

PREMIUM CIGAR EXEMPTION: S.9

Premium Cigar Association
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WHAT THIS BILL DOES:

S.9 saves small business jobs, saves millions in regulatory costs and allows the Food & Drug Administration to focus on tobacco products that actually impact the public health. The bill acutely defines what a premium cigar is through six distinct criteria, and exempts that narrow category of products from FDA's unwieldy and poorly planned regulations.

WHAT IS A PREMIUM CIGAR?

Premium cigars are the true handcrafted, artisan tobacco leaf product on the market. Unlike other products, a premium cigar takes 3–5 years to hit the market, that is why premium cigars represent .01% of the entire tobacco product market. The proposed definition ensures other tobacco products that are not truly premium will not enjoy the exemption status.

WHY EXEMPTION

The FDA enacted new rules for tobacco products in 2016—largely modeled on existing cigarette and medical device regulations. These rules do not achieve any public health goals, and show the FDA does not understand how premium cigars are made, sold, or consumed. Estimates show 50%–90% of cigars may exit the market, gutting PCA retailers and pushing more consumers to online retail—without the face to face age verification. Data generated from government-run studies on use of Tobacco Products show that premium cigars are used in moderation by adults and are not used in any statistically significant manner by America's youth.



The average age of an individual's first premium cigar is **30 years old** – compared to 16.7 years old for cigarettes

.02%

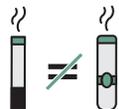
Of all youth (17 & under) surveyed, **only .02%** reported smoking a premium cigar in the past 30 days



The average premium cigar consumer smokes **1.2 days out of every 30** – compared to 29.6 days out of 30 for cigarette smokers



97% of all premium cigar consumers do not smoke daily



There is **no meaningful correlation** between premium cigars and cigarette smoking.



There is **no statistically significant increase in risk** for smoking related diseases between non-daily premium cigar smokers and non-smokers in general



Over half (52%) of current premium cigar smokers (25 and older) have a **college degree** – compared to 32% across the US population

For more information, please contact:

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