



EUROPEAN COMMISSION
HEALTH & CONSUMERS DIRECTORATE-GENERAL

Directorate D
D4 – Substances of Human Origin and Tobacco Control

Brussels, 30 July 2012

MINUTES OF THE MEETING

Participants: Dominik Schnichels, Anna-Eva Ampélas, Matus Ferech and Isabel Holmquist (DG SANCO)

Michael Drest Nielsen and Peer Dyhr (House of Oliver Twist A/S)

Date: 19 July 2012

The main objective of the meeting was to better understand the chewing tobacco market in the EU and to listen to the views/concerns of the chewing tobacco manufacturer Oliver Twist (OT) regarding the on-going revision of the Tobacco Products Directive (TPD).

The Commission representatives provided an overview on the revision of the TPD. They explained that they contacted Oliver Twist to learn more about chewing tobacco products in the context of the revision.

It was agreed that information exchanged during the meeting was to be treated strictly confidential.

Oliver Twist

Oliver Twist is a small family run business. It was bought by the Drest Nielsen family in 1974 from Gallagher Tobacco Company (now owned by Japan Tobacco International).

[REDACTED]

Manufacturing

[REDACTED]

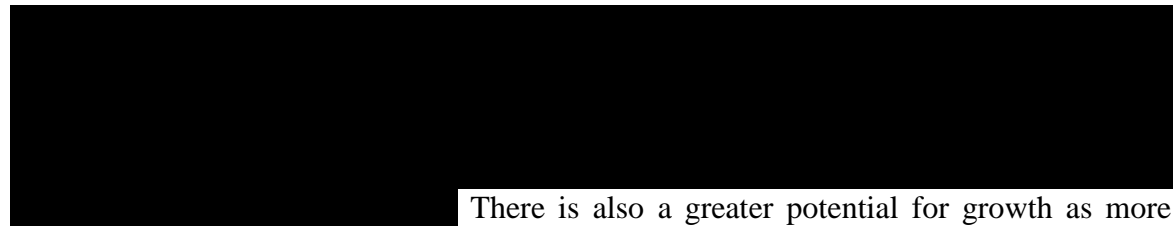
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Products

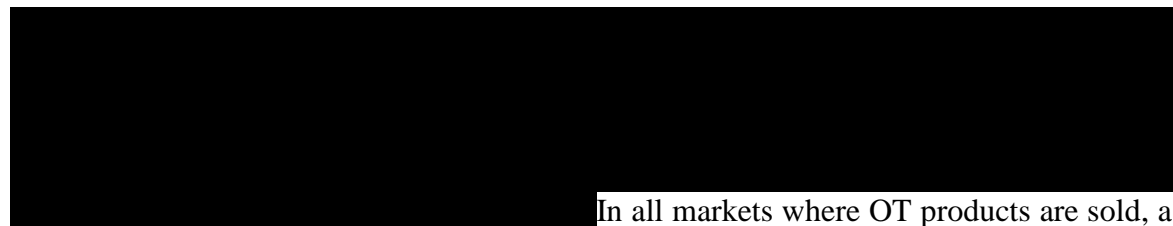
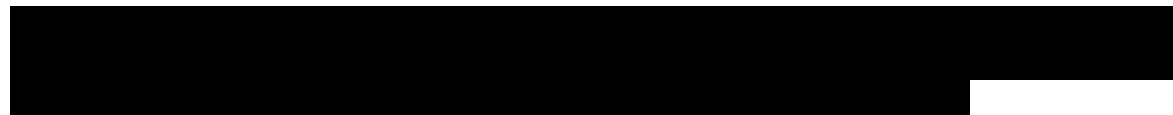


The Commission representatives expressed concerns about certain flavours being used by cigarette manufactures to attract young consumers. OT shared this concern, but encouraged that the Commission carefully differentiates between the different tobacco categories, when it comes to prohibiting the use of flavours in tobacco products in general.

Market and Consumers



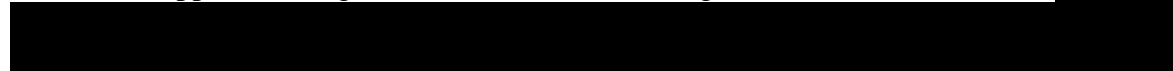
There is also a greater potential for growth as more restrictions are put in place for smoked tobacco products as OT provides an alternative to be used where smoking is not allowed.



In all markets where OT products are sold, a legal minimum age for purchasing tobacco products exists.

Oliver Twist and the TPD

OT would support a lifting of the ban on the marketing of oral tobacco in the EU



[REDACTED]

[REDACTED] As
for regulation of constituents OT referred to ESTOC's "Proposed regulation of smokeless
tobacco products within the European union"

[REDACTED]

[REDACTED]

OT invited participants of the meeting to visit the OT factory and welcomed the participants to return with further questions about the company and product if necessary.

The Commission underlined that in the context of the ongoing impact assessment the Commission has, at this stage adopted no final position. Policy options proposed in the Public Consultation are still being evaluated and the impact of all options on stakeholders are being analysed.