

FOR IMMEDIATE RELEASE

## SWISHER SWEETS SUMMER TWIST BACK BY POPULAR DEMAND

### *Limited Edition Lemon-Mango Cigarillos*

**Jacksonville, FL**, July 29, 2021 - Swisher Sweets has announced the limited release of its seasonal blend, Summer Twist. Just like summer, they won't last long!

Back by popular demand, this limited-edition taste combines the refreshing tartness of lemon with sweet mango for the perfect summer blend. Don't miss your chance to kick back and watch your sales and profits soar with the summer sun.



Swisher Sweets has always been home to the highest-quality and most desired products in the industry. The brand offers more than just a product. It offers a way of doing business and a name that you and your adult consumers trust, and Summer Twist is no exception. The limited-edition blend is sure to keep adult consumers coming back all summer long.

Swisher Sweets Summer Twist pouches are available in a variety of market-driven price points and will ship nationwide in August. To place an order, contact your Swisher representative at 1-800-874-9720. For more information, visit [swisher.com](http://swisher.com).

### **About Swisher Sweets Cigar Company**

Swisher Sweets Cigar Company is the undisputed leader in Large Cigars. Home to the highest quality products in the industry, our legendary cigars have been igniting possibilities and fostering meaningful connections with adult consumers for 160 years. With the #1 and #2 SKUs in the Large Cigar category — Swisher Sweets Original and Swisher Sweets Diamonds — our position in the tobacco landscape is well established. With products like BLK, Optimo, Leaf and countless other cigar and cigarillo offerings, Swisher Sweets Cigar Company provides experiences for any occasion. Our ability to understand today's adult consumer and deliver products that meet their exact needs is unmatched. Visit [www.swisher.com](http://www.swisher.com) to learn more.

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