

BAT marketing of Vype

A comparison of British American Tobacco's marketing of the Vype e Pen 3 and Vype ePod in Canada and elsewhere, based on web-sites accessed September 30, 2019.

BAT's vaping products

Since 2013, British American Tobacco (BAT) has manufactured vapour products under the brand name Vype ¹ BAT currently offers 4 Vype products in Canada. One of these is an open tank system (vapers put the eLiquid in the device), three are closed-tank systems (the e-liquid comes in a pre-filled flavor cartridge).

Vype products are marketed in 15 countries by BAT and in the United States are marketed by a subsidiary of Reynolds American (RJ Reynolds Vapor Company), under the trade name VUSE.



	ePen	Epen 3	ePod	eTank Pro	eTank Pro 2	iSwitch	eStick	
Belgium		✓			✓			
Canada		✓	✓		✓		✓	
Colombia		✓						
France		✓	✓	✓				
Germany		✓	✓	✓				
Guatamala		✓						
Hungary				***	***			
Ireland		✓			✓			
Italy		✓						
Kuwait		✓		✓				
Mexico		✓						
New Zealand		✓	✓					
Poland			website not accessible from Canada					
Switzerland			website not accessible from Canada					
United Kingdom		✓	✓	✓	✓	✓*	✓**	
United States			ALTO				CIRO/VIBE/ SOLO	

* also iSwitch Maxx). ** in Britain it is marketed as the eStick Maxx *** BAT markets eTank Sub and eTank mini in Hungary.

VYPE/VUSE Starter kits: Availability and Price (\$CAD)



	ePen	Epen 3	ePod	eTank Pro	eTank Pro 2	iSwitch	eStick
Belgium		\$ not stated			\$ not stated		
Canada		\$19.99	\$19.99		\$40.00		\$12.00
Colombia		\$41.00					
France		\$14.75	\$29.65	\$52.90			
Germany		\$37.18	\$44.63	\$44.63			
Guatamala		\$33.83					
Hungary				\$69.00***	\$60.00***		
Ireland		\$ not stated			\$ not stated		
Italy		\$41.42					
Kuwait		\$38.79		\$53.88			
Mexico		\$31.51					
New Zealand		\$35.06	\$43.90				
United Kingdom		\$30.05	\$33.40	\$25.06	\$50.10	\$41.60*	\$21.70**
Poland				website not accessible from Canada			
Switzerland				website not accessible from Canada			
United States			\$50.41****				*****

* also iSwitch Maxx

** in Britain it is marketed as the eStick Maxx

*** BAT markets eTank Sub and eTank mini in Hungary.

****BAT operates through RJR in the United States and sells VUSE ALTO as the equivalent to VYPE ePod.

***** RJR's e-sticks are sold as CIRO, VIBE and SOLO. The cheapest starter kit is \$20.24 CAD.

Currency conversion rates to CAD: France, Germany, Italy = 1.49; UK = 1.67; Mexico = 0.6851; New Zealand = 0.8786; Colombia = 0.0041; Hungary = 0.0046; Guatamala = 0.17; Kuwait = 4.31

Reference web-sites

Belgium	https://www.govype.com/be/be/
Canada	https://govype.ca/
Colombia	https://www.govype.com/co/
France	https://www.govype.com/fr/
Germany	https://www.govype.com/de/
Guatamala	http://govype.com.gt/
Hungary	https://www.govype.com/hu/
Ireland	https://www.govype.com/ie/
Italy	https://www.govype.com/it/
Kuwait	https://www.govype.com/kw/
Mexico	https://www.govype.mx/
New Zealand	https://www.vype.co.nz/
United Kingdom	https://www.govype.com/uk/
Poland	https://www.govype.com/pl/
Switzerland	https://www.govype.ch/
United States	https://vusevapor.com

Availability of nicotine concentration in vaping liquids, as displayed on web-site (mg/ml or % nicotine)



	ePen	Epen 3	ePod	eTank Pro	eTank Pro 2	iSwitch	eStick
Belgium		0,6,12,18		0,3,6,12,18			
Canada		0,6,12,18,30	34, 57	0,6,12,18			18
Colombia		0, 6, 18					
France		0,6,12,18	18	0,3,6,12,18			
Germany		0,12,18	18	0,6,12,18			
Guatamala		0,6,18					
Hungary				Not stated			
Ireland		18		12,18			
Italy		0,6,18					
Kuwait		6, 12,18		6,12			
Mexico		0,6,12,18					
New Zealand		0, 12,18	57				
United Kingdom		0,6,12,18	18	0,3,6,12,18	0,3,6,12,18	3,5,8	11
Poland				website not accessible from Canada			
Switzerland				website not accessible from Canada			
United States			5%				1.5%,3%,4.8%

Flavours listed for sale on Vype web-site.

	Belgium	Canada	Colombia	France	Germany	Guatamala	Hungary	Ireland	Italy	Kuwait	Mexico	New Zealand	United Kingdom	United States
Number of flavours	16	23	5	39	28	4	10	10	4	6	5	6	41	12
Anis				✓										
Apple custard								✓					✓	
Aromatic tobacco					✓								✓	
Banaberry blend smoothie													✓	
Berry														✓
Berry blast		✓											✓	
Berry crush smoothie														
Berry trifle													✓	
Blended tobacco	✓		✓		✓	✓			✓				✓	
Blond				✓										

	Belgium	Canada	Colombia	France	Germany	Guatemala	Hungary	Ireland	Italy	Kuwait	Mexico	New Zealand	United Kingdom	United States
Blond authentique				✓										
Blue grape					✓									
Boisé authentique				✓										
Boom de myrtille				✓										
Bright tobacco							✓							
Caramel marshmallow								✓					✓	
Caramel tobacco	✓												✓	
Cassis on ze banquise				✓										
Cerise noir				✓										
Cerise sur le glaçon				✓										
Chai														✓
Charlotte aux fruits rouges				✓										
Chilled mint					✓								✓	
Classic mango					✓									
Classique				✓										
Classique creation				✓										
Classic tobacco		✓												
Classique selection				✓										
Classic peach		✓												
Coconut panna cotta								✓					✓	
Cool mint	✓													
Cool spearmint													✓	
Crema														✓
Crème brûlée				✓									✓	
Crisp mint	✓	✓	✓		✓	✓			✓			✓	✓	
Crushed mint	✓	✓			✓			✓				✓	✓	
Dark aromatic tobacco													✓	
Dark cherry		✓			✓	✓				✓	✓	✓	✓	
Doré				✓										
Epices orientales				✓										
Fraise des bois				✓										
Forest berries													✓	
Fraise sauvage				✓										
Fraise tonic				✓										
Fresh apple		✓	✓			✓				✓			✓	
Fresh snap											✓			
Freeze mint											✓		✓	
Fruity raspberry					✓									
Fusion														✓
Fusion fraise banane				✓										
Fusion fruits des bois				✓										
Garden Strawberry		✓											✓	
Golden tobacco		✓	✓		✓					✓		✓	✓	
Grape burst	✓													
Green apple					✓									
Green mint					✓		✓	✓						
Green snap		✓											✓	
Guimauve caramel				✓										
Honeydew													✓	
Honeydew splash		✓									✓			

	Belgium	Canada	Colombia	France	Germany	Guatemala	Hungary	Ireland	Italy	Kuwait	Mexico	New Zealand	United Kingdom	United States
Indigo													✓	
Indigo dive		✓											✓	
Infused vanilla		✓			✓						✓	✓	✓	
Juicy strawberry					✓									
Just Mango												✓		
Lemon ice tea							✓							
Mango swirl							✓							
Mangue				✓										
Mangue tropicale				✓										
Master blend	✓	✓			✓			✓	✓	✓	✓	✓	✓	
Melon														✓
Melon esquimau				✓										
Melon smash					✓									
Menthe fraiche				✓										
Menthe glacée				✓										
Menthe glaciale				✓										
Menthe verte				✓										
Menthol														✓
Mint														✓
Mixed berry														✓
Mocha tobacco	✓												✓	
Multi flavour					✓									
Nectar														✓
Original														✓
Original strawberry		✓												
Original tobacco	✓						✓	✓						
Panna cotta coco				✓										
Pastèque				✓										
Peach													✓	
Peach whirl		✓												
Peach swirl					✓									
Pêche melba				✓										
Polar mint		✓										✓		
Pomme on the rocks				✓										
Pomme verte				✓										
Raisin				✓										
Raspberry crush	✓						✓							
Rich tobacco														✓
Rich vanilla					✓									
Ripe mango		✓												
Scarlet kick		✓											✓	
Smoked whisky													✓	
Smoky-leaf tobacco	✓												✓	
Strawberry													✓	
Strawberry jam								✓						
Strawberry smash		✓			✓					✓				
Sunny watermelon					✓									
Super fruity							✓							
Sweet cherry					✓									
Tarte aux pommes				✓										

	Belgium	Canada	Colombia	France	Germany	Guatemala	Hungary	Ireland	Italy	Kuwait	Mexico	New Zealand	United Kingdom	United States
Tequila sunrise													✓	
Tiramisu				✓									✓	
Tiramisu creme				✓									✓	
Toasté authentique				✓										
Toasted tobacco													✓	
Tobacco													✓	
Tobacco wonder	✓				✓									
Tobacco marvel		✓												
Tropical														✓
Tropical mango	✓											✓	✓	
Tropical punch smoothie													✓	
Tropical twist				✓										
Vanilla des îles				✓										
Vanille infusée				✓										
Vanilla medley		✓										✓		
Very berry					✓								✓	
Very cherry	✓						✓	✓				✓		
Virginia tobacco													✓	
Vpure													✓	
Watermelon burst							✓							
Watermelon mint							✓							
Wild berries	✓		✓		✓			✓	✓	✓	✓	✓	✓	
Wild mango					✓									
Wild strawberry	✓				✓		✓							
Roasted tobacco					✓									

ENDNOTES

- 1 Vapour Products. Leading the growth of a new category. British American Tobacco. <https://www.bat.com/ecigarettes>.