

December 6, 2022

Gerard J. Roerty, Jr.
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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 (July - December 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.

If further information is required, please contact us.

Sincerely yours,

(b) (6)

Gerard J. Roerty, Jr.

Vice President, General Counsel & Secretary

FDA Registration Brand Consumer Communications

CATEGORY: SNUS

BRAND: GENERAL SNUS

June 2022 – November 2022

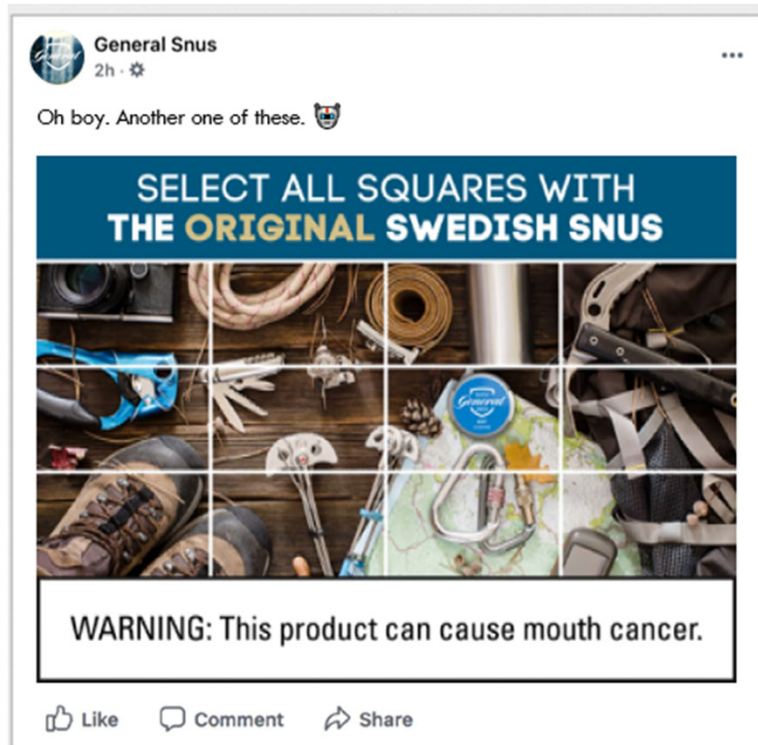
GENERAL SNUS SOCIAL MEDIA

General Snus Facebook May 28 – June cover photo



General Snus June '22 Facebook Posts

6-1-22



See FB media file: 06-1-22_GEN FB Squares with General Snus.mp4

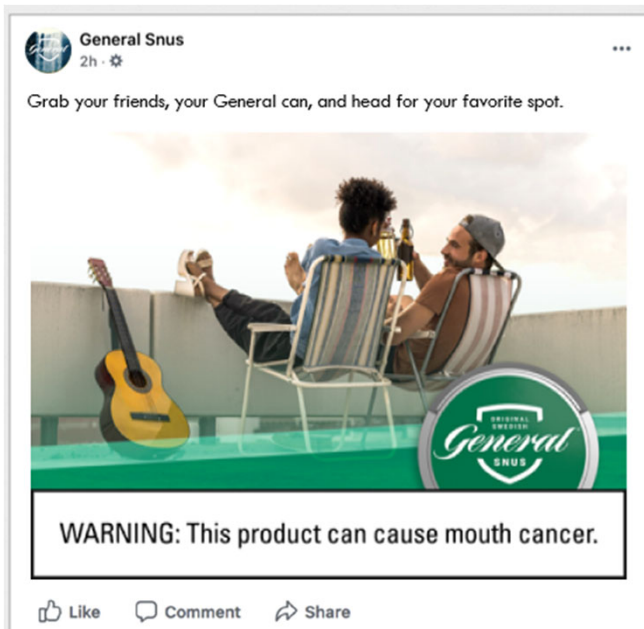
6-3-22



Swedish Match®

General Snus June '22 Facebook Posts

6/6/22



See FB media file:

📎 06-6-22_GEN FB Grab a can to your favorite spot.mp4

6/8/22



☆☆☆
Swedish Match®

General Snus June '22 Facebook Posts

6/10/22

General Snus
2h · 🌐

Give it up for the nature lovers among us 🍌🍌🍌



WARNING: This product can cause mouth cancer.

👍 Like 💬 Comment ➦ Share

6/14/22

General Snus
2h · 🌐

Your votes are in—check out the winning chiller design! And see who won a grand prize or a weekly custom-poster prize! Visit: [GeneralSnus.com/MostChillWinners](https://www.GeneralSnus.com/MostChillWinners)



**CONGRATULATIONS
— TO OUR —
MOST CHILL
WINNERS!**

**THE MOST
— Chill —
GIVEAWAY**

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

WARNING: This product can cause mouth cancer.

👍 Like 💬 Comment ➦ Share

☆☆☆
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General Snus June '22 Facebook Posts

6/15/22



See FB media file: 📎 06-15-22_GEN FB Johans Summer Travel Tips.mp4

☆☆☆
Swedish Match®

6/17/22



General Snus June '22 Facebook Posts

6/21/22



General Snus

2h · 🌐

...

If you're gonna be an active, fun-loving Original, softball is the perfect summer pastime. And nobody does softball better than Chicago. So, give it up for our fellow snusers in the Windy City. (And watch this feed for more Made for Originals tributes down the road!)



WARNING: This product can cause mouth cancer.

👍 Like

💬 Comment

➦ Share

6/22/22



General Snus

2h · 🌐

...

How do you pronounce SNUS? If you're going to say it like a Swede, here are a few English words that rhyme with the Original Swedish Sn—well, you know.



WARNING: This product can cause mouth cancer.

👍 Like

💬 Comment

➦ Share

Posted as an album



WHAT SNUS RHYMES WITH

JUICE

General

WARNING: This product can cause mouth cancer.



WHAT SNUS RHYMES WITH

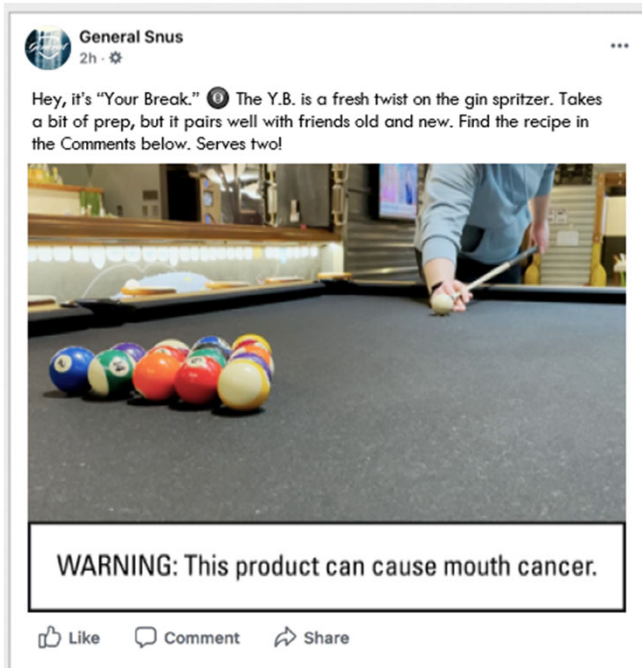
ZEUS

General

WARNING: This product can cause mouth cancer.

General Snus June '22 Facebook Posts

6/24/22



See FB media file:

06-24-22_GEN FB Summer Cocktail Playing Pool.mp4

Comment 1:

INGREDIENTS

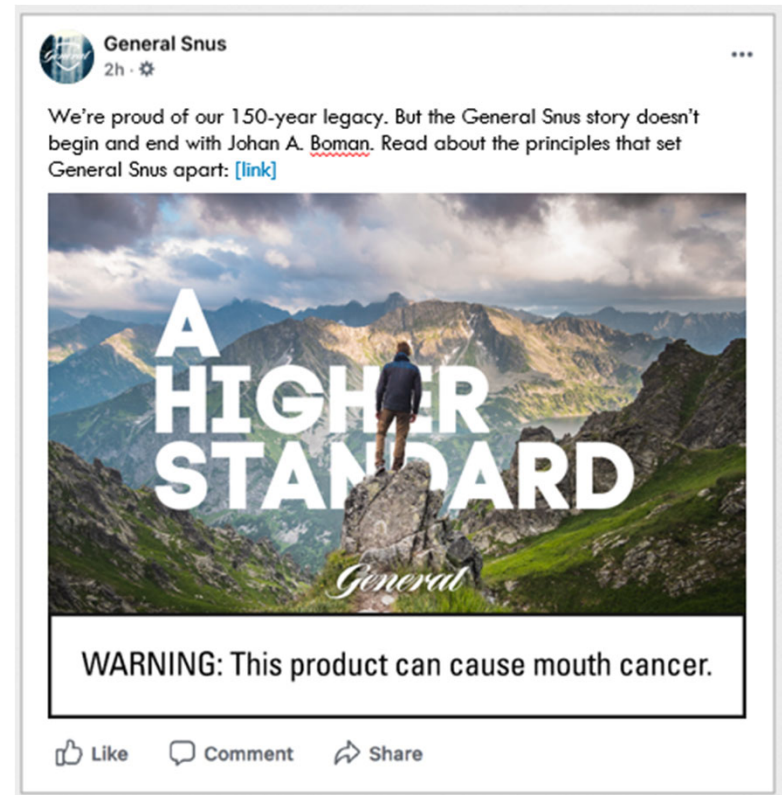
2 c. water • 2 c. sugar • 5 c. cantaloupe cubes or balls •
4 oz. melon simple syrup • 3 oz. gin • 2 oz. seltzer water
• cucumber slices • fresh mint • ice

INSTRUCTIONS

In a saucepan, bring water and sugar to a boil. Let boil for 30 seconds, remove from heat, and let cool completely. Once cooled, blend with 4 c. cantaloupe cubes/balls until smooth (setting aside 1 c. cantaloupe).

Shake each cocktail singly. Combine ice, mint leaf, 2 oz. simple syrup and gin in shaker and and shake for 30 seconds. Add ice, a few melon balls, and cucumber slices to a tall glass, then pour in the content of the shaker. Top with seltzer, stir, and garnish with mint. Repeat for the second drink.

6/28/22



Swedish Match®

General Snus July '22 Facebook Posts

7/1/22



See FB media file:

07-1-22 GEN FB All American Cocktail Recipe.mp4

1st comment:

RED, WHITE & BOURBON SMASH

INGREDIENTS

- 1 ½ oz. bourbon
- ½ oz. lemon juice
- 2-3 maraschino cherries
- Cola on top

DIRECTIONS

Muddle cherries and lemon juice in a cocktail shaker. Add your favorite bourbon and ice; shake until chilled. Strain into a highball glass, top with cola and give it a stir. Add a classic American garnish. Sip and stay cool. US

7/4/22



7/6/22



General Snus July '22 Facebook Posts

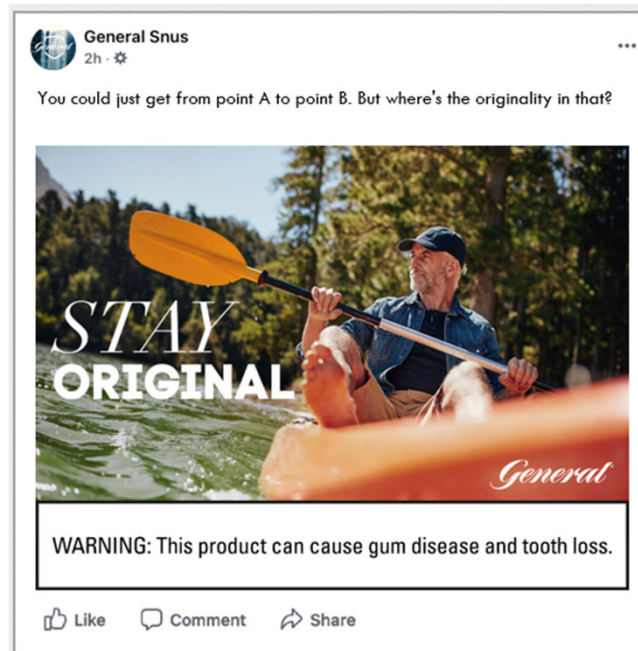
7/8/22



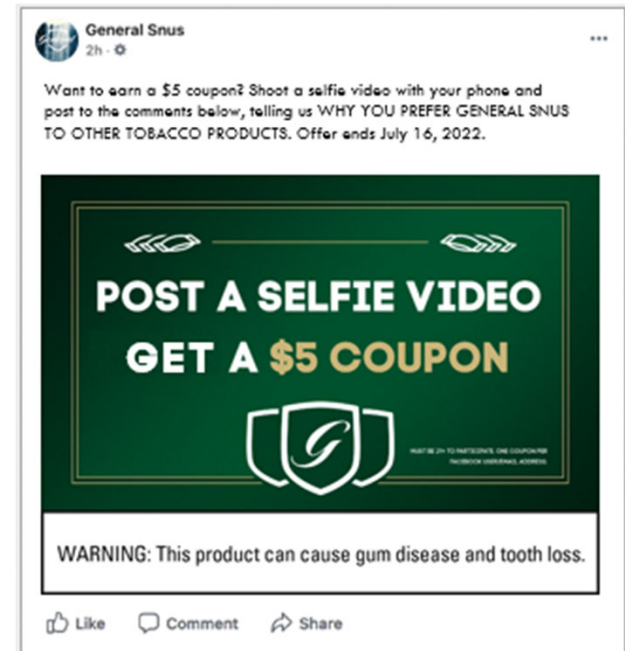
See FB media file:

07-8-22 GEN FB Acquired Taste (Original).mp4

7/11/22



7/13/22



Swedish Match®

General Snus July '22 Facebook Posts

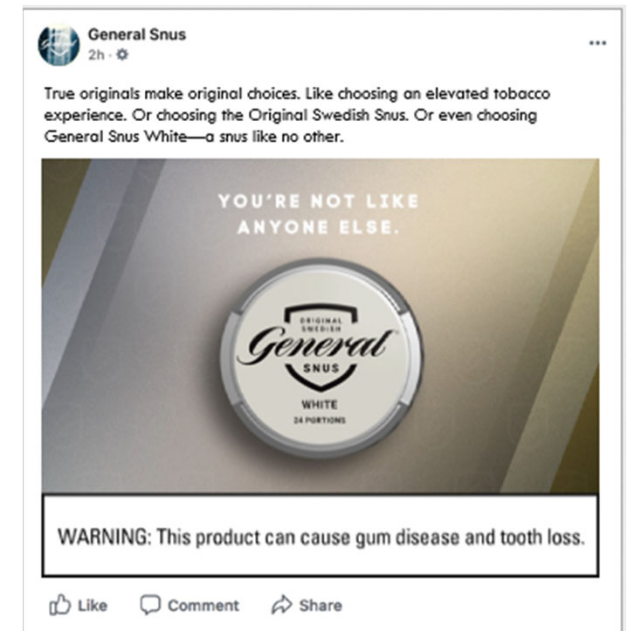
7/15/22



Posted as an album (no video)

Swedish Match®

7/19/22



See FB media file:


07-19-22_GEN FB Original Choices (White).mp4

General Snus July '22 Facebook Posts

7/22/22

General Snus
2h · 🌐

One of these things pairs perfectly with everything known to humankind. And the other one... also does.



General Snus Wintergreen 24 Portions

BACON
SALTY + RICH

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

Like Comment Share

7/26/22

General Snus
2h · 🌐

True originals know the real history.



A BRIEF HISTORY OF SNUS

— 1866 —

JOHAN INVENTS GENERAL SNUS

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

Like Comment Share

See FB media file:

07-26-22_GEN FB History of Snus.mp4

7/27/22

General Snus
2h · 🌐

Hot-sauce ale or keylime-pie IPA? In Denver—another metro made for Originals—over 200 different beers are brewed every day. Let's be honest, if you're gonna sip a PB&J lager, you're 100% Original.



MADE FOR ORIGINALS NO. 2

DENVER'S CREATIVE BREWS

General Snus

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

Like Comment Share

Swedish Match®

General Snus July '22 Facebook Posts

7/29/22

**General Snus**
2h · 🌐

Being the total original in your group of friends can be a lot of fun. Who doesn't love being the rebel or the maverick? At the same time, being original sort of makes you a leader, too.

All we can say is—from one Original to another—that's not a bad way to live. Bravo. 🍷



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

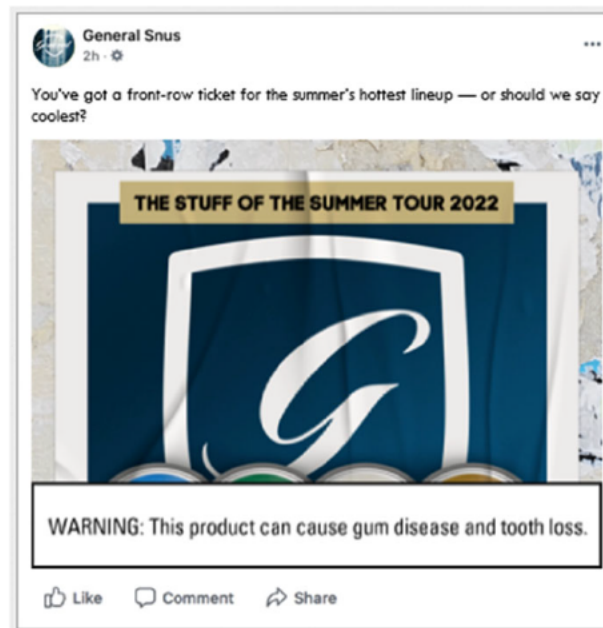
 Like  Comment  Share

General Snus August '22 Facebook Posts

8/2/22



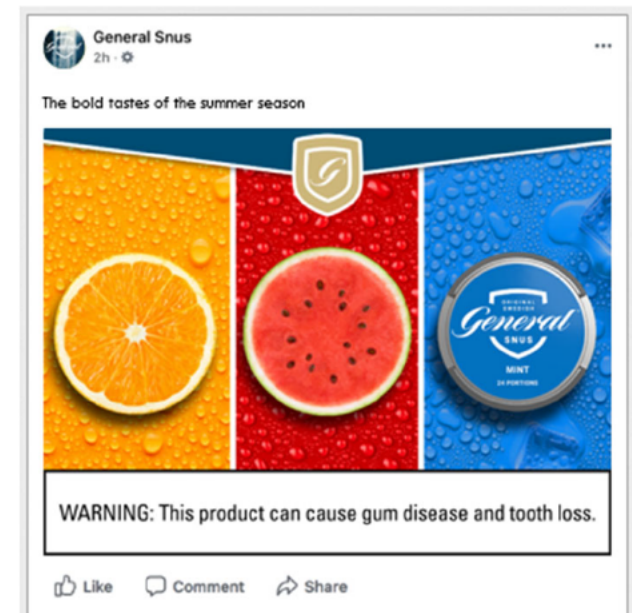
8/5/22



See FB media file:

08-05-22_GEN FB Lineup Poster.mp4

8/9/22



Swedish Match®

General Snus August '22 Facebook Posts

8/10/22

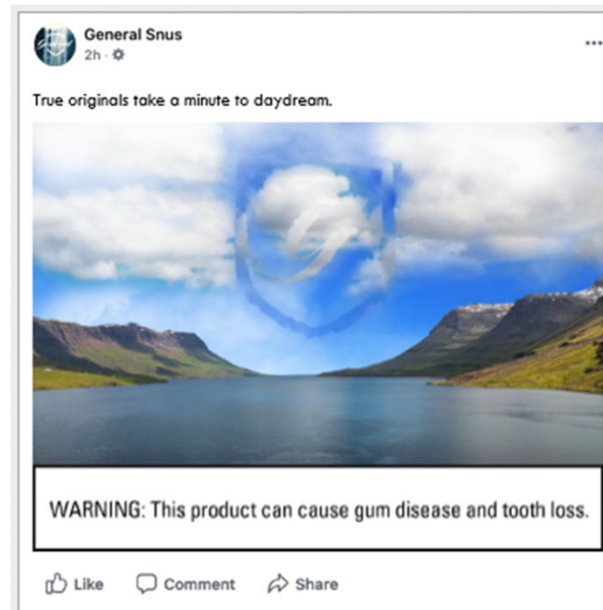


See FB media file:

08-10-22_GEN FBGreatness is Ready.mp4

Swedish Match®

8/12/22



See FB media file:

08-12-22_GEN FB Daydream.mp4

8/17/22



See FB media file:

08-17-22_GEN FB Evolution of Beards.mp4

General Snus August '22 Facebook Posts

8/19/22

 General Snus
2h · 🌐


Find a scrap of shade for you (and your snus).




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

 Like  Comment  Share




8/23/22

 General Snus
2h · 🌐

Let's hear it for another city Made for Originals: Tampa. From the world's longest ocean-front sidewalk to its heart-stopping bridge vistas, Tampa's got some amazing looks.

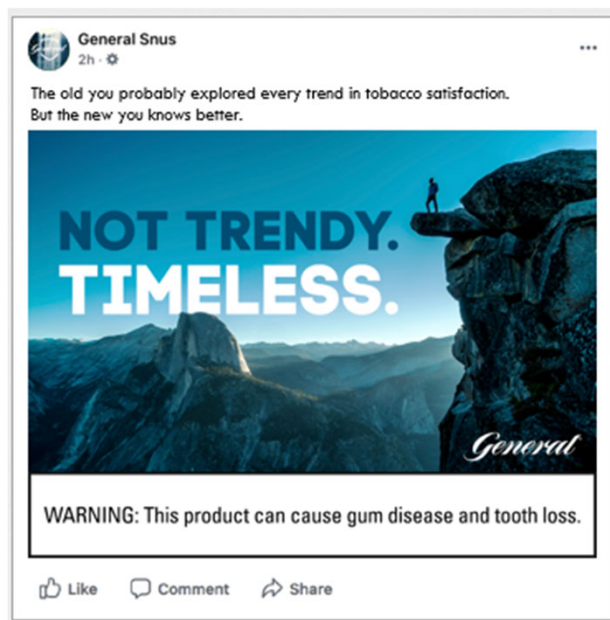


WARNING: This product can cause gum disease and tooth loss.

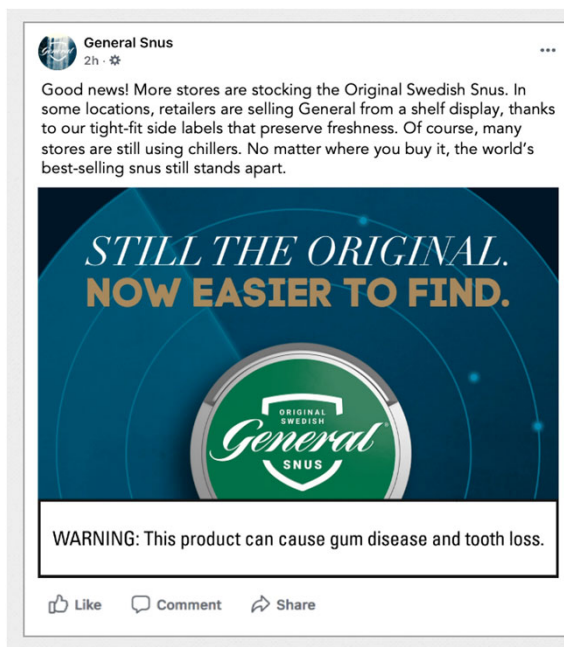
 Like  Comment  Share

General Snus August '22 Facebook Posts

8/26/22



8/30/22



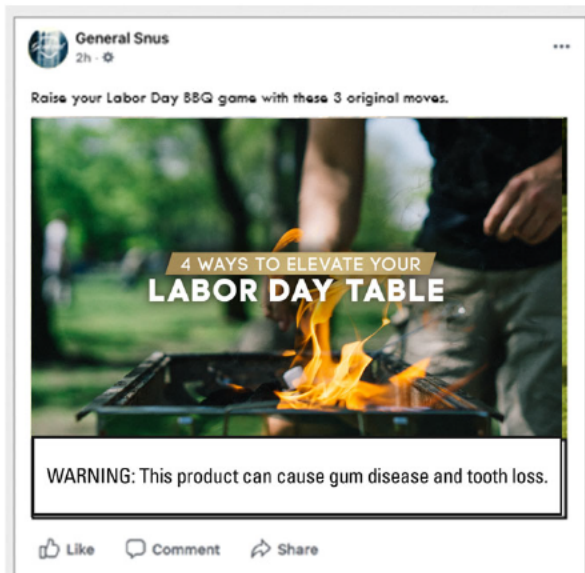
See FB media file:

📁 08-30-22_GEN FB Easier To Find.mp4

☆☆☆
Swedish Match®

General Snus September '22 Facebook Posts

9/2/22



See FB media file:

 09-2-22_GEN FB Labor Day.mp4

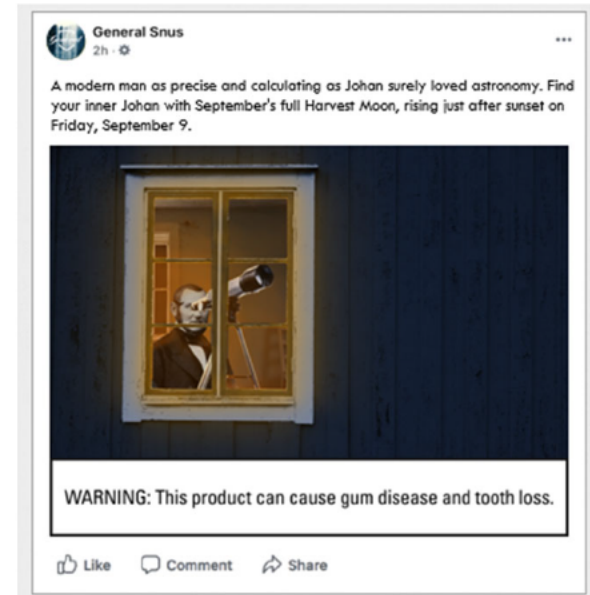
9/6/22




See FB media file:

 09-6-22_GEN FB Variety Showdown.mp4

9/9/22



See FB media file:

 09-9-22_GEN FB Johan Harvest Moom.mp4

Swedish Match®

General Snus September '22 Facebook Posts

9/13/22



See FB media file:

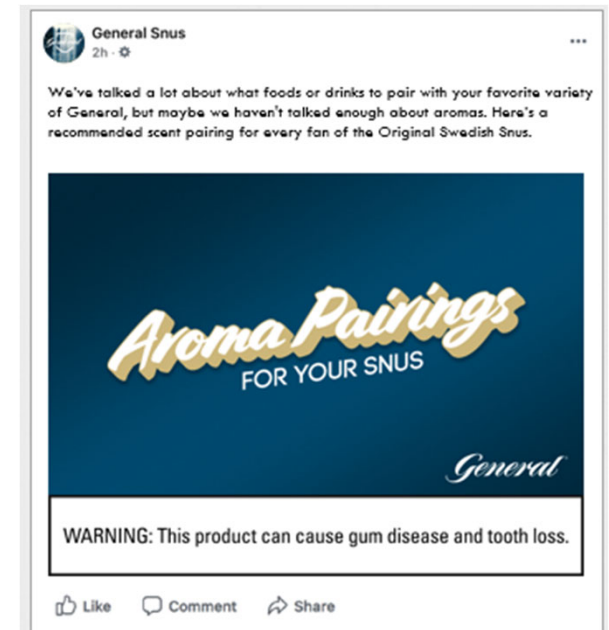
09-13-22_GEN FB Snus Starter Pack.mp4

Swedish Match®

9/15/22



9/20/22



See FB media file:

09-20-22_GEN FB Aroma Pairing WTG.mp4

General Snus September '22 Facebook Posts

9/22/22

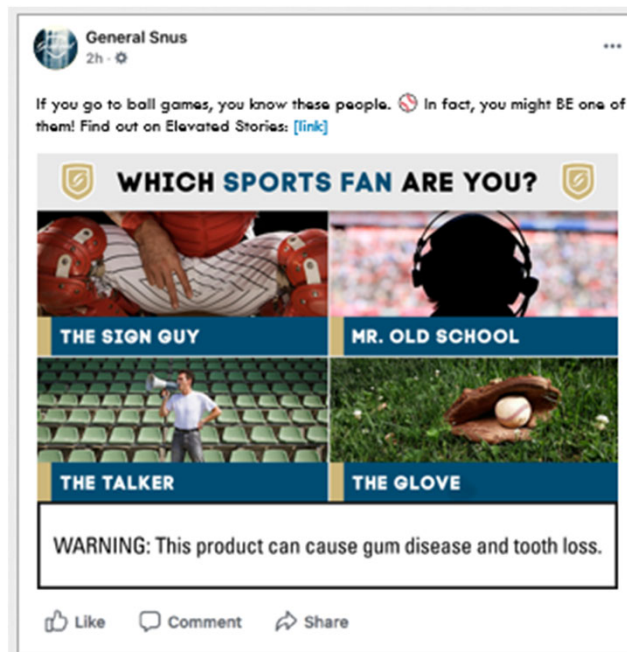


See FB media file:

📎 09-22-22_GEN FB Autumn Equinox.mp4

Swedish Match®

9/27/22



General Snus September '22 Facebook Posts

9/28/22



General Snus

2h · 🌐

...

Pair your first autumn adventure with the variety that complements it.



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

👍 Like

💬 Comment

➦ Share

9/30/22



General Snus

2h · 🌐

...

Here's a color swatch every Mint fan can appreciate.



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

👍 Like

💬 Comment

➦ Share

General Snus Facebook September '22 cover photo



General Snus October '22 Facebook Posts

10/4/22

General Snus
2h · 🌐

Let's shout out a civic tradition made for Originals: the balloon festivals of Albuquerque. Whether you're enjoying from the ground or soaring through stunning New Mexico skies, this annual spectacle is the perfect occasion for you and your favorite snus.



MADE FOR ORIGINALS NO. 5
ALBUQUERQUE'S BALLOON CELEBRATIONS

WARNING: This product is not a safe alternative to cigarettes.

Like Comment Share

10/7/22

General Snus
2h · 🌐

A color swatch made for those who know some leaves never change. Because the Wintergreen of the deep forest stays hardy and strong.



WINTERGREEN
Authentic Since 1866

WARNING: This product is not a safe alternative to cigarettes.

Like Comment Share

10/11/22

General Snus
2h · 🌐

October is THE month for scary movies and horror classics. What are your jump-scare faves? Let us know in the comments!



IT'S SCARY MOVIE SEASON
WHAT WILL YOU BE WATCHING?

WARNING: This product is not a safe alternative to cigarettes.

Like Comment Share

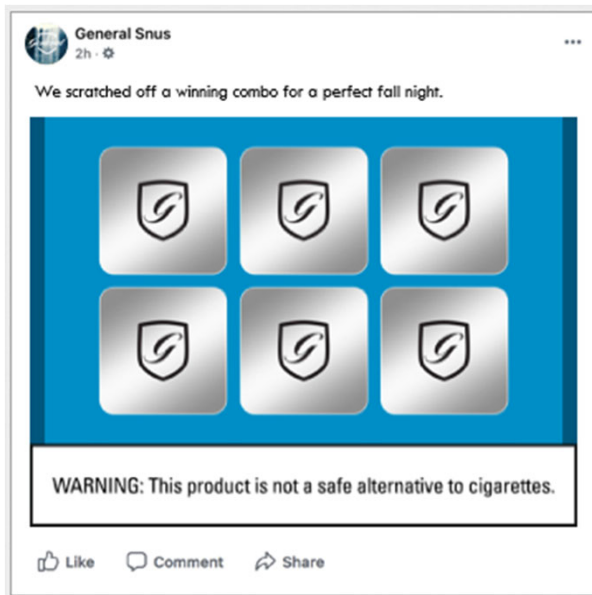
See FB media file:

📎 10-11-22_GEN_FB Halloween.mp4

☆☆☆
Swedish Match®

General Snus October '22 Facebook Posts

10/14/22

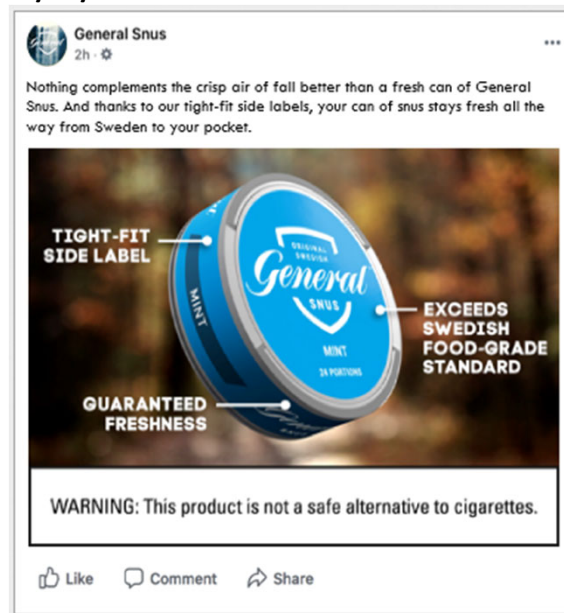


See FB media file:

10-14-22_GEN FB Scratch Off.mp4

☆☆☆
Swedish Match®

10/18/22



See FB media file:

10-18-22_GEN FB Fresh Fall.mp4

10/21/22



See FB media file:

10-21-22_GEN FB Loading Screen WITH AMBIENT AUDIO.mp4

General Snus October '22 Facebook Posts

10/25/22



1st comment:

Here's how you do it: 1.) Hollow out a real pumpkin. Remove the guts but leave the thick rind intact. 2.) Add a beer tap or push-style spigot, the kind with a nut you can tighten from the inside. 3.) Open the top and fill the pumpkin with sweet stout, oatmeal stout or—of course—pumpkin ale.

10/26/22



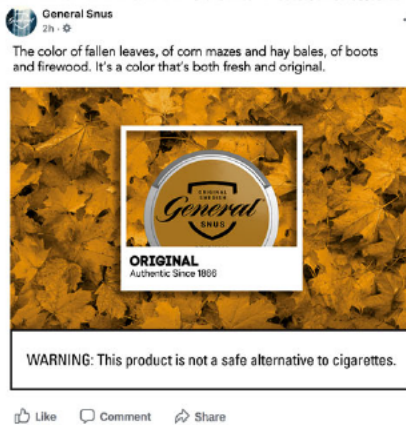
See FB media file:

📎 10-26-22_GEN FB Aroma Pairing Original.mp4

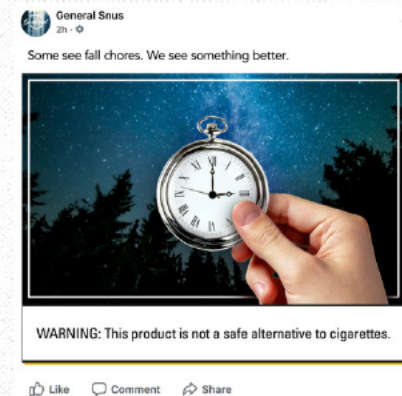
Swedish Match®

General Snus November 2022 Facebook Posts

11-2-22



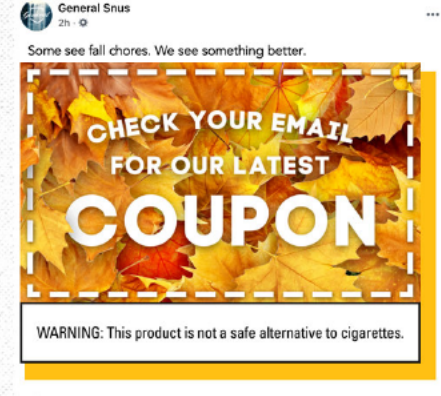
11-4-22



See media file:

11-4-22_GEN FB_Variety Showcase.mp4

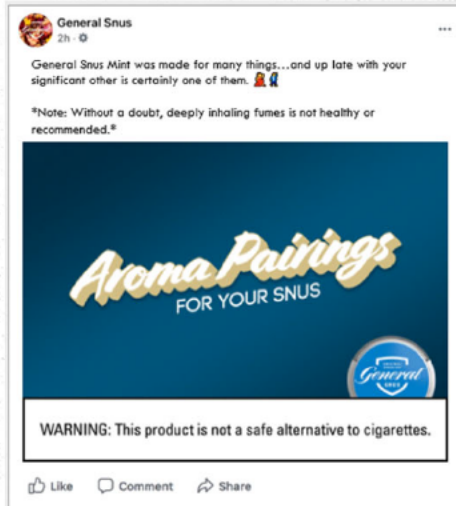
11-6-22



See media file:

11-6-22_GEN FB_Leaves Coupon.mp4

11-11-22



See media file:

11-11-22_GEB FB Mint Aroma Pairing Open Can.mp4

11-15-22



See media file:

11-15-22_GEN FB Snus Starter Pack.mp4

General Snus November 2022 Facebook Posts con't

11-18-22

General Snus

2h · 🌐

What's the most original name you ever gave your fantasy football team?

COMMENT ON THIS POST WITH A TRULY ORIGINAL FANTASY TEAM NAME.



WARNING: This product is not a safe alternative to cigarettes.

Like

Comment


Share

11-23-22

General Snus

2h · 🌐

Snus the season, everyone.




WARNING: This product is not a safe alternative to cigarettes.

Like

Comment

Share

See media file:


 11-23-22_GEN FB Your Can Follows.mp4

11-24-22

General Snus

2h · 🌐

Wishing you a joyous Thanksgiving. We're thankful for every true original who chooses General Snus.



WARNING: This product is not a safe alternative to cigarettes.

Like

Comment


Share

11-29-22

General Snus

2h · 🌐

The Beautiful Game deserves an elevated tobacco experience.



WARNING: This product is not a safe alternative to cigarettes.

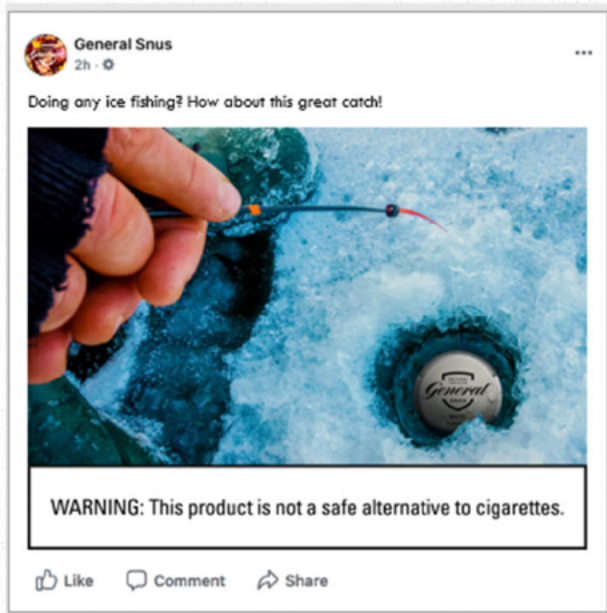
Like

Comment

Share

General Snus December 2022 Facebook Posts

12-6-22



12-9-22



12-14-22



See file:

📎 12-9-22 GEN FB_Seasons with the Original.mp4

General Snus December 2022 Facebook Posts con't

12-16-22



12-19-22



12-21-22



See file:

📎 12-16-22 GEN FB_White Aroma Pairings.mp4

General Snus December 2022 Facebook Posts con't

12-24-22



12-27-22



See file:

📎 12-27-22 GEN FB_Norrskén.mp4

12-30-22

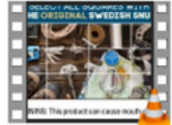


June '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



06-1-22_GEN FB Squares with General Snus.mp4

00:00:08

✓ GEN_6-1-22_FB
Squares with
General
Snus.mp4



06-6-22_GEN FB Grab a can to your favorite spot.mp4

00:00:04

✓ GEN_6-6-22_FB
_Grab a can to
your favorite
spot.mp4



06-15-22_GEN FB Johans Summer Travel Tips.mp4

00:00:30

✓ GEN_6-15-22_F
B_Johans
Summer Travel
Tips.mp4



06-24-22_GEN FB Summer Cocktail Playing Pool.mp4

00:00:11

✓ GEN_6-24-22_F
B Summer
Cocktail
Playing Pool....

(b) (4)

July '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



07-1-22 GEN FB All American Cocktail Recipe.mp4
00:00:06

✔ FB 7-1-22 All American Cocktail Recipe.mp4



07-8-22 GEN FB Acquired Taste (Original).mp4
00:00:04

✔ FB 7-8-22 Acquired Taste (Original).mp4



07-19-22_GEN FB Original Choices (White).mp4
00:00:08

✔ FB 7-19 Original Choices (White).mp4



07-26-22_GEN FB History of Snus.mp4
00:00:21

✔ FB 7-26-22 Original History.mp4

(b) (4)

Aug '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



08-05-22_GEN FB Lineup Poster.mp4

00:00:08



08-10-22_GEN FB Greatness is Ready.mp4

00:00:09



08-12-22_GEN FB Daydream.mp4

00:00:30



08-17-22_GEN FB Evolution of Beards.mp4

00:00:20



08-30-22_GEN FB Easier To Find.mp4

00:00:11

Swedish Match®

(b) (4)

September '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



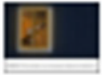
09-2-22_GEN FB Labor Day.mp4

00:00:20



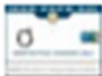
09-6-22_GEN FB Variety Showdown.mp4

00:00:11



09-9-22_GEN FB Johan Harvest Moom.mp4

00:00:06



09-13-22_GEN FB Snus Starter Pack.mp4

00:00:17



09-20-22_GEN FB Aroma Pairing WTG.mp4

00:00:12



09-22-22_GEN FB Autumn Equinox.mp4

00:00:03

(b) (4)

October '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



10-11_GEN_FB Halloween.mp4
00:00:07



10-14_GEN FB Scratch Off.mp4
00:00:08



10-18_GEN FB Fresh Fall.mp4
00:00:07



10-21_GEN FB Loading Screen WITH AMBIENT AUDIO.mp4
00:00:08



10-26_GEN FB Aroma Pairing Original.mp4
00:00:12

(b) (4)

November '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



11-4-22_GEN FB_Variety Showcase.mp4
00:00:07



11-6-22_GEN FB_Leaves Coupon.mp4
00:00:08



11-11-22_GEN FB Mint Aroma Pairing.mp4
00:00:12



11-15-22_GEN FB Snus Starter Pack.mp4
00:00:17



11-23-22_GEN FB Your Can Follows.mp4
00:00:10

(b) (4)

December '22 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



12-9-22 GEN FB_Seasons with the Original.mp4

00:00:07



12-16-22 GEN FB_White Aroma Pairings.mp4

00:00:07



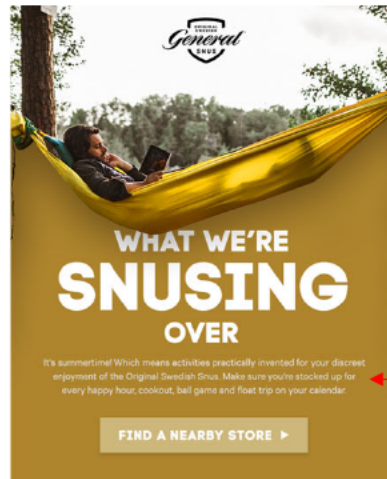
12-27-22 GEN FB_Norrskan.mp4

00:00:12

(b) (4)

GENERAL SNUS EMAILS

General Snus June EM1

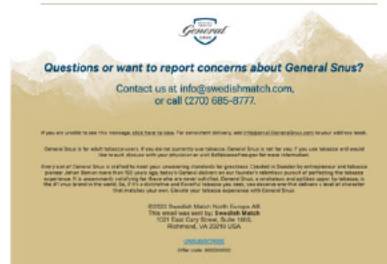


It's summertime! Which means activities practically invented for your discreet enjoyment of the Original Swedish Snus. Make sure you're stocked up for every happy hour, cookout, ball game and float trip on your calendar.



OUR PATH TO PERFECTION
Combining cutting-edge science with old-world craft.

[LEARN MORE ►](#)



If you are unable to see this message, [click to view in browser](#). For consistent delivery, add 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 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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This email was sent by: **Swedish Match**
PO Box 986 Owensboro, KY 42302

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General Snus June EM3

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General Snus July EM1

Summertime. When we Originals step out of our street vehicles and onto wilder modes of transportation. Which ones have you ridden? Kayak? ATV? Water skis? Longboard?

UNCONVENTIONAL TRANSPORTATION

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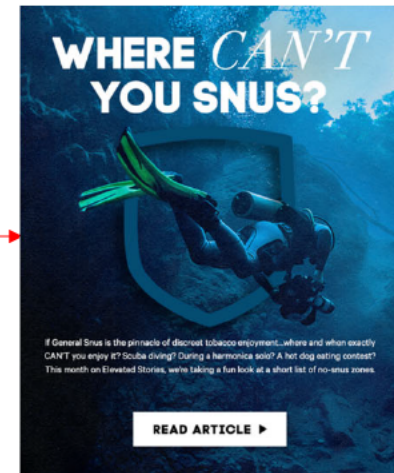
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General Snus July EM2

If General Snus is the pinnacle of discreet tobacco enjoyment...where and when exactly CANT you enjoy it? Scuba diving? During a harmonica solo? A hot dog eating contest? This month on Elevated Stories, we're taking a fun look at a short list of no-snus zones.



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General Snus August EM1


1. Lower-alcohol beer goes under the ice
2. Higher-alcohol sticks out of the ice
3. Lay very dark beers on top of the ice (right by your snus if you like it chilled)
4. Overall — the lighter the beer, the lower it goes

4 NO-FAIL COOLER TIPS FOR LAGERS AND ALES



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2. Higher-alcohol sticks out of the ice
3. Lay very dark beers on top of the ice (right by your snus if you like it chilled)
4. Overall — the lighter the beer, the lower it goes

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General Snus August EM2

From hot air balloons to water skis, summer is still the season of unusual transport. Read about our top 10 rides at Elevated Stories.



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General Snus August EM3

We're happy to announce we're making General Snus easier to find. Thanks to our tight-fit side labels—which preserve freshness—you might start seeing it on a shelf display, instead of in a chiller.

Did you know you can ask your local store to carry General Snus? Let your retailer know!

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General Snus September EM1

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GEN_22_September_Email_TrueOriginal_FocusArea.mp4

General Snus was born from the belief that there was a better way to enjoy tobacco. Check out our exciting new video about what it means to be an original.



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General Snus September EM2

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THE SCIENCE OF ORIGINALITY



This month's Elevated Story looks at the science behind why an original or distinctive quality — like a red paint job — changes how we see something.


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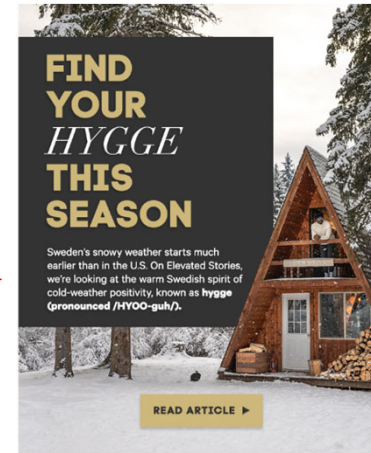
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General Snus November EM2

Sweden's snowy weather starts much earlier than in the U.S. On Elevated Stories, we're looking at the warm Swedish spirit of cold-weather positivity, known as **hygge** (pronounced /HYOO-guh/).



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General Snus December EM1

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Not quite ready but the guests are here?
We've been there and we've got you covered.
Here are three activities for different wait times to keep
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If you are unable to see this message, [click here to view](#). For consistent delivery, add info@email.GeneralSnus.com to your address book.

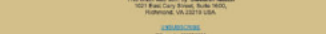
NOTE: General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit BeTobaccoFree.gov for more information.

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**
1021 East Cary Street, Suite 1600,
Richmond, VA 23219 USA

[UNSUBSCRIBE](#)

Offer code: 020200000



WARNING: This product is not a safe alternative to cigarettes.

General Snus Meijer Express Targeted EM October 2022

Introduced in 1866, the authentic Swedish snus has provided an elevated smoke-free, spit-free tobacco experience. Thanks to our tight-fit side labels, you can find the superior tasting original on a shelf display or in a chiller.

**Look for it at select retailers —
including your local Meijer Express.**

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add 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 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](#)

Swedish Match.



Introduced in 1866, the authentic Swedish snus has provided an elevated smoke-free, spit-free tobacco experience. Thanks to our tight-fit side labels, you can find the superior tasting original on a shelf display or in a chiller.
**Look for it at select retailers —
including your local Meijer Express.**

GET AN EXCLUSIVE MEIJER EXPRESS COUPON AND
SAVE ON YOUR NEXT GENERAL SNUS PURCHASE.

GET COUPON



Questions or want to report concerns about General Snus?

Contact us at info@swedishmatch.com,
or call (270) 660-6777.

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add 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 for more information.

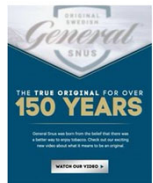






Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying 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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This email was sent by: **Swedish Match**
PO Box 986 Owensboro, KY 42302

[UNSUBSCRIBE](#)

**WARNING: This product
is not a safe alternative
to cigarettes.**

General Snus E-Mail .mp4 File Guide

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Descripton</u>
 <p>General Snus has been here for over 150 years and a whole lot of happy memories. Thank you for making the 150th year of General Snus so special.</p> <p>WATCH NOW VIDEO ></p>	 GEN_22_September_Email_TrueOriginal_FocusArea.mp4  00:00:04	
 <p>IT'S SCARY MOVIE SEASON</p> <p>WHAT WILL YOU BE WATCHING?</p> <p>Watch 5 "IT" movies for one month. Pick 5 Scary-Movie movies to watch. You'll have a whole lot of fun watching.</p> <p>JOIN THE CONVERSATION ></p>	 GEN_22_October-Email_Scary-Movies_Spiders.mp4 00:00:02	
 <p>SAVE UP TO \$8 ON GENERAL</p> <p>ENJOY AUTUMN SAVINGS</p> <p>If you're looking at another pile of leaves, you're not going to mind a break on something you truly enjoy.</p> <p>CLAIM COUPON NOW</p>	 Nov 2022 EM1_Leaves.mp4 00:00:08	

(b) (4)

GENERAL SNUS DIRECT MAIL

General Snus Welcome Direct Mailer

March 2022 - current

OUTSIDE



To opt out of future promotional mailings and be removed from our mailing list, please contact Consumer Care 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 for more information.

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GN322001

JOIN US ON FACEBOOK AT
[FACEBOOK.COM/GENERALSNU](https://www.facebook.com/Generalsnus)

- Over 150 years of unequalled quality
- Simple, high-grade ingredients
- Smokeless and spitless
- Adheres to strict food-grade manufacturing process

INSIDE



BENEFITS OF GENERAL SNUS

- Over 150 years of unequalled quality
- Simple, high-grade ingredients
- Smokeless and spitless
- Adheres to strict food-grade manufacturing process

QUESTIONS OR WANT TO REPORT CONCERNS ABOUT GENERAL SNUS?

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

WARNING: This product is not a safe alternative to cigarettes.

GET ANY CAN OF
General Snus
FOR \$1



WARNING: This product is not a safe alternative to cigarettes.

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.

Swedish Match.

RETAILER: Swedish Match North America 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 PACKAGING

General Packaging – Mint – In stores Dec. 2022

(Removed URL from side label & Implemented Track & Trace Bottom Label)

NO CHANGES MADE TO TOP LABEL



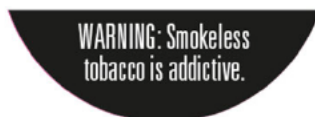
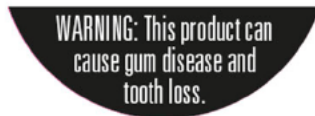
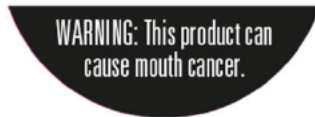
Updated Side Labels



General Packaging – Wintergreen – In stores Dec. 2022

(Removed URL from side label & Implemented Track & Trace Bottom Label)

NO CHANGES MADE TO TOP LABELS



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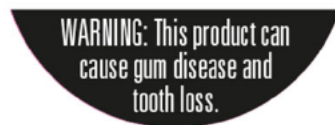
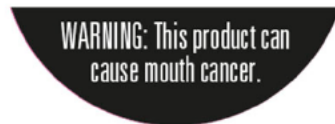
Updated Side Labels



General Packaging – White – In stores Dec. 2022

(Removed URL from side label & Implemented Track & Trace Bottom Label)

NO CHANGES MADE TO TOP LABEL



Swedish Match.

63

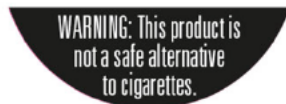
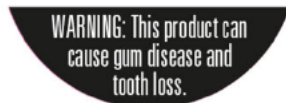
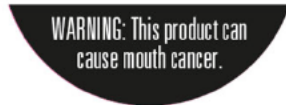
Updated Side Labels



General Packaging – Original – In stores Dec. 2022

(Removed URL from side label - Track & Trace Bottom Label not implemented until 2023)

NO CHANGES MADE TO TOP LABEL



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Updated Side Labels



General Bottom Label Packaging Detail In Stores Dec. 2022

GENERAL® MINT

FOR PATENT PROTECTION OF THIS PRODUCT AND TO
LEARN ABOUT THE ORIGINAL SWEDISH SNUS
VISIT GENERALSNUS.COM

24 Portions Swedish Snus | Sale Only Allowed in the United States
100% Premium Imported Tobacco Net. Wt. 0.85 oz. (24 g)
Manufactured in Sweden and Distributed by: © Swedish Match NA, LLC,
Richmond, VA 23219. U.S.A. | Consumer Care: (270) 685-8777

Ingredients: Water,
Tobacco, Taste Enhancer
(Salt), Humectant
(Propylene Glycol), pH
Adjusters (Sodium
Carbonate and Magnesium
Carbonate), Natural and
Artificial Flavors, Artificial
Sweetener (Acesulfam K)

GENERAL® WINTERGREEN

FOR PATENT PROTECTION OF THIS PRODUCT AND TO
LEARN ABOUT THE ORIGINAL SWEDISH SNUS
VISIT GENERALSNUS.COM

24 Portions Swedish Snus | Sale Only Allowed in the United States
100% Premium Imported Tobacco Net. Wt. 0.85 oz. (24 g)
Manufactured in Sweden and Distributed by: © Swedish Match NA, LLC,
Richmond, VA 23219. U.S.A. | Consumer Care: (270) 685-8777

Ingredients: Water,
Tobacco, Taste Enhancer
(Salt), Humectant
(Propylene Glycol), pH
Adjusters (Sodium
Carbonate and Magnesium
Carbonate), Natural and
Artificial Flavors, Artificial
Sweetener (Acesulfam K)

GENERAL® WHITE

FOR PATENT PROTECTION OF THIS PRODUCT AND TO
LEARN ABOUT THE ORIGINAL SWEDISH SNUS
VISIT GENERALSNUS.COM

24 Portions Swedish Snus | Sale Only Allowed in the United States
100% Premium Imported Tobacco Net. Wt. 0.85 oz. (24 g)
Manufactured in Sweden and Distributed by: © Swedish Match NA, LLC,
Richmond, VA 23219. U.S.A. | Consumer Care: (270) 685-8777

Ingredients: Water,
Tobacco, Taste Enhancer
(Salt), Humectant
(Propylene Glycol), pH
Adjusters (Sodium
Carbonate and Magnesium
Carbonate), Natural and
Artificial Flavors, Artificial
Sweetener (Acesulfam K)

☆☆☆
Swedish Match®

GENERAL® ORIGINAL

24 Portions Swedish Snus
Sale Only Allowed in the United States
100% Premium Imported Tobacco | Net. Wt. 0.85 oz. (24 g)
For patent protection of this product, see GeneralSnus.com
Manufactured in Sweden and Distributed by:
© Swedish Match NA, LLC, Richmond, VA 23219. U.S.A.
Consumer Care: (270) 685-8777
For more info visit GeneralSnus.com

Ingredients: Water, Tobacco, Humectant
(Propylene Glycol), Taste Enhancer (Salt), pH Adjuster
(Sodium Carbonate), Natural and Artificial
Flavors including Artificial Smoke Flavor

General Shipper Packaging Change – In-market Q4 2022



Liistant



General Shipper Packaging Change – In-market Q4 2022



General Shipper Packaging Change – In-market Q4 2022



Swedish Match®

General Shipper Packaging Change – In-market Q4 2022



General Roll Label Packaging Change – In-market Q4 2022



GENERAL SNUS POS

General Snus Point-of-Sale Q4 2021 – Q3 2022

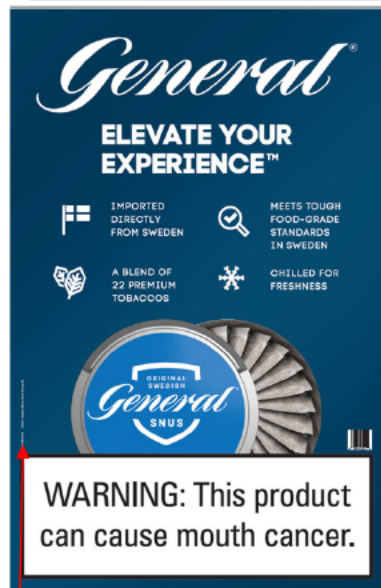
Artwork created Q3 2021

V4 Chiller Pedestal Front Graphics



POS #894393
©2021 Swedish Match North Europe AB

V4 Chiller Pedestal Side Graphics



POS #894393 ©2021 Swedish Match North Europe AB

Vertical Door Spanner



©2021 Swedish Match North Europe AB POS# 894530

Yard Sign



©2021 Swedish Match North Europe AB POS# 894528

Chiller Header



©2021 Swedish Match North Europe AB POS# 894532

Window Decal



©2021 Swedish Match North Europe AB POS# 894527

General Snus Point-of-Sale con't

Q4 2021 – Q3 2022

2-Sided Shelf Talker

Warning updated with re-order in Q1 2022



©2022 Swedish Match North Europe AB

©2022 Swedish Match North America LLC

UNFLAVORED

POS #894168

CTA-50 Chiller Decal



Artwork created Q3 2021

©2021 Swedish Match North Europe AB

LED Light



Swedish Match®

POS #894533 ©2021 Swedish Match North Europe AB

General Roll Header: In-market Q4 2022



General Roll 2-Sided Counter Mat: In-market Q4 2022



General Roll Horizontal Door Spanners: In-market Q4 2022



POS# 894537 ©2022 Swedish Match North Europe AB



UNFLAVORED POS# 894544 ©2022 Swedish Match North Europe AB

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General Roll Door Decals: In-market Q4 2022



©2022 Swedish Match North Europe AB POS# 894536



UNFLAVORED ©2022 Swedish Match North Europe AB POS# 894536

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General Roll 2-sided Shelf Talker: In-market Q4 2022



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POS #894543 ©2022 Swedish Match North Europe AB

General Roll H4 Chiller Door Sign: In-market Q4 2022



POS #894539 ©2022 Swedish Match North Europe AB



POS #894540 ©2022 Swedish Match North Europe AB

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General Roll V4 Chiller Door Sign: In-market Q4 2022



POS #894541 ©2022 Swedish Match North Europe AB



POS #894542 ©2022 Swedish Match North Europe AB

General Roll V4 Pedestal: In-market Q4 2022



POS #894393
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POS #894393 ©2022 Swedish Match North Europe AB

General Roll LED: In-market Q4 2022



General Roll 2-Sided Menu Board: In-market Q4 2022



POS# 894085
©2022 Swedish Match North Europe AB



POS# 894085
©2022 Swedish Match North Europe AB

General Roll 2-Sided Header: In-market Q4 2022



©2022 Swedish Match North Europe AB POS# 894540

**STAY
ORIGINAL**

General[®]
SNUS
MINT
24 PORTIONS

AUTHENTIC SNUS
SINCE
1866

©2022 Swedish Match North Europe AB F024 001101

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

©2022 Swedish Match North Europe AB POS# 894541

Swedish Match®

GENERAL SNUS MERCHANDISING

General Snus Merchandiser Graphics

Q4 2021 – Q3 2022 (art created Q4 2021)

4-Wide Side Graphic



4-Wide Back Graphic



4-wide Header



2-Wide Back Graphic



2-wide Header



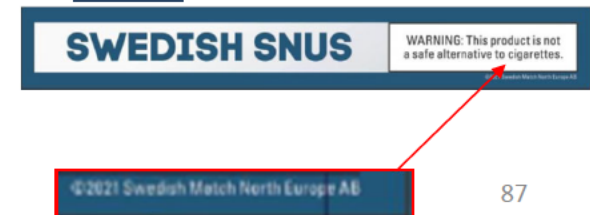
4 x 2 Back Graphic



4 x 2 Side Graphic



Shelf Strip



General Snus Merchandiser Graphics [Unflavored]
Q4 2021 – Q3 2022 (art created Q4 2021)

FLAVOR-BAN APPROVED

4-Wide Side Graphic



4-Wide Back Graphic



4-wide Header



2-Wide Back Graphic



2-wide Header



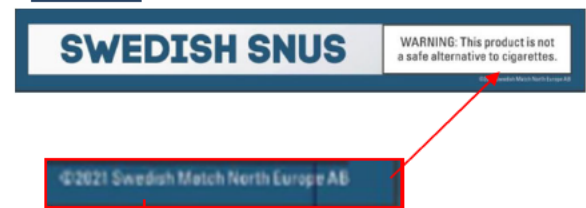
4 x 2 Back Graphic



4 x 2 Side Graphic



Shelf Strip



General Snus Merchandiser Graphics

Q4 2022 – current (art created in Q3)

©2022 Swedish Match North Europe AB

4-Wide Side Graphic



4-Wide Back Graphic



4-wide Header

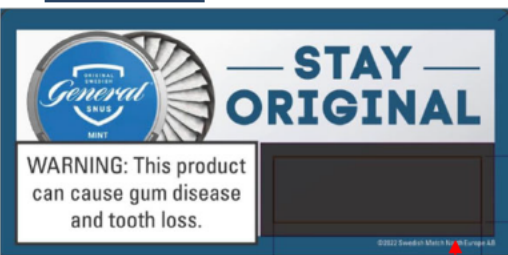


2-Wide Back Graphic



©2022 Swedish Match North Europe AB

2-wide Header



4 x 2 Back Graphic



4 x 2 Side Graphic



©2022 Swedish Match North Europe AB

General Snus Merchandiser Graphics [Unflavored]

Q4 2022 – current (art created in Q3)

4-Wide Side Graphic



4-Wide Back Graphic



4-wide Header



2-Wide Back Graphic

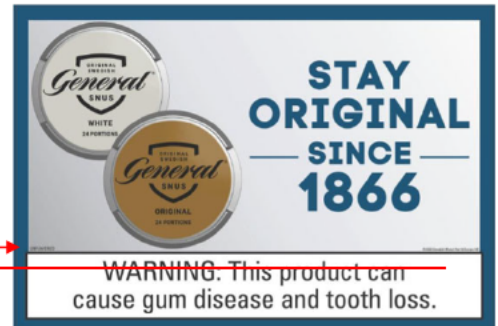


©2022 Swedish Match North Europe AB

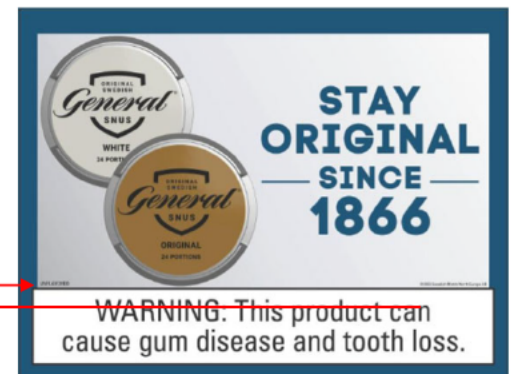
2-wide Header



4 x 2 Back Graphic



4 x 2 Side Graphic



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

©2022 Swedish Match North Europe AB

CONSUMER ADVERTISING

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

Sept. 2022 - current

See media file:

SWDM_GEN_ShelfStable_DISPLAY_300x250_Animated.mp4

Re-Targeting



See media file:

SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x250_Animated.mp4

Prospecting



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

Sept. 2022 - current

Re-Targeting

General Snus Re-Targeting Ad 1: 'SINCE 1866'. The ad features a dark blue background with the text 'SINCE 1866' in large, bold, gold letters at the top. Below the text is a circular image of a General Snus tin, labeled 'ORIGINAL SWEDISH SNUS' and 'MINT'. At the bottom, a white box contains the text: 'WARNING: This product can cause gum disease and tooth loss.'

General Snus Re-Targeting Ad 2: 'AN ORIGINAL'. The ad features a dark blue background with the text 'AN ORIGINAL' in large, white, serif letters at the top. Below the text is a circular image of a General Snus tin, labeled 'ORIGINAL SWEDISH SNUS' and 'MINT'. At the bottom, a white box contains the text: 'WARNING: This product can cause gum disease and tooth loss.'

General Snus Re-Targeting Ad 3: 'NOW AVAILABLE IN MORE LOCATIONS'. The ad features a dark blue background with the text 'NOW AVAILABLE IN MORE LOCATIONS' in large, white, bold letters at the top. Below the text is a circular image of a General Snus tin, labeled 'ORIGINAL SWEDISH SNUS' and 'MINT'. A gold button with the text 'FIND STORE ►' is positioned above the tin. At the bottom, a white box contains the text: 'WARNING: This product can cause gum disease and tooth loss.'

Prospecting

General Snus Prospecting Ad 1: 'AN ORIGINAL'. The ad features a dark blue background with the text 'AN ORIGINAL' in large, white, serif letters at the top. Below the text is a circular image of a General Snus tin, labeled 'ORIGINAL SWEDISH SNUS' and 'MINT'. A gold button with the text 'DISCOVER GENERAL ►' is positioned below the tin. At the bottom, a white box contains the text: 'WARNING: This product can cause gum disease and tooth loss.'

General Snus Prospecting Ad 2: 'SINCE 1866'. The ad features a dark blue background with the text 'SINCE 1866' in large, bold, gold letters at the top. Below the text is a circular image of a General Snus tin, labeled 'ORIGINAL SWEDISH SNUS' and 'MINT'. A gold button with the text 'DISCOVER GENERAL ►' is positioned below the tin. At the bottom, a white box contains the text: 'WARNING: This product can cause gum disease and tooth loss.'

General Snus Prospecting Ad 3: 'General' logo. The ad features a dark blue background with the 'General' logo in large, white, cursive letters at the top. Below the logo is a circular image of a General Snus tin, labeled 'ORIGINAL SWEDISH SNUS' and 'MINT'. A gold button with the text 'DISCOVER GENERAL ►' is positioned below the tin. At the bottom, a white box contains the text: 'WARNING: This product can cause gum disease and tooth loss.'

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See media file:

SWDM_GEN_ShelfStable_DISPLAY_300x600_Animated.mp4

See media file:

SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x600_Animated.mp4

Swedish Match.

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

Re-Targeting



Sept. 2022 - current

See media file:

SWDM_GEN_ShelfStable_DISPLAY_728x90_Animated.mp4

©2022 Swedish Match North Europe AB

Prospecting



See media file:

SWDM_GEN_ShelfStable_Prospecting_DISPLAY_728x90_Animated.mp4

General Snus Digital Ads: Display, Static 728 x 90

Sept. 2022 - current

Re-Targeting



Prospecting



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General Snus Digital Ads: Display, Static 300 x 250

Sept. 2022 - current

Prospecting



Re-Targeting



General Snus Digital Ads: Display, Static 300 x 600

Sept. 2022 - current

Re-Targeting



AN ORIGINAL
SINCE 1866

ORIGINAL SWEDISH
General
SNUS
MINT
24 PORTIONS

FIND STORE ►

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

©2022 Swedish Match North Europe AB

Prospecting



AN ORIGINAL
SINCE 1866

ORIGINAL SWEDISH
General
SNUS
MINT
24 PORTIONS

DISCOVER GENERAL ►

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

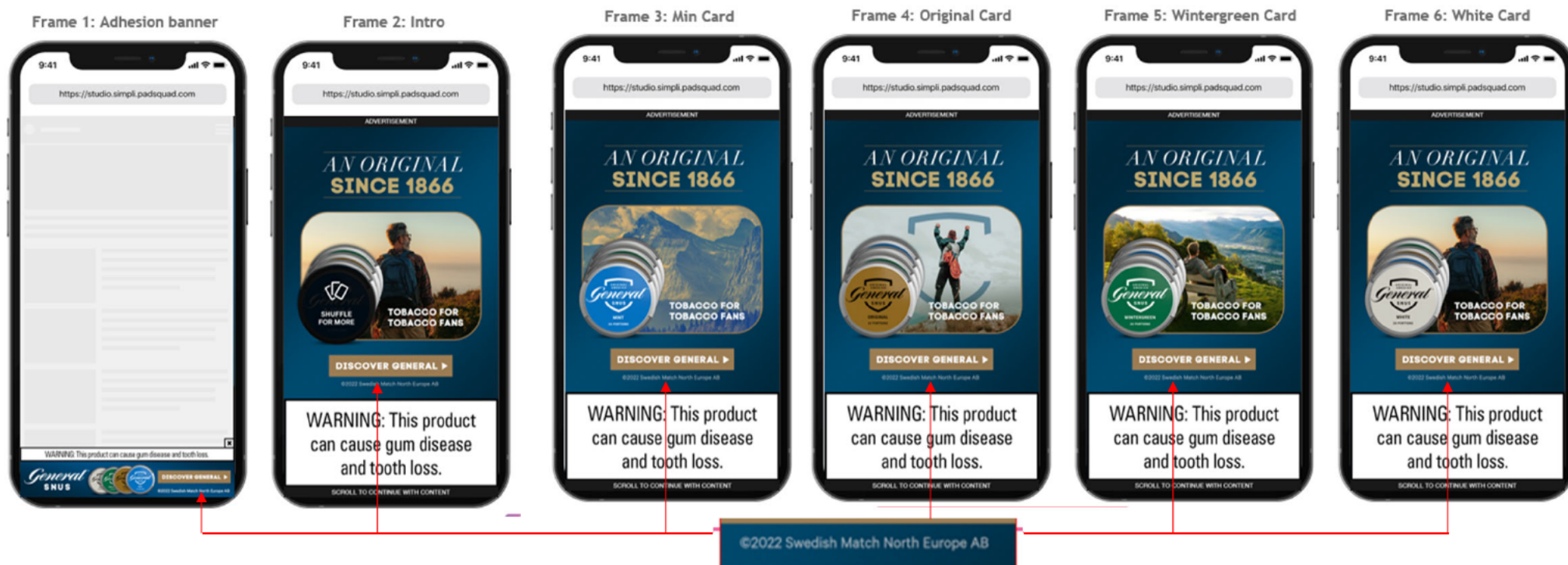
©2022 Swedish Match North Europe AB

©2022 Swedish Match North Europe AB

General Snus Digital Ads: Product - Duo, Animated

Sept. 2022 - current

PRO version shown for reference



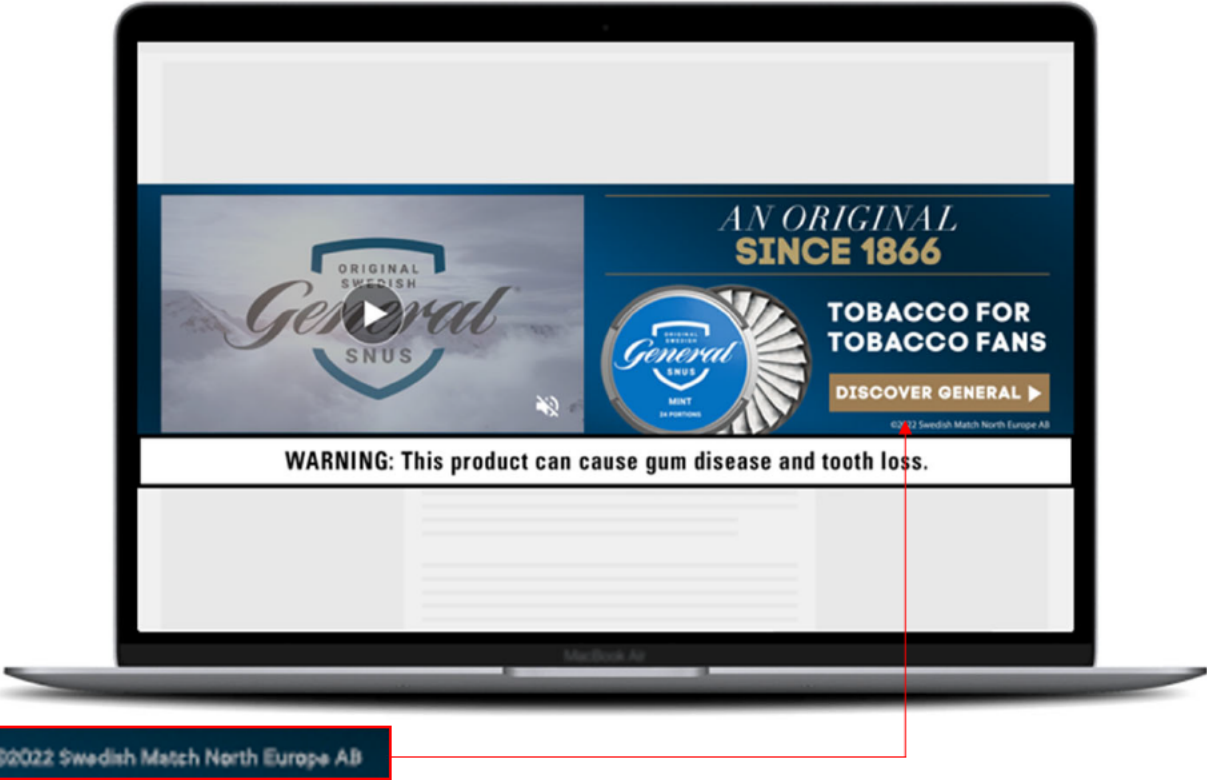
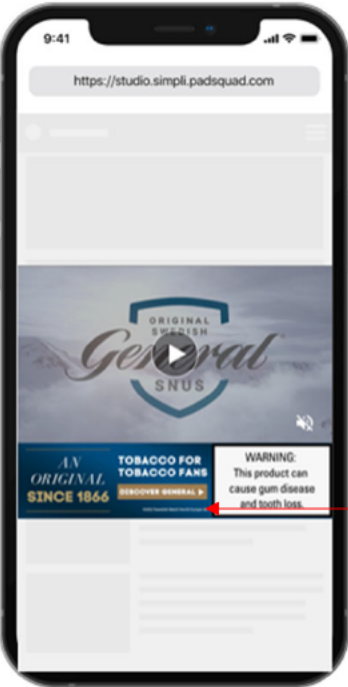
See media file: RTG_-_General_Snus_-_Product_Cards_-_Duo_AdobeExpress.mp4

See media file: PRO - General Snus - Product Cards - Duo.MP4

Swedish Match.

General Snus Digital Ads: Product – OLV VidTile, Animated

Sept. 2022 - current



See media file:

Q3 2022 VidTile_-_Mobile_-_CrossScreen_-_General_Snus_-_OLV_AdobeExpress.mp4

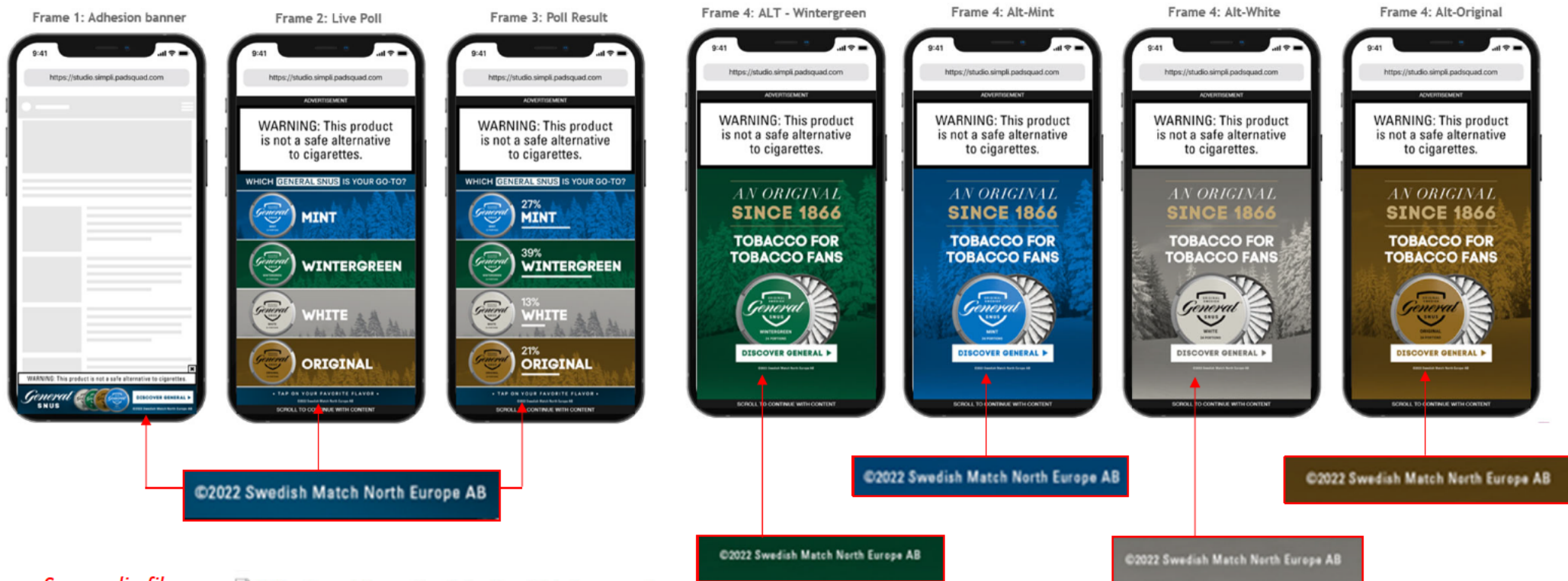
See media file:

Q3 2022 VidTile_-_Desktop_-_CrossScreen_-_General_Snus_-_OLV_AdobeExpress.mp4

General Snus Digital Ads: Product – Live Poll, Animated

Oct. 2022 - current

PRO version shown for reference



See media file: PRO_-_General_Snus_-_Live_Poll_-_Duo_AdobeExpress.mp4

See media file: RTG - General Snus – Live Poll – Duo.MP4

Swedish Match.

General Snus Digital Media .mp4 File Guide, Animated Display, 300x250

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



✓ SWDM_GEN_S
helfStable_Pro
specting_DISPL
AY_300x250_...

SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x250_Animated.mp4
00:00:06







✓ SWDM_GEN_S
helfStable_DIS
PLAY_300x250_
Animated.mp4





SWDM_GEN_ShelfStable_DISPLAY_300x250_Animated.mp4
00:00:06

(b) (4)







General Snus Digital Media .mp4 File Guide, Animated Display

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Description</u>
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✓ SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x600_...		
	 SWDM_GEN_ShelfStable_DISPLAY_300x600_Animated.mp4 00:00:11	
✓ SWDM_GEN_ShelfStable_DISPLAY_300x600_Animated.mp4		





General Snus Digital Media .mp4 File Guide, Animated Display

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Description</u>
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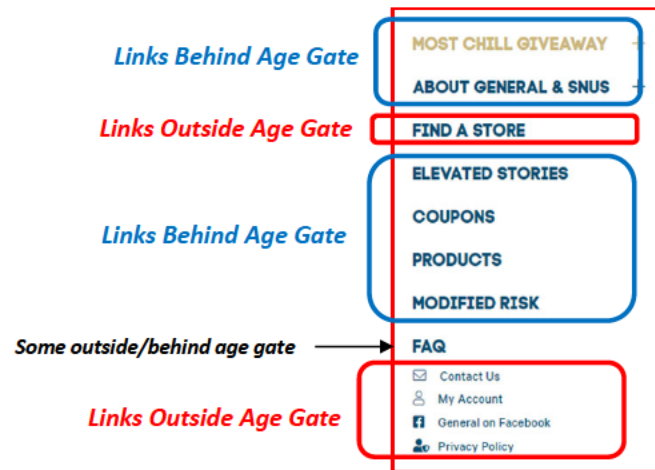
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GeneralSnus.com Webpages

General Snus Website Menu

[OUTSIDE AGE GATE]

March 9, 2022 – current



WARNING: Smokeless tobacco is addictive.

General Snus Home Page

[BEHIND AGE GATE]

Aug. 1, 2022 – Sept. 17, 2022

FIND SNUS NEAR YOU

STORE LOCATOR

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

READ MORE

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](#).

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.

EXPLORE PRODUCTS

MODIFIED RISK TOBACCO PRODUCT ORDER

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

LEARN MORE

ELEVATED STORIES



FIVE FUNNY SWEDISH SAYINGS

A short (and seriously silly) guide to sounding like a Swede



THE UNSPOKEN RULES & CURIOUS CUSTOMS OF GOLF

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

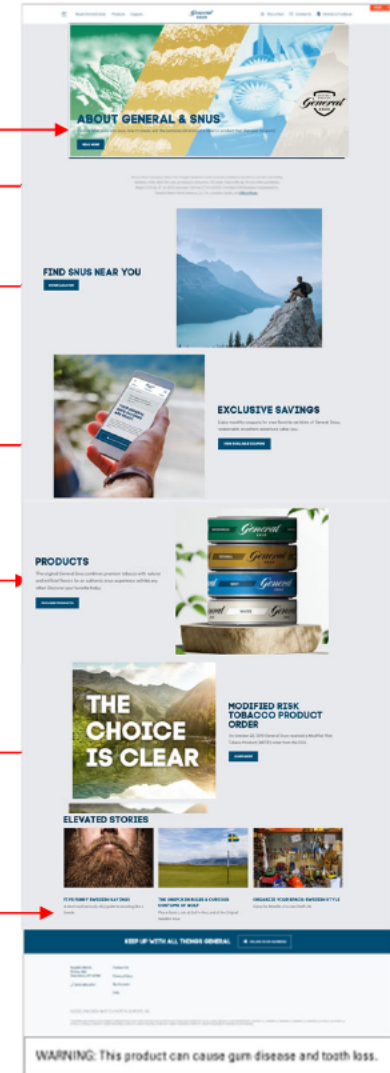


ORGANIZE YOUR SPACE: SWEDISH STYLE

Enjoy the Benefits of a Less-Stuff Life

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General Snus Home Page

[BEHIND AGE GATE]

Sept. 17, 2022 - current

General Snus Brand Original Website Video.mp4

See media file:

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



APPLE ALE BBQ SAUCE

ELEVATE YOUR FALL BBQ GAME

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



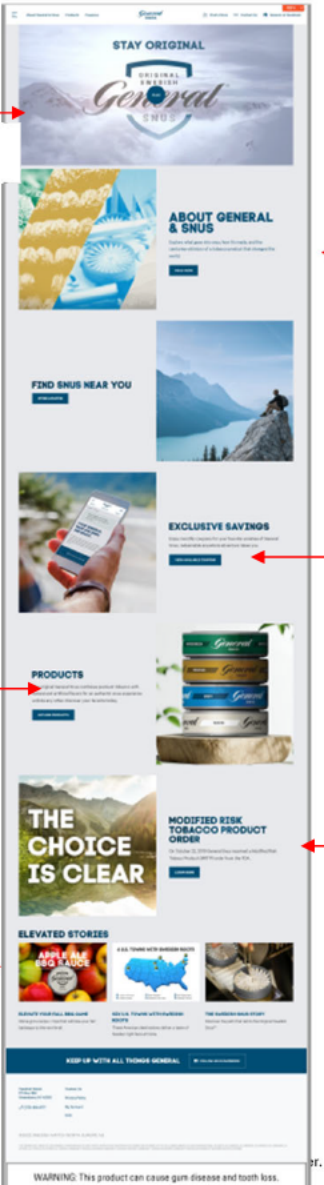
6 U.S. TOWNS WITH SWEDISH ROOTS

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™



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

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LEARN MORE

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General Snus Elevated Stories: June [BEHIND AGE GATE]

FOCUSING ON SUSTAINABILITY

We are part of the Sustainable Tobacco Program: jointly developed by tobacco manufacturers and experts to assure standards in agricultural practices, as well as environmental management and key social and human rights areas. Which means we're constantly working to improve the tobacco supply chain, and we welcome better practices from outside our company.

What does that mean for you? You can know the snus you enjoy comes from a maker that is committed to crop and supply-chain sustainability—with a long-term vision for the Earth we all share.

LEARN MORE ABOUT SUSTAINABILITY

FOCUSING ON HUMAN RIGHTS

At Swedish Match, we respect universal human rights and support internationally proclaimed human rights conventions and guidelines. We recognize that as the makers of General Snus, we have a role to play in respecting these rights and making sure they are upheld for the people impacted by our business.

What that means for General Snus fans is that we are committed to working with our suppliers to ensure that child labor is not used in any state of production of our products.

LEARN MORE ABOUT HUMAN RIGHTS & SUPPORT



Giving you an elevated tobacco experience also means elevating our principles and practices

We know that Swedish snus fans care about the world round them. We've seen it time and time again: you volunteer for local causes, give to charity, and take pride in your community. You know that every town is connected, and you strive to make a difference.

That's something we can relate to. As an ethical tobacco company, we've always aimed for the higher ground. Throughout the 20th century, and into the 21st, we've worked hard to be a force for good. We're proud to be a part of a movement of conscientious citizens who are making a positive impact on the world.

Here are some key principles that set General Snus apart.

PART OF SOMETHING BIGGER

We don't typically like to brag. But let's be real—it's nice to talk about the higher standard we pursue. We're proud to make sure the Original Swedish Snus in your pocket is exceptional in every way possible. It's a point of pride for us to know that our snus is made with only the finest ingredients and manufactured to the highest standards.

Snus has been around for centuries, and we're proud to continue the tradition of producing high-quality snus for people to enjoy. We know that our products bring people together, and that's something we're very passionate about. Best of all, what really lifts our spirit is knowing we are part of something bigger than ourselves. So when you take out your next can of snus, remember you're part of something special—something that transcends borders and cultures. So go ahead and brag a little—we think you've earned it.

General Snus Elevated Stories: June con't [BEHIND AGE GATE]

THREE KEY PRINCIPLES THAT GUIDE EVERYTHING: CONSUMER CARE, QUALITY AND OPENNESS

Consumer care starts with uniquely stringent standards.

Swedish Match takes quality control very seriously. We want to make sure that our products meet or exceed Swedish food-grade standards. We have an unyielding, no compromise on the ingredients used to make General Snus. This ensures that our products are of the highest quality and are safe for our consumers.

[Read more about Consumer Care](#)

Quality means 100% control from seed to can.

We only use selected types of tobacco from selected farmers. The soil must be given the right conditions. And the tobacco needs to be treated with the greatest care even after it has been harvested.

[Read more about General Snus quality](#)

Openness means sharing product information and research results.

We believe consumers and the public have a right to know what we know about snus. Accordingly, Swedish Match is open about its tobacco products and their contents.

[Read more about Snus Research](#)

If you're really into all things Swedish, you may be interested to note that our three cornerstones are part of something we call GOTHIA TEK® (pronounced /GOTH-ee-uh-tek/).

[Read more about GOTHIA TEK®](#)



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General Snus Elevated Stories: July

[BEHIND AGE GATE]

1. SCUBA DIVING

Anytime you need a mouthpiece to breathe probably isn't the best time to be snusing, just as a rule of thumb.

2. HARMONICA SOLO

You've been practicing for this. It's your time to shine. The last thing you want is your snus coming loose when you're cuttin' loose.

3. HOT-DOG EATING CONTEST

Tobacco-flavored hot dogs? Or would it be hot-dog-flavored tobacco? Doesn't sound all that appetizing to us. It's your call, really.

4. MEETING THE QUEEN

Whoa, somebody's a big deal. It's probably best to save your tobacco satisfaction until after you've shook hands with a world leader.

A fun look at the very few places where the Original Swedish Snus probably ought to stay in your pocket.

Where can't you snus? As it turns out, it's a pretty short list. Unless you get a little creative.

5. BOXING

OK ... technically you can. But we wouldn't recommend it. One jab to the jaw and the fresh pouch you just put in is a goner. Also, ice that.

6. WHISTLE-OFF

You've got to contort your lips into some pretty unique shapes to blow the competition away. Let's not dampen the sweet sounds of your winning whistle.

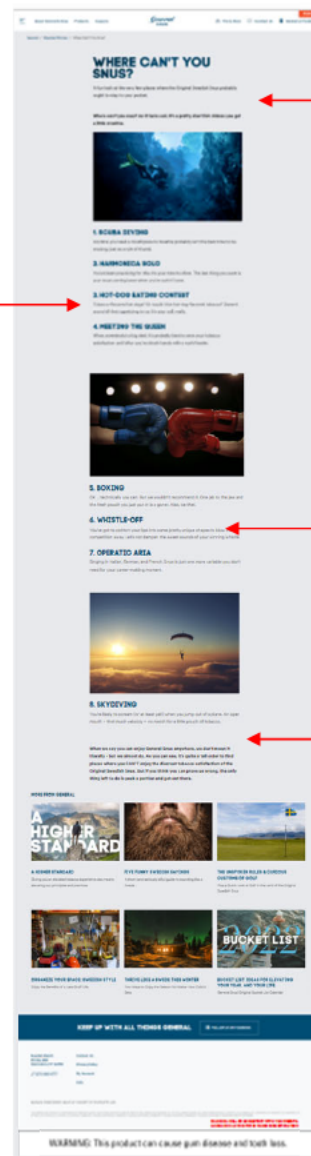
7. OPERATING AREA

Singing in Italian, German, and French. Snus is just one more variable you don't need for your career-making moment.

8. SKYDIVING

You're likely to scream (or at least yell) when you jump out of a plane. An open mouth + that much velocity = no match for a little pouch of tobacco.

When we say you can enjoy General Snus anywhere, we don't mean it literally - but we almost do. As you can see, it's quite a tall order to find places where you CAN'T enjoy the discreet tobacco satisfaction of the Original Swedish Snus. But if you think you can prove us wrong, the only thing left to do is pack a portion and get out there.



General Snus Elevated Stories: August

[BEHIND AGE GATE]

1. HOT AIR BALLOON

As summer rides go, this is a big one. The view from a hot air balloon is simultaneously serene and stupendous. Especially if you venture forth from a beautiful location. It'll be a memory you never forget.

2. ATV

Call it an ATV, a 4-wheeler, or a quad bike, it's beyond fun. We're gonna come right out and say it: wear the right gear and know what you're doing. But once you master it, there's nothing like the adrenaline rush of four-wheeling the wilderness.

3. KAYAK

Our favorite thing about a kayak is its easy accessibility. Nearly anybody can pick it up—it's like the walking of water travel. You can go hard or take it easy. You can ride the rapids or slip through a quiet marsh. And at any speed, it's great exercise for your core and upper body.

Warmer weather is the perfect excuse to give unconventional transportation a go. What's your summer ride?

Summer fun really opens up when you step out of your car or truck and onto something more original. From motorbikes to kayaks to cable cars, unconventional modes of transportation take us to some amazing places (or states of mind!). And the best part is, General Snus can come along on all of them.

4. LONGBOARD

When your kick-turn and ollie days are behind you, the pavement still sings its siren song. Hop on a longboard. You'll notice how much easier the ride is, but you still get the exhilaration of sidewalk surfing. Plus, longboards cover a lot more ground—and look cool, too.

5. MOUNTAIN BIKE

Mountain biking is a pure workout, but chances are you love it. Results include smiles, high-fives, fist-bumps, dirty hair, well-earned scrapes and endless stories—enough to last all summer long.

6. AERIAL TRAMWAY

Sometimes you want to start the day at the top. With an aerial tramway, you get all the advantages of the climb—without the climb. Unless you're using the summit as a staging ground for your adventure. Either way, enjoy the view!

7. MOTORCYCLE

The ultimate "if you know, you know." The motorcycle lifestyle is as old and storied as the bikes themselves. Whether you're a rush-hour lane-splitter or a weekend tourer, your bike is part of who you are. And it's the perfect way to dial up a summer adventure. Along with your favorite snus, of course.



General Snus Elevated Stories: September [BEHIND AGE GATE]

They call baseball “America’s pastime,” but maybe more accurate is that every ballpark is a fan’s paradise. Each fan passing through the gates brings their own vibe to the park. Keep reading for a few of our favorite kinds of fans, and see where you fit in.

2.) MR. OLD SCHOOL

This baseball fan is pretty good company. But unlike the more verbal Sign Guy, they quietly know more than everyone else: calmly sitting there like their paid seat is their own living room.

Because Mr. Old School carries with them the sound of yesteryear. A radio or smartphone streaming the play-by-play from the broadcaster’s booth behind home plate. If you have 9-volt batteries in your pocket or a gameday streaming subscription, this may be you.

4.) THE GLOVE

The Glove is in many ways the very best of baseball fandom. They’re a pure spirit. A dreamer. A believer in miracles...especially the miracle that slices a perfect foul ball right at them so they can snag a souvenir.

The Glove is still a kid at heart. Still tensed up with every swing. They only leave their seats when they have to, and they stick around until the end. (Which also means The Glove is the fan most likely to jockey for a better seat when less-devoted fans head for the exits early.)

Is this you? If so, from one baseball fan to another, thanks for keeping the dream alive—at the old ball game.



Whether you're in the box seats or the bleachers, every section at the ballpark has at least one of these true originals.

1.) THE SIGN GUY

Guy or gal, this self-described baseball expert prides themselves on their deep knowledge of the game. Think of them as the educational element in your section.

True to their name, they're always predicting the next pitch. But they're also ordering the outfielders to head in for this at-bat or ride the warning track to stop a sac fly. They're quoting sabermetrics. They keep a scorecard. There's one in every row. Is it you, coach?

3.) THE TALKER

I mean, you know who you are, right? Can't stop? Won't stop? The jokes, the patter, the “hey, batter-batter”? If you're The Talker, that's you in a nutshell.

Now, that acknowledged, The Talker is probably the person most responsible for the “pastime” part of baseball. To them the whole game is just a giant hang with twenty or thirty thousand of their closest friends.

Look, does anything more need to be said? Not really. You keep doing you. We need social butterflies for this thing to work. But watch a few pitches once in a while, okay?

CONTINUED ON NEXT PAGE

General Snus Elevated Stories: October

[BEHIND AGE GATE]

PATTERN-SEEKING PEOPLE

How does our love of originality square with the idea that, in most situations, people prefer the familiar? Well, we might have to get into a little anthropology. (But don't worry! We don't want to get too technical either.)

Since prehistoric times human beings have demonstrated the talent at perceiving patterns – or the disruption of patterns.

DISRUPTING THE PATTERN

Pattern seeking seems to be a built-in survival instinct.

In the modern world people don't want to be like everyone else. Welcome to life in the 21st century, where the aim is to reject the overly familiar and to seek originality.

Let's talk about a few ways we modern humans stay original.

THE SECRET OF SPICY

Most of the time, the food we eat has a straightforward purpose — to nourish us, body and soul. Which is why we get fulfillment and pleasure from food. Sweet and salty compounds send happy signals to our pleasure receptors. It's easy and uncomplicated. And it's one of the most reliable patterns human beings follow.

Which makes the appeal of spicy food so odd. Spicy food is a pattern-disrupting original. Because capsaicin, the key compound in spicy food, doesn't technically send pleasure signals to our bodies. Instead, capsaicin hurts. And the spicier the food, the more it hurts.



Appreciating the unique ingredients that turn boring into wow—and the science behind it.

Our minds need originality. We crave it. But why? From the color of your car to the unsurpassed blend of tobaccos in your favorite variety of snus, you choose the things you prefer because of something that — for you, at least — stands out.

SEEING RED

Is there any other color with the same kick in the pants as red? Due to its long wavelength, red is the most visible color in the spectrum, second only to yellow. It instantly grabs people's attention, which is the reason it's used to warn people of impending danger. Consider stop signs, red traffic lights, and fire engines.

But at the same time, experiencing that danger signal when you're not about to be hunted and eaten has an allure, too. Red sets off primal feelings. And that may be why red things — a red car, a red dress, or a red sunset — stand out.

In other words, to us human beings, red feels original. It's innate. We can't help it.

CONTINUED ON NEXT PAGE

General Snus Elevated Stories: October con't [BEHIND AGE GATE]

WHY DO WE SEEK ITS ORIGINALITY?

There are few theories, but this one is persuasive. Eating spicy food sets off a mild defense response in people. Our heart rates rise, our breathing increases, and — crucially — our adrenaline begins to flow. When we combine the right amount of spicy heat with pleasant flavors like sweet or salty, the thrill of pain rejuvenates us. In short, we feel alive.

Swedish Match®



RHYME, THE SHORTCUT TO ORIGINALITY

A rhyme is an instant pattern. And it can be an instant joy. Especially when we hear good rhyming lyrics, set to music, the instruments weaving their own patterns: under, over and around the lyrics. Our brains switch to a different tempo, the song filling our ears and, if we let it, our consciousness.

But if rhymes are patterns, then isn't that just more sameness? Why does it work?

You can probably guess the answer.

Rhyme is a trick. A little shortcut that takes our brains on a journey from instant pattern to pattern disruption.

Put another way, a rhyme sets us up to experience originality. Because if the instant pattern of rhyme is disrupted skillfully by a composer, that originality takes flight in our hearts. We don't love the sameness of songs. We love how they stand out.

So, next time you reach for your favorite snus, or throw on your favorite song, or find yourself drawn to the red ingredient in your favorite spicy dish, think about that spark of originality. Because it's the stuff we live for that makes all the difference.

General Snus Elevated Stories: November [BEHIND AGE GATE]

KEEP THE THERMOSTAT LOW, AND THE FIRE HOT

The best way to live the hygge life is to stand your ground and meet the cold head on. A great way to do this is by letting your thermostat take a break for a little bit. Leave the temp lower than your usual setting and harness your inner caveman by building a roaring fire. The warm glow and crackle of the fire is the perfect way to set the mood and keep the icy night at bay.

Plus, taking the time to stack the logs just right and coax the flame helps you welcome the *outdoors* of it all just like a true Swede would. Don't have a wood-burning fireplace? Fire up that gas log for the same effect.

SHAKE OUT YOUR FAVORITE BLANKET, AND GET WRAPPED LIKE A BURRITO

The best part about winter—aside from snowball fights, skiing, and deals on swim trunks—is that it arrives the same time every year, so you can plan for it. To execute this hygge plan, make sure you've already pulled your blankets out of storage.

Then, when the winter cold hits your latitude, grab the coziest blanket, stretch out on the couch, and roll yourself up like a hot *tunnbrödsrulle* (pronounced /toon-brud-SROO-luh/)—a Swedish street food with various hearty fillings wrapped in warm, thin, flat bread.

NEW SLIPPERS

This next step is an easy no-brainer for a better winter: buy yourself some slippers. We know it sounds crazy, but just hear us out. Look at your slippers now. They probably fit perfectly, right? However, do they also have holes in the toes? What about in the sole? Do you dread having to wear them when you do a quick jog to the mailbox in wet conditions?

Nothing can ruin a hygge session like wet, cold feet. That's why you need nice slippers. Most heat may escape through your head, but it warms your core to cover your feet. Treat yourself to a new pair of warm, lined slippers, and slip into the coziness. Thank us later.



Don't hide from the cold. Instead, embrace the season in a timeless Swedish style.

Winter weather comes early to Sweden. And Swedes know—even if you're the most upbeat fan of the Original Swedish Snus—the slow, hulking march of winter can really bum you out. Long nights can have you longing for the time of year when the sun is always around, and it doesn't take 20 minutes to bundle up to simply go to the store.

But it doesn't have to be that way. Our friends in Sweden are no strangers to winter with their snowy season starting late October and lasting into April. They know facing winter doesn't only mean physical preparation, but also getting emotionally ready for the cold and the dark. There's even a word for this Scandinavian spirit of cold-weather positivity: **hygge** (pronounced /HYOO-guh/). Hygge roughly translates to "a feeling of cozy contentment and well-being through enjoying the simple things in life."

In other words, Swedes know you must embrace the cozy to stay cozy. So, in solidarity, here are some easy ways you can up your winter game by bringing some hygge into your life. Grab your favorite variety of General Snus, and let's get prepping.

CONTINUED ON NEXT PAGE

General Snus Elevated Stories: November con't [BEHIND AGE GATE]

HOT TODDIES AND SPICED WINE

Now how do you top off an ideal hygge evening? With a comforting beverage, of course.

Thankfully making a warming drink to hug your insides is as easy as the rest of these steps. Make traditional Swedish **glögg** (pronounced /glahg/) by warming port wine, bourbon, rum, cinnamon, cloves, and orange peels. It's the perfect nightcap when night seems to start at 3:00PM.

Another tasty treat involves combining some hot tea, spices, and your favorite bourbon in a pot or slow cooker for a delicious hot toddy. Pair it with your favorite snus, favorite blanket, warm slippers, plus a roaring fire — and you'll be living that hygge-matic life in no time.

Want an easy hot toddy recipe? Check out some of our favorite **winter cocktail recipes**.

Everyone on this side of the Atlantic knows being cold isn't all fun. Which is why we admire the Swedish attitude that essentially outsmarts the cold. It says, "Hey, guess what? We live a hygge lifestyle: warm, contented and cozy". Take that, winter!



General Snus Elevated Stories: December [BEHIND AGE GATE]

T-Minus One Hour – Celebrity/Hat Game/Monikers

This party game comes in many different names—Celebrity, Hat Game, Fish Bowl, Monikers—but the game play is generally the same. It's an exciting, fast paced game that easy to learn regardless of skill level.

- Create at least two teams of (ideally) 3-6 players per team. You can have more than two teams, but more than 6 people per team can get complicated and extra noisy.
- Pass out 3-5 slips of paper to each person (the more people per team the less slips of paper per person) along with a pen. Each person then writes down a noun (person, place, or thing) on to each slip of paper, and puts the completed slip into a bowl, hat, or some kind of dish. For even faster set-up, you can write out the slips ahead of time for everyone.
- To start, each team picks a person to be the first presenter. The presenter will have 30-seconds to get their team to guess as many slips in the bowl as they can. Once their 30-seconds is up, the next team then goes with the remaining slips. The teams alternate this way until all slips are gone, which ends the round. The number of slips each team correctly guessed are added up. The next round starts with whichever team is next, and the person presenting switches.
- The game lasts this way for three rounds with each round having different rules. For the first round, the presenter can describe the clue in any way they like, but cannot say the word itself. The second round has the presenter only being able to say ONE word to describe the noun. Finally, the third round is no words at all and only Charade rules. The team that guesses the most clues is the winner! There are all kinds of variations of this game out there as well if you'd like to spice it up.



Cookies in the oven? Chili in the slow cooker? But the guests are here? We've got ideas on activities to fill the time.

You've got everything planned out for your holiday party. You're baking some cookies, slow cooking chili, or frying latkes before guests arrive. Unfortunately, your day started later than you anticipated, and now you've got guests in your living room and a bowl of cookie dough on the counter. What can you do to make sure your guests aren't bored while the cookies crisp? Don't worry. We've got you covered. Here are some great ideas to keep the party rolling depending on how much wait time (1 hour, 2 hours, 30 minutes) you have.

T-Minus 30 Minutes – Fill Your Cup

This one should be the easiest. You've got everything ready, but you're just waiting on the final crisping of your latkes. What to do for 30min or less? Get everyone ready to eat! Go around to every person at your party, and make sure they have a full drink. Carry around a pitcher of water or a non-alcoholic libation for those that don't drink, or have drinks close at hand for those that do. Make sure you greet each person with a hug or handshake or fist bump, ask them how they're doing, and thank them for coming. This is a great way to set the stage for a party that's welcoming and loving. Simple. Friendly. Memorable. Let's eat!

CONTINUED ON NEXT PAGE

General Snus Elevated Stories: December con't [BEHIND AGE GATE]

We hope these tips and games will help you round out your holiday spectacular in high fashion. Your friends and family are sure to enjoy and remember you as a true original and loving. Simple. Friendly. Memorable. Let's eat!



T-Minus Two Hours – Living Scrapbook

We've all left a party and thought, "I should have taken some pictures!" or "I didn't get a chance to talk to everyone!" Well, regret no more! Grab some supplies and get to snapping to create a living scrapbook. It's an easy and original way to not only have documentation of the evening, but to also make time to talk with everyone you'd like.

The set-up is easy:

- Split your guests into groups—any size and number of groups—and then give them some art supplies like paper, markers, stickers, etc. Ask them to create captions, draw designs, or whatever they want to make to add flair to their group pictures. While they're creating encourage them to ask each other about their days, their plans for the new year, or anything else.
- As the groups are ready, bring them up and take their pictures. Also, make sure you get pictures of everyone drawing and creating so you have posed and candid shots.
- Once every group is done, split them up again so they're with someone new and repeat. They can create all new flair or use what's already been made.

Later you can take all those pictures and share with your guests so they can pick their favorites. This way you get a full record of the party and guests, and you get to have at least one conversation with everyone. No more party regrets!

General Snus Elevated Stories: Footer

[BEHIND AGE GATE]

WHERE CAN'T YOU SNUS?

A fun look at the very few places where the Original Swedish Snus probably ought to stay in your pocket

A HIGHER STANDARD

Giving you an elevated tobacco experience also means elevating our principles and practices

THE UNSPOKEN RULES & CURIOUS CUSTOMS OF GOLF

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BUCKET LIST IDEAS FOR ELEVATING YOUR YEAR, AND YOUR LIFE.

General Snus' Original Bucket List Calendar

ELEVATE YOUR FALL BBQ GAME

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

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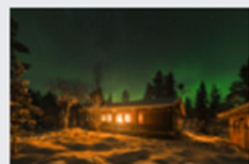
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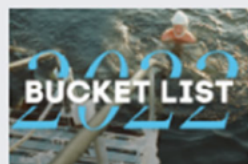
ORGANIZE YOUR SPACE: SWEDISH STYLE

Enjoy the Benefits of a Less-Stuff Life



THRIVE LIKE A SWEDE THIS WINTER

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



BUCKET LIST IDEAS FOR ELEVATING YOUR YEAR, AND YOUR LIFE.

General Snus' Original Bucket List Calendar



ENJOY OUR WINTER COCKTAIL MENU

We've crafted a cocktail menu sure to keep you warm all winter long.



BANDY: SWEDEN'S BEST-KEPT SECRET SPORT

From the basics to the fan experience, learn more about Sweden's favorite winter sport.



ELEVATE YOUR FALL BBQ GAME

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

FIVE FUNNY SWEDISH SAYINGS

A short (and seriously silly) guide to sounding like a Swede

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General Snus The Most Chill Giveaway Web Pages: Winners Page [BEHIND AGE GATE]

6/20/22 - current



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.

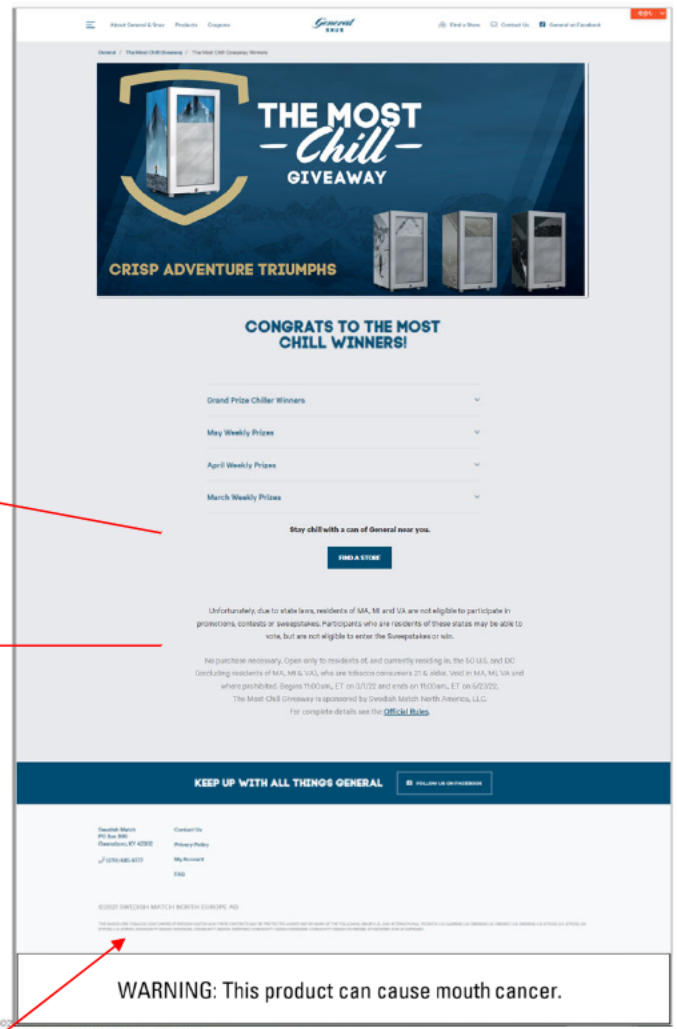
The Most Chill Giveaway is sponsored by Swedish Match North America, LLC.

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

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