

VELO Nicotine Lozenges Honored As One Of CSNews' Best New Products 2020

The award recognizes VELO as one of the most innovative, high-quality new products that meet consumers' evolving preferences.

WINSTON-SALEM, N.C., Aug. 19, 2020 /PRNewswire/ -- R.J. Reynolds Vapor Company's ("RJRV") VELO Nicotine Lozenges are being honored as one of Convenience Store News' ("CSNews") Best New Products 2020 in the Other Tobacco Products/Smokeless category.

CSNews Best New Products Awards program recognizes and honors the marketers that introduced the most innovative, high-quality new products that meet consumers' evolving preferences. VELO is a next-generation product and part of the emerging modern oral category for adult nicotine consumers.

"It's an honor for VELO to be recognized as one of the best new products of 2020," said Meg Wilson, director of marketing. "As adult nicotine consumers seek modern nicotine experiences outside of traditional tobacco products, VELO is a convenient, enjoyable alternative to meet their ever-changing preferences."

According to a 2019 McKinsey & Company report, the oral nicotine category is expected to grow at approximately 70% annually as adult tobacco consumers expand beyond traditional tobacco products.

[Expanded nationally in July 2020](#), VELO Nicotine Lozenges, with a variety of flavors, including Mint, Berry, Crema and Dark Mint, and two formats, hard or soft lozenges, to choose from, are the simple, convenient choice for adult nicotine consumers.

About R.J. Reynolds Vapor Company:

VELO is the industry-leading modern oral nicotine brand globally, and VELO-branded products in the United States are designed to provide adult tobacco consumers with innovative, enjoyable alternatives to traditional combustible and smokeless tobacco. VELO products are marketed in the United States by R.J. Reynolds Vapor Company ("RJRV"), an operating company of Reynolds American Inc., a member of the British American Tobacco Group. RJRV remains committed to responsibly marketing VELO products.

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

To learn more about VELO, please visit www.VELO.com.

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For further information: Brittany Lockard, 336-741-7203, media-rjrvapor@rjrvapor.com

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<https://rjrvapor.thecampaignroom.com/2020-08-19-VELO-Nicotine-Lozenges-Honored-As-One-Of-CSNews-Best-New-Products-2020>