



****FOR IMMEDIATE RELEASE****

SWISHER ANNOUNCES \$135 MILLION MANUFACTURING EXPANSION

The company will add more than 200 new jobs to support the project in Jacksonville

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Images: <https://www.dropbox.com/t/B5PXLuhc746hpkvU>

JACKSONVILLE, FL (DECEMBER 10, 2025) – Swisher, a family-owned company established in 1861 and home to a portfolio of iconic consumer brands, today announced a \$135 million expansion of its Jacksonville manufacturing operation, a major investment that will create at least 240 new jobs by the end of 2027.

The project expands large-scale manufacturing in Jacksonville’s Historic Springfield neighborhood, where Swisher has been headquartered since 1924, to support rising demand for the company’s nicotine and caffeine oral pouch products. Production will take place inside the new Automated Pouch Operation (APO), growing Swisher’s advanced manufacturing footprint and accelerating its innovation pipeline.

“Swisher is entering one of the most dynamic growth periods in our history,” said Neil Kiely, President and CEO. “As consumer preferences evolve, Swisher is uniquely positioned to deliver high-quality, innovative products at scale. This expansion strengthens our competitive advantage, creates hundreds of local jobs, and fuels economic opportunity for the communities we proudly call home.”

The project was announced along with an economic development agreement with the State of Florida and the City of Jacksonville at the JAXUSA Partnership Luncheon on December 9.

“Swisher is an iconic company and this major new expansion in Historic Springfield is a welcome and worthy investment in manufacturing and innovation for our community,” Mayor Donna Deegan said. “I’m thrilled to see that their enduring commitment to Jacksonville continues to pay dividends for our local economy.”

The project was approved by the Jacksonville City Council in August as Project Newark.

“Under Governor Ron DeSantis’ leadership, Florida is the fastest growing manufacturing state in the nation, especially in advanced and precision manufacturing,” said Florida Secretary of



Commerce J. Alex Kelly. “Congratulations to Swisher and JAXUSA for this increased investment in Northeast Florida that will bring in new high-demand manufacturing opportunities for local communities.”

“This innovative advanced manufacturing project is a significant investment in growing and keeping jobs in our community,” said JAXUSA Partnership President Aundra Wallace. “Swisher is an excellent corporate partner, and we thank the company’s leadership for choosing to expand and grow right here in Jacksonville where they are headquartered.”

As part of the expansion, Swisher will work with local community partners to recruit Northeast Florida residents for advanced manufacturing roles. This effort ensures that the project’s economic benefits, good jobs, career pathways, and increased local investment reach the broader community. It reflects Swisher’s continued commitment to strengthening the region’s workforce and supporting long-term growth for both the city and the company.

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About Swisher

Swisher stands at the forefront of innovation in the consumer products industry, blending a legacy of excellence with a forward-thinking approach. Established in 1861, the family-owned company has evolved into a trailblazer, renowned for its iconic Swisher Sweets cigars, cutting-edge American-made Rogue modern oral nicotine products, and the premium Drew Estate cigar collection, which features ACID, Liga Privada, and Undercrown. Poised for the future, Swisher is redefining traditional categories with Volt+Co, launched in 2025, and home to groundbreaking products, including Mojo Energy Pouches. Swisher is also home to more than two dozen American-made, non-combustible tobacco brands under the Helme Tobacco Co. umbrella. Based in Jacksonville, Florida, with operations spanning the U.S., the Dominican Republic, and Nicaragua, Swisher continues to lead through innovation, setting new benchmarks in quality and creativity. Learn more at www.swisher.com.