Disclosed is a method of merchandising cigarettes, both in factory-made form and in the form of loose tobacco of the same blend and other related products bearing the same brand.
TOBACCO PRODUCTS MERCHANDISING METHOD

BACKGROUND OF THE INVENTION

[0001] Heretofore, “factory-made” cigarettes have been sold in a variety of brands in packs, each of which brands has a distinctive flavor. Tobacco companies have also sold loose tobacco and cigarette papers or prefabricated tubes from which the smoker may assemble, either manually or with small, hand-operated machines into individual “make (roll) your own” cigarettes.

[0002] It is well known that smokers cigarettes tend to develop a loyalty for one brand which has an established tobacco mixture or blend of tobaccos that best satisfies their individual taste.

[0003] With the increasing prices and taxes on cigarettes, more smokers are turning from factory-made cigarettes to make your own.

[0004] When a smoker is pressed for time or is not in a situation where it is convenient to make his/her own cigarette, a factory-made cigarette will be the choice. When conditions permit, however, many smokers prefer the enhanced quality and flavor of a freshly made cigarette.

SUMMARY OF THE INVENTION

[0005] The present invention relates to a method that enables smokers to satisfy their preferences by merchandising tobacco products of the same tobacco blends and under the same brands in both factory-made form and the “makings” for the smoker who prefers to make his own individual cigarettes.

DESCRIPTION OF THE SPECIFIC EMBODIMENTS

[0006] According to the present invention, various brands of cigarettes are merchandised in factory-made and make your own forms bearing the same brand and containing the same tobacco blends.

<table>
<thead>
<tr>
<th>BRAND</th>
<th>Oriental</th>
<th>Virginia</th>
<th>Burley</th>
</tr>
</thead>
<tbody>
<tr>
<td>GERONIMO</td>
<td>7-9%</td>
<td>76-88%</td>
<td>5-13%</td>
</tr>
<tr>
<td>BANDITO</td>
<td>4-6%</td>
<td>69-89%</td>
<td>5-27%</td>
</tr>
<tr>
<td>NOBLE</td>
<td>12-15%</td>
<td>58-60%</td>
<td>24-30%</td>
</tr>
<tr>
<td>REVENGE</td>
<td>10-11%</td>
<td>75-76%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Other Related Products

[0008] The present invention also contemplates similarly branding products related to cigarettes and smokers, such as hollow tubes and hand-operated machines for filling the tubes with loose tobacco, matches, and empty cigarette packs. These additional items, bearing the same brands as the factory-made cigarettes and the “makings” for individually-made cigarettes, enable the smoker to complete the appearance of brand loyalty between factory-made and make-your-own form of cigarettes.

What is claimed is:

1. The method of merchandising tobacco products, comprising:
   (a) packaging factory-made cigarettes,
   (b) packaging cigarette papers or tubes and loose tobacco of the same blend as said factory-made cigarettes, and
   (c) offering for sale said factory-made cigarettes and said loose tobacco and cigarette papers or tubes under the same brand.
2. The method of claim 1, including offering matches bearing the same brand.
3. The method of claim 1, including empty packs bearing the same brand.
4. The method of claim 1, including lighters bearing the same brand.
5. The method of claim 1, including cigarette making machines bearing the same brand.