

# INNOVATION and excellence

**Imperial Tobacco** is the largest tobacco manufacturer in the UK with a distinguished portfolio of brands including L&B Blue, JPS, Carlton, Player's Gold Leaf, GV Smooth and JPS RYO.

L&B Blue



**Lambert & Butler** currently accounts for over 10% of all cigarette sales in the UK\*. Last year L&B Blue was added to the range.

Positioned within the Sub-Economy price sector L&B Blue has been designed to suit the preferences of adult smokers who require a lower priced cigarette offering but want reassurance from a big brand.

L&B Blue appeals to adult smokers who in the past have switched from Lambert & Butler and those long time value smokers who previously haven't been able to afford a product from the Lambert & Butler family. October saw

a further extension to the range with the introduction of L&B Blue Superkings. Available in Full Flavour, Smooth and Menthol variants L&B Blue Superkings provides great value to consumers whilst maintaining strong trade margins of 6.67%.\*\*

The L&B Blue range has helped to reinvigorate the Economy price sector and offers big brand reassurance at a great value price.

Player's Gold Leaf



**Player's Gold Leaf** is the **UK's fastest growing RYO brand\*** and currently has a market share of over 11%\*. Delivering a smooth taste at a low out of pocket spend, Player's Gold Leaf is a must stock for independent retailers.

JPS



**The JPS range** now occupies almost a **8% share** of the UK cigarette market\* and boasts an extensive portfolio that suits the everyday smoking needs of many adult tobacco smokers. JPS continues to be one of the UK's best selling Economy cigarette brands.\*

**GV Smooth** has been designed specifically with the modern RYO consumer in mind.

GV Smooth's modern portrait pack makes it easy for retailers to merchandise and provides a clear differentiation from other RYO brands.

GV Smooth is available in 8g, 12.5g, 25g and 50g packs, with papers included in the 25g and 50g packs.

The 8g Handy Pack, which includes papers and tips, continues to offer consumers added convenience as well as a great low out of pocket price. Retailers should ensure they offer the complete range to cater for all their customers.

GV Smooth



CARLTON



**Carlton's** range has been further boosted with the recent addition of Superkings Menthol.

Carlton offers the best value cigarette in the Imperial Tobacco portfolio, and its range continues to expand. With menthol now accounting for around 8%\* of volume across the factory made cigarette (FMC) market, a new must-stock menthol offering has been devised.

Superkings Menthol complements the existing Smooth and Full Flavour offerings,

while also catering to the preferences of the increasing number of downtrading smokers moving into the Sub-Economy sector.

Carlton Superkings Menthol 19s has an RRP of £6.40, with Price Marked Packs available at £6.19 while stocks last.

**JPS is a trusted and iconic British brand.**

Available in 9g, 25g and 50g packs JPS RYO 9g reflects the requirements of tobacco shoppers looking for value for money whilst retaining a desire for the reassurance of quality and heritage offered by the JPS name.

With the number of shoppers who are seeking quality products with a low out of

pocket spend on the rise, JPS RYO 9g is perfect for adult smokers who are shopping little and often.

Since April, pouches of JPS RYO tobacco now include rolling papers – which will be phased in across the range as existing stock sells through.

JPS RYO



\*ITUK Estimates 2015. \*\*Q5 rates & when sold at RRP. For the avoidance of doubt, customers are free at all times to determine the selling price of their products. Price Mark Packs available while stocks last.



For Tobacco Traders Only

[www.imperial-trade.co.uk](http://www.imperial-trade.co.uk)