



C A L I F O R N I A
DEPARTMENT OF JUSTICE

Rob Bonta
Attorney General

1300 I STREET, SUITE 125
P.O. BOX 944255
SACRAMENTO, CA 94244-2550

August 28, 2025

Notice to All Licensed Distributors and Wholesalers

This Notice is being provided to you pursuant to Revenue and Taxation Code section 30165.1, subdivision (c)(3)(C).

Effective August 28, 2025, the Attorney General's Office REMOVED the following brand styles from the California Tobacco Directory:

- **ITG Brands, LLC**
 - **Sonoma** – three (3) brand styles
 - Blue 100s Soft Pack
 - Gold 100s Soft Pack
 - Red 100s Soft Pack
 - **USA Gold** – six (6) brand styles
 - Blue 100s Soft Pack
 - Blue King Soft Pack
 - Gold 100s Soft Pack
 - Gold King Soft Pack
 - Red 100s Soft Pack
 - Red King Soft Pack

Distributor and Wholesaler Responsibilities

Pursuant to Revenue and Taxation Code section 30165.1, subdivision (c)(3)(C), you must provide a copy of this Notice to each of your existing customers within seven (7) days. (Rev. & Tax. Code, § 30165.1, subd. (c)(3)(C).) Effective immediately, distributors and wholesalers may not sell any cigarettes or tobacco products listed in this Notice to a California retailer unless the retailer was provided a copy of this Notice.

Sell-Off Period

Under California's Tobacco Directory law:

- Distributors have no more than forty (40) days to purchase, stamp, sell, or possess any cigarettes or tobacco products listed in this Notice for sales in California. Wholesalers have no more than forty (40) days to purchase, sell, or possess any cigarettes or tobacco products listed in this Notice for sales in California. (Rev. & Tax. Code, § 30165.1, subd. (c)(3)(B).)
- A licensed retailer may possess, transport, or sell the tax-stamped cigarettes affected by this Notice of removal for no more than sixty (60) days. (Rev. & Tax. Code, § 30165.1, subd. (c)(3)(D).) After sixty (60) days, the brand families identified in this Notice are contraband and may not be sold or purchased in

California, and will be subject to seizure and destruction under Revenue and Taxation Code sections 30436, subdivision (e), and section 30449, subdivision (b). (Rev. & Tax. Code, § 30165.1, subd. (c)(3)(E).)

If you have questions regarding the manufacturers 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

Website: <http://oag.ca.gov/tobacco/directory>