



Christmas gift of the year? Kardus – new edition of the world's finest snus

"Each year, speculation on what the Christmas gift of the year will be is keen. Kardus is definitely this year's Christmas gift for the connoisseur who wants exceptionally exclusive snus," says Anna Lekander, Press Relations Manager, Swedish Match.

This year's edition of Kardus Superior Blend will be sold in a handmade box of polished walnut. The package was designed by cabinet-maker, Ulf Mellström, who was educated at the Carl Malmsten Center of Wood Technology & Design.

"This year, we have refined the package and the result is a new, extremely attractive box with a rich content. Kardus represents a fusion of high-class craftsmanship in several respects, such as flavor, design and material," says Anna Lekander.

The content of the fine, cut tobacco mixture includes the Argentinean tobacco type, Criollo Misionero, a dark, air-dried tobacco that is cultivated in the Misiones province, to the extreme north of the country. Tobacco from Brazil, Hungary, India and South Africa also contributes to the product's unique character.

Kardus has a mild and clean tobacco flavor with a hint of dried fruit. It has a distinct bitter flavor with both salt and sweet features. The aroma has a somewhat smoky character with influences from cocoa, coconut and newly cut grass. There are also sweet accents of vanilla and flowers.

The price is SEK 450 for 100 grams – Kardus is Swedish Match's most exclusive snus. The snus is available at such well-established tobacco specialists as Brobergs in Stockholm and Gothenburg, Cigarrummet in Stockholm, Sundsvalls Tobak, Malmö Cigarr and Tobakshandel and Chocolat in Uppsala. Kardus is produced in a very limited edition.

Historically, the word Kardus (from the French "cartouche", in German "karduse") has been used in Sweden to mean "pack snus in kardus," that is to package the snus in cardboard.

For more information:

Anna Lekander, Press Relations Manager, Swedish Match AB

Tel: +46 (0)8-658 03 56, mobile: +46 (0)70- 889 03 56,

E-mail: anna.lekander@swedishmatch.com