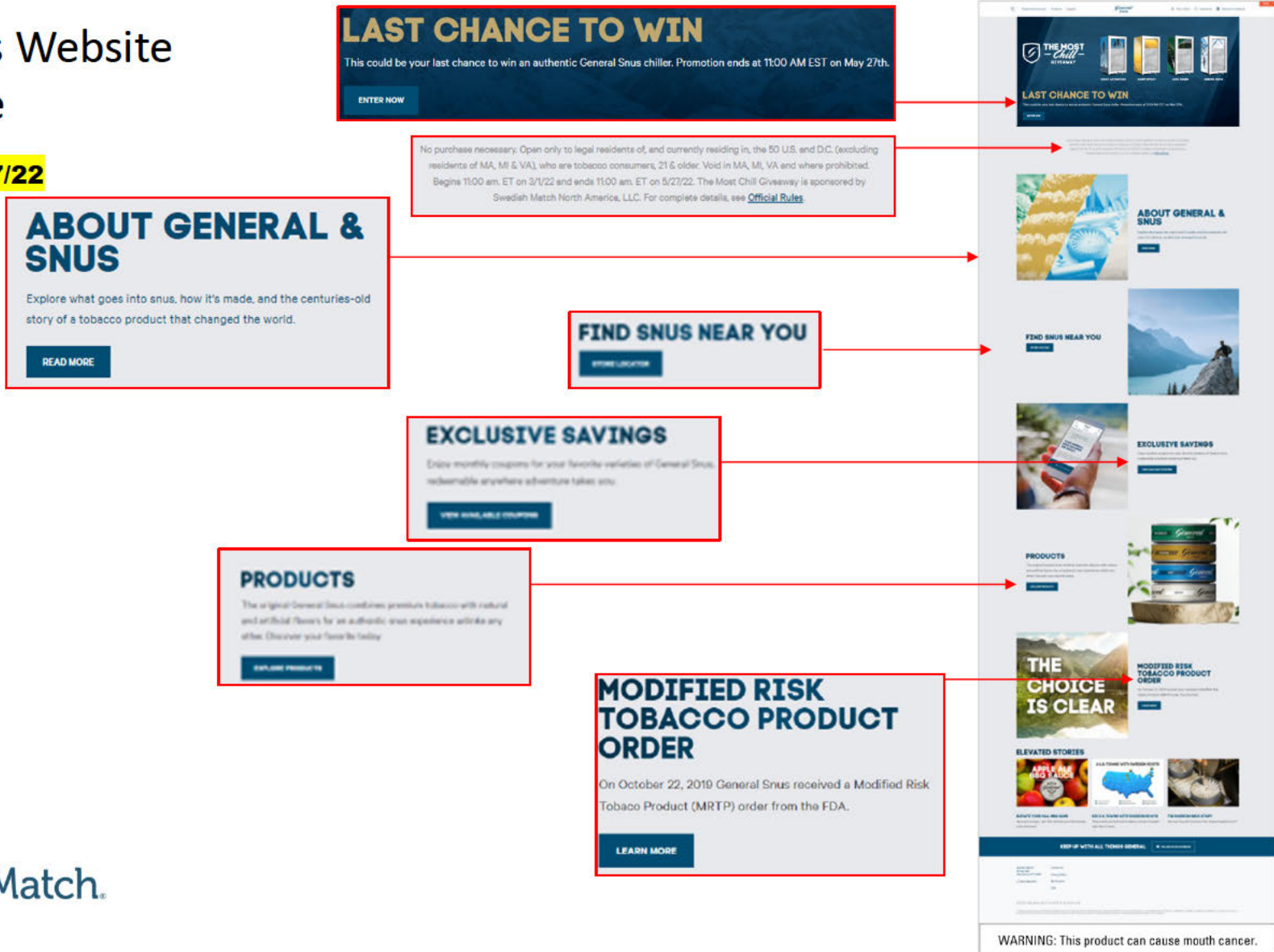


\*\*\*  
Swedish Match®



# General Snus Website Landing Page

live: 5/24/22 – 5/27/22



Swedish Match®

# General Snus Website Landing Page

live: 5/27/22 – current

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

READ MORE

FIND SNUS NEAR YOU

ENTER LOCATION

EXCLUSIVE SAVINGS

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

VIEW AVAILABLE COUPONS

PRODUCTS

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your flavor today.

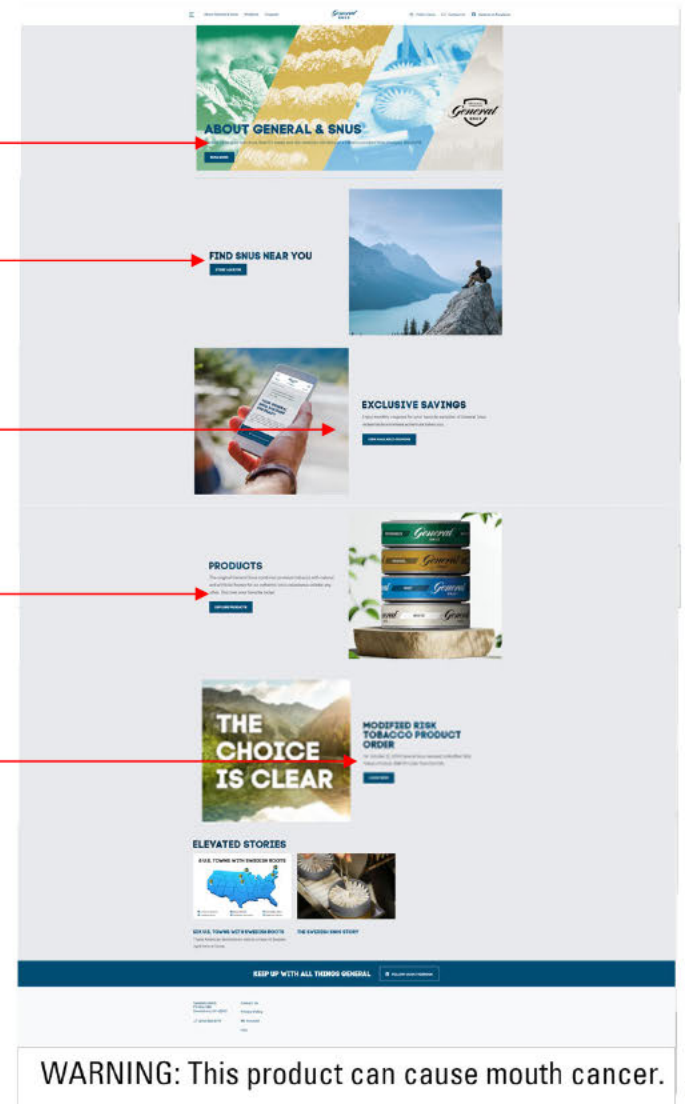
EXPLORE PRODUCTS

MODIFIED RISK  
TOBACCO PRODUCT  
ORDER

On October 22, 2019 General Snus received a Modified Risk Tobacco Product (MRTP) order from the FDA.

LEARN MORE

\*\*\*  
Swedish Match®



# General Snus Website Legacy Page

live: 10/21 – 3/14/22

2019

## ANOTHER FIRST

The FDA issues the first-ever Modified Risk Tobacco Product (MRTP) order for General Snus. An MRTP is defined as a (b)(4)

(b)(4)

\*\*\*  
Swedish Match®



live: 3/14/22 – Current

Removed definition of MRTP.

2019

## ANOTHER FIRST

On October 22, 2019, General Snus received a Modified Risk Tobacco Product (MRTP) order from the FDA.



# General Snus Website Modified Risk Page

live: 10/21 – 3/14/22

The U.S. Food and Drug Administration (FDA) (b)(4)

(b)(4)

On October 22, 2019 General Snus received the first-ever Modified Risk Tobacco Product (MRTP) order, which allows us to say:

A Modified Risk Tobacco Product (MRTP) is defined (b)(4)

(b)(4) GEN website FAQ)

General Snus obtaining an MRTP order wasn't just historic because it was the first-ever, but also because it represented another groundbreaking step toward Swedish Match's ultimate goal: a world without cigarettes.

Even though we've already made history, our eyes remain firmly fixed on the future – a future free from cigarette smoke, where the choice is always clear.

Read the Full Story Here

MRTP in the News

Snus & Science

THE CHOICE IS CLEAR

General Snus

On October 22, 2019 General Snus received the first-ever Modified Risk Tobacco Product (MRTP) order, which allows us to say:

Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.

Read the Full Story Here

WANT TO KNOW MORE?

MRTP in the News

Snus & Science

KEEP UP WITH ALL THINGS GENERAL

WARNING: This product can cause gum disease and tooth loss.

See website media file:

General\_MRTP\_Explainer\_Final\_V3.mp4

Swedish Match®



# General Snus Website Modified Risk Page

live: 3/14/22 – Current

Removed entire "WANT TO KNOW MORE?" section, and links to external websites

Removed video.

General Snus is committed to a future free from cigarette smoke – a future where the choice is always clear.

On October 22, 2019 General Snus received a Modified Risk Tobacco Product (MRTD) order, which allows us to say:

Even though we've already made history, our eyes remain firmly fixed on the future – a future free from cigarette smoke, where the choice is always clear.

THE CHOICE IS CLEAR

General Snus is committed to a future free from cigarette smoke – a future where the choice is always clear. On October 22, 2019 General Snus received a Modified Risk Tobacco Product (MRTD) order, which allows us to say:

Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.

Even though we've already made history, our eyes remain firmly fixed on the future – a future free from cigarette smoke, where the choice is always clear.

ABOUT GENERAL & SNUS

HOW TO USE SNUS

HOW SNUS IS MADE

GET SNUS COUPONS

KEEP UP WITH ALL THINGS GENERAL

WARNING: Smokeless tobacco is addictive.

Swedish Match®



# General Snus Website FAQ Page

live: 10/21 – 3/14/22

Modified Risk

Do all tobacco products present the same level of risk?

(b)(4)

What is a Modified Risk Tobacco Product?

A Modified Risk Tobacco Product (MRTTP) is defined as a product (b)(4)

(b)(4)

Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.

Learn more:

[FDA grants the first-ever modified risk orders to eight smokeless tobacco products](#)

[Q&A: Modified Risk Tobacco Products](#)

How many brands have received an MRTTP order?

As of October 2019, the FDA has issued a single Modified Risk Tobacco Products order for General Snus.

How is General Snus different from other tobacco products?

(b)(4)

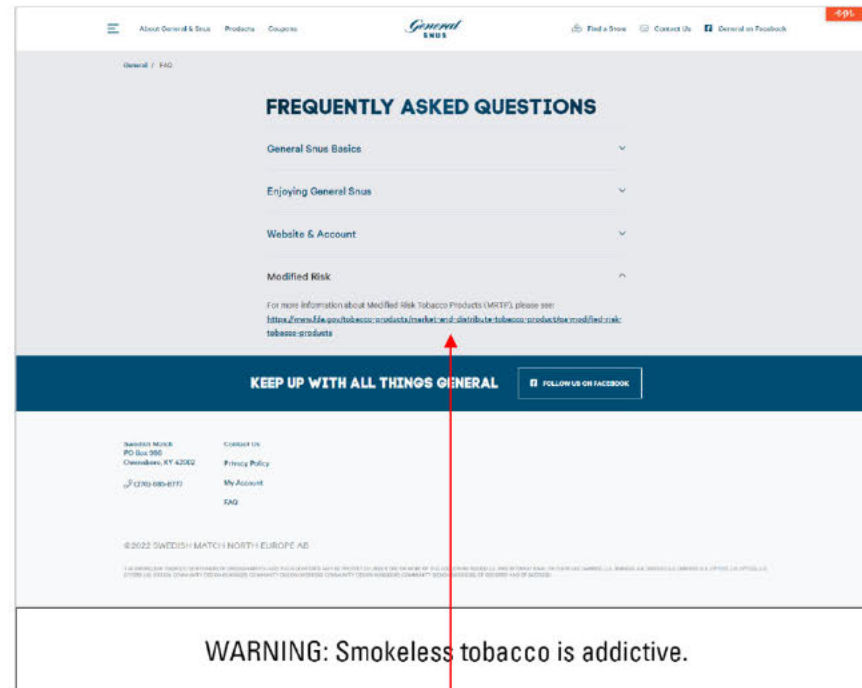
Sweden, widespread use of snus in place of cigarettes has been tied to helping the country achieve the lowest lung and oral cancer rates in men in Europe, despite tobacco use rates being similar to other countries. In Norway, we saw snus rates among young women increase to 13 percent since it was introduced in 2002. In the almost exact same time span, smoking rates among young women dropped from 30 percent to one percent. For more information, [click here](#).

Swedish Match

# General Snus Website FAQ Page

live: 3/14/22 – Current

Removed all MRTP content and links to external websites. Added link to FDA website.

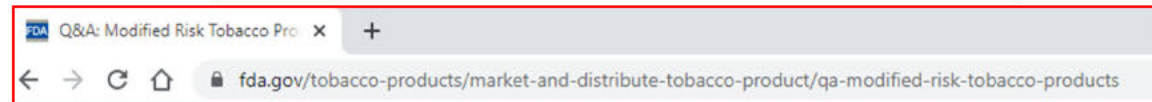


WARNING: Smokeless tobacco is addictive.

## Modified Risk

For more information about Modified Risk Tobacco Products (MRTP), please see:  
<https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/qa-modified-risk-tobacco-products>

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# General Snus Elevated Stories: January

## JANUARY IS WHERE IT ALL STARTS.

Plunge into the new year with a polar bear plunge. Find some like-minded folks and then take the leap into a shockingly cold water. It takes guts, but you can do it. And it's an experience you can brag about for (roughly) the rest of your life. It will definitely remind you you're alive!

## FEBRUARY. FIND YOUR LOVE OF LEARNING.

Learn to play guitar. You can take a class, teach yourself from online tutorials, even learn from a genuine paper booklet. You don't have to start a band or pyrotechnics. Playing the simplest song feels like a small miracle. If you've already mastered the six-string, try posting an original song online for virtual applause.

## SPRING INTO MARCH.

Lace 'em up and stretch your legs on the hiking path less taken this month. It can elevate your body, mind, and spirit. So go explore one of the countless parks and take it all in. Or climb something steeper. It doesn't have to be Mt. Everest to be a real accomplishment.

## APRIL SHOWERS ADVENTURE.

Opening day baseball. Such a great tradition! Celebrate spring by attending opening day for your favorite baseball team. It's not whether the team wins or loses. It's the silly music, enjoying hot dogs and sodas. It's watching people madly chasing a \$5 baseball.

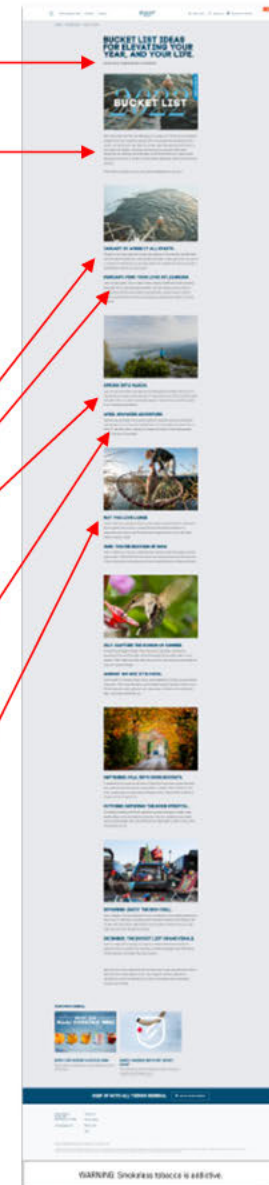
## MAY YOU LIVE LARGE.

Catch a fish. It's a simple joy that you may haven't experienced for a long time. But no matter how crusty or cynical the world has made someone, it's impossible not to feel a real thrill with every tug at the line. It's a catch-and-release memory maker.

## General Snus' Original Bucket List Calendar

What does 2022 hold for you? Whatever you make of it! That's why the Original Swedish Snus has created a calendar with a true bucket list experience each month—to add to your own ideas for an epic year. We made sure to throw in a few laughs and simple, satisfying experiences too, because while major adventures are thrilling and memorable, a full-flavored life isn't simply about dashing from point A to point B. It's also about making the most of every stop in between.

*(Feel free to print this out and cross off the adventures as you go.)*



**CONTINUED ON NEXT PAGE**



# General Snus Elevated Stories: January con't

**JULY. CAPTURE THE SONGS OF SUMMER.**  
Put up a hummingbird feeder. They only cost a few bucks, and they're guaranteed to draw the bright, colorful, blazingly fast wonders right to your window. They'll entertain every time they visit. Do you know they only weigh as much as a penny? Really!

**AUGUST. SO HOT, IT'S COOL.**  
Hit the water in a kayak. Kayak, canoe, and paddleboard rentals are everywhere these days. Pick a beautiful spot, and instead of tearing through it with a noisy 250-horsepower motor, glide on your own power. You'll see it in a whole new light—and nature will thank you.

**SEPTEMBER. FALL INTO MORE BUCKETS.**  
A weekend drive to see the fall colors. Deciduous trees were a great invention and a casual drive through the countryside is a perfect time to think. Or not think...simply gaze at huge variety of flaming colors. Take off with a friend, or simply a sense of adventure.

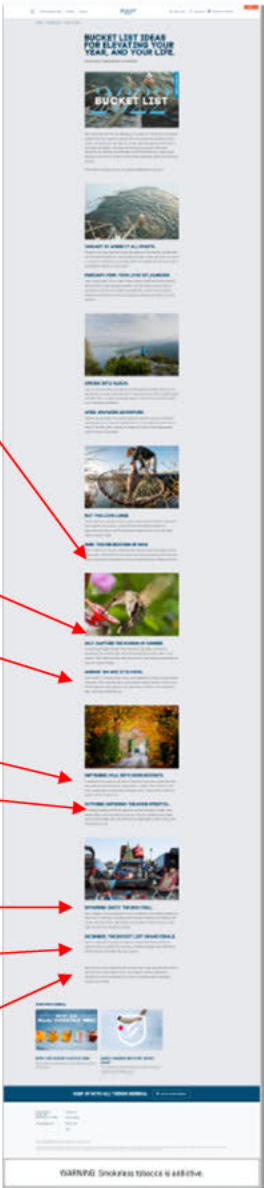
**OCTOBER. ENTERING THE HOME STRETCH...**  
Go bowling. Perhaps a little less adventurous than jumping in a shark cage, bowling alleys are true American treasures. The retro ambiance, the rented shoes and the laughs with your friends aren't dependent on skill. In fact, often the opposite is true.

**NOVEMBER. ENJOY THE BIG CHILL.**  
Host a tailgate. The football game is only a small part of the tailgate experience. Beer, brats, or whatever...everything goes well with football. Some folks go full-on gourmet, while others play washers and socialize. However you host, just make sure you don't forget the General.

**DECEMBER. THE BUCKET LIST GRAND FINALE.**  
Soak in a natural hot springs. You may not realize that there are 1,661 hot springs in the U.S., spread over 25 states, so there's probably one within easy driving distance. And ahhh, they feel so good.

**JUNE. YOU'RE HEATING UP NOW.**  
Visit, or better yet, camp in a National Park. America is full of wonders and the huge variety of National Parks showcase awe-inspiring landscape and animals. They're this nation's real treasures and an unmatched place to make memories.

Well, there are some original bucket list ideas, just to get your planning started. Real snus fans create plenty of your own magical moments, planned or spontaneous. Here's to elevating your year by wringing every memorable moment out of 2022!



# General Snus Elevated Stories: February

Four Ways to Enjoy the Season No Matter How Cold it Gets

If any place knows the icy chill of winter, it's Sweden. Swedes welcome the winter, getting inspired to create cozy moments indoors and fearless adventures out. Let's look at a few ways the people who gave us the Original Swedish Snus thrive all season long.

## FRILUFTSLIV: THE ULTIMATE ATTITUDE ADJUSTMENT

Think the problem with winter is the cold? Nope. Not according to your average, winter-loving Swedes. They might say, it's your feelings about the cold that are holding you back. Instead, Swedes would encourage you to consider the philosophy of FRILUFTSLIV (pronounced /free-loofts-liv/); that is, "open-air life."

Friluftsliv means bounding fearlessly into the great outdoors, no matter the weather. It means staying active and energized, embracing nature in every season and climate.

Given that almost 90% of Swedes live in an urban setting, it's interesting that the one primal urge they all seem to heed is the call of the wild. And that means twelve months of the year—even the cold ones! So take a cue from the Swedes, layer up, and enjoy some friluftsliv.

## FIKA: MORE THAN AN AFTERNOON BREAK

When sunlight is short and nights are long, it's easy for days to blend together. Luckily, every day Swedes gather with friends and coworkers for fika (pronounced /FEE-kuh/)—a mid-afternoon coffee-and-cake break. But fika is more than something caffeinated and sweet. It's a daily ritual that means facing the cold winter season with the people around you.

And yes, Swedes enjoy fika the rest of the year, too. It's a simple way to get out of your head and stay connected.

THREE LIKE A SWIDE THIS WINTER

THE ULTIMATE ATTITUDE ADJUSTMENT

FIKA: MORE THAN AN AFTERNOON BREAK

BUCKET LIST

SWEDEN'S BEST SNUS

NAVIGATION: HOME, ABOUT, CONTACT, FAQ

WARNING: Smoless tobacco is addictive.

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# General Snus Elevated Stories: February con't

## LILLÖRDAG, AKA "LITTLE SATURDAY"

Lillördag (pronounced /lee-LOR-da/) means "Little Saturday," but in Sweden it's another word for Wednesday. The idea is that, on Wednesday after work, Swedes pause for a mini celebration. It could be savoring their snus, enjoying a glass of wine, or spending a few minutes with a favorite podcast.

Lillördag helps Swedes recognize they've reached the middle of the week, and that the real weekend is just a couple days away. It's another year-round ritual that has particular power during the cold of winter.

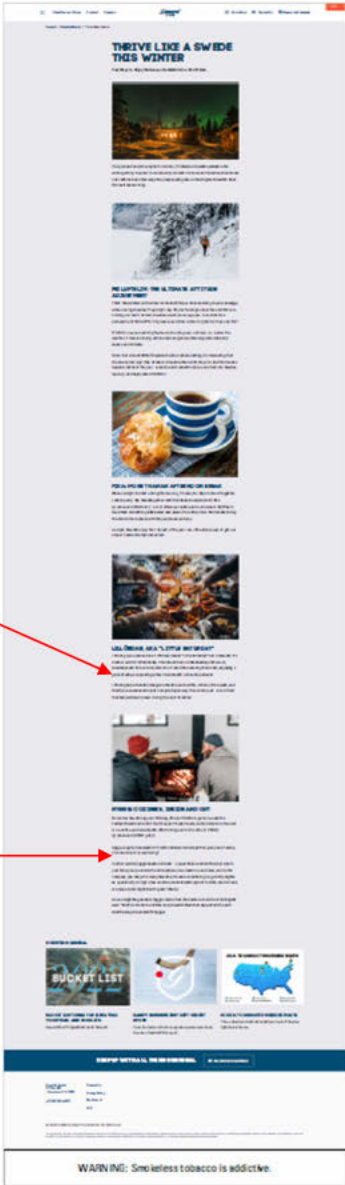
## HYGGE: COZINESS, INSIDE AND OUT

No matter how strong your lillördag, fika and friluftsliv game is, even the hardest Swede will admit that they can't spend every winter minute in the cold or on coffee and wine breaks. Which brings us to the idea of HYGGE (pronounced /HYOO-guh/).

Hygge roughly translates to "comfortable surroundings that give you a feeling of contentment or well-being."

In other words, hygge means coziness—in your décor and clothes, but also in your food, your pursuits, the atmosphere you create in your home, and in the company you keep. For many Swedes, it means considering long wintry nights an opportunity to light a few candles, make something hot to drink, read a book, or enjoy a quiet night in with good friends.

As you might've guessed, hygge comes from the same root word as the English word "hug." So here's to another cozy Swedish idea that says, when the cold wind blows, give yourself a hygge.



# General Snus Elevated Stories: March

## LAGOM: EVERYTHING IN MODERATION

In Swedish, lagom (pronounced /LAHH-gome/) means “moderate; not too little, not too much” and “just right.” Lagom guides the Swedish approach to living well through simplicity—and having less stuff.

What does that mean for your cluttered space? For one thing, lagom means getting rid of duplicates. Do you need 50 ballpoint pens? Or three coffee makers? Probably not. Instead, picture having less stuff and gaining space for your mind to fully enjoy the things you do have. That’s lagom—and it can start with the smallest of things.

## A MEASURE OF SIMPLICITY

Take tape measures. Most households have several because they’re both cheap and useful. Maybe you’re holding on to them for the sake of convenience, such as one tape measure in the truck, one in the junk drawer, and one somewhere on a cluttered workbench. Or maybe—you’ve got sentimental reasons.

Say a particular tape measure was your dad’s. The Swedish philosophy of lagom would suggest: if it works, keep it. And then donate the rest. But if it doesn’t work, either decide it belongs in a keepsake box...or consider that back in the day your dad would’ve chucked it when it wore out, and he’d be happy if you did the same today.

## Enjoy the Benefits of a Less-Stuff Life

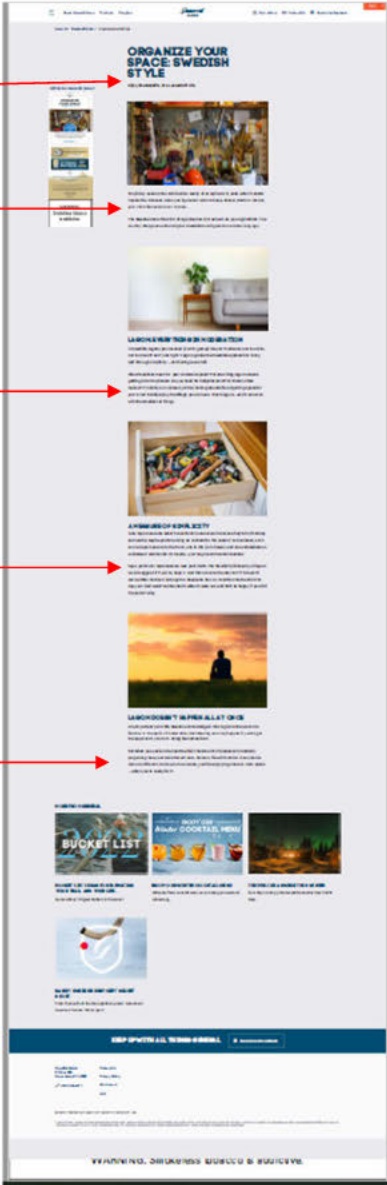
Simplicity. Less clutter. Minimalism. Many of us aspire to it, even when it seems impossible. Because when you figure out what to keep, donate, trash or recycle, your mind has extra room to roam.

The Swedes know this kind of organization isn’t as hard as you might think. The country that gave us the Original Swedish Snus figured out clutter long ago.

## LAGOM DOESN’T HAPPEN ALL AT ONCE

One important point the Swedes acknowledge is that lagom is the work of a lifetime. In the spirit of moderation, decluttering can only happen if you’ve got the opportunity to do it. Living life comes first.

But when you can (and as you’re able) there’s a lot of pleasure in mentally pregameing how your decluttered room, home or life will function. Everybody’s vision is different. And so, in due course, you’ll be enjoying a less-is-more space—when you’re ready for it.



# General Snus Elevated Stories: April

## Plus a Quick Look at Golf in the Land of the Original Swedish Snus

One of the best things about golf is you get to make it your own. Your course. Your clubs. Your bag (with your snus tucked into a handy pocket). Your foursome and the rules you've all come up with.

It you think about it, that's exactly how golf's most celebrated traditions got started. Every piece of golf lore was once a new idea—invented by people who made the game their own, and then passed down to the next generation.

### A SHORT LIST OF OUR FAVORITES:

#### 1. Green Jacket Presentation:

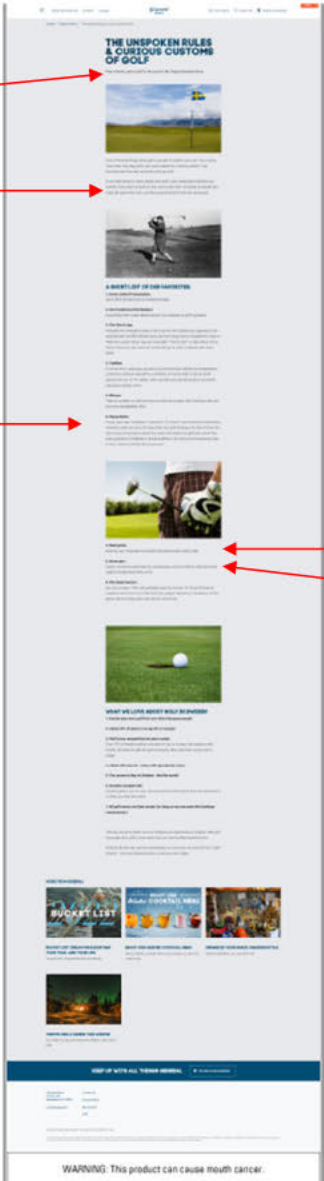
Since 1949, the top prize in professional golf.

#### 2. Par 3 contest at the Masters:

Everything that's sweet about being in the company of golf's greatest.

#### 3. The Claret Jug:

Arguably the strangest trophy in all of sports, the original was supposed to be awarded after the 1872 British Open, but the trophy wasn't completed in time. In 1928, the current Claret Jug was "awarded"—that is, lent—to the winner of the Open. And every year since, it's on the winner to return it before next year's Open.



#### 4. Caddies:

If you're new to club play, you may not yet know that caddies are independent contractors without club perks or benefits. So tip 'em well. It can be worth paying more for an "A" caddy—who can help you read the greens and maybe save you a stroke or two.

#### 5. Silence:

There is actually no rule that says you have to be quiet. But unwritten rules are the most unshakeable. Shh!

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# General Snus Elevated Stories: April con't

**6. House Rules:**

House rules, aka “mulligans”; “side bets”; “no shorts”; and the like are what allow amateurs (well, non-pros) to enjoy their own golf mystique. It’s nice to know the big-money tournaments where the cream of professional golf play are not the sole originators of oddball, in-house traditions. You and your foursome are free to start curious customs all on your own.

**7. Plaid pants:**

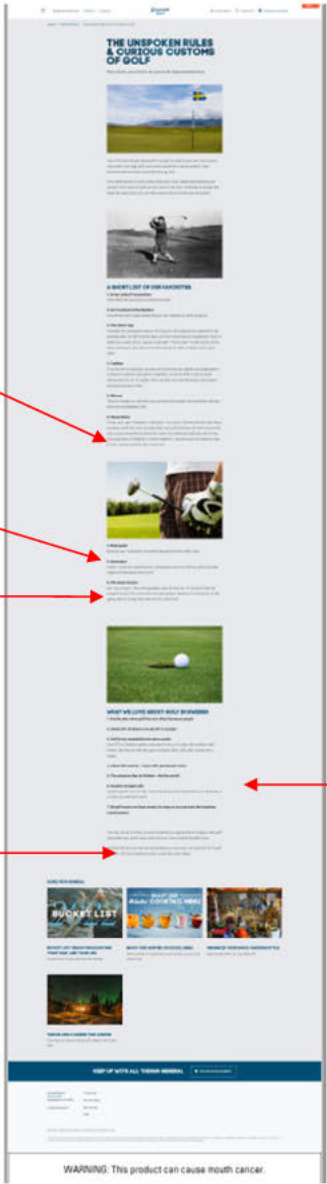
Nothing says “Invented in Scotland” like plaid. Rock it with pride.

**8. Beverages:**

Gather ‘round the watering hole, clink glasses, and cool off any bad blood that might’ve boiled back there on 16.

*The way we see it, when you’re an Original, you appreciate an original—like golf. Especially since golf is even older than our hand-crafted Swedish snus!*

*And just like the way we love anticipating our next snus, we trust this bit of golf wisdom: “The most important shot...is the next one.” Enjoy.*



**WHAT WE LOVE ABOUT GOLF IN SWEDEN**

- 1. Swedes play more golf than any other European people
- 2. About 20% of players are age 20 or younger
- 3. Golf is less competitive but more social:  
Over 70% of Swedish golfers only play for fun or to enjoy the outdoors with friends. But they do take the game seriously. Most walk their course with a buggy.
- 4. About 450 courses - many with spectacular views
- 5. The season is May to October - that far north!

- 6. Swedish straight talk:  
Swedish golfers are not shy. They will ask you point blank what your handicap is or what you shot last round.
- 7. All golf events are Open events (as long as you can meet the handicap requirements)

General Snus Elevated Stories: May

**1. SKÄGGET I BREVLÅDAN /SKAY-GET EE BREE-VUL-OH-DAN/**  
**CAUGHT WITH YOUR BEARD IN THE LETTERBOX:** Caught doing something you shouldn't be doing

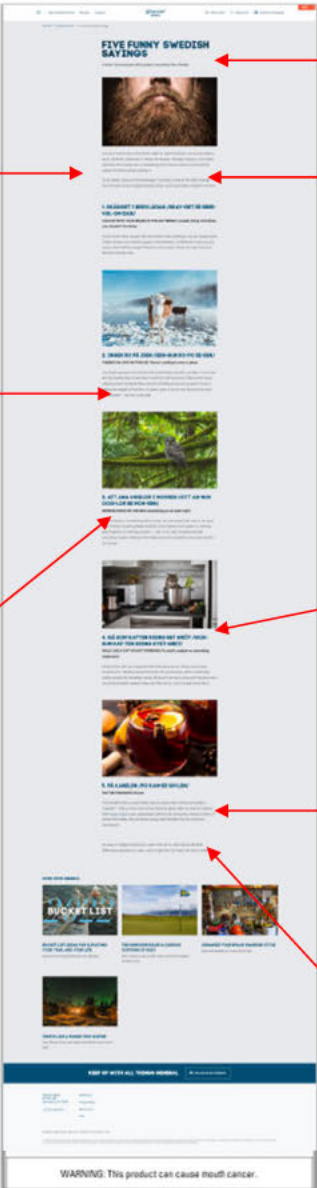
If you've ever been caught with your hand in the cookie jar, you can imagine how it feels to have your beard trapped in the letterbox. Confidence in who you are means never feeling 'caught.' Reach for the cookie. Check the mail. Grab your favorite, General snus.

**2. INGEN KO PÅ ISEN /EEN-GUN KO PO EE-SEN/**  
**THERE'S NO COW ON THE ICE:** There is nothing to worry about

You might reassure your friends that everything is ok with a simple, "no worries." But the Swedes like to take their comfort to the next level. There aren't many situations more stressful than a bovine strolling across an icy pond. If you're feeling the weight of the farm, sit down, open a can of your favorite snus and rest assured — the ice is cow-free.

**3. ATT ANA UGGLOR I MOSSEN /OTT AH-NUH OOG-LOR EE MOH-SEN/**  
**SENSING OWLS ON THE BOG:** Something is not quite right

For the Swedes, "something's fishy" when the owls make their way to the local bog. If there's anything bleak Swedish crime dramas have taught us, nothing good happens on the bog anyway — owls or no owls. Avoiding trouble sometimes means sticking to the higher ground, something snus users tend to do anyway.



**FIVE FUNNY SWEDISH SAYINGS**  
A short (and seriously silly) guide to sounding like a Swede

You don't have to be at the dinner table to "spill the beans," nor do you need to be an excellent marksman to "shoot the breeze." Strange, unique or one might call them silly sayings are an endearing part of every culture and sound the oddest from the outside looking in.

So go ahead, "jump on the bandwagon" and learn some of the sillier sayings from the land of the Original Swedish Snus: you'll sound like a Swede in no time.

**4. GÅ SOM KATTEN KRING HET GRÖT /GOH-SUM KAT-TEN KRING HYET-GRET/**  
**WALK LIKE A CAT ON HOT PORRIDGE:** To avoid a subject or something unpleasant

General Snus fans are Originals: bold and adventurous. There aren't many occasions for "beating around the bush" and you'd never catch us tiptoeing catlike around hot breakfast cereal. We know how get to the point because we're not afraid of what's ahead. House cat? Not for us. Lion? Sounds more like it.

**5. PÅ KANELEN /PO KAN-EE-UH-LEN/**  
**ON THE CINNAMON:** Drunk

The Swedish have a much kinder way of saying their friends are drunk or "wasted"— with a nod to one of their favorite spices. Why so nice? It could be their *hygge* urge to pair gingerbread with brandy during the coldest months of winter that makes this particular saying feel friendlier than its American counterpart.

*It's easy to "judge a book by its cover." But for us, discovering the little differences elevates our view—which might be "just what the doctor ordered."*



# General Snus The Most Chill Giveaway Web Pages: Rules

## THE MOST CHILL GIVEAWAY OFFICIAL RULES

NO PURCHASE OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

**1. SPONSOR/ADMINISTRATOR:** The Most Chill Giveaway (the "Sweepstakes") is sponsored by Swedish Match North America, LLC, Two James Center, 1021 East Cary Street, Suite 1600, Richmond, VA 23219 (the "Sponsor"). The Sweepstakes is administered by Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747 (the "Administrator").

**2. ELIGIBILITY:** Open only to legal residents of, and currently residing in, the fifty (50) United States and the District of Columbia (excluding residents of MA, MI & VA), who are tobacco consumers, twenty-one (21) years of age or older as of date of Entry. Employees of Sponsor, Administrator, and any of either company's respective affiliates, parents or subsidiaries, respective parent, subsidiary, and affiliate companies and advertising and promotion agencies and members of their immediate families (spouses, parents, children, and siblings and their spouses), and/or those living in the same household of each are not eligible. Void in MA, MI, VA, and where prohibited by law.

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**3. SWEEPSTAKES ENTRY:** The Sweepstakes begins at 11:00 am, Eastern Time ("ET") on March 1, 2022 and ends at 11:00 am, ET on May 27, 2022 (the "Sweepstakes Period"). The Sweepstakes Period will consist of thirteen (13) weekly entry periods (each a "Weekly Entry Period") that will start at 12:00 am ET each Tuesday and end 11:59 pm ET each Monday of the Sweepstakes Period, with the exception of the first and final Weekly Entry Periods. The first Weekly Entry Period will begin at 11:00 am ET on Tuesday, 3/1/2022 and the final Weekly Entry period will end at 11:00 am ET on Friday, 5/27/2022.

During the Sweepstakes Period, if you already have an account on www.GeneralSnus.com (the "Website"), log onto the Website and click where indicated and follow the on-screen instructions to vote for your favorite chiller design (from the three posted), to receive one (1) entry ("Entry") into the that Weekly Drawing and the Grand Prize drawing. Weekly Entries will not be carried forward for any subsequent Weekly drawing(s). If you do not have an account, you must first visit the Website and complete all required registration information in order to proceed. Limit one (1) Entry per person/email address per 24-hour period.

Multiple Entries in excess of the limitation or mass entry attempts may result in disqualification of all entries by such person. Entries must be manually submitted by the entrant; use of automated entry devices or programs, or Entries by third parties, are prohibited. Duplicate or incomplete Entries will be disqualified.

By entering, you represent and warrant that you have fully complied and are in agreement with these Official Rules. By entering, you agree to indemnify and hold harmless the Sweepstakes Entities (as defined below) from any action or liability resulting from your participation in the Sweepstakes and/or any other information included in any Entry. Normal internet access and usage charges imposed by entrants' online service may apply and are entrants' sole responsibility. If entering via mobile device, normal phone/data and usage charges imposed by your phone service may apply and are entrant's sole responsibility.



# General Snus The Most Chill Giveaway Web Pages: Rules con't

**4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):** *Grand Prizes (13):* A Sponsor-specified limited-edition chiller (mini refrigerator; no product included) featuring the winning design (\$200 each). *First Prizes (91 – 7 awarded each for each Weekly Entry Period):* A Sponsor-specified Poster (\$10 each). Limit one (1) Grand Prize per person/household. Limit one (1) First Prize per person/per month.

**Prize Details:** Prizes are specified by Sponsor. Prizes are awarded "as is" and without any warranty, except as required by law. Winners are responsible for any applicable federal, state and local taxes. No transfer, substitution or cash equivalent for the prize will be permitted, except at the sole discretion of the Sponsor in the event of prize unavailability and then an alternate prize of approximately equal value will be awarded and the Sponsor's obligation to the winner will be fulfilled, and no other additional compensation will be provided or due. Any difference in the stated ARV of any prize and actual value will not be awarded.

**5. ODDS OF WINNING:** Odds of winning a Prize depend upon the number of eligible Entries received for each Weekly drawing and overall.

**6. RANDOM DRAWINGS:** Seven (7) Weekly First Prize winners will be selected in separate random drawings on or about each Wednesday following each Weekly Entry Period, from among all eligible Entries received for each of the thirteen (13) Weekly Entry Periods. On or about June 2, 2022, thirteen (13) Grand Prize winners will be selected in a separate random drawing from among all eligible Entries received during the Sweepstakes Period. Drawings will be conducted by Administrator, a judging organization working on behalf of Sponsor. Administrator's decisions are final on all matters relating to the random drawings. Sponsor's interpretation of these rules and decisions shall be final.

**7. WINNER NOTIFICATION:** Winners will be contacted via phone/email and will be required to verify their mailing addresses within 48 hours of attempted notification or prize will be forfeited and an alternate winner will be selected. Return of prize or prize notification as undeliverable may result in disqualification and alternate selection. In the event of any dispute concerning the identity of any entrant of an Entry, the Entry will be deemed submitted by the natural person who is the authorized holder of the transmitting account. Sponsor and its agencies are not responsible for notifications that are misdirected because of email addresses that are no longer correct, or for any other reason beyond the exclusive control of the Sponsor.

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# General Snus The Most Chill Giveaway Web Pages: Rules can't

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**8. GENERAL RULES/VERIFICATION:** By accepting a prize, each winner grants permission to the Sponsor and its agencies to use his/her name, city, state, photos, and likeness for purposes of advertising, Sweepstakes, and trade without further compensation, except where prohibited by law. By entering, entrants hereby agree, discharge and hold harmless Sponsor, Administrator, their parent, subsidiary and affiliated companies, advertising and promotional agencies and prize suppliers and their respective officers, directors, shareholders, owners, employees, agents, attorneys and representatives (collectively, the "Sweepstakes Entities") from any and all injuries, loss, claims or damages arising out of an entrant's participation in the Sweepstakes and/or entrant's acceptance or use or misuse of a prize. By participating in the Sweepstakes, entrants agree that the Sweepstakes Entities will have no liability whatsoever for, and that entrant shall defend and hold the Sweepstakes Entities harmless against, any liability for any claims based on publicity rights, defamation, or invasion of privacy as well as injuries, damages, or losses of any kind, whether or not foreseeable, including, without limitation, direct, indirect, incidental, consequential or punitive damages to persons or to property arising out of the prize awarded hereunder. Without limiting the foregoing, everything regarding the Sweepstakes, including the Website used in connection therewith and the prize awarded hereunder, are provided "as is" without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement, all of which are expressly disclaimed by the Sweepstakes Entities.

If for any reason the Sweepstakes is not capable of running as planned, including without limitation infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right at its sole discretion, to cancel, terminate, modify and/or suspend the Sweepstakes and to disqualify any individual who tampers with the Entry process, violates these Official Rules, or acts in a disruptive manner. In the event the Sweepstakes is cancelled, terminated or suspended for any reason, Sponsor, at its sole discretion, reserves the right to award the prizes from among all eligible Entries received for each drawing prior to cancellation. Any attempt by an entrant to deliberately damage the Website or undermine the legitimate operation of the Sweepstakes may be a violation of criminal and/or civil laws and should such an attempt be made, the Sponsor reserves the right to seek all available remedies, including without limitation criminal prosecution, and damages, including without limitation attorneys' fees, from any such entrant to the fullest extent of the law. No responsibility is assumed by Sponsor for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to or alteration of Entries; or any problems or technical malfunctions of any telephone network or lines, typographical or other errors, computer online systems, servers or providers, computer equipment, software, failure of any email sent or electronic Entry to be received on account of technical problems or traffic congestion on the internet or on any website or any combination thereof, including any injury or damage to participant's or any other person's computer related to, or resulting from, participation in or downloading any materials from this Sweepstakes. Sponsor is not responsible for any typographical or other error in the printing of the Sweepstakes materials, administration of the Sweepstakes, or in the announcement of the prizes. Sponsor reserves the right, at its sole discretion, to disqualify any individual it determines to be tampering with the Entry process, to be violating these Official Rules or to be acting in a disruptive manner. Entries generated by script or bot are not eligible. In no event will the Sponsor be obligated to award more than the stated number of prizes. Use of automated Entry devices is prohibited.



# General Snus The Most Chill Giveaway Web Pages: Rules con't

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**9. DISPUTES:** To the fullest extent permitted by law, entrant agrees that: (1) any and all disputes, claims and causes of action brought by him/her arising out of or connected with this Sweepstakes or the prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the State of Kentucky or an appropriate Kentucky State Court if federal court is not a proper or available venue; (2) any and all claims, judgments and awards to entrant shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of Kentucky, without giving effect to any choice of law or conflict of law rules (whether of the State of Kentucky or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Kentucky.

**10. PRIVACY:** The information collected on the Website will be subject to and used in accordance with the Privacy Policy available at the Website by clicking on the Privacy Policy link.

**11. NAMES OF WINNERS:** For the names of the winners, available for a period of at least 30 days, after July 1, 2022, visit the Website.

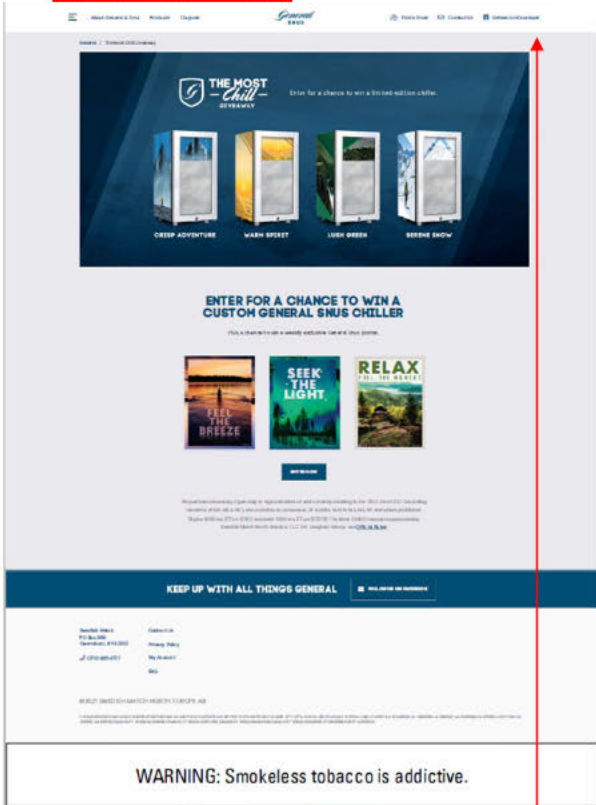
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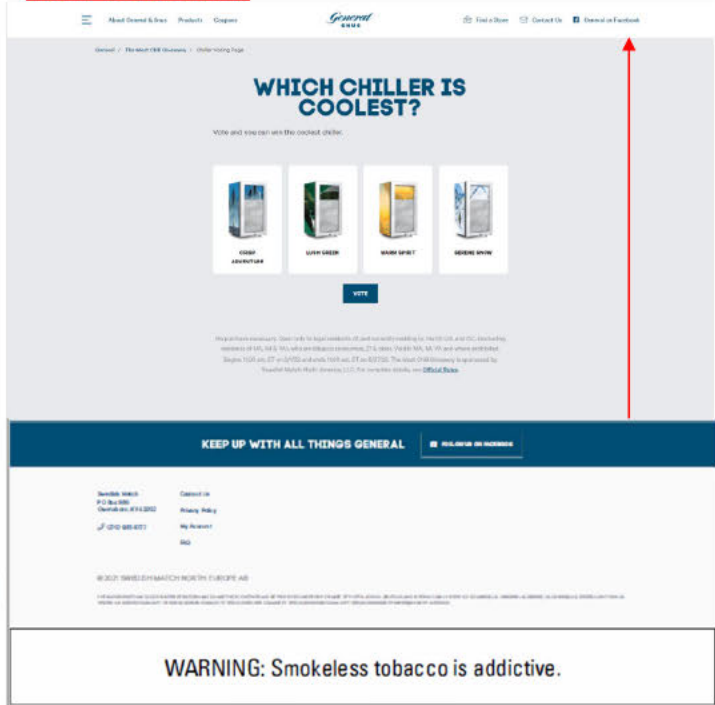
# General Snus The Most Chill Giveaway Web Pages: Header

3/1/22 - current

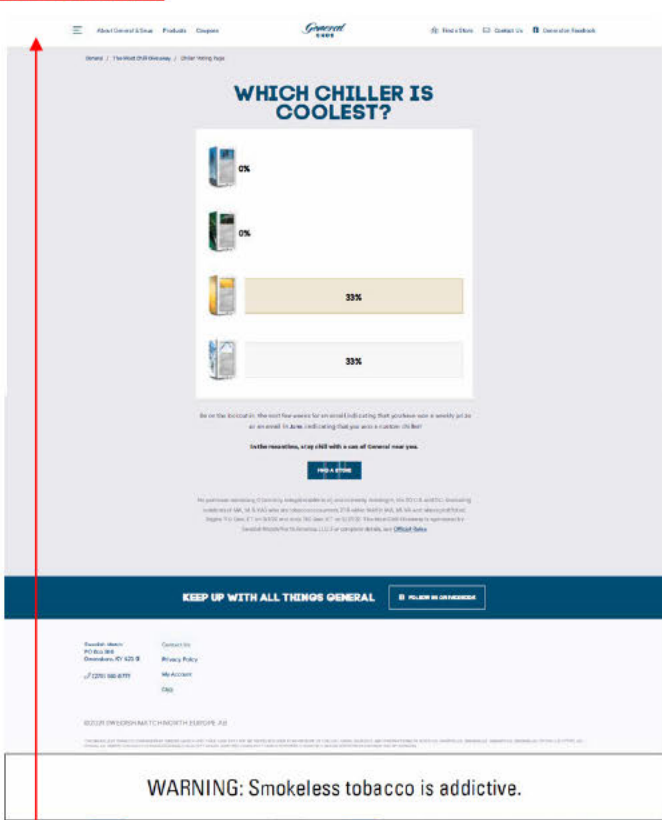
## TMCG LANDING PAGE



## TMCG VOTING PAGE



## TMCG RESULTS PAGE



Swedish Match

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General  
SNUS

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# General Snus The Most Chill Giveaway Web Pages: Footer

3/1/22 - current

## TMCG LANDING PAGE

THE MOST CHILL GIVEAWAY

ENTER FOR A CHANCE TO WIN A CUSTOM GENERAL SNUS CHILLER

KEEP UP WITH ALL THINGS GENERAL

Swedish Match  
PO Box 986  
Owensboro, KY 42302  
(270) 685-8777

Contact Us  
Privacy Policy  
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FAQ

©2022 SWEDISH MATCH NORTH EUROPE AB

THE SMOKELESS TOBACCO CONTAINERS OF SWEDISH MATCH AND THEIR CONTENTS MAY BE PROTECTED UNDER ONE OR MORE OF THE FOLLOWING ISSUED U.S. AND INTERNATIONAL PATENTS: U.S. D489606; U.S. D690606; U.S. D690607; U.S. D690608; U.S. D711232; U.S. D711233; U.S. D711250; U.S. 6135120; COMMUNITY DESIGN 000019328; COMMUNITY DESIGN 000511993; COMMUNITY DESIGN 000933395; COMMUNITY DESIGN 001035398; EP 092197881 AND EP 245783381.

## TMCG VOTING PAGE

WHICH CHILLER IS COOLEST?

KEEP UP WITH ALL THINGS GENERAL

Swedish Match  
PO Box 986  
Owensboro, KY 42302  
(270) 685-8777

Contact Us  
Privacy Policy  
My Account  
FAQ

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WARNING: Smokeless tobacco is addictive.

## TMCG RESULTS PAGE

WHICH CHILLER IS COOLEST?

KEEP UP WITH ALL THINGS GENERAL

Swedish Match  
PO Box 986  
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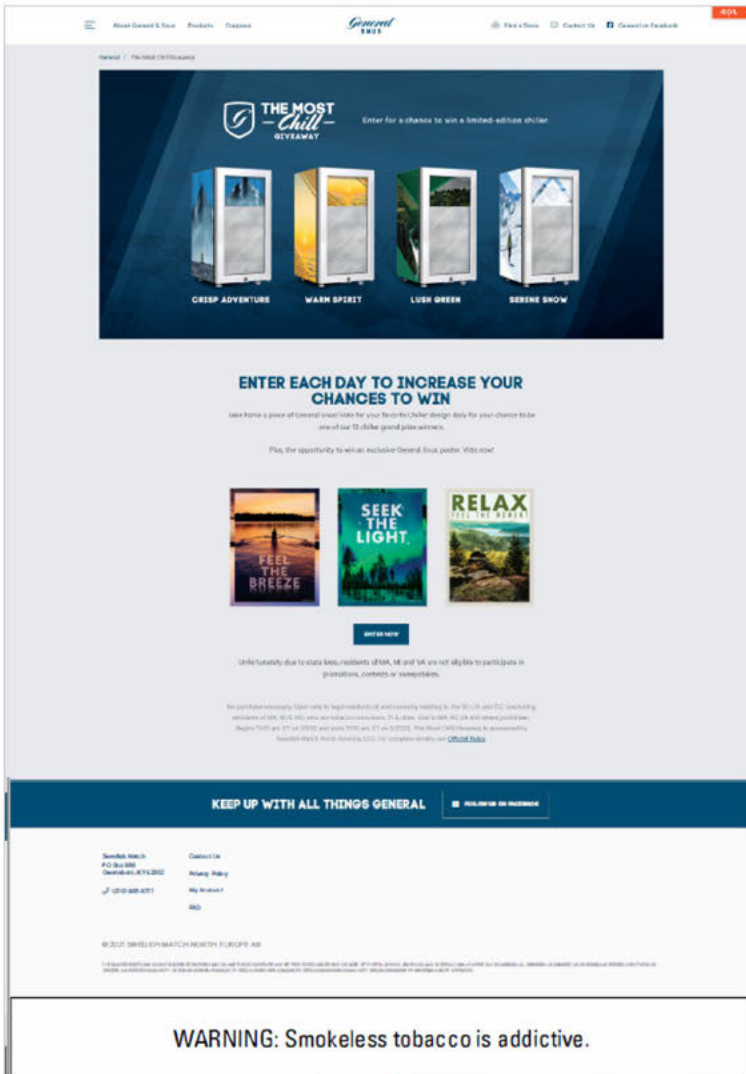
Contact Us  
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WARNING: Smokeless tobacco is addictive.

# General Snus The Most Chill Giveaway Web Pages: Landing Page

3/1/22 – 5/24/22



See slide 1 for detail

Enter for a chance to win a limited-edition chiller.

CRISP ADVENTURE WARM SPIRIT LUSH GREEN SERENE SNOW

Take home a piece of General Snus! Vote for your favorite Chiller design daily for your chance to be one of our 13 chiller grand prize winners.

Plus, the opportunity to win an exclusive General Snus poster. Vote now!

Unfortunately, due to state laws, residents of MA, MI and VA are not eligible to participate in promotions, contests or sweepstakes.

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

# General Snus The Most Chill Giveaway Web Pages: Landing Page

5/24/22 – 5/27/22

See slide 1 for detail

Enter for a chance to win a limited-edition chiller.

CRISP ADVENTURE

WARM SPIRIT

LUSH GREEN

SERENE SNOW

Take home a piece of General Snus! Vote for your favorite Chiller design daily for your chance to be one of our 13 chiller grand prize winners.

Plus, the opportunity to win an exclusive General Snus poster. Vote now!

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WARNING: This product can cause mouth cancer.

# General Snus The Most Chill Giveaway Web Pages: Landing Page

5/27/22-current

The screenshot shows the landing page for 'THE MOST CHILL GIVEAWAY' by General Snus. The page has a dark blue header with the General Snus logo and navigation links. The main content area features a large banner with the text 'THE MOST CHILL GIVEAWAY' and 'The chiller giveaway has ended.' Below this, there are four product images: CRISP ADVENTURE, WARM SPIRIT, LUSH GREEN, and SERENE SNOW. A large section in the center reads 'THE MOST CHILL GIVEAWAY HAS ENDED. CONGRATULATIONS TO OUR WINNERS!' with a 'CLAIM YOUR PRIZE' button. Below this, there are three smaller images: 'FEEL THE BREEZE', 'SEEK THE LIGHT', and 'RELAX (FEEL THE GREEN)'. A text block below these images states: 'No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).' The footer contains contact information, a 'KEEP UP WITH ALL THINGS GENERAL' section, and a 'WARNING: This product can cause mouth cancer.'

The chiller giveaway has ended.

CRISP ADVENTURE WARM SPIRIT LUSH GREEN SERENE SNOW

**THE MOST CHILL GIVEAWAY HAS ENDED.**  
CONGRATULATIONS TO OUR **WINNERS!**

CLAIM YOUR PRIZE

FEEL THE BREEZE SEEK THE LIGHT RELAX (FEEL THE GREEN)

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

KEEP UP WITH ALL THINGS GENERAL FOLLOW US ON FACEBOOK

Swedish Match  
PO Box 880  
Overland Park, KS 66208  
816.270.888-8771

Contact Us  
Privacy Policy  
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800222 SWEDISH MATCH NORTH AMERICA, LLC  
This giveaway is open to legal residents of the United States and District of Columbia who are tobacco consumers, 21 and older, and who are currently residing in the 50 U.S. and D.C. (excluding residents of MA, MI & VA). Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

WARNING: This product can cause mouth cancer.



## General Snus The Most Chill Giveaway Web Pages: Voting Page 3/1/22 – 5/27/22

⚠ We are experiencing sporadic issues with the website running slower than normal. Please Contact Us for needed assistance.

General Snus

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General / The Most Chill Giveaway / The Most Chill Giveaway Entry

### WHICH CHILLER IS COOLEST?

Select your favorite design and you could win!

CRISP ADVENTURE

LUSH GREEN

WARM SPIRIT

SERENE SNOW

VOTE

You can enter one time per 24-hours (24-hours after you last voted).

Unfortunately, due to state laws, residents of MA, MI and VA are not eligible to participate in promotions, contests or sweepstakes. Participants who are residents of these states may be able to vote, but are not eligible to enter the Sweepstakes or win.

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA) who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am ET on 3/1/22 and ends 11:00 am ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

KEEP UP WITH ALL THINGS GENERAL

Swedish Match  
P.O. Box 500  
Orlando, FL 32802  
(407) 885-6711

Contact Us  
Privacy Policy  
My Account  
FAQ

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WARNING: Smokeless tobacco is addictive.

CRISP ADVENTURE	LUSH GREEN	WARM SPIRIT	SERENE SNOW
--------------------	------------	-------------	-------------

You can enter one time per 24-hours (24-hours after you last voted).

Unfortunately, due to state laws, residents of MA, MI and VA are not eligible to participate in promotions, contests or sweepstakes. Participants who are residents of these states may be able to vote, but are not eligible to enter the Sweepstakes or win.

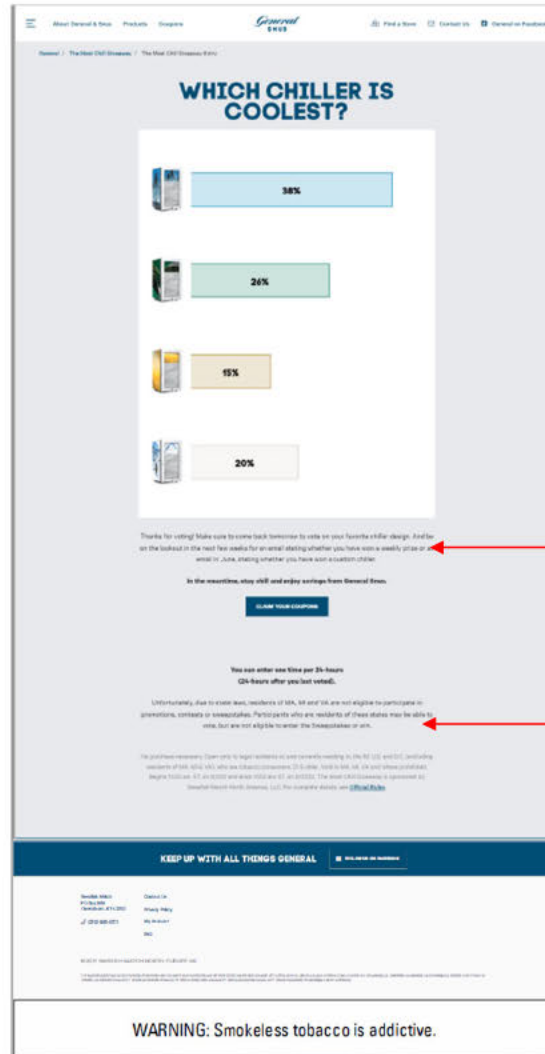
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# General Snus The Most Chill Giveaway Web Pages: Results Page

3/1/22 – 5/27/22



Thanks for voting! Make sure to come back tomorrow to vote on your favorite chiller design. And be on the lookout in the next few weeks for an email stating whether you have won a weekly prize or an email in June, stating whether you have won a custom chiller.

In the meantime, stay chill and enjoy savings from General Snus.

**CLAIM YOUR COUPONS**

**You can enter one time per 24-hours  
(24-hours after you last voted).**

Unfortunately, due to state laws, residents of MA, MI and VA are not eligible to participate in promotions, contests or sweepstakes. Participants who are residents of these states may be able to vote, but are not eligible to enter the Sweepstakes or win.

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited.

Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

\*\*\*  
Swedish Match.

General Snus The Most Chill Giveaway Web Pages: Winners Page 3/1/22 – current winners will be added throughout the program

Come back next week to see more winners. Grand prize winners will be announced at the end of the Promotion.

In the meantime, stay chill with a can of General near you.

FIND A STORE

Unfortunately, due to state laws, residents of MA, MI and VA are not eligible to participate in promotions, contests or sweepstakes. Participants who are residents of these states may be able to vote, but are not eligible to enter the Sweepstakes or win.

No purchase necessary. Open only to residents of, and currently residing in, the 50 U.S. and DC (excluding residents of MA, MI & VA), who are tobacco consumers 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00am, ET on 3/1/22 and ends on 11:00am, ET on 5/27/22.

The Most Chill Giveaway is sponsored by Swedish Match North America, LLC.

For complete details see the [Official Rules](#).

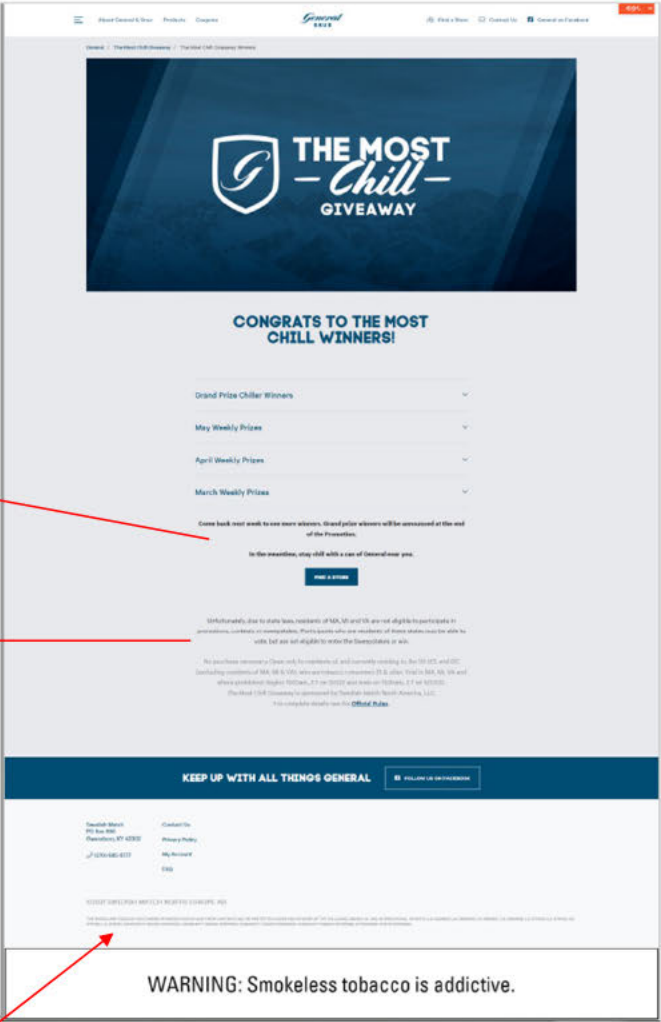
Swedish Match  
PO Box 986  
Owensboro, KY 42302

(270) 685-8777

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## General Snus Website .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



General\_M RTP\_Explainer\_Final\_V3.mp4  
Length: 00:03:02

00:03:02

(b)(4)

# GENERAL SNUS PACKAGING



# General Packaging – Mint – In stores January 2021

(Removed Leave No Trace Program from side label)

**NO CHANGES MADE TO TOP OR BOTTOM LABEL**



**Original Side Label**



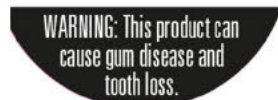
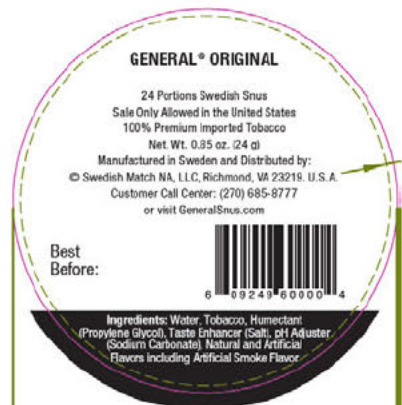
**Updated Side Labels**



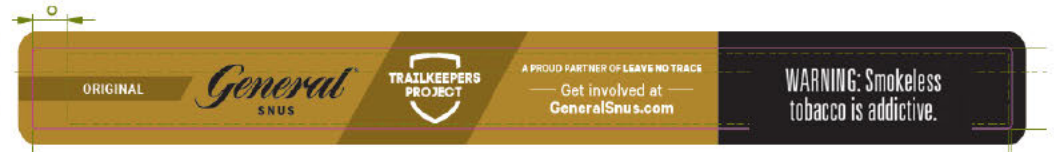
## General Packaging Update – Original – In stores January 2021

(removed Leave No Trace program from side label)

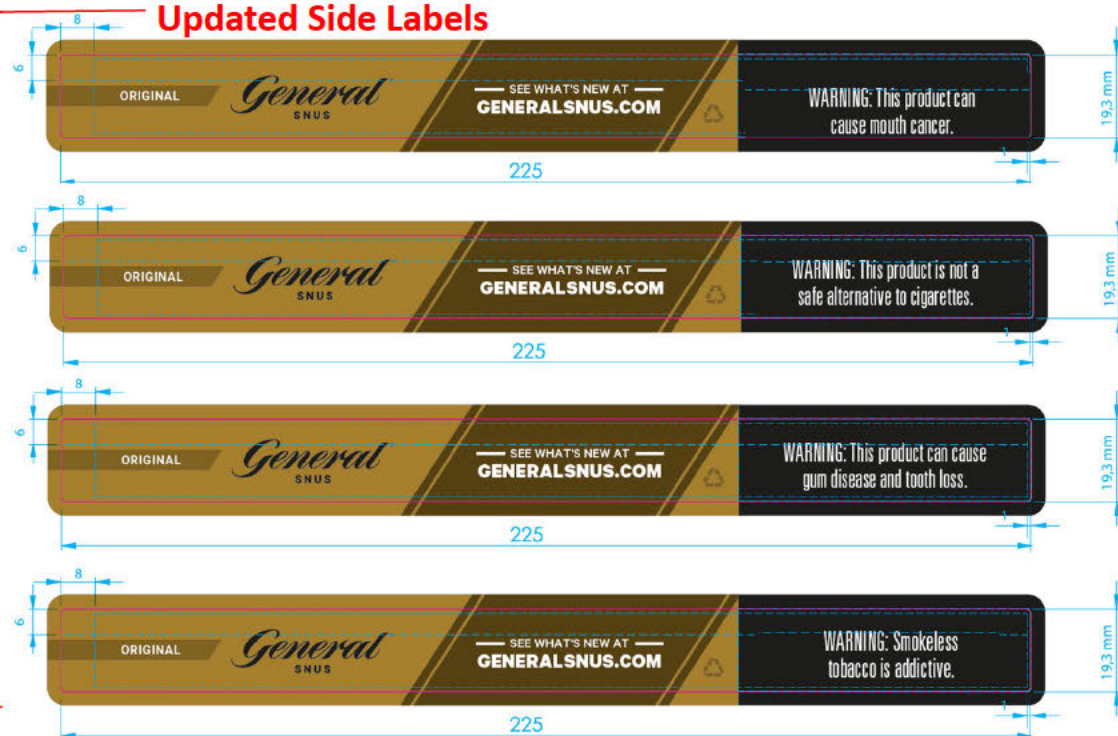
**NO CHANGES MADE TO TOP OR BOTTOM LABEL**



**Original  
Side Label**



**Updated Side Labels**





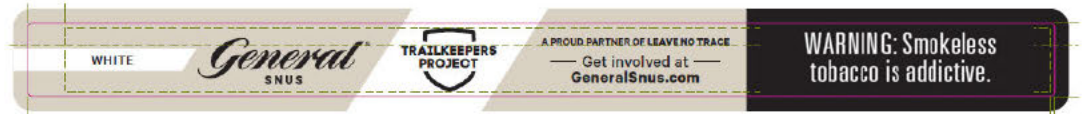
# General Packaging Update – White – In stores January 2021

(removed Leave No Trace program from side label)

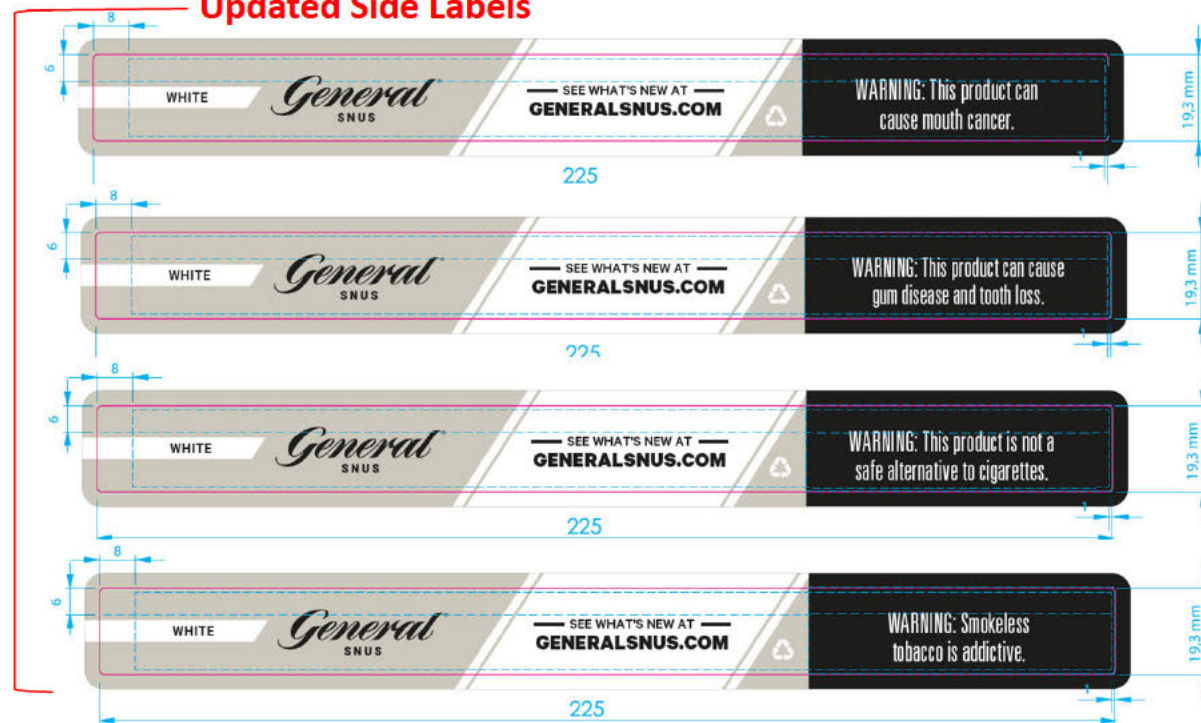
**NO CHANGES MADE TO TOP OR BOTTOM LABEL**



**Original  
Side  
Label**



**Updated Side Labels**



# General Packaging Update – Wintergreen – In stores January 2021

(removed Leave No Trace program from side label)

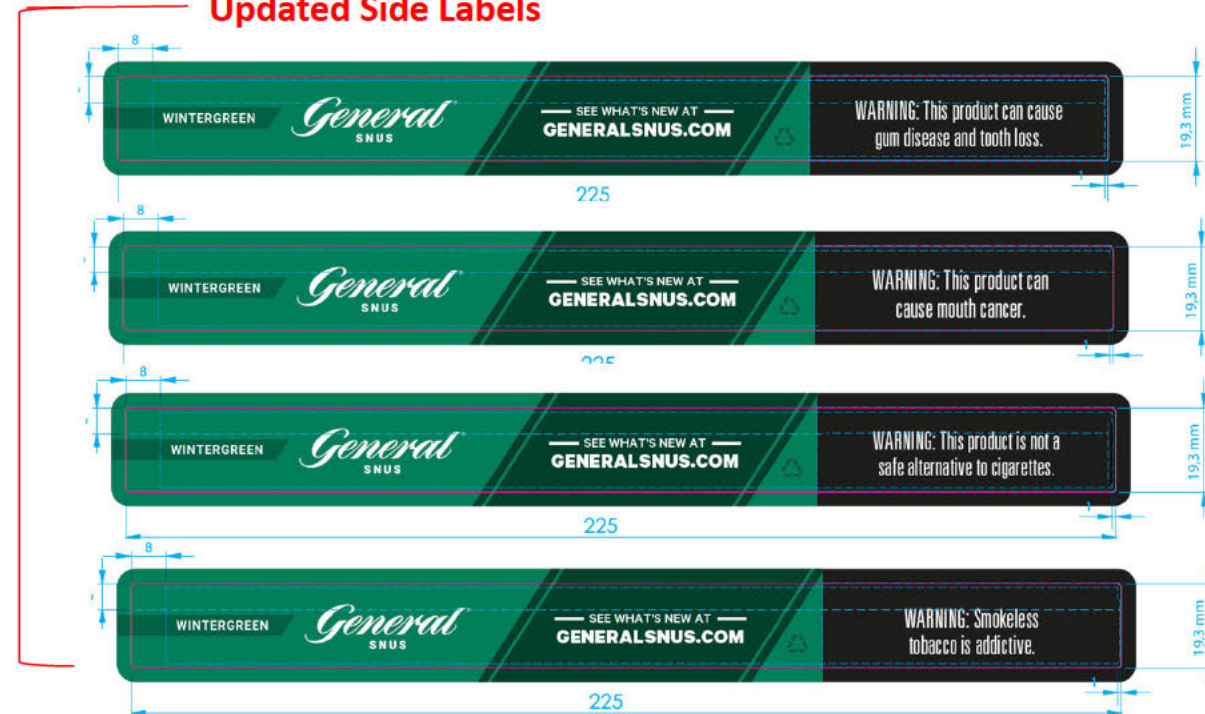
**NO CHANGES MADE TO TOP OR BOTTOM LABELS**



**Original Side Label**



**Updated Side Labels**





# GENERAL SNUS POS


**2/1/22 – 3/14/22**

Swedish Match®

# OTHER GENERAL SNUS THE MOST CHILL GIVEAWAY ASSETS (not included in previous content)

# General Snus The Most Chill Giveaway Grand Prize Winner Confirmation E-Mail

3/10/22 – 6/14/22



**Questions or want to report concerns about General Snus?**

Contact us at [info@swedishmatch.com](mailto:info@swedishmatch.com),  
or call (270) 685-8777.

If you are unable to see this message, click here to view. For consistent delivery, add [info@email.GeneralSnus.com](mailto:info@email.GeneralSnus.com) to your address book.


General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](http://BeTobaccoFree.gov) for more information.

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

©2022 Swedish Match North America AB  
This email was sent by: Swedish Match  
1021 East Cary Street, Suite 1600,  
Richmond, VA 23219 USA

[UNSUBSCRIBE](#)  
Offer code: 000000000

\*\*\*  
Swedish Match®



Dear: INSERT NAME

CONGRATULATIONS! You have been selected as a potential grand prize winner of a Sponsor-specified, limited-edition The Most Chill Giveaway chiller (mini refrigerator; no product included).

Please reply to this email within 48 hours to confirm the mailing address below is correct. If we are not notified of mailing address changes within this time, the chiller will be shipped to the address below, and will arrive within 6-8 weeks.

Eva Ju  
555 Washington Ave.  
St. Louis, MO 63101


On behalf of Swedish Match North America, LLC, please accept our sincere appreciation for your participation in our giveaway and your continued support of General Snus.

We would love if you could send us a picture of your chiller once it's installed so we can share your grand prize with other General Snus fans online. Please send the image to: [info@generalsnus.com](mailto:info@generalsnus.com).

Cordially,

Person  
Contest Services

CC: Swedish Match North America, LLC



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Contest Services

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**Questions or want to report concerns about General Snus?**

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or call (270) 685-8777.

If you are unable to see this message, click here to view. For consistent delivery, add [info@email.GeneralSnus.com](mailto:info@email.GeneralSnus.com) to your address book.

General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit [BeTobaccoFree.gov](http://BeTobaccoFree.gov) for more information.

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

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Richmond, VA 23219 USA


[UNSUBSCRIBE](#)  
Offer code: 000000000

**WARNING:**  
Smokeless tobacco  
is addictive.



# General Snus The Most Chill Giveaway Weekly Prize Winner Confirmation E-Mail

3/10/22 – 6/14/22



**Questions or want to report concerns about General Snus?**

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Please *reply to this email* within 48 hours to confirm the mailing address below is correct. If we are not notified of mailing address changes within this time, the poster will be shipped to the address below, and will arrive within 6-8 weeks.


Eva Ju  
555 Washington Ave.  
St. Louis, MO 63101

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Cordially,

Person  
Contest Services

CC: Swedish Match North America, LLC



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