U.S. Food & Drug Administration
10903 New Hampshire Avenue
Silver Spring, MD 20993
www.fda.gov

March 6, 2026

VIA UPS AND ELECTRONIC MAIL

ZJ Events LLC d/b/a Alternative Products Expo
591 Stewart Ave suite 520
Garden City, NY 11530
Attn: Jason Monti and Zach Bader, Co-Founders
Exhibitor Email: Sales@altproexpo.com
Phone: 631-777-3455

Dear Jason Monti and Zach Bader:

It has come to our attention that exhibitors at the upcoming Alternative Products Expo Trade Show on March 12-14, 2026, to be held at the Mana Wynwood Convention Center, 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 Alternative Products Expo 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

Historically, Alternative Products Expo has hosted exhibitors in the business of manufacturing, importing, distributing and/or offering for sale tobacco products.[2] We encourage you to remind any tobacco product exhibitors at the current event 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 reference 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 Alternative Products Expo 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://altproexpo.com/past-shows/vegas-2023/exhibitor-list/, https://altproexpo.com/past-shows/miami-2024/floor-plan/, https://miami2025.expofp.com