

Vuse Alto 4-Pod Packs now available nationwide

National expansion of 5.0% 4-Pod Packs, along with the launch of 2.4% 4-Pod Packs

Winston-Salem, N.C. – The Vuse vapor brand announced today a national expansion of Vuse Alto Golden Tobacco 5.0% and Alto Menthol 5.0% 4-pod packs and the national release of Vuse Alto Golden Tobacco 2.4% and Alto Menthol 2.4% 4-pod packs.

The 4-pod packs provide adult vapor consumers with three Vuse Alto configuration options as they can now choose from single-pod, 2-pod or 4-pod packs. The national availability of 4-pod packs gives Vuse the most expansive portfolio of choice for adult vapor consumers with three flavors, in three nicotine strengths across three configuration formats, not to mention the many options for device customization with a range of device colors, wraps and engraving options. Adult nicotine consumers have the ability to make Vuse Alto devices their own and unique to their preferences and style.

“Done responsibly, our ambition is to make Vuse the #1 vapor brand in the U.S. market. This portfolio expansion provides us with the opportunity to better compete and enhances our price competitiveness to drive conversion among existing adult vapor consumers and boost loyalty,” said Christy Canary-Garner, Vice President—Vuse Commercial Development.

The 4-pod pack configuration is the most popular among competitive pod-mod vapor products and 4-pod packs enable Vuse Alto to compete against competitors on a per-pod price point. The new 4-pod packs are available to all retail outlets.

“Coupled with our release of single-pods in November of 2020, this national rollout of 4-pod packs now gives adult Vuse consumers more options than any other brand,” Canary-Garner added.

The national expansion of the four-pod packs will begin this week.

<https://rvapor.thecampaignroom.com/2021-02-25-vuse-alto-4-pod-packs-now-available-nationwide>