

Middle East Tobacco Co in Tobacco (Iran)

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Abstracts

As one of the leading companies in pipe tobacco in Iran, Middle East Tobacco Company aims to increase the quality of its molasses tobacco by using ingredients such as glycerine, honey and food-grade flavours in its production. In addition, the company aims to develop its distribution network, especially through the use of wholesalers, in order to ensure that its key brands are present in all of the key retail channels for cigarettes in Iran, especially independent small groceries.

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