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Mac Baren is a family owned Danish tobacco company producing traditional tobacco products like pipe tobacco and smokeless tobacco since 1826. We are present on the Dutch market.

We take notice of the Dutch vision of a smoke free society—aiming on less than 5 pct. of the population being smokers by 2040

It is a bold vision but it also implies a journey with few empirical road- or sea maps as to our knowledge currently no society has yet achieved to be “smoke free” in the said sense.

However, two European countries are closer to being smoke free than others - namely Sweden and Norway.

The oral smokeless tobacco snus is the predominant way of consuming tobacco in Sweden and has been so for many years. Last year the same change of habit became a reality in Norway according to the latest official report (link: <https://www.ssb.no/statbank/table/07692/>). Especially among the young Norwegians the smoking prevalence has dropped – currently to 3pct. and below. However it is important to note that the total consumption of tobacco being smoking or smoke free is still very high in both countries. Also among youngsters .But the smokeless tobacco has prevailed .When less than 3 pct. of the young people in Norway are smoking tobacco consumption wise, it is offset by 19 pct. using smokeless tobacco.

This fact gives evidence to an observation that a credible/ attractive alternative to smoking tobacco seems to be a condition for a successful transformation towards a smoke free - but not tobacco free- society.

We are fully aware that currently Swedish snus is not an option in the Netherlands as the product is banned according to TPDII. However, based on the Swedish and Norwegian experiences and being mindful of the Dutch vision of a smoke free - but not tobacco free - society in 2040 we can only encourage the Dutch Government to support a lifting of the ban in connection with the upcoming revision of the Tobacco Directive and to not including legal smokeless tobacco in the proposed extension of the smoking ban act for now.

Kind regards,  
MAC BAREN TOBACCO COMPANY

Per Buch  
Chairman

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