

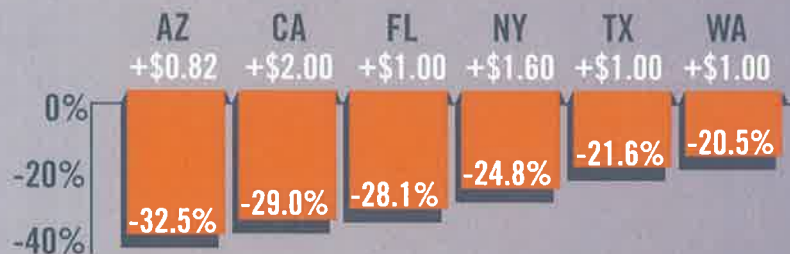
WHAT YOU NEED TO KNOW

Maryland lawmakers are considering massive tax increases of \$2.00 per pack of cigarettes and a 56% increase on moist-smokeless-tobacco (MST).

WHAT WILL HAPPEN?

Tobacco retailers risk losing sales of tobacco products plus all of the other items that adult tobacco customers purchase.

Cigarette State Volume Change 12 Months After Tax Increase¹



¹ Bill Orzechowski & Rob Walker, *The Tax Burden on Tobacco*, vol. 53 (February 2019); funded in part by Altria Client Services LLC

Adult Tobacco Customers Are Valuable Market Basket Builders

ADULT TOBACCO CUSTOMERS HAVE 35% LARGER BASKETS²

² VideoMining 2016 C-Store Megastudy[®]

WE MUST ACT QUICKLY:

Visit TobaccoIssues.com/MD
or call (877) 925-8742

Remember:

Your business creates jobs.
You and/or your employees are the legislator's constituents.

Tell your trade associations

you oppose these measures and they should too.

Engage your adult tobacco customers

to contact their legislators and stand up against these unfair proposals that undermine your business.

CONTACT
YOUR
LEGISLATOR
AND

SAY NO!

These measures hurt small businesses
and threaten local jobs..

TAKE ACTION TODAY!

Paid for by Altria Client Services LLC on behalf of Philip Morris USA, U.S. Smokeless Tobacco Co., John Middleton, and Nat Sherman.

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