

FOR IMMEDIATE RELEASE

June 13, 2022



Media contact:

Dave Wedge

617-799-0537

davidmwedge@gmail.com

CONVENIENCE STORE ASSOCIATION DENIED OPPORTUNITY TO EDUCATE FDA ABOUT PITFALLS OF FLAVORED TOBACCO BAN

*The FDA Does Not Grant NECSEMA a 5-Minute Window During its Two-Day
Listening Session on Recently Proposed Tobacco Product Standards*

STOUGHTON, Mass. (June 13, 2022) – The New England Convenience Store & Energy Marketers Association (NECSEMA) is disappointed that the Food and Drug Administration (FDA) denied it participation in its two-day stakeholder listening session. As the leading trade organization representing convenience retailers throughout New England, the association was prepared to share its real-world knowledge about the devastating economic impact the Massachusetts flavored tobacco ban has had on convenience retailers and how the illicit market for these products has since flourished.

“It is disappointing the FDA chose not to grant five minutes to the one trade association in the United States with first-hand knowledge of a statewide flavored-tobacco ban,” said NECSEMA Executive Director Jonathan Shaer. “We were prepared to educate the FDA on the consequences here in Massachusetts so that it would be best informed with how to proceed with its proposed rulemaking on menthol cigarettes and flavored cigars, but it chose not to grant us audience.”

The Massachusetts ban on flavored tobacco products resulted in a menthol cigarette excise tax revenue loss of nearly **\$127 million** to the Commonwealth in the 12-months following the ban. Evidenced by sales data, nearly 90% of those sales migrated to New Hampshire and Rhode Island. NECSEMA will file comments to the FDA sharing its perspective on why this national ban would have unintended negative consequences and is a misguided policy.

To speak with Jonathan Shaer, please contact Dave Wedge at davidmwedge@gmail.com or 617-799-0537.

###