

Imperial Brands commits to a trio of innovations with Rizla



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At last week's TFWA Asia Pacific show, Imperial Brands introduced three new concepts for its roll-your-own (ryo) brand Rizla.

The world's number one rolling paper brand has developed Rizla Polar Blast, a squeezable filter tip that uses a clickable crushball, allowing for a minty taste on demand. The product aims to offer a solution to the impending European menthol ban with the ease and appeal of factory-made cigarette (FMC) crushballs.

The crushball has a market share of more than 15% in the FMC category and this pack of 60 extra-slim crushball tips seeks to satisfy the evolving needs of adult ryo smokers and broaden its appeal.

Meanwhile, natural ryo tobacco is growing, Imperial Brands reports. Rizla Natura is an unbleached and 100% biodegradable range for eco-friendly smokers who prefer non-additives and natural ryo tobaccos.

The range is responsibly sourced with tree-free rolling papers and packets printed using vegetable-based inks. The earthy, natural colors and cool, organic feel have helped to make Rizla Natura the biggest and fastest-growing ryo category in Spain (up 3.5% on last year), according to Imperial Brands.

Rizla, which was the first brand to use rice paper and use ready-gummed edges, has introduced Rizla Bamboo, the world's first rolling paper with the strength and flexibility of bamboo.

Rizla Bamboo is sustainable, 100% tree-free, biodegradable and chemical-free. A flexible and strong rolling paper in premium, soft-touch packaging, Rizla Bamboo is adaptable and easy on the conscience, in line with tobacco trends, Imperial Brands explained.

Jorge Arias, Global Director of Global Duty Free and Rizla Business Units, said: “Rizla is the number one rolling paper brand in the world, sold in more than 120 countries and with more than 200 years of heritage. We never settle; Rizla is at the edge of innovation, offering consumers a comprehensive range of products.”

Added Christian Münstermann, Sales & Marketing Director, Imperial Brands GDF&E: “We’re confident that these new products will ensure that Rizla’s range continues to be the most comprehensive, innovative and responsibly sourced in market. By offering Rizla Polar Blast, Rizla Natura and Rizla Bamboo to global travel retail, we aim to satisfy the evolving needs of discerning, modern and responsible adult RYO smokers across the globe.

“We’re excited about the changes we’re making to the trade with consistent examples of our commitment to Global Connections while addressing global and regional consumer needs,” he enthused.