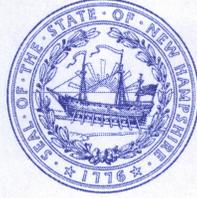


**ATTORNEY GENERAL  
DEPARTMENT OF JUSTICE**

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JOSEPH A. FOSTER  
ATTORNEY GENERAL



ANN M. RICE  
DEPUTY ATTORNEY GENERAL

**MEMORANDUM**

**TO: New Hampshire Licensed Wholesalers, Distributors, and Retailers.**

**FROM:** Elizabeth V. Mulholland, Esquire.

**RE:** ITG Brands - Maverick Menthol Silver 100's.

**DATE:** September 12, 2016

On July 14, 2016, the U.S. Food and Drug Administration (FDA) issued a Not Substantially Equivalent (NSE) order on ITG Brands, LLC's Maverick Menthol Silver Box 100s. The FDA determined that Maverick Menthol Silver 100s were not substantially equivalent to other tobacco products on the market as of a February 2007 "grandfather" date.

The FDA NSE Order does not apply to other styles of Maverick cigarettes.

The New Hampshire Tobacco Directory ("Directory") will be updated to remove Maverick Menthol Silver Box 100s. Pursuant to RSA 541-D:3, III(b), a tobacco product that is not included on the Directory may not be sold, offered, or possessed for sale in New Hampshire. We encourage all tobacco wholesalers and retailers to periodically check the Directory to maintain compliance with RSA 541-C and 541-D. The Directory can be found on-line at <http://www.doj.nh.gov/consumer/tobacco/documents/tobacco-directory.pdf>.

If you have any questions, please feel free to contact the Department of Revenue, Tobacco Division at (603)230-4359.