



October 2, 2025

Notice to All Licensed Distributors and Wholesalers

Redesign of the California Tobacco Directory

On October 2, 2025, the Department redesigned the California Tobacco Directory. (Rev. & Tax. Code, § 30165.1, subd. (e).) Since June 30, 2004, the Attorney General has maintained and published a list of all tobacco product manufacturers and their cigarette or roll-your-own tobacco product (herein after collectively “Cigarette”) brand families that have provided current, timely, and accurate annual certifications and other required information in compliance with section 30165.1 of the Revenue and Taxation Code on the Department’s website. This list is called the California Tobacco Directory. All Cigarettes and their manufacturers must be included on the Tobacco Directory before such products may be lawfully distributed, sold, offered for sale, or possessed for sale in this state. (Rev. & Tax. Code, § 30165.1, subd. (e).) The California Tobacco Directory is a separate and independent list from the Department’s forthcoming Unflavored Tobacco List.

The Department’s revised California Tobacco Directory provides consumers, tobacco control, and the tobacco industry with additional clarity and information. Each brand style of Cigarette on the California Tobacco Directory is now listed separately and alphabetically, along with their pack and carton UPCs and pack type.

The Department’s October 2, 2025, website remodel did not add, remove, or change any of the Cigarettes listed on the California Tobacco Directory. The Cigarettes listed on the California Tobacco Directory on October 1, 2025, remain on the California Tobacco Directory.

The Department’s brand style format organizes Cigarettes by color, size, and pack type to accurately list and describe the more than 1,000 different Cigarette brand styles on the California Tobacco Directory. The Department’s formatting did not add or remove any Cigarettes from the California Tobacco Directory.

October 2, 2025

Page 2

If you have questions regarding this notice or the Cigarettes listed on the California Tobacco Directory, you may contact:

Office of the Attorney General
Tobacco Litigation & Enforcement Section
1300 I Street, Suite 125
P. O. Box 944255
Sacramento, CA 94244-2550

E-Mail: tobacco@doj.ca.gov

In addition, the UPCs on the packs and cartons of on-Directory Cigarettes will match the UPCs now listed on the revised California Tobacco Directory.

SA2005103512
38409700.doc