



February 12, 2026

VIA UPS AND ELECTRONIC MAIL

Convenience Distribution Association
11250 Roger Bacon Drive #8
Reston, VA 20190
Attn: Richard Owen, President & CEO
President & CEO of CDA Email: RichardO@cdaweb.net
Exhibitor Email: info@cdaweb.net
Buyer Email: eventsupport@cdaweb.net

Dear Mr. Owen:

It has come to our attention that exhibitors at the upcoming Convenience Distribution Marketplace Trade Show on February 16-18, 2026, to be held at the Loews Arlington Hotel, may be currently marketing, advertising, distributing and/or offering for sale new tobacco products without the required marketing authorization, which is prohibited by the Federal Food, Drug, and Cosmetic Act (FD&C Act). The FDA is concerned that these exhibitors may engage in such prohibited activity during the Convenience Distribution Marketplace Trade Show.

Tobacco products, including nicotine pouches and electronic nicotine delivery systems (ENDS), must be in compliance with the FD&C Act and its implementing regulations. Generally, to be legally marketed in the United States, the FD&C Act requires “new tobacco products”¹ to receive marketing authorization from the FDA. Tobacco products marketed in the U.S. without the required premarket authorization are adulterated and misbranded under the FD&C Act and are subject to regulatory and enforcement actions at FDA’s discretion, including, but not limited to, warning letters, civil money penalties, seizure, and/or injunction.

With respect to ENDS and nicotine pouch products, FDA has authorized a limited number for sale and/or distribution in the U.S. To date, only 39 ENDS products have been authorized for marketing in the U.S., and all contain tobacco derived nicotine. No ENDS products containing synthetic nicotine or nicotine analogs have been authorized for marketing in the U.S. To date, only 26 nicotine pouch products have been authorized for marketing in the U.S. For a list of ENDS and nicotine pouch products that have received marketing authorization please visit:

- General: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/tobacco-products-marketing-orders#PMTAView%20all%20marketing%20granted>
- ENDS: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/e-cigarettes-vapes-and-other-electronic-nicotine-delivery-systems-ends-authorized-fda>

¹ “New Tobacco Products” are defined by Section 910(a)(1) of the FD&C Act as any tobacco product that was not commercially marketed in the United States as of February 15, 2007, or any modified tobacco product that was commercially marketed in the United States after February 15, 2007.

- Nicotine Pouches: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/nicotine-pouch-products-authorized-fda>

FDA has reviewed your list of exhibitors,² and we are attaching a list of those that we have identified as being in the business of manufacturing, importing, distributing and/or offering for sale tobacco products.³ Please note that some exhibitor(s) have received Warning Letters in the past for illegally selling and/or distributing tobacco products without the required marketing authorization. We encourage you to remind your tobacco product exhibitors that only a limited number of ENDS and nicotine pouch products may be legally marketed in the U.S., and that it is generally prohibited to offer tobacco products for sale or distribution in the U.S. without required marketing authorization. We also encourage you to share the website links that we referenced earlier.

We request that you submit a written response via email at CTPCompliance@fda.hhs.gov within 5 working days or less from the date of receipt of this letter describing your plans to communicate to exhibitors attending your event the information concerning prohibited marketing activities outlined above and encouraging them to refrain from engaging in any prohibited activity during the Convenience Distribution Marketplace Trade Show. We also would welcome a teleconference with you if you have any questions or would like to discuss this information further.

You may also submit your response in writing to the following address:

FDA Center for Tobacco Products
Office of Compliance and Enforcement
c/o Document Control Center
Building 71, Room G335
10903 New Hampshire Avenue
Silver Spring, MD 20993-0002

If you have any questions regarding this letter, please contact CTP at CTPCompliance@fda.hhs.gov.

Sincerely,



John Verbeten
Director, Office of Compliance and Enforcement
Center for Tobacco Products

² <https://cdm2026.expotracker.net/exhibit/ViewFloorPlan.aspx>

³ See attachment, Tobacco Product Firms | CDA February 16-18, 2026

Tobacco Product Firms | CDA February 16-18, 2026 | Based on Exhibitor List at <https://cdm2026.expotracker.net/exhibit/ViewFloorPlan.aspx>

| List | Exhibitor | Product Category | Website | Booth |
|------|-----------------------------------|--|---|-------|
| 1 | Altria Group Distribution Company | N/A | http://www.altria.com | 401 |
| 2 | Black Buffalo Inc. | Other Tobacco/Nicotine Products Smokeless Tobacco | https://blackbuffalo.com/ | 714 |
| 3 | Cheyenne International, LLC | Cigarettes Cigars Other Tobacco/Nicotine Products Pipe/Cigarette Tobacco Smokeless Tobacco | http://www.cheyenneintl.com | 410 |
| 4 | Fronto King LLC | Whole Leaves Cigars | https://frontoking.com | 101 |
| 5 | Hestia Tobacco | Cigarettes | https://www.hestiatobacco.com/ | 706 |
| 6 | ITG Brands, LLC | Cigarettes Cigars Electronic Cigarettes Other Tobacco/Nicotine Products | http://itgbrands.com | 501 |
| 7 | JOEY Op Co. | Other Tobacco/Nicotine Products | https://www.buyjoey.com | 705 |
| 8 | JTI LIGGETT | Cigarettes Electronic Cigarettes | https://www.jtiliggett.com | 511 |
| 9 | JUUL Labs, Inc. | Electronic Cigarettes Vaping Products & Accessories | http://www.st-group.com | 617 |
| 10 | Kretek International | N/A | http://www.kretek.com | 717 |
| 11 | P&L Sales Group | Other Tobacco/Nicotine Products Papers Smoking Accessories | https://plsalesgroup.com/ | 712 |

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| List | Exhibitor | Product Category | Website | Booth |
|------|-----------------------------|--|---|-------|
| | | Tobacco Accessories Other | | |
| 12 | PMI U.S. | Other Tobacco/Nicotine Products Smokeless Tobacco | https://www.uspmi.com/ | 200 |
| 13 | Premier Manufacturing, Inc. | Cigarettes Cigars Other Tobacco/Nicotine Products Pipe/Cigarette Tobacco | http://www.gopremier.com | 310 |
| 14 | Republic Brands | Papers Pipe/cigarette tobacco Smoking Accessories Tobacco Accessories Other | https://republicbrands.com/ | 415 |
| 15 | Reynolds American Inc. | Cigarettes Electronic Cigarettes Other Tobacco/Nicotine Products Smokeless Tobacco Vaping Products & Accessories | http://www.ReynoldsAmerican.com | 201 |
| 16 | Rouseco, Inc. | Cigars Pipe/Cigarette Tobacco Smoking Accessories Tobacco Accessories | http://www.rousecoinc.com | 512 |
| 17 | Scandinavian Tobacco Group | Cigars Papers Pipe/Cigarette Tobacco | http://www.st-group.com | 600 |

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| List | Exhibitor | Product Category | Website | Booth |
|------|--|---|---|-------|
| 18 | Swisher | Other Cigars Other Tobacco/Nicotine Products Smokeless Tobacco | https://swisher.com | 204 |
| 19 | Turning Point Brands - National Tobacco Co. | Cigars Other Tobacco/Nicotine Products Papers Smokeless Tobacco Smoking Accessories | https://www.turningpointbrands.com/ | 306 |
| 20 | Xcaliber International | Cigarettes Cigars | http://www.xcaliberinternational.com | 217 |