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## **Premier Manufacturing Launches New Packaging Design on 1839®**

*Bold, modern and contemporary graphic redesign of iconic 1839 brand cigarettes*

Raleigh, NC – The consumer products division of U.S. Tobacco Cooperative Inc. (USTC), Premier Manufacturing of Chesterfield, MO, is debuting a fresh new look on its packaging design for 1839 cigarettes. The eye-catching contemporary design refreshes the iconic brand that consumers have known and loved for years.

Premier developed a premium visual design that showcases updated brand colors, a cleaner overall look and the distinctive 1839 logo; all while maintaining some traditional elements to help make 1839 attractive on stores cigarette fixtures.

The bold red and rich blues are just some of the colors used in the packaging design that is anchored by historic 1839 elements such as the silhouette of a farmer with the horse and plow on a field image that simulates a tobacco leaf. The 1839 quality seal refers to the heritage and premium blend of tobacco used in the product and the 1839 date is when the flue-cured tobacco process was discovered in North Carolina.

Also incorporated is “A Product of US Farmers®” that reflects the brands commitment to USTC’s southeast based tobacco farmers who own the cooperative.

“We believe our new packaging design better reflects the needs of today’s consumers, while reinforcing the brands strength and heritage across the full line of 1839 cigarettes,” said Russ Mancuso, USTC’s Senior Vice President.

Premier Manufacturing will be doing a full marketing campaign promoting 1839 that will roll out this fall and include everything from point-of-sale, print ads and our website. Distributors and retailers will start to see the new packaging in the upcoming weeks.

For more information on U.S. Tobacco Cooperative Inc., visit [www.usleaf.com](http://www.usleaf.com) or on Premier Manufacturing visit [www.GoPremier.com](http://www.GoPremier.com).



### **About U.S. Tobacco Cooperative Inc.**

U.S. Tobacco Cooperative Inc. (USTC) is a grower owned marketing cooperative located in Raleigh, North Carolina. The cooperative processes U.S. flue-cured tobacco grown by its 550+ member growers in Florida, Georgia, South Carolina, North Carolina, and Virginia. Member grower tobacco is processed and sold as raw materials to cigarette manufacturers worldwide. Subsidiaries of USTC include U.S. Flue-Cured Tobacco Growers (USFC), Premier Manufacturing, Franchise Wholesale (d/b/a Wildhorse Distributing), Big South Distribution, and King Maker Marketing, Inc. USTC, through its subsidiaries also produces consumer products for the U.S. market under brand names of Wildhorse, 1839, Shield, 1<sup>st</sup> Class, Manitou, Ultra Buy and Traffic.