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## PRESS RELEASE

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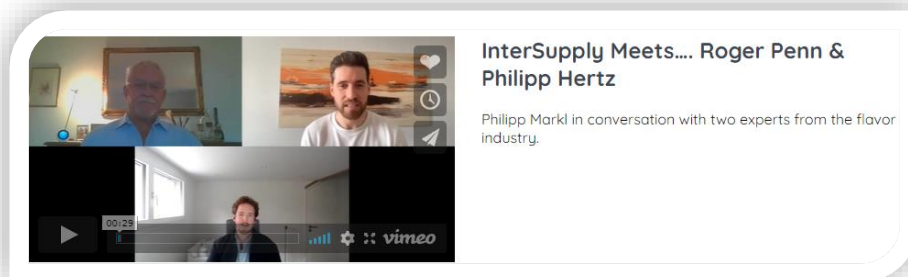
### **InterSupply meets Roger Penn & Philipp Hertz**

“Where is the flavours business heading?” – New expert discussion on the Business Insights digital platform on flavours and additives in the tobacco industry

**Roger Penn and Philipp Hertz are guests in the latest InterSupply interview, just published. The experts on flavours and additives have been some of the best-known faces in the industry for many years, especially in the tobacco sector.**

Dortmund, 10 December 2021 – In the new video talk, InterSupply presenter Philipp Markl welcomes the two flavours and additives experts Roger Penn and Philipp Hertz. The interview also has a very personal touch, because Penn has known the Hertz family for many decades. The talk explores changes and trends in the market, for example the flavouring of tobacco products using traditional substances such as cocoa, liquorice and vanilla, and the two experts also talk about changing regulatory environments, stricter rules and flavour bans. Penn and Hertz offer exciting insights into growth markets and opportunities, nicotine vaporisers and the future of cannabis in the tobacco industry.

Until his retirement in 2017, Roger Penn was Director of the Tobacco Business Unit at MANE, one of the world's leading companies in the fragrances and flavours industry. He is now an active consultant to the tobacco and flavours industry with his company La Casucha Consulting. Philipp Hertz is founder of FLAVORIQ and managing director of Hertz Flavors, the family business founded by his grandfather in 1954. Over the past decades, the company has grown into one of the world's leading manufacturers of flavours for the tobacco industry.



**The video:** InterSupply Talk can be found on the digital platform of InterTabac & InterSupply, **Business Insights**.

## PRESS RELEASE

The regular **podcast series "Tobacco & Vape – News & Views"** was launched on the Business Insights digital platform in November. InterTabac and InterSupply, the world's leading and largest tobacco trade shows, highlight exciting industry topics together with Tobacco Asia magazine. The podcast is hosted by Thomas Schmid, contributing editor of Tobacco Asia.

The following podcasts have appeared so far:

Podcast #1: **"Prohibition and the Nanny State and the How's/Why's of Defending the Right to Smoke"** – A talk with SIMON CLARK, director of the UK smoker's lobby group FOREST (Freedom Organization for the Right to Enjoy Smoking Tobacco founded in 1979).

Podcast #2: **"Upcoming EU Plastic Packaging Requirements and the Tobacco Business"** – A talk with HUGO AZINHEIRA, global innovation and marketing director at ESSENTRA.

Podcast #3: **"Let's Talk About Snus"** – A talk with CECILIA KIRDSTRAND ISAKSSON, director, public affairs, Swedish Match.

Next week, Eric Piras will be a guest on Podcast #4. The long-standing cigar expert in the Asian market most recently worked for Pacific Cigar and Altadis and now runs cigar shops in Hong Kong and a consulting firm for cigars in China. In the discussion entitled **"Selling Cigars (and other tobacco products) into China"**, Piras gives an overview of how – and whether – it is possible to sell cigars in China, how to level the playing field, and whether it is worth it to try.

The latest information, exhibition highlights and news items are available on the trade show websites ([InterTabac/InterSupply](#)), the online platform [Business Insights](#), [LinkedIn](#) and directly via newsletter ([InterTabac/InterSupply](#)).

## PRESS RELEASE

### TRADE SHOWS AT A GLANCE

#### **INTERTABAC - THE WORLD'S LARGEST TOBACCO PRODUCT & SMOKING ACCESSORY TRADE SHOW**

InterTabac, the world's largest trade show for tobacco products and smoking accessories, is where trade visitors meet top decision-makers from the retail, manufacturing and service sectors. The quality and international credentials of visitors is a hallmark of the world's leading event for the tobacco industry – with over 40% of visitors coming from abroad. International market leaders and industry representatives from the fields of cigars, cigarillos, cigarettes, pipes and smokers' requisites, cigarette and pipe tobacco, RYO and MYO, fine cut and leaf, shop fittings, press and IT, point-of-sale systems, vending machines, water pipes and accessories, electronic cigarettes and next-generation products are represented. The subject-matter leadership of InterTabac as a leading global trade fair has been enhanced further with presentations on current issues and challenges facing the industry as part of the newly developed, innovative InterTabac supporting programme.

#### **INTERSUPPLY – THE INTERNATIONAL TRADE SHOW FOR THE MANUFACTURING PROCESSES BEHIND TOBACCO PRODUCTS, E-CIGARETTES, PIPES AND HOOKAHS**

The international trade show InterSupply sees market leaders and industry representatives from all over the world presenting their innovations in Dortmund each year. InterSupply covers all aspects of the manufacturing processes behind tobacco products, e-cigarettes, pipes and hookahs. The product and range segment offers top decision-makers, trade visitors and employees in the tobacco industry a complete overview. InterSupply, which is held in tandem with the renowned InterTabac show, is therefore ideal for networking with regular customers, generating leads and acquiring new customers.

**DATE:** 15 – 17 September 2022

**EVENT ORGANISER:** Messe Dortmund GmbH

#### **VISITOR TARGET GROUPS (INTERSUPPLY):**

Market leaders, key players, manufacturers and suppliers in the tobacco industry across the world. National and international managers and specialist staff in the purchasing, production, product development, R&D, quality and management accounting disciplines.

#### **VISITOR TARGET GROUPS (INTERTABAC):**

Top international decision-makers in the sales channel (tobacco retailers, wholesalers and retailers), as well as manufacturing and service sectors. Industry representatives from home and abroad in the fields of cigars, cigarillos, cigarettes, pipes and smokers' requisites, RYO, MYO, fine cut, pipe tobacco, shop fittings, press and IT, point-of-sale systems, vending machines, water pipes and accessories, and electronic cigarettes.

InterTabac caters for everyone in the tobacco industry – in Germany and across the world. The fair is ideal for networking with regular customers, generating leads and acquiring new customers.

Admission is reserved for trade visitors aged 18 and over.



[Further information: InterTabac // InterSupply](#)

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