

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - April 2023

Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at [trinketsandtrash.org](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**New products:** Cigar brands continue to release new, limited edition flavors. In our surveillance of brand website and retailer magazines, we've seen recent advertisements for *White Owl* Moonshine Cherry Pie, *Game* Leaf Crème and *Game* Iced Donut. The *White Owl* Moonshine may be the first of a new series of flavors. The *Game* Crème flavor is part of their Leaf line and is due out sometime in 2023. The *Game* Iced Donut cigar is slated to hit stores in May. On Instagram, *Swisher Sweets* has promoted Honey Banana as a new cigaril-



**WARNING: This product contains nicotine. Nicotine is an addictive chemical.**



to flavor as well.

Cigarette brands have also introduced new products within the past month. *Marlboro's* new Black Gold pack was described in an [email](#) as smooth and rich, to be released in May. The company behind the *VLN* brand, *22nd Century Group*, has begun selling Pinnacle, a new "store brand" premium cigarette, to be sold at a top convenience store chain, as announced in a recent [press release](#).



## Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

Contact us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu) and stay in touch!

We're also active on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)