



## FACT SHEET: SKOAL DRY

*"A new spit-free, smokeless tobacco pouch product designed for adult smokers from the smokeless tobacco experts."*



### Background:

- With smoking restrictions now widespread, more and more adult smokers are seeking an alternative to cigarettes. U.S. Smokeless Tobacco Company (USSTC) recognizes this trend and, for the past several years, has worked to develop alternative products for adult smokers. New Skoal Dry Tobacco Packs are the latest evolution in this initiative.
- Consumer research indicates that a main objection adult smokers have expressed to traditional moist smokeless tobacco products is the need to spit. Skoal Dry is an entirely new form of smokeless tobacco that eliminates the need to spit and, using patented flavor technology, gives adult smokers the flavor and satisfaction they seek. Best of all, unlike cigarettes, Skoal Dry can be enjoyed anywhere and at anytime with the assurance of quality from the experts in smokeless tobacco.

**No Smoke, No Spit, No Boundaries.**

### About the Product:

- Skoal Dry is a discreet, spit-free pouch product available in three flavors: Regular, Menthol and Cinnamon.
- Each can contains 20 tobacco packs of 100% American-grown tobacco.
- Skoal Dry cans feature a "guaranteed fresh-until" date stamp, lithographed metal lids and sleek, beveled cans.

### About the Launch:

- Beginning in July 2006, USSTC will test-market Skoal Dry in Austin and Louisville.
- A special introductory price will allow Skoal Dry to be priced competitively with premium cigarettes.
- Test-market launch will be supported by attractive point-of-sale signage and branded displays, local adult sampling, direct mail, print advertising, and an age-verified website, [www.skoaldry.com](http://www.skoaldry.com) (coming soon).