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

September 25, 2026

VIA UPS AND ELECTRONIC MAIL

Las Vegas Convention Center
Attn: Steve Hill, CEO & President of Las Vegas Convention and Visitors Authority
Attn: Caroline Bateman, LVCVA General Counsel
3150 Paradise Road
Las Vegas, NV 89109
(b) (6)
pr@lvcva.com
corporatecommunications@lvcva.com

Dear Mr. Hill:

It has come to our attention that exhibitors at the upcoming National Association of Convenience Stores (NACS) Trade Show on October 6-9, 2026, to be held at the Las Vegas 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 NACS 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 48 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 43 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/searchtobacco
- 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 the 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 exhibitors 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 the tobacco product exhibitors and event organizer 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 the event organizer and exhibitors attending this event the information concerning prohibited marketing activities outlined above and encouraging them to refrain from engaging in any prohibited activity during the NACS Trade Show. We also 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,

Jill Atencio

Jill Atencio, J.D.
Acting Director
Office of Compliance and Enforcement
Center for Tobacco Products

[2] https://nacs26.mapyourshow.com/8_0/explore/exhibitor-gallery.cfm?featured=false
[3] See attachment, Tobacco Product Firms | NACS Show October 6-9, 2026

Tobacco Product Firms | NACS Show October 6-9, 2026 | Based on Exhibitor List at https://nacs26.mapyourshow.com/8_0/explore/exhibitor-gallery.cfm?featured=false

List	Exhibitor	Website	Booth
1	Al Capone Inter-Continental Cigar Corp.	www.alcapone-us.com	N663
2	ALP Supply Co. LLC	alppouch.com/	C3481
3	Altria Group Distribution CO	www.altria.com	C4043
4	AMCON Distributing Company Team Sledd, and Henry's Foods	www.amcon.com	N963
5	Big Leaf USA	BIGLEAFSMOKE.COM	C3874
6	Black Buffalo Inc	www.blackbuffalo.com	N1837
7	Blue Sphere Brands | Convenience Catalyst	www.bluespherebrands.com	CL100
8	C-StoreMaster	https://web.cstoremaster.com/products/	N1163
9	Cheyenne International, LLC	www.cheyenneintl.com	N3011
10	CigarBros USA, Inc	cigarbros.com/	C4077
11	Dosal Tobacco Corporation	www.dosal.com	N3253
12	Global Snus CAMO your new energy pouch | Convenience Catalyst	https://camosnus.com/	CL100
13	Global Tobacco LLC	www.globaltobacco.org	C3995
14	GN US Ventures	gn-us.com	CL100
15	Grabba Leaf LLC	grabbaleaf.com/	N2163
16	Inter-Continental Trading USA	http://www.ictusainc.com/	N469
17	ITG Brands	www.itgbrands.com	N1914
18	JOEY	www.buyjoey.com	N2239
19	JTI Liggett	JTILIGGETT.com	N1115
20	Juice Head Streamline Group	streamlinegroupinc.com	N1635
21	Juul labs	www.juulvapor.com	N1963
22	Kretek International	www.kretek.com	N1673
23	LBC Products, Inc.	thehustlercollection.com	C3470
24	LUCY	https://lucy.co	N841
25	National Honey Almond	www.nationalhoneyalmond.com	N535
26	NOAT Nicotine Pouches	https://noat.com	N475
27	Ohserase Manufacturing LLC.	www.ohserasemanufacturing.com	C4568
28	PHIX	www.phixvapor.com	N275
29	Pixotine Products, Inc. Nicotine Toothpicks	www.pixotine.com	C4309
30	PMI|US	www.uspmi.com	C4005
31	Premier Manufacturing	www.gopremier.com	N3045
32	PSM / VIRTUE PRODUCTS	Virtuevapes.com	C3884
33	Republic Brands	www.republicbrands.com	N1613
34	Reynolds	www.reynoldsamerican.com	N2305
35	Royal Blunts	www.royalblunts.com	N3121
36	Sesh Products US, Inc.	www.seshproducts.com	N534
37	Skoka, Inc. Skoka Nicotine Pouches	www.skokapouches.com	CL100

38	Smokey Mountain Brands	www.smkymtn.com	N3139
39	Star Importers & Wholesalers	https://www.starimporters.com	C3777
40	Swisher	www.swisher.com	N1415
41	Tasty Puff LLC	www.tastypuff.com	N3052
42	Turning Point Brands	www.turningpointbrands.com	N1715
43	USA First Distribution LLC	linktr.ee/mia_general	C3870
44	WH GROUP LLC / NYKD	www.nykd.com	CL100
45	Xcaliber International	www.xcaliberinternational.com	N951
46	ZEO Universe	https://zeouniverse.com	N248