

Vuse Alto, Vuse Ciro named 'New Product Pacesetters' for 2019, IRI Reports

Vuse Continues to Advance with Focus on Innovation and Responsible Marketing

WINSTON-SALEM, N.C., June 23, 2020 /PRNewswire/ -- R.J. Reynolds Vapor Company's (RJRVC) Vuse Alto and Vuse Ciro e-cigarettes were named two of the top ten product pacesetters by Information Resources Inc. (IRI), a data and analytics research group that closely monitors the consumer package goods (CPG) industry. Each year top CPG brands are recognized as IRI New Product Pacesetters™, a list highlighting innovation that are resonating most with consumers.

"Today's adult nicotine consumers are looking for unique products that fit their modern-day lives, and Vuse has built a portfolio of options that have consumer moments in mind. Our dynamic approach to developing vapor products, paired with our team's unrivaled industry knowledge, global market scale and commitment to responsible marketing, means we can create brands that adult nicotine consumers prefer, and products that deliver unique, enjoyable and reliable experiences," said Leila Medeiros, U.S. head of the Vuse brand.

According to IRI, "New Product Pacesetters is consistently rich with iconic brands and game changing innovations, brought to market by behemoths and new market entrants. New Product Pacesetters gives innovators inside and outside the CPG industry an opportunity to learn from the best of the best in new product innovation and learn the strategies for accelerating growth."

Vuse Alto and Vuse Ciro were specifically noted in the convenience store category.

Vuse Alto and Vuse Ciro's inclusion in the ranking comes at a time of dynamic regulatory change. RJRVC regulatory applications are positioned to transform the market through a range of dynamic alternatives to traditional combustible cigarettes. RJRVC continues to share its vision of responsible marketing and responsible operations, including product integrity and product quality.

Vuse Alto offers a variety of nicotine strengths, device colors and flavors, allowing adult nicotine consumers to choose and customize their experience. Vuse Alto and Vuse Ciro power units and flavor packs are available online and in-store at select retailers. For more information, please visit www.vusevapor.com.

IRI New Product Pacesetter

Cultivated by in-depth analysis of the thousands of new CPG brands launched each year, IRI New Product Pacesetter brands provide insights into the trends, best practices and benefit dimensions that make up the 200 most successful new banner launches of the year. Vuse(r) Alto(r) achieved IRI New Product Pacesetter status with exceptional value and unique features. IRI's New Product Pacesetters is a celebration that is rich with iconic brands and game-changing innovations, brought to market by behemoths and new market entrants. As an IRI New Product Pacesetter brand, Vuse(r) Alto(r) is a textbook example of innovation done right.

To view IRI's New Product Pacesetters™ report, "Innovation Before The "New Normal" please click [here](#).

About Vuse/R.J. Reynolds Vapor Company: The Vuse brand combines tobacco expertise with innovative technology to provide adult nicotine consumers with alternatives to traditional tobacco products. Vuse products are marketed in the United States by R.J. Reynolds Vapor Company ("RJRVC"), an operating company of Reynolds American Inc., a member of the British American Tobacco Group. RJRVC remains committed to responsibly marketing Vuse products.

To learn more about R.J. Reynolds Vapor Company, please visit www.rjrvapor.com.

To learn more about Vuse Vapor products, please visit www.vusevapor.com.

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