

**From:** [REDACTED]

**Sent:** Friday, February 16, 2024 8:44 AM

**To:** PM Private Office Support Team [REDACTED]

**Cc:** [REDACTED]

**Subject:** Smoke Free Generation

Dear Prime Minister,

Apologies for addressing you directly however the Smoke Free Generation discussion is something which I feel needs revision.

First of all , we live in a free world, where people should be able to decide I f they smoke or not, drink or not or are vegetarian or not. There is a minimum age in place already which retailers need to enforce of course, 100% agree.

But for a government to decide if in the future when someone is seen and treated like an adult if they are allowed to purchase tobacco for me is a step to far.

Myself I work in the premium tobacco sector which are cigars. This also targets a very different age group than for example cigarettes and Vapes, so also feel that a distinction needs to be made on this. Cigars are an artisan handmade product and are seen as luxury products. The smoke is not meant to be inhaled, its all about the flavour and the time one has to enjoy that moment or as we call it Time beautifully filled. You need to take time out to enjoy a cigar, there are no quick puffs or 5 min nicotine breaks at work.

Also by putting in these measurements you are proposing the grey market on tobacco would just increase, people will get it from abroad meaning tax money goes missing for the government. The prices on Tobacco are already amongst the highest in the world, further restrictions would not be fair. There is also an increase expected or criminal activity around import larger volumes of tobacco to be sold illegally. SO various things to consider.

I am sure I am not the only person coming to you with these arguments, but I feel that the Tobacco Industry haven't been consulted enough on this to have a dialogue and work together to find suitable solutions.

Best regards,



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