



January 13, 2026

VIA UPS AND ELECTRONIC MAIL

Jeff Hirschfeld
CHAMPS Trade Shows
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Las Vegas, Nevada 89123
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CC: TVC Law Group (b) (6)

Dear Mr. Hirschfeld:

It has come to our attention that exhibitors at the upcoming CHAMPS Trade Show on January 19 – January 21, 2026, to be held at the Palmer Events Center in the City of Austin, may currently market, advertise, distribute and/or offer for sale new tobacco products without the required premarket authorization under section 910 of the Federal Food, Drug, and Cosmetic Act (FD&C Act).

Generally, to be legally marketed in the United States, the FD&C Act requires “new tobacco products” to have a premarket authorization order in effect from the Food and Drug Administration (FDA). A “new tobacco product” is 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 after February 15, 2007 (section 910(a)(1) of the FD&C Act). New tobacco products on the market 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.¹ Under section 301 of the FD&C Act, it is prohibited to cause the introduction or delivery for introduction into interstate commerce of any tobacco product that is adulterated or misbranded.

To date, FDA has issued marketing granted orders for 39 tobacco- and menthol-flavored e-cigarette products and devices. These are the only e-cigarette products that may be lawfully marketed in the U.S. at this time.² Currently, no Non-Tobacco Nicotine (NTN) products have

¹ <https://www.fda.gov/tobacco-products/compliance-enforcement-training/advisory-and-enforcement-actions-against-industry-unauthorized-tobacco-products>

² E-Cigarettes, “Vapes” and Other Electronic Nicotine Delivery Systems (ENDS) Authorized by the FDA, see: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/e-cigarettes-vapes-and-other-electronic-nicotine-delivery-systems-ends-authorized-fda>

received marketing authorization.³ Additionally, FDA has authorized 26 nicotine pouch products; these are the only nicotine pouch products that may be lawfully marketed in the U.S.⁴


If you are aware of any exhibitors that intend to market, distribute and/or sell unauthorized new tobacco products at the above referenced CHAMPS Trade Show, please provide FDA with this information. We request that you submit a written response with this information via email at CTPCompliance@fda.hhs.gov within 5 working days or less from the date of receipt of this letter and also describe any plans you may have to help ensure that exhibitors attending your events, and tobacco products being marketed, advertised, distributed and/or offered for sale at your events, are in compliance with the FD&C Act.

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

³ Regulation and Enforcement of Non-Tobacco Nicotine (NTN) Products, see: <https://www.fda.gov/tobacco-products/products-ingredients-components/regulation-and-enforcement-non-tobacco-nicotine-ntn-products>

⁴ Nicotine Pouch Products Authorized by the FDA, see: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/nicotine-pouch-products-authorized-fda>