[THE CigarTrap.com]

HOW are Cigarillos and Little Cigars sold?

Brightly colored, attractive packaging

“ My first impression when I looked at the packages is that they don’t look like cigar packages. They almost look like candy packages! ”

“ I think it’s a little sneaky because it doesn’t even smell like a cigar. You’re not exactly sure what you’re buying. ”

“ It’s like picking up a pack of gum. It’s going to catch your eye. ”

Enticing fruit, candy and alcohol flavorings

These products are sold in flavors such as chocolate, peach, blueberry, honey, mango, and even rum - flavors that imitate ice cream and candy and mask the harsh flavors of tobacco.

“ Definitely [targeting] kids… because it’s fruity or sugary. ”

Small packages or singles in front of stores at cash registers

“ Tend to be in convenience stores, tend to have 2-3 in a pack, and they’re sometimes brightly colored, orange, grape, these sort of flavors. ”

Cheap, inexpensive prices

“ You can actually buy them with lunch money. ”

“ …these don’t look like the products **I’ve** talked about. So, it’s like a new angle, and my fear would be with that peer pressure and friends that use these products would say, ‘Hey, try it!’ It’s almost like I need to communicate again with my kids that tobacco products have diversified and how they’re pink and they don’t look like tobacco anymore. ”

Quotes from Maryland Parents, Focus Group Research, October 2011

MARYLAND
Maryland Department of Health and Mental Hygiene