

Mediaportal Report

30/11/2012

▶ **Smokers complain plain packs taste bad**

Canberra Times, 30/11/12, General News, Page 5
By: Kate Hagan

Article Information

Item ID: 00172455716
Circulation: 28,550
Number of words: 536

Advertising Space Rate

AUD: 1,423

▶ **Just plain foul, say disgusted smokers**

Northern Territory News, 30/11/12, General News, Page 2
By: David Wood And Sue Dunlevy

Article Information

Item ID: 00172445541
Circulation: 18,977
Number of words: 219

Advertising Space Rate

AUD: 1,368

▶ **They're just plain foul, say smokers**

Adelaide Advertiser, 30/11/12, General News, Page 19
By: Sue Dunlevy Petra Starke

Article Information

Item ID: 00172426187
Circulation: 169,889
Number of words: 125

Advertising Space Rate

AUD: 524

▶ **Taste stubbed out**

Herald Sun, 30/11/12, General News, Page 22
By: Sue Dunlevy And Petra Starke

Article Information

Item ID: 00172427108
Circulation: 463,543
Number of words: 135

Advertising Space Rate

AUD: 2,406

▶ **Smoking's last gasp as plain packaging begins**

Age, 30/11/12, Editorials, Page 14
By: None

Article Information

Item ID: 00172429810
Circulation: 169,582
Number of words: 620

Advertising Space Rate

AUD: 5,433

▶ **Plain packs put off' smokers**

Age, 30/11/12, General News, Page 3
By: Kate Hagan

Article Information	
Item ID:	00172430545
Circulation:	169,582
Number of words:	374
Advertising Space Rate	
AUD:	2,969

▶ **Plain packaging leaves bad taste in smokers' mouths**

Daily Telegraph, 30/11/12, General News, Page 28
By: Sue Dunlevy

Article Information	
Item ID:	00172421815
Circulation:	350,059
Number of words:	207
Advertising Space Rate	
AUD:	7,338

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Smokers complain plain packs taste bad

HEALTH

By Kate Hagan

Reports from smokers that cigarettes in plain packets taste worse could be an early indication the new laws will be effective in reducing smoking rates, health experts say.

Cancer Council chief executive Ian Olver said it was well established through more than 20 years of research that branded packaging was a powerful marketing tool for recruiting new smokers.

But he said there were early indications existing smokers were being turned off by new laws that take effect from Saturday requiring cigarettes to be sold in brown packaging, including health warnings that cover 75 per cent of the pack.

"We were always confident that plain packaging would take away a lot of the glamour that seduces young people into a tobacco addiction, because the evidence is so compelling," Professor Olver said.

But he said the plain packs, which manufacturers have been required to produce since October, also appeared to be having an effect on smokers.

"We've heard that some smokers

suspect the flavour of the tobacco in the plain packs tastes worse and has been changed, when it hasn't," he said. "It's more likely that without the glossy pack and the iconic branding, tobacco is simply tasting more like the lethal poison that it is."

University of Sydney professor of public health Simon Chapman said he had received "several emails and phone calls from smokers saying, 'I've been buying my brand in new packaging but it tastes terrible and I've decided to quit'."

He said the phenomenon had caused "a lot of animated discussion in my field; this might be quite big".

"The thinking has always been that the biggest effect will be on future generations; they will not have grown up having ever seen lovely packaging.

"It will take a generation for that effect to work in ... but if there are also effects on existing smokers, it will be an unexpected bonus."

Quit Victoria executive director Fiona Sharkie said smokers were calling its helpline saying: "I was thinking about quitting and that ugly picture has pushed me over the edge." She said smokers were telling retailers they did not want particular packs due to their graphic warnings, including the "Bryan" pack which

shows an emaciated 34-year-old man dying of lung cancer.

Tobacco manufacturers said they did not believe plain packaging would have any effect on smoking rates. A spokeswoman for Imperial Tobacco said: "Packaging has never been identified as the reason people choose or continue to smoke."

Australasian Association of Convenience Stores executive director Jeff Rogut said members were worried about being left with branded packs tobacco companies may not allow them to return after Saturday.

"Some are winding back stock at the risk of losing sales and others have tried to work with manufacturers to ensure come December 1, they are not left with excess stock. At that date all they can really do is dump the stock or risk a \$220,000 fine," he said.

A spokeswoman for the Health Department said it had received more than 30 complaints from retailers about Phillip Morris refusing to accept returns of branded packs.

She said about 50 inspectors would police the new laws from Saturday including inspections of retailers, manufacturers and suppliers where there were reasonable grounds to suspect breaches of the new laws.



Rony Singh says smokes have changed their taste since cigarettes have gone to plain packaging Picture: DANIEL HARTLEY-ALLEN

Just plain foul, say disgusted smokers

By **DAVID WOOD**
and **SUE DUNLEVY**

CIGARETTES not only look plain — smokers are complaining they taste worse now they are in new plain packaging that becomes mandatory from tomorrow.

Smokers have been telling advice group Quitline and Facebook fan sites that their cigarettes taste “pathetic”,

“sickening” and lack flavour now they come in dirty brown packets dominated by vivid health warnings.

Big tobacco companies deny changing what goes into the cigarettes, while pundits say the issue highlights the power of branding on consumers' perceptions.

Several smokers asked by the *NT News* laughed off the idea of a change. But Rony

Singh, 27, from Woodroffe in Palmerston, has been smoking for 12 years and said he immediately noticed a difference.

“As soon as the package changed, the smokes taste pretty much like Peter Jacksons now,” he said.

“I'd rather be smoking Benson & Hedges but I smoke both, that is why I know they now taste like

Peter Jackons. I think they should only change the pack, not the cigarette taste.”

Imperial Tobacco Australia, which makes Peter Stuyvesant, Davidoff, Horizon and Camel, says it has “not changed the blend of any of our products”, and British American Tobacco, which makes Winfield, Benson & Hedges and Dunhill, says the taste is “exactly the same”.



They're just plain foul, say smokers

**SUE DUNLEVY
PETRA STARKE**

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Imperial Tobacco Australia, which makes Peter Stuyvesant, Davidoff, Horizon and Camel, says it has "not changed the blend of any of our tobacco products". British American Tobacco, which makes Winfield, Benson & Hedges and Dunhill, said the taste of its cigarettes was "exactly the same" and that it had not received complaints.



Taste stubbed out

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Sue Dunlevy and Petra Starke

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British American Tobacco says the taste of its cigarettes is “exactly the same” and that it had not had anyone ringing the company with complaints.

Quitline’s Fiona Sharkey said her organisation, however, was hearing people complaining the flavour of cigarettes had changed.



THE AGE

ESTABLISHED IN 1854

Smoking's last gasp as plain packaging begins

Tobacco companies finally are shackled and scolded.

NO LEGITIMATE industry can hope to increase its market and, therefore, its profits if its products cannot be promoted. Whatever a business hopes to sell, it must be able to communicate to potential buyers what is on offer, perhaps by spruiking the product's attributes, by touting the brand or simply by having it displayed on a shelf as openly available for sale.

So, with all that in mind, *The Age* warmly welcomes a new era for one of the world's biggest industries – tobacco. We hope new plain packaging laws, fully effective Saturday, will accelerate the decline in smoking rates and help reduce the billions of dollars this country spends treating smoking-related illnesses, such as multiple cancers, heart disease and emphysema. The laws were unveiled in 2011 and challenged unsuccessfully in the High Court by tobacco companies. The first stage, covering locally made tobacco, was implemented in October. From December 1, the regime will extend to all tobacco products, including imported cigarettes, cigars, bidis and pouch tobaccos.

There are strict new rules about what can be displayed on a packet. Forget the old

depictions of "luxury" brands of tobacco – glowing-gold outer sheaves or burgundy packets with restrained, classical lettering; forget the ones that soberly implied you were taking a breath of mountain air with every inhalation of nicotine; forget, too, the ones pitched as brands for the working class. It was always bogus and misleading gumpf, designed only to lull the consumer into the boneheaded belief that they were doing something special for themselves. Now, with rigid rules on what colour, shape or finish is permitted on packaging, feeling special is a thing of the past. This makes it plain that smokers are merely captive to nicotine's addictive qualities.

Plain packaging laws are excellent additions to the suite of anti-smoking policies already in place. These include bans on smoking in buildings, in certain public spaces and within 50 metres of surf-lifesaver flags at patrolled beaches. There are also extensive health awareness campaigns and access to subsidised nicotine replacement therapies. These policies are eroding smoking rates among adults. Statistics indicate about 16.3 per cent of adults smoked daily in 2011-12, but this was well down from 2001 rates of 22.4 per cent.

Victorians have been barred since January 2010 from smoking in cars if someone under 18 is present, and this week State Parliament deliberated on bans that would cover outdoor

dining and drinking areas (except designated smoking areas) and all sandy beach areas in Port Phillip and Western Port bays. The bans would outlaw smoking within four metres of any train platform, tram or bus stop or taxi rank, and near playgrounds.

Plain packaging is intended to make tobacco products almost invisible. It severs the link between the tobacco promoter and the consumer, curbing the potential for tobacco to attract new users. It will also deny tobacco companies the chance to mislead consumers about tobacco's appalling effects on health. About 15,000 Australians die each year of smoking-related illnesses – 4000 are Victorians.

It is worth considering how a US District Court dealt with tobacco companies this week. Six years ago, the court found tobacco companies knew by 1964 that smoking caused lung cancer and other illnesses and yet they had "deliberately deceived" the public and "repeatedly, consistently, vigorously – and falsely – denied the existence of any adverse health effects from smoking". Now the court has ordered the companies to publish statements about US death rates from smoking and the huge range of potentially fatal diseases it causes. These statements must appear on all cigarette boxes, on television, websites and in newspapers. They begin with four simple words: "Here is the truth."



Plain packs 'put off' smokers

By **KATE HAGAN**
HEALTH REPORTER

REPORTS from smokers that cigarettes in plain packs taste worse could be an early indication the new laws will be effective in reducing smoking rates, health experts say.

Cancer Council chief executive Ian Olver said it was well-established through more than 20 years of research that branded packaging was a powerful marketing tool for recruiting new smokers.

But he said there were early indications that even existing smokers were being turned off by new laws that take effect from Saturday requiring cigarettes to be sold in drab brown packaging, including health warnings that cover 75 per cent of the pack.

"We were always confident that plain packaging would take away a lot of the glamour that seduces young people into a tobacco addiction, because the evidence is so compelling," Pro-

fessor Olver said.

But he said the plain packs, which manufacturers have been required to produce since October, also appeared to be having an effect on existing smokers.

"We've heard that some smokers suspect the flavour of the tobacco in the plain packs tastes worse and has been changed, when it hasn't," he said.

"It's more likely that without the glossy pack and the iconic branding, tobacco is simply tasting more like the lethal poison that it is."

University of Sydney professor of public health Simon Chapman said he had received "several emails and phone calls from smokers saying, 'I've been buying my brand in new packaging but it tastes terrible and I've decided to quit'."

He said the phenomenon had caused "a lot of animated discussion in my field; this

might be quite big".

"The thinking has always been that the biggest effect will be on future generations, they will not have grown up having ever seen lovely packaging.

"It will take a generation for that effect to work in . . . but if there are also effects on existing smokers, it will be an unexpected bonus."

Quit Victoria executive director Fiona Sharkie said smokers were phoning the Quit helpline saying, "I was thinking about quitting and that ugly picture has pushed me over the edge."

Tobacco manufacturers said they did not believe plain packaging would have any impact on smoking rates. A spokeswoman for Imperial Tobacco said: "Packaging has never been identified as the reason people choose or continue to smoke."



Plain packaging leaves bad taste in smokers' mouths

SUE DUNLEVY & PETRA STARKE

NOT only do they look plain but smokers are complaining that cigarettes taste worse now they are in the green packaging that becomes mandatory from tomorrow.

Advice group Quitline and Facebook fan sites have been inundated with comments saying their smokes taste "pathetic", "sickening" and lack flavour now they come in one-colour packets dominated by vivid

health warnings. Tobacco companies deny changing ingredients, while pundits say the issue highlights the power of branding.

A spokeswoman for Imperial Tobacco Australia, which makes Peter Stuyvesant, Davidoff, Horizon and Camel, said the company had "not changed any of our tobacco products".

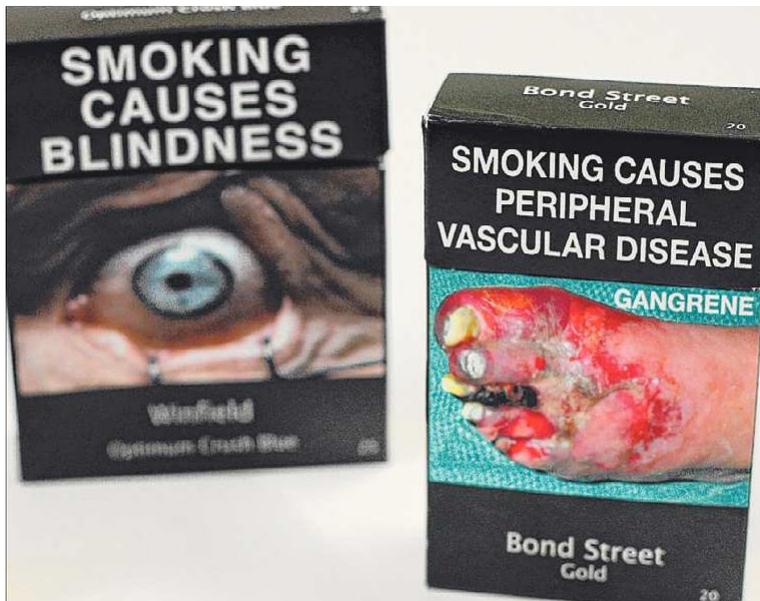
"Consumers of ITA's products can be assured that our high quality products will remain the same," she said yesterday.

British American Tobacco, which

makes Winfield, Benson & Hedges and Dunhill, also denied changing the makeup of their cigarettes.

But Quitline's Fiona Sharkey said: "People are blaming the government saying, 'I think they've changed the inside and the taste'. 'If those comments don't spell out how important branding is, I don't know what does.'"

Action on Smoking and Health's Anne Jones said the complaints showed why the government was right to target the branding of cigarettes in its bid to drive smoking rates down.



Graphic health warnings on cigarette packets. Picture: Brad Hunter