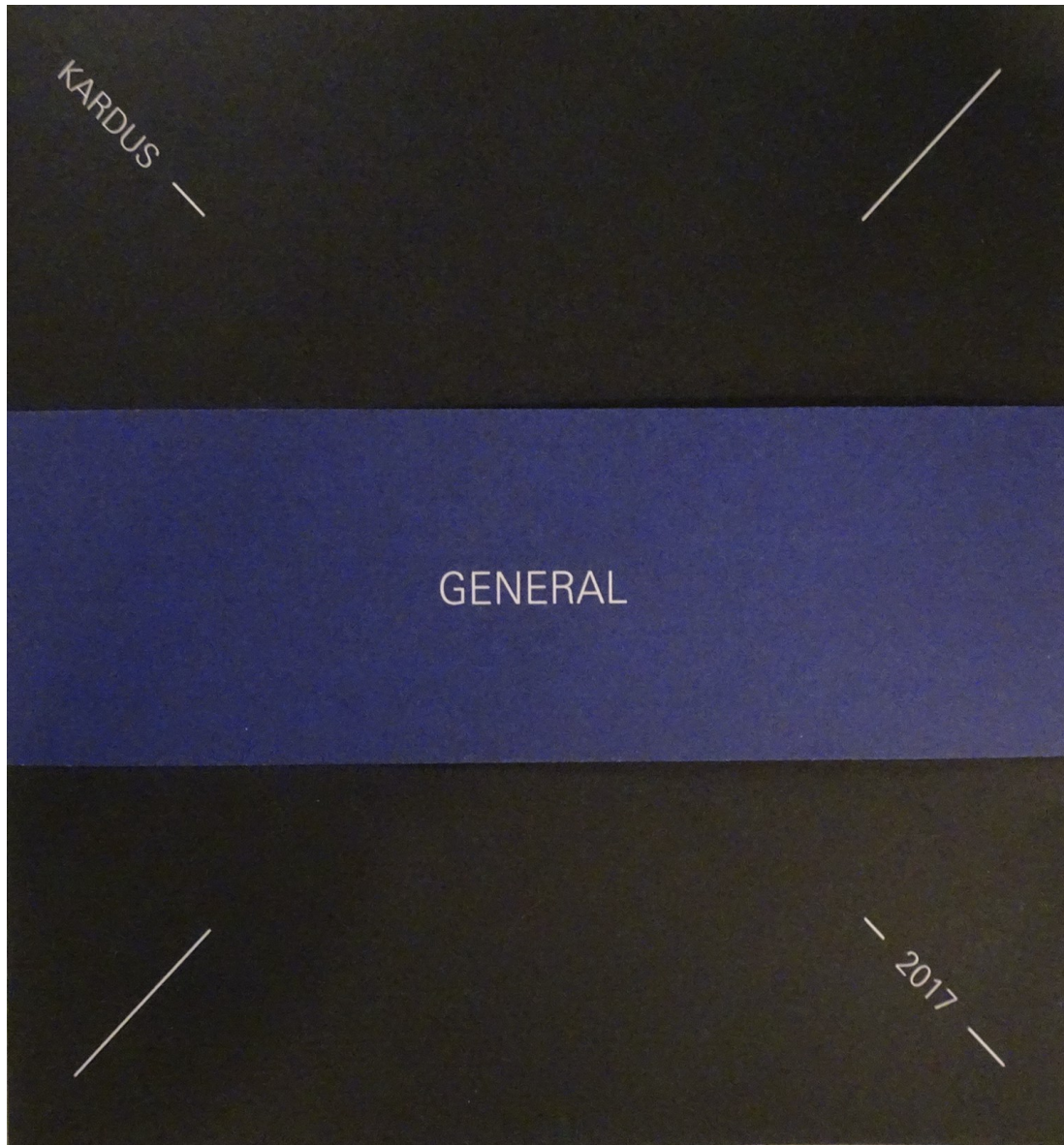


## Front of Booklet





## CLASSIC CRAFTSMANSHIP, MODERN FLAVOR

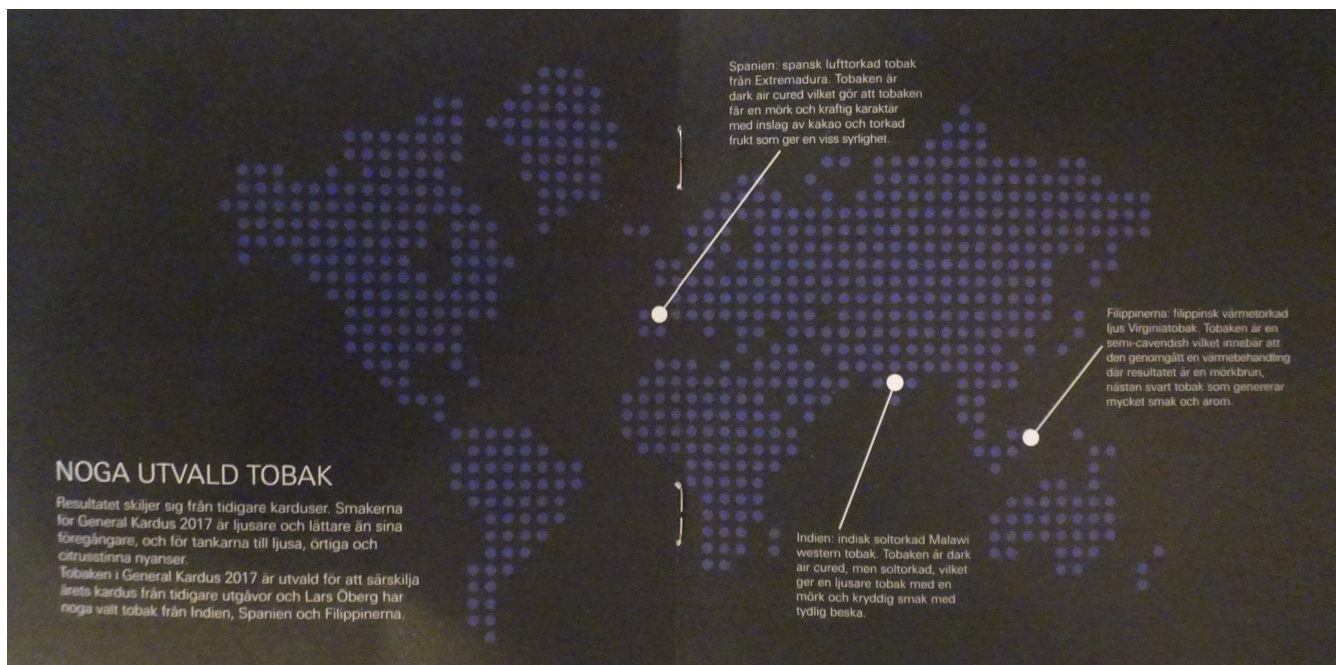
General Kardus is Swedish Match's most costly snus, manufactured with attention to detail, from tobacco variants selected with care and consideration. The snus is created in a single limited edition per year. When we designed this year's edition of General Kardus, we wanted to challenge the norms of loose snus. We decided to remain here at our nordic latitudes, but we left the Swedish snus traditions behind to instead create something new. General Kardus 2017 challenges the ideas of the taste, experience and feel of loose snus.





## IN COLLABORATION WITH HERNÖ GIN

General Kardus 2017's flavor has been developed in collaboration with Hernö Gin, Sweden's only truly authentic gin distillery. Hernö Gin is certainly a much younger company than Swedish Match, but it has won awards in several international competitions. In 2016, Hernö Gin won an award for the greatest gin producer in the entire world. Hernö Gin's master distiller, Jon Hillgren, collaborated with our master blender, Lars Öberg, to create General Kardus 2017's flavor profile.



Left:

## CAREFULLY SELECTED TOBACCO

The result is a product much different from earlier karduses. General Kardus 2017 has a much lighter, milder taste than its predecessors, and brings to mind hints of mild herbs and notes of citrus. The tobacco used for General Kardus 2017 is intentionally made to distinguish its flavor from earlier editions of General Kardus. In designing its flavor profile, Lars Öberg took great consideration when selecting the tobacco variants used, hailing from India, Spain and the Philippines.

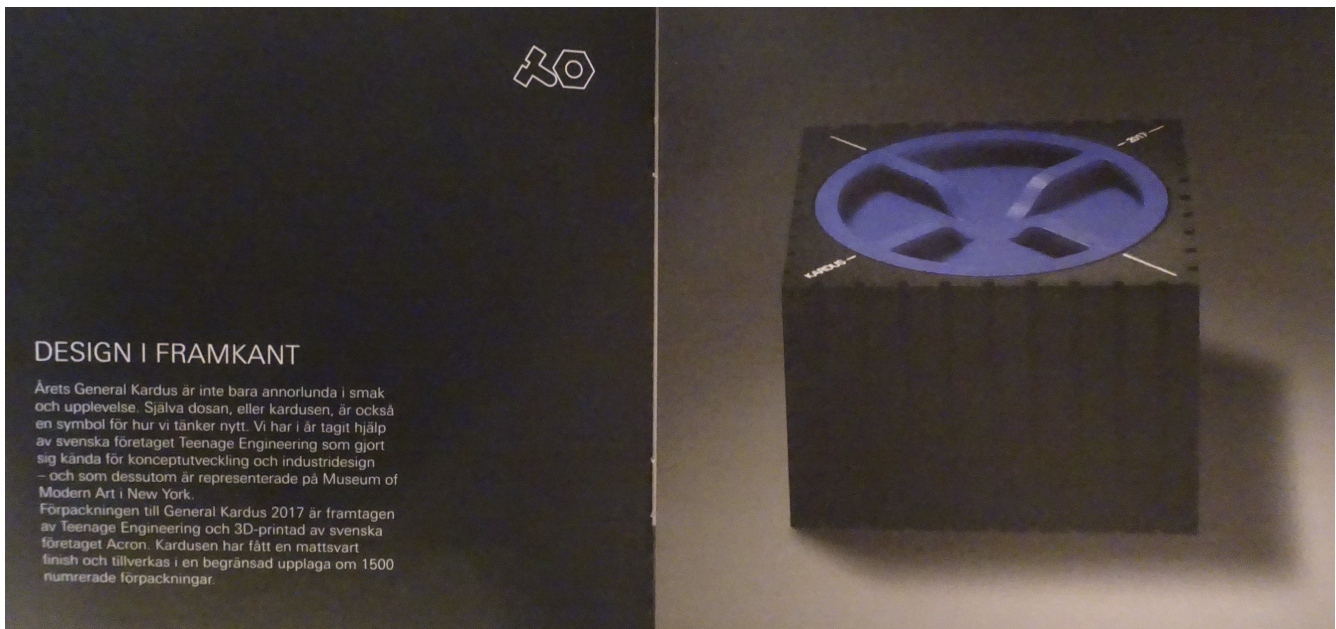
Right:

**Spain:** spanish air-dried tobacco from Extremadura. The tobacco is "dark air-cured", giving the tobacco a dark, rich character with hints of cocoa and dried fruits, lending it a bit of acidity.

**Philippines:** Filipino, heat-dried, mild Virginia tobacco. The tobacco is a semi-cavendish, meaning it's been heat-cured, resulting in a dark brown, almost black tobacco, making for intense flavor and aroma.

**India:** Indian sun-dried Malawi Western tobacco. The tobacco is "dark air-cured", but also sun-dried, making for a milder tobacco, tasting of dark spices with a noticeable bitterness.





## DESIGN AT THE FOREFRONT

This year's General Kardus doesn't just differ in flavor and feel. The container itself, also known as the "kardus", shows our new design approach. This year, we hired Teenage Engineering to help us with the design. Teenage Engineering, a Swedish company known for concept design and industrial design. Furthermore, Teenage Engineering is represented at the Museum of Modern Art in New York City. They designed General Kardus 2017's container, which was then manufactured with 3D-printing technology by Acron, another Swedish company. The Kardus has a matte black finish, and a total of 1500 copies, all numbered, were produced.



## **TOBACCO MIX**

Only the finest pieces of the tobacco have been used for General Kardus 2017. These parts of the plant matter are called the 'lamina' in the industry. The tobacco is cut in 0,72 mm slices, using the single-cut method, giving it a completely different flavor and feel than the usual ground tobacco used in loose snus.

## **DESCRIPTION OF FLAVOR**

General Kardus 2017 has a much lighter, milder taste than its predecessors, and brings to mind hints of mild herbs and notes of citrus. General Kardus 2017's tobacco has a dark and rich character with notes of dried fruits, chocolate and juniper, with slight notes of juniper berries and citrus. The snus is made of single-cut tobacco, meant to be shaped into a "prilla" for a quick and powerful release of flavor.



## Back of Booklet

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Swedish Match.