



# JOHN PLAYER

Dear Customer,

We are delighted to announce the launch of a new addition to the JPS family, JPS Blue KS 33s.

Building on the already successful JPS brand, JPS Blue KS 33s will ensure we continue to offer product choice to all JPS adult smokers.

**JPS Blue KS 33s** will launch on **Monday 22nd August 2022**, selling at a recommended retail price of **€21.00**. Further listing details are included in the accompanying documents.

If you have any queries, please let me know.

As always, thank you for your much valued support.

Kind Regards,  
John Rockett

Key Account & Operations Manager (Ireland)  
An Imperial Tobacco Group  
21 Beckett Way, Park West,  
Nagor Road, Dublin, D12 C9YE

T: + 353 1 243 4800  
M: + 353 (86) 7832451  
E: john.rockett@ie.imptob.com

