

TOBACCO INDUSTRY CONGLOMERATES—
Status Report on Diversification in the Tobacco Industry
1984
representative products:

Tobacco Manufacturer (conglomerate owner or affiliate)	Tobacco Brands	Other Products
PHILLIP MORRIS, INCORPORATED	<i>Marlboro, Merit, Benson & Hedges, Players, Virginia Slims, Parliament</i>	Miller Brewing Company (Miller, Lite, Meister Brau, Lowenbrau, Magnum Malt Liquor); The Seven-Up Company (7-up, Diet 7-up, Like Cola), Mission Viejo Realty Group
R. J. REYNOLDS TOBACCO COMPANY (R. J. REYNOLDS INDUSTRIES)	<i>Camel, Winston, Salem, Sterling, Bright, Doral, More, Century, Now, Vantage, Winchester, Work Horse chew, Prince Albert, Carter Hall, Madiera Gold</i>	Kentucky Fried Chicken, Canada Dry, Delmonte, Chun King oriental foods, Hawaiian Punch, Morton Frozen Foods, Pato Mexican foods, Snap-E-Tom, Milk Mate, A-1 Steak Sauce, Escoffier Sauces, Gray Poupon, Ortega Mexican foods, My-T-Fine, Brer Rabbit Molassas, College Inn, Vermont Maid, Heublein, Inc. (Arrow Cordials, Black Velvet, Cuervo, Don Q Rum, Irish Mist, Jose Cuervo, Popov, Srimoff, The Club Cocktails, Yukon Jack, Inglenook Wines, Napa Valley Wines, Harveys Bristol Creme, Lancer Vin Rose)
BROWN & WILLIAMSON TOBACCO (div. B.A.T. Industries) (British American Tobacco) (Canadian affiliate, Imasco)	<i>Kool, Barclay, Belair, Viceroy, Richland 25's</i>	Marshal Field & Company, Gimbeis Department Stores, Saks Fifth Avenue, Kohl's Department Stores, Appleton Papers, Yardley, Imasco (Imperial Tobacco, Hardee's Restaurants, People's Drug, Shoppers Drug Mart, Burger Chef, Embassy Cleaners)
LIGGETT GROUP (Liggett & Myers Tobacco) (div. Grand Metropolitan, P.L.C.)	<i>Chesterfield, L & M, Lark, Eve, most "generic" cigarettes sold in USA, Pinkerton Tobacco Company (Red Man Chew)</i>	Carlsberg Beer, Alpo Dog Food, Diversified Products (gym equipment), Children's World, Inc., Intercontinental Hotels Corp., International Distillers & Vintners (J & B Scotch, Gilbey's Gin, Bombay Gin, Bailey's Original Irish Cream, Grand Marnier, Absolut Vodka)
LORILLARD (div. Loews Corp.)	<i>Newport, Satin, Kent, Triumph, Kent Golden Lights, True, Old Gold, Max, Beech-nut, Chewing Tobacco</i>	CNA Financial (Continental Casualty Corporation and its insurance and financial affiliates), General Finance Corporation, Loews Hotels, Loews Theatres, Bulova Watch Company
AMERICAN TOBACCO COMPANY (div. American Brands, Inc.)	<i>Lucky Strike, Pall Mall, Carlton, and Tareyton cigarettes; Half and Half, and Bourbon Blend smoking tobaccos; La Corona, Antonio y Cleopatra, Roi Tan, and Grenadiers cigars</i>	Franklin Life Insurance Company, Southland Life Insurance, Pinkertons, Inc., Master Lock Company, Swingline Office Supplies, James B. Beam Distillery, Sunshine Biscuits, Wilson-Jones Office Forms, Acme Visible Office Supplies, Titleist and Acushnet golf products, Andrew Jergens Company
U. S. TOBACCO COMPANY	<i>Skoal, Skoal Bandits, Copenhagen, Borkum Riff, Amphora, Perfecto Garcia</i>	Chateau Ste. Michelle wines, Zig Zag cigarette papers, Cedar King pencils, Dr. Grabow pipes
CULBRO, INC.	<i>General Cigar Co. (Garcia y Vega, White Owl, Robt. Burns, Corina, Wm. Penn, Tiparillo, Tijuana Smalls, London Dock, Kentucky Club), Helme Tobacco Company (Gold River, Mail Pouch, Silver Creek, Redwood, Chatanooga Chew)</i>	Snacktime Company (Golden Pop, Chesty Potato Chips, Pepitos, Snack Time), Impenal Nurseries

NOTE: Sources: Company annual reports (1982 or 1983) and news releases. Based on latest available information.

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PHILIP MORRIS, INC.*
New York, NY

Organizational Profile

Philip Morris USA (New York, N.Y.)
Sales in 1982: \$4.3 billion
No. of employees: 19,900
No. of cigarettes sold in US in
1982: 204.4 billion
Share of US market: 32.8%
No. of adult consumers: 18 million

Philip Morris International (New York
N.Y.)
160 brands of cigarettes in 170 countries

Miller Brewing Company
Miller High Life, Miller Life, Lowenbrau

The Seven-Up Company
7-Up, Diet 7-Up

Philip Morris Industrial Packaging

Mission Viejo Company
Home building

Other

The Philip Morris Science Symposium (featuring
Nobel prize winners in medicine)
Career Scholarship programs
Vocational/Technical Career Scholarship Programs
for high school dropouts
Grants for tobacco research (North Carolina State)
University of Tennessee, University of Kentucky
Marlboro Country Store (mail order items with
Marlboro logo)
Virginia Slims Ginny Jogger Suit (mail order)
Virginia Slims Book of Days (calendar and
appointment book)
Free sample distributions on major city streets,
shopping centers
Philip Morris Marketing/Communications Competition
"Agriculture in the 21st Century" (symposium)

Public Relations Firm: Ruden & Finn (New York, NY)

*Sales in 1982: \$11.7 billion
No. of employees: 72,000
Advertising spending in 1982: \$501.7 million (5th largest advertiser, 3rd newspapers, 1st magazines,
2nd in billboards)

Sponsorships and Promotions

Sports

Virginia Slims Tennis Circuit,
televised
Other tennis promotions worldwide
(eg, Marlboro Australian Open)
Marlboro British Grand Prix Auto
Race, other races worldwide
Marlboro Cup horserace, Belmont
Park, NY, televised
Billboards at key camera angles of
most major league baseball and
football stadiums
Major advertiser in official
National Football League publications,
Major League Baseball and other
sports magazines.
U.S. Olympic Training Center
Miller Hi Life Citizen Player of
the Month and Game (football and
baseball)

Cultural

Joffrey Ballet Tour
Music from Marlboro, 28-City chamber
music tour
Marlboro Country Music Tour
"Salute to Marlboro" (chamber music)
WNCN radio, New York
Art Exhibition, 1982-84: Champions of
American Sport
(American Museum of Natural History,
others); Buffalo Bill and the Wild West
(Brooklyn Museum, others); Grand Central
Terminal (New York Historical Society);
Kandinsky (Solomon R. Guggenheim Museum,
others); Lewis Carroll and Alice (Pierpont
Morgan Library); Oom Pah Pah: The Great
American Band (New York Historical
Society); Edward Hopper (Whitney Museum
of American Art, others); The Vatican
Collections: The Papacy and Art
(Metropolitan Museum of Art, others).

R.J. REYNOLDS INDUSTRIES, INC.*
Winston-Salem, N.C.

Organizational Profile

Sponsorships and Promotions

R. J. Reynolds Tobacco Company
Sales in 1982: \$3.5 billion
No. of employees: 14,815
No. of cigarettes sold in US in
1982: 208.9 billion
Share of US market: 33.5%
No. of adult consumers: 18 million

R. J. Reynolds Tobacco International, Inc.
worldwide cigarette manufacturing

Del Monte Corporation eg, Del Monte
fruits and vegetables, Hawaiian Punch,
Vermont Maid Syrup, Chun King, A-1
Steak Sauce, My-T-Fine Pudding

Heublein Spirits & Wine Company
eg, Smirnoff vodka, Black Velvet
Canadian Whiskey, Inglenook wines,
Lancers, Harveys Bristol Cream

Kentucky Fried Chicken Corporation
eg, Kentucky Fried Chicken, H.
Salt Seafood, and Zantiago
Mexican Restaurants

Aminoil USA, Inc.
exploration and sale of oil and
natural gas

R. J. Reynolds Development Corporation
packaging

Bear Creek Corporation
fruit, garden plants

* Sales in 1982: \$13.06 billion
No. of employees: 117,000
Advertising spending in 1982: \$530 million
4th leading US advertiser (1st in newspapers, 2nd in magazines, 1st in billboards)

** R. J. Reynolds acquired Nabisco
Brands, Inc. in 1985

Camel Scoreboard (sports sections
of over 100 daily newspapers)

Camel Soundboard (concert schedules
in newspapers)

Camel Ski Days (Brodie Mt., MA and
Hunter Mt., NY)

Camel Expeditions (Wilderness
adventure)

Winston Team America Series (soccer)

World Cup soccer championships

Western Rodeo Series

International Hot Rod Association

American Motorcycle Association (AMA)

International Motor Sports Assoc.

More Filter Fashion Show Tour
(shopping centers)

Inter-American Festival of the Arts,
Puerto Rico

National Park Service summer rhythm and
blues and theatre programs

Salem Spirit Street Scenes (inner city
concerts)

R. J. Reynolds Research Fellowship
(Rockefeller University)

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GRANDMET USA*
Montvale, NJ

Organizational Profile

Sponsorships and Promotions

Liggett & Myers Tobacco Company
Sales in 1982: \$377 million
No. of employees: 1,970
No. of cigarettes sold in US in
1982: 28 billion
Share of US market: 4.5%
No. of adult consumers: 2.5 million

Children's Cancer Classic
Celebrity Golf Tournament,
Durham, N.C.

Duke University

Ballet performances on the
Public Broadcasting System
(PBS)

The Pinkerton Tobacco Company
eg, Red Man chewing tobacco

Allen Products pet food
eg, Alpo, Liv-A-Snaps

International Distillers & Vintners
eg, J & B Rare Scotch, Grand Marnier,
Baileys Original Irish Cream, Absolut
Vodka

Atlantic Soft Drink Company
Pepsi Cola bottling franchise

Pepsi Cola Bottling Company of
Fresno, CA

Diversified Products Corporation
physical fitness equipment

*Sales in 1982: \$1.3 billion
No. of employees: 8,600
Advertising spending in 1982: \$54,000,000
91st leading US advertiser (22nd in magazines, 13th in billboards)

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AMERICAN BRANDS, INC.*
New York, NY

Organizational Profile

Sponsorships and Promotions

The American Tobacco Company
(New York, NY)
Sales in 1982: \$1.2 billion
No. of employees: 7,250
No. of cigarettes sold in the US
in 1982: 43.6 billion
Share of the US market: 7%
No. of adult consumers: 3.9 million

Lucky Strikes Again - American
Dream Classic (bowling)

Lucky Strike dart tournaments

Lucky Strike salute to
former National Hockey
League players

American Cigar
eg, Sail, Flying Dutchman, Roi-Tan
James B. Beam Distilling Company
eg, Jim Beam bourbon
Sunshine Biscuits
eg, Hydrox, HiHo, Krispy
Franklin Insurance Co.
Andrew Jergens Co.
eg, Jergens Lotion
Swingline, Inc.
staplers
Master Lock Co.
Acushnet Co.
eg, Titlest golf balls
Pinkerton Inc.
security and investigative services
MCM Products
office products, auto repair, cutlery
Wilson Jones Co.
microcomputers and office supplies
Acme Visible Records
office products

Sports page, New York Times
and New York Post

Women's page, New York Times
(Carlton)

*Sales in 1982: \$6.5 billion
No. of employees: 52,000
Advertising spending in 1982: \$72.3 million
78th leading US advertiser (9th in magazines, 6th in billboards)

BATUS, INC. *
Louisville, KY

Organizational Profile

Sponsorships and Promotions

Brown & Williamson Tobacco Corp.
Sales in 1982: \$1.2 billion
No. of employees: 9,000
No. of cigarettes sold in US in
1982: 83.5 billion
Share of US market: 13.4%
No. of Adult Consumers: 7.5 million

BATUS Retail Division
(New York, NY)
Gimbels, Saks Fifth Avenue
Kohls Food Stores, Marshall
Field and Company
BATUS Paper Division

Kool Jazz Festival, Carnegie Hall
and other cultural centers (TV
and radio commercials): goes to
cities across the US.

Kool SuperNights (jazz, rock and
Latin music)

Raleigh Lights Rodeo
New York City Opera national tour

Jazz programs on National Public
Radio (NPR)
National Tour of Phillips Collection
of Washington D.C.
Royal Academy (Britain) Art Tour

*Sales in 1982: \$5.5 billion; No. of employees: 46,000; Advertising spending in 1982: \$235
million; 24th leading US advertiser (5th newspapers, 4th magazines, 3rd billboards)

LOEWS CORPORATION*
New York, NY

Organizational Profile

Sponsorships and Promotions

Lorillard (New York, NY)
Sales in 1982: \$1.2 billion
No. of employees: not available
No. of cigarettes sold in US in
1982: 54.8 billion
Share of US market: 8.8%
No. of adult consumers: 5 million

ONA Financial Insurance

Loews Theatres
eg, Orpheum and Paramount
(NY)

Loews Hotels
eg, Regency, (NY) Summit (NY)
L'Enfant Plaza (Wash. D.C.)

Bulova Watch Company

Kent Golden Lights Ladies Golf
Classics (in Connecticut, the proceeds
go to Greenwich Hospital)

Kent Sports Business (column in Wall
Street Journal each Friday)

Cigarette poster advertising in
Loews Theatres

*Sales in 1982: \$4.7 billion; No. of employees: 29,000; Advertising spending in 1982: \$103.3
million, (60th largest US advertiser, 11th newspapers, 13th magazines, 4th billboards)