

# Tobacco MATTERS

**DID YOU  
KNOW?**

The **£13.7bn** tobacco market in the **UK** has grown by a staggering **32%** in **independent retailers** since the country went into lockdown in **March 2020**<sup>1</sup>

Smokers have not travelled abroad and returned with duty-free products and illicit trade is drying up.

It's now more important than ever to stock the **Plan for Profit** core range at all times, and that you continue to sell at the manufacturer's RRP.



**View the Plan for Profit core range at [www.planforprofit.co.uk](http://www.planforprofit.co.uk)**



# Stock our HEETS range



**Sienna**  
Balanced and  
woody tobacco.

**Amber**  
Balanced  
and roasted  
tobacco.

**Yellow**  
Mild and  
smooth tobacco.

\*Source: 3 month clinical studies conducted in the US and Japan with 160 adult smokers each under real conditions (ambulatory).

\*\*Recommended Retail Price. All on-shelf prices are selected by the retailer alone and margin may therefore be affected.

This material is restricted to those who are involved in the business of the sale or distribution of tobacco who are aged 18 years and over.

This material should not be made available to the public or sent to anyone else. IQOS is not risk free and is for adult use only.

[www.iqos.com](http://www.iqos.com)



HEETS, used with IQOS, are the closest alternative to cigarettes. They offer the same ritual and cigarette-like satisfaction.\*

IQOS is not a vape, it uses real tobacco, not liquid.

It's not a cigarette. IQOS is the new alternative to smoking that heats real tobacco rather than burning it.

Make sure you stock HEETS. Because the future of tobacco sales is heated.



**Turquoise**  
Refreshing and cooling menthol.

**Blue**  
Deep and cooling menthol.

**Green**  
Balanced and cooling menthol.

**Sienna Caps**  
Refined tobacco to fresh menthol with one capsule click.

# IQOS

NOT A VAPE. NOT A CIGARETTE.

£5 RRP\*\*

# THE RYOEVOLUTION IS HERE

TAP INTO THE INCREASED  
DEMAND FOR VALUE RYO...

**STERLING**

**HOLBORN**  
YELLOW

...AND LET THE GOOD TIMES ROLL.

# STOCK UP NOW!



ePOD  
STARTER KIT  
**£19.99**  
RRP



Vype ePod

CARTRIDGES  
**£5.99**  
RRP



Tropical Mango



Golden Tobacco



Chilled Mint

# REFRESH YOUR SUPPLIES STOCK THE VYPE ePod NOW

**AD**  
**T/C**