

Lorillard Tobacco Co in Tobacco (USA)

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Abstracts

Lorillard Tobacco Co is the leading producer of menthol cigarettes in the US. Its brand Newport, which accounts for upwards of 90% of company sales, was the second bestselling brand of cigarettes in the US each year during the review period, and the leader in menthol cigarettes. Given the company's strength and reliance on menthol cigarettes, it is highly dependent on the demand and availability of these products and thus has been a leading opponent of the FDA extending the cigarette flavour...

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