

"We look forward to much growth in our industry and the pleasure of a great adult alternative to traditional smoking," he says.

Non-Tobacco Market Potential

Tobacco industry marketing consultant Lou Maiellano says there is a large and growing market for consumers who use traditional tobacco products "because of the sociability factor and hand-to-mouth activity and/or oral gratification that it provides," but who are unable to smoke or chew conveniently and without aggravation.

"For these consumers, researchers are finding, products without nicotine, tobacco and/or smoke will suffice in all of the situations that they now use tobacco, but without the odor, social liability and hassle," he says. "For these consumers, a new class of products, without nicotine, without tobacco in most cases, and without smoke, is the ticket.

No drugs, no tobacco, no regulatory restrictions, tobacco taxes, and no restrictions as to how and where they can be displayed, sampled and sold."

As a matter of fact, Maiellano says he is intrigued by SmokeScents, an aromatherapy product delivered in an inhaler that he says uses "essential tobacco oil and other essential oils to provide smokers and ex-smokers a feeling of calm and relaxation in places and situations where they cannot or will not smoke."

He says SmokeScents is neither a tobacco product nor a food product and can be displayed anywhere in a retail environment.

Meanwhile Smokey Mountain Chew Inc. uses ex-Dallas Cowboy star linebacker Randy White to promote its brand of tobacco-free and nicotine-free smokeless tobacco alternative loose snuff and pouches. Available in five flavors, loose snuff uses corn silk and red clover blossoms, plus a proprietary blend of ingredients and flavorings. The company's winter-green and arctic mint pouches are designed to provide long-lasting flavor and are the result of

a collaborative effort with Swedish XQ's, a manufacturer of tobacco-free pouches in Sweden.

"People who are dippers are looking for an alternative, and that's what we provide," says Smokey Mountain President Dave Savoca.

"Smokey Mountain brings new money into the set for people looking for a tobacco-free brand. So we believe it offers incremental sales to the category as a whole."

Smokey Mountain also manufactures and sells Nix-It, an oral spray that is designed to help salve tobacco consumers' nicotine cravings in areas where they cannot use traditional tobacco, such as on airplanes, in the car with non-smokers, at work, at the movies—or any time you choose not to smoke.

The spray is a homeopathic blend of ingredients that satisfies the desire for nicotine, Savoca says, and is entirely FDA compliant—as are the Smokey Mountain products.

With the increasing restrictions on smoking being imposed by the government at all levels and society, in general, Smokey Mountain sales are experiencing double digit growth, he reveals. The Nix-It product has been changed from the original version, and is now offered in small plastic bottles designed to be airport friendly.

"One of our goals is to put it in airport stores where people can purchase it before they get on the plane," Savoca explains.

Snus products from such brands as Swedish Match, Camel and Marlboro have gained a loyal following, as has the entire phenomenon of using snus as a way of obtaining a nicotine hit without smoke and mess.

"Camel is the leader and Marlboro is there, but Swedish Match is the one to watch," says Maiellano.

Dissolvables

For the past two years, R.J. Reynolds Tobacco has been test marketing three dissolvable tobacco products, Camel Orbs, Strips and Sticks, in three lead markets—Columbus, OH; Indianapolis, IN; and Portland, OR. The products have been advertised in popular magazines with the message, "Enjoy Anywhere. Anytime. Anyplace."

But the products, particularly the Orbs, have been criticized by critics as having direct youth appeal and a study published in the medical journal *Pediatrics* says that Orbs, pellets made

