



FOR IMMEDIATE RELEASE

## **Hempire Releases Hemp-Based Bulk Cones**

*Launch of Hempire Cones underscores Swisher's commitment to serving as a leading lifestyle brand for adult consumers*

Jacksonville, FL (November 15, 2021) – Swisher, a leading adult consumer lifestyle brand, has announced that its Hempire® product line is expanding to include hemp-based bulk cones. Available for retailer purchase today, Hempire Cones provide another alternative, all-natural option to the market and further demonstrate Swisher's continued investment and commitment to serving as a leading lifestyle brand for adult consumers.

Made from pesticide-free organic hemp, Hempire Cones deliver a clean, smooth and slow-burning smoking experience. Like other Hempire products, Hempire Cones are vegan, non-GMO and ultra-strong, maintaining their all-natural characteristics by remaining completely unbleached and unflavored and containing no synthetic colors or dyes.

The launch of Hempire Cones comes shortly after Swisher released Hempire Wraps, organic hemp wraps that serve as an alternative to tobacco wraps and other traditional options. With hemp-based cones, wraps and rolling paper now making up its portfolio, Hempire is helping Swisher transform the category to meet adult consumer's needs and expectations.

"As demand grows for all-natural alternatives, we continue to look for ways to provide adult consumers with options so they can enjoy a more authentic and higher quality smoking experience," said [Nicolas Pettersson, senior brand manager at Swisher](#). "Hempire Cones bring a new alternative to the category, and unlike some all-natural products, retailers and adult consumers can enjoy a high-quality cone at a less expensive price point."



Hempire Cones are available in bulk units in the three most popular bulk cone sizes of 1 1/4, 98mm and King – with any size designed to fit into most standard knock boxes. Prices range from \$62 to \$88 USD for a box and \$372 to \$528 USD for a case, with boxes holding up to 1,440 cones and cases containing up to 8,640 cones.

**About Hempire:**

[Hempire](#), a Swisher brand, offers a wide range of natural combustible hemp products that meet the needs of adult hemp and cannabis consumers with high standards.

**About Swisher:**

Swisher is an international leading lifestyle company for adult consumers. Best known for its Swisher Sweets Cigars, the company is headquartered in Jacksonville, Florida. Swisher also has a global manufacturing presence in Santiago, Dominican Republic; Esteli, Nicaragua; and Wheeling, West Virginia. Swisher’s superior customer relationships matched with an unwavering commitment to innovative thinking and action have driven the company to grow and adapt to the evolving preferences of adult consumers for 160 years. Visit [Swisher](#) to learn more.

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