

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - August 2023

Hello, **Trinkets and Trash Surveillance Update** subscriber! We are combining mailing lists with our Institute's tobacco industry marketing (TIM) report, which will deliver similar news about new tobacco products, industry marketing developments, and policy changes on a weekly basis. The monthly Update will no longer be circulated, but email subscribers will be automatically migrated to the [new list](#). If you are no longer interested in receiving these updates, please use the unsubscribe link at the bottom of the email, and thank you for following the Trinkets Surveillance Updates. The archive at trinketsandtrash.org will continue to be updated and functioning. Thank you, *The Rutgers Center of Excellence in Rapid Surveillance of Tobacco (CRST) Team*

Tobacco Updates

Fresh cigar flavors on the market: *Swisher* promoted a limited edition flavor, Watermelon Haze, in a business-to-business magazine, encouraging retailers to stock the product. The flavor, described as “watermelon rum,” has been sold in the past with different packaging under different names, like Boozy Watermelon and Island Madness. *Game* has announced a new flavor on their website, Black Raspberry, as part of their Reserve line of limited editions. And likely to compete with other brands, since grape is a top-selling cigarillo flavor, *Backwoods* announced the limited edition release of Grape on Instagram.

Expanding unflavored options: A new *Natural American Spirit* [magazine ad](#) promoted new pack designs for what appear to be new blends, called Red and Gold, described as “full-bodied” and “smooth,” respectively. *Dutch Masters* announced a new blend, Platinum Fusion, on their Instagram account with several posts highlighting the shiny silver packaging. A brand website update introduced *Kool*'s new non-menthol style, called LUXE. A recent [magazine ad](#) revealed more of the “luxurious” marketing theme, with gold and black imagery.

