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A MESSAGE ABOUT BUILDING THE PERFECT CIGARETTE  
FROM OUR MASTER TOBACCO BLENDER!

The mass produced manufactured cigarette contains much less actual tobacco than it did twenty years ago. The products available today contain an over abundance of flavorings, preservatives, humectants, accelerants and countless other chemicals designed to cover blend component deficiencies and other flaws. By-products such as homogenized sheet, expanded stem and expanded or puffed lamina are used in place of actual tobacco.

The Components:

1. Sheet tobacco is produced in different ways but amounts to the combination of tobacco leaf scrap and tobacco stems being pounded into a sheet. Manufacturers like this sheet product because of its exceptional drinking qualities, i.e., the ability to absorb and hold added flavorings and other chemicals.

2. Expanded stem and expanded or puffed lamina go through a process usually involving exposure to dry ice which causes the stem or lamina (the portion of the leaf that has been mechanically separated from the stem) to puff up much like popped popcorn.

The Combination:

These by-products are blended with actual leaf components and cut just prior to being injected into a cigarette tube during the high speed manufacturing process. Most of the burley leaf components in today's mass marketed cigarettes undergo a toasting or casing process that superheats the tobacco making it drink the flavorings better.

The Rationale:

To understand the rationale behind the utilization of these additional ingredients, you need to comprehend the overall manufacturing strategy of the cigarette manufacturers.

Tobacco is an agricultural crop that is significantly affected by weather conditions, soil conditions and other growing condition factors. Changes in weather patterns during the growing and curing seasons affect the chemical makeup of the tobacco plant. This creates the taste characteristics cigarettes. By increasing the amount of by-products and chemicals, manufacturers are able to reduce variations in the taste of their cigarettes. This reduces the amount of pure tobacco and increases the quantity of other items in the cigarette.

Cigarette manufacturers want to produce consistent tasting products while stretching their raw material components to the fullest extent possible. Simply put, they want to maximize the volume of their input components in the cigarette tube, as opposed to using the natural tobacco mass required to assure consistent taste and the desired strength.