

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - October 2022

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



As promised on their brand website, **Copenhagen** began offering winter-green dip in a fine cut style. The can design also celebrates the brand's 200th anniversary. Another smokeless brand, **Kodiak**, promoted a limited edition product line on their website called Growers Select—with long cut, Great Lakes dark-fired tobacco that has been aged for 10 years.

Another brand reaching out through website advertising is **on!** nicotine pouches, which urged visitors to enroll in their new rewards program. Tins of pouches now come with a code that can be entered online to earn a

“punch”; punches can also be earned by enrolling in brand alerts or taking surveys, with a prize for every 10.

**Game** cigars is offering another limited edition flavor in their Leaf style, called Tropical, as seen on a brand website banner. The imagery alludes to alcoholic beverages on the beach. Taking a new angle with marketing, this mass-produced cigar brand labeled this product a “reserve” cigar, described as being rolled with



expertly aged tobacco leaves, further instilling the idea of a premium choice. **Swisher Sweets** also advertised the return of a popular limited edition flavor in retailer magazines, called Purple Swish—a combination of raspberry and grape.



## 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)