

S W I S H E R I N T E R N A T I O N A L

**PRODUCT**  
CATALOG

SWISHER INTERNATIONAL, INC.





\*As reported by MSAI-52 weeks ending 11/1/14

EXPERIENCE THE DIFFERENCE





**CIGARILLOS**  
Sweet



**CIGARILLOS**  
Tropical Fusion



**CIGARILLOS**  
Black



**CIGARILLOS**  
Blueberry



**CIGARILLOS**  
White Grape



**CIGARILLOS**  
Peach



**CIGARILLOS**  
Green Sweets



**CIGARILLOS**  
Grape



**CIGARILLOS**  
Strawberry



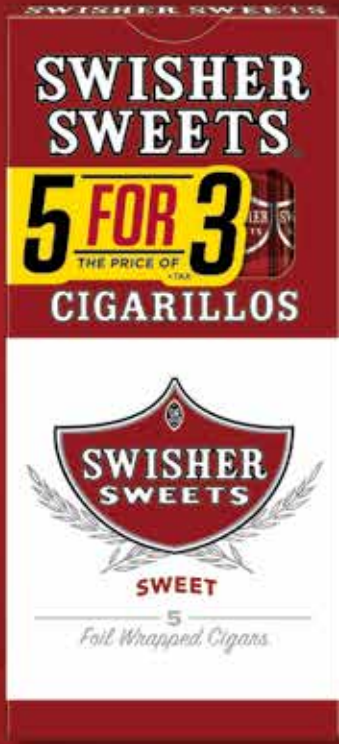
**CIGARILLOS**  
Chocolate

La



**THE NEW DIAMONDS  
UN-SWEET CIGARILLO**





**CIGARILLOS**  
Sweet



**CIGARILLOS**  
White Grape



**CIGARILLOS**  
Strawberry



**CIGARILLOS**  
Peach



**CIGARILLOS**  
Grape



**CIGARILLOS**  
Blueberry



**CIGARILLOS**  
Chocolate

## SWISHER SWEETS 5 FOR 3 PACKS

Running out of Swisher Sweets simply shouldn't be an option. That's why America's best-selling 5-pack now has a lower price—five cigars for the price of three. How sweet is that? Available in all sizes and flavors of Swisher Sweets.





BLUNT



PERFECTO



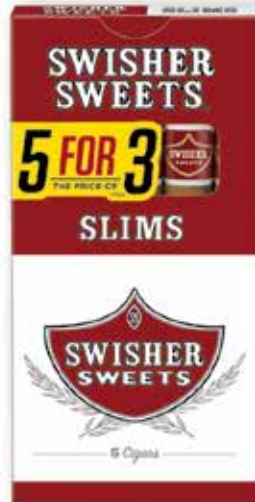
CIGARILLOS



KINGS



GIANTS



SLIMS



WOOD TIPS



SWEET CORONELLA



TIP CIGARILLOS  
Cherry



TIP CIGARILLOS

# MINI CIGARILLOS

## SHORT & SWEET



**MINI CIGARILLOS**  
Grape

**MINI CIGARILLOS**  
Sweet

**MINI CIGARILLOS**  
Blueberry

**MINI CIGARILLOS**  
Island Bash

**MINI CIGARILLOS**  
Tropical Fusion

### MINI CIGARILLOS

For a quick break, nothing beats a Mini. This popular shape is available in 6-packs and new resealable pouches, specially priced at 3 cigars for the price of 2.







**BLK TIP CIGARILLOS**  
Cherry



**BLK TIP CIGARILLOS**  
Smooth



## SS BLK POUCHES – SCENTSATIONAL

Enjoy the unmistakable aroma of pipe tobacco in the convenience of a Tip, made perfect by Swisher. Choose from BLK Smooth or Cherry, available in single sale impulse displays, and resealable pouches, priced to turn at 2 for 99¢ and Save on 2.

# OUTLAWS



**OUTLAWS**  
Double Barrel Rum

**OUTLAWS**  
Original Blend



**OUTLAWS**  
Double Barrel Rum



**OUTLAWS**  
Original Blend



## SS LITTLE CIGARS – LEADER OF THE PACK

Swisher Sweets Little Cigars have all the flavor of our larger cigars in a convenient smaller size. So it's no surprise that they're the number-1 little cigar in the industry. Available in many different flavors and styles, including 84mm hard packs, and slide-box Filter Tips.



100MM SOFT PACK Sweet    100MM SOFT PACK Strawberry    100MM SOFT PACK Peach    100MM SOFT PACK Grape



100MM SOFT PACK White    100MM SOFT PACK Menthol    100MM SOFT PACK Sweet Cherry



85MM HARD PACK Menthol    85MM HARD PACK Silver    85MM HARD PACK Sweet



100MM FILTER TIPS Sweet    100MM FILTER TIPS Silver    100MM FILTER TIPS Menthol

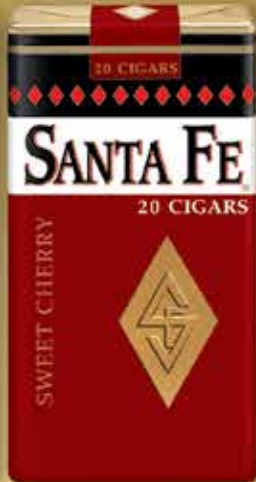




**FILTERED CIGARS**  
Original



**FILTERED CIGARS**  
White



**FILTERED CIGARS**  
Sweet Cherry



**FILTERED CIGARS**  
White Menthol



**FILTERED CIGARS**  
Sweet Strawberry



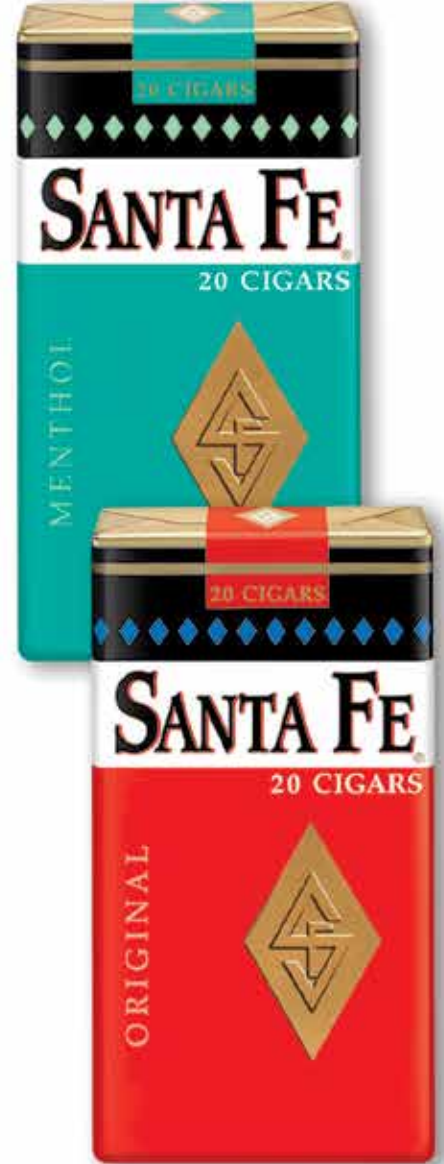
**FILTERED CIGARS**  
Menthol



**FILTERED CIGARS**  
Sweet Grape



**FILTERED CIGARS**  
Peach



## SANTA FE FILTERED CIGARS – EVERYDAY VALUE

In a sea of discount brands, stock the brand that your customers trust for consistency, quality, and flavor. Santa Fe filtered cigars offer an everyday low price in eight flavors.



**OPTIMO**  
Sweet



**OPTIMO**  
Peach



**OPTIMO**  
Black

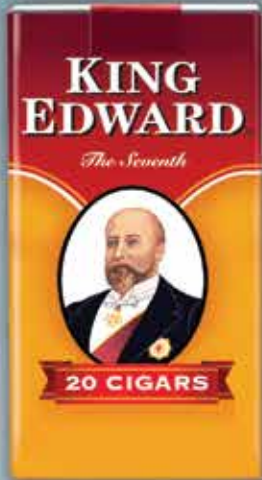
## EXCEPTIONAL QUALITY CIGARS-EXCEPTIONAL PRICE

Since 1898, Optimo cigars have combined the expertise of cigar making with the art of tobacco blending. Now our most popular Peach blend is available in a convenient 5-pack, attractively priced at 5 for the price of 3.

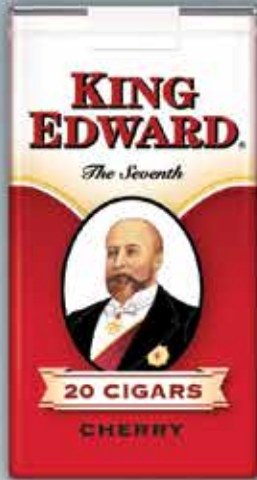


**KEEP MOVING GOODIES**

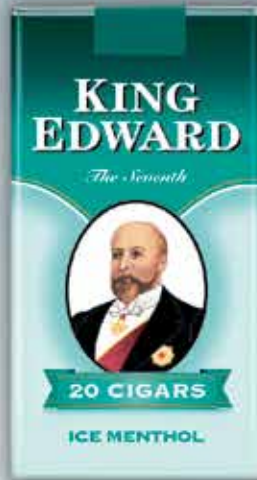




**FILTERED CIGARS**  
Original



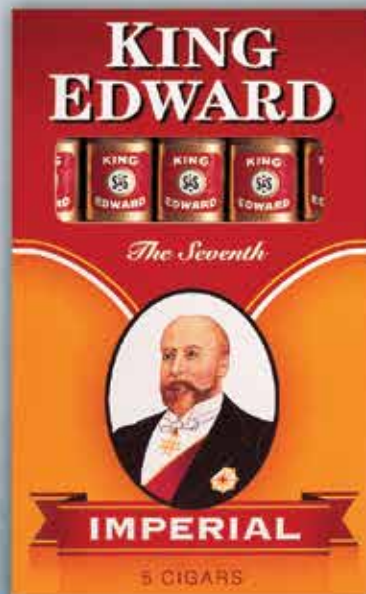
**FILTERED CIGARS**  
Cherry



**FILTERED CIGARS**  
Ice Menthol



**SPECIALS**



**IMPERIALS**

## CLASSIC KING EDWARD CIGARS

Created to honor England's King Edward VII, who, upon ascension to the throne, put an end to Queen Victoria's decades-long ban on cigars at court by defiantly pronouncing, "Gentlemen, you may smoke." These exceptionally mild cigars would have been perfect for the occasion.



# King EDWARD VII



**CIGARILLOS**  
Vanilla

**CIGARILLOS**  
Natural

## INTRODUCING

**A** debonair, fun-loving 19th century playboy, King Edward VII was, in today's language, achingly cool. Just like you when you choose the natural leaf King Edward VII cigar, a right royal indulgence since 1926. Get a kingly cool. Be achingly cool.





**CIGARILLOS**  
Natural



**CIGARILLOS**  
Vanilla



**CIGARILLOS**  
Grape



## GOODIES CIGARILLOS – NATURALLY

**E**ach satisfying Goodies Cigarillo is made with authentic Connecticut

Shade wrapper, which is properly aged to create a cool, mild, enjoyable smoke. It's perfectly balanced from start to finish. Available in packs and impulse displays.



**CHURCHILL BUNDLE**



**TORO BUNDLE**

## GOLD STRIKE – SUPERIOR QUALITY HANDMADE CIGARS

**G**old Strike cigars offer one of the most pleasing, richest smokes around at a price that will truly make consumers feel like they've struck gold. Made by hand in Nicaragua using a multi-nation filler blend and surrounded by a smooth Indonesian Sumatra wrapper. This is offered in affordable bundles and sealed fresh pouches.



**CHURCHILL POUCH**



**TORO POUCH**



**ROBUSTO POUCH**





**FILTERED CIGARS**  
Cherry



**FILTERED CIGARS**  
Vanilla

## BLACKSTONE PIPE TOBACCO CIGARS

BlackStone delivers a smooth, satisfying taste in four blends and at a great price. BlackStone is made from 100% pipe tobacco for outstanding taste and aroma and is available in Vanilla, Cherry, Peach and Wine.



**TIP CIGARILLOS**  
Peach



**TIP CIGARILLOS**  
Vanilla



**TIP CIGARILLOS**  
Cherry



**TIP CIGARILLOS**  
Wine



## KAYAK – GREAT TASTE, RIGHT PRICE

**K**ayak moist snuff is made from the highest quality tobacco in the world. Kayak stands for long-lasting flavor, freshness & value and is available in a variety of flavors and cuts including Long Cut Wintergreen, Long Cut Straight, and Fine Cut Natural. Always satisfying, Kayak offers what moist smokeless users want in a quality product, "Great taste at the right Price".



**LONG CUT**  
Straight



**LONG CUT**  
Apple



**LONG CUT**  
Peach



**LONG CUT**  
Wintergreen



**LONG CUT**  
Mint



**LONG CUT**  
Grape



**FINE CUT**  
Wintergreen



**FINE CUT**  
Natural



**POUCHES**  
Natural



**POUCHES**  
Straight



**POUCHES**  
Wintergreen





**LONG CUT**  
Wintergreen



**FINE CUT**  
Wintergreen



**LONG CUT**  
Wintergreen



**LONG CUT**  
Straight



**LONG CUT**  
Natural



**LONG CUT**  
Natural



**LONG CUT**  
Cherry



**FINE CUT**  
Natural



**SUPERIOR**



**RAILROAD MILLS**



**SOCIETY**



**SQUARE**



**HONEY BEE**



**NAVY**



**TOPS**



**BUTTERCUP**





## CHEWING THE BEST

For over 130 years, Swisher has produced the finest quality chewing tobacco in the industry. In fact, our Mail Pouch brand was one of the first “loose leaf” chewing tobacco products introduced to the market. Today, Swisher still strives to produce the freshest, high quality chewing tobacco products in the business. Starr and Bowie represent a large portion of the category and continue to grow in market share. We also offer Chattanooga Chew, Lancaster and of course Mail Pouch. You can’t go wrong in chewing the best!



STARR  
Peach



BOWIE



MAIL POUCH



STARR



LANCASTER



CHATTANOOGA CHEW





SWISHER

# SWISHER

SWISHER INTERNATIONAL, INC.



459 EAST 16TH STREET • JACKSONVILLE, FLORIDA 32206 • 800.874.9720 • FAX 800.628.4675 • WWW.SWISHER.COM

MB-3405