Plain packaging?

Plain madness

Have your say now at www.savecigars.co.uk

Act now to save the cigar industry

Unless you act now, cigars in the UK will become a thing of the past.

The UK Government is in the process of creating new legislation that will require cigars to be sold in plain packaging – like cigarettes or rolling tobacco.

CIGARS WILL VANISH FROM SHOPS

This will cause the immediate destruction of the cigar sector because overseas manufacturers of handrolled cigars will not package their cigars differently just for the UK market, which accounts for only 5% of their global business. They'll simply stop supplying the UK.

If UK distributors were to package them especially for the UK, they would only package the best selling brands, as producing lots of different boxes for all the different brands would be prohibitively expensive. Many cigar retailers would struggle to survive.

CAN YOU SPOT A COUNTERFEIT?

Even if manufacturers continued to supply the UK, and if UK wholesalers were to create their own plain packaging for some brands, you still won't be out of the woods. The prevalence of counterfeit cigars will go through the roof because nobody will be able to tell which handmade cigars are genuine, where they are really from, or when they were made.

CIGARS ARE NOT LIKE CIGARETTES OR VAPES

Available information shows that cigars are an adult-only product and do not contribute to youth adoption of smoking – yet that is the reason behind the new legislation.

Plain packaging? Plain madness.

Find out more and have your say at www.savecigars.co.uk, or scan the QR code

Alternatively, Google "UK Standardised Packaging consultation" and answer the multiple choice questions. It should only take you 10 minutes to help.

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