



## Press Release

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### Kretek International Moves Forward with Nicotine-Free Djarum Clove Smokes

*New Djarum Bliss Java and Djarum Bliss Special join Black Bliss flavors for six non-tobacco clove styles*



**February 28, 2024:** Kretek International, Inc. has announced the further 2024 rollout of nicotine-free Djarum Bliss clove smokes, including 2 new flavor-styles. Kretek's goal is to achieve availability of Djarum Bliss cloves across the U.S. and Canada by the end of 2024.

Kretek began offering the Djarum Bliss non-tobacco lineup in California trial markets in early 2023, followed by Canada and selected Midwest markets at midyear. Clove smoker adoption of a nicotine-free smoke has been made easier because their clove taste loyalty makes nicotine feel comparatively less important. Also, retailers are getting used to pricing without a federal excise tax burden.

"We started early because our research told us that nicotine-free smokes would take some getting used-to by our convenience store distributors. Many of them were already cautious over hemp and CBD, as well as flavored vape issues," said Albert Jose, Kretek Sr. VP of Sales & Marketing. "When we explain that Djarum smokes aren't hemp-based, and our strategy for a sustainable tobacco-free segment, they see a solution that extends beyond just Djarum's shelf facings." Jose Continued.

Djarum Black Bliss styles carry forward nearly two generations of clove-smokers' favorites. Nicotine-free Djarum Bliss Java is completely new, with an amazing blend of coffee and clove aromas. Djarum Bliss Special offers traditional clove-smoking smoothness, built on the popularity of Djarum Special clove filtered cigars. More than 60% of surveyed Djarum smokers said they wouldn't miss the nicotine.

All six new Djarum Bliss and Djarum Black Bliss filtered styles feature Djarum's signature brown or black wrappers. They're available in 20 packs in 10-pack cartons designed for inline shelf placement as new retail shelf-sets are called for. Kretek and Djarum invite distributors and retailers to contact us about market availability. It's not too early for zero-tobacco alternatives. Learn more at [www.DjarumBliss.com](http://www.DjarumBliss.com) or e-mail [salesinfo@kretek.com](mailto:salesinfo@kretek.com).

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### **About Djarum Bliss**

*New Djarum Bliss Special and Djarum Bliss Java bring Djarum's 2024 nicotine-free, zero-tobacco lineup to six distinct flavor styles. Djarum Bliss and Black Bliss filters are nicotine-free, non-tobacco, hemp-free filtered smokes in packs of 20, made with fresh sliced Indonesian cloves and all-natural botanical.*

*Consumer research and extensive taste trials show that the clove taste and aroma Djarum smokers enjoy is far more important to them than nicotine content. Djarum Bliss reflects the taste loyalties of Djarum smokers, and the continuing appeal of clove and other flavors in non-tobacco smoking blends. The new Djarum Bliss clove line will be free of federal and most state excise taxes as well as nicotine.*

*CDC surveys and academic studies show the notable increase in tobacco health consciousness among cigarette and cigar smokers. While Djarum Bliss is free of nicotine and harmful tobacco constituents, Djarum makes no health claims and have placed a tar and carbon monoxide warning on all Bliss packs and cartons.*

*Djarum Bliss cloves are made in Indonesia. PT Djarum cigarettes and cigars have been imported and sold in the U.S. exclusively through Kretek International, Inc. since 1983. Djarum filtered clove cigars were introduced in the U.S. in 2008 and remain available in most areas in 10 Black, flavored, and menthol styles. More information is available by calling 1-800-358-8100*

### **About Kretek International, Inc.**

*Kretek International, Inc. is a privately held importing and marketing company with business concentrated in sales and distribution of imported cigars and small cigars, and tobacco-free smoking products, and OTP categories. Kretek is the exclusive importer of New Djarum Bliss Nicotine-free smokes, Djarum Filtered Cigars, Cuban Rounds and Slaughterhouse handmade imported Cigars, and High Tea non-tobacco hemp-free wraps and cones. A wider range of specialty cigar products is available through Kretek-owned national distributor Phillips & King. The company is headquartered at 5449 Endeavor Court, Moorpark CA 93021, with sales representatives in major markets across the country. Kretek's continuing mission is to provide superior quality and sustainable value in high-margin retail products for*

*its customers and consumers. More information is available by e-mailing [salesinfo@kretek.com](mailto:salesinfo@kretek.com), or by calling 1-800-358-8100.*