



## **General Sterk powerful newcomer to General family in Norway**

**Norway's largest snus brand has now been supplemented with General Sterk, a snus product in a white-portion format. This production technique has been developed by Swedish Match and results in a gently dryer pouch product with a longer-lasting taste.**

Although the portion pouches have a whiter and fresher appearance, the moisture content is the same as the original pouches. Furthermore, General Sterk's white pouches are arranged in a unique pattern in the can, known as a star formation.

Snus in the white-portion segment is growing rapidly in Norway and sales have increased by almost 60 percent during 2007.

"Snus users identify white-portion snus as the most modern alternative in the market and we are now launching another type to satisfy the interest that exists," says Anna Lekander, Press Relations Manager, Brands at Swedish Match.

General Sterk contains more nicotine than the most common snus types in the Norwegian market.

"Our principal target group for snus is cigarette smokers. The consumer surveys we have conducted have shown that many smokers want a stronger snus quite simply, a snus with more of a kick for them to regard it as a real alternative. General Sterk meets this requirement," says Anna Lekander.

General is the snus brand of choice for Norwegians, with a market share of approximately 70 percent. It has a distinctive taste; a powerful tobacco flavor with hints of pepper and citrus zest. General Sterk contains 24 pouches each weighing one gram.

For more information, please contact:

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