
STATUTORY INSTRUMENTS

2010 No. 863

**The Tobacco Advertising and Promotion
(Display of Prices) (England) Regulations 2010**

General requirements for the display of prices of tobacco products

5. The requirements are that a display of prices of tobacco products—
- (a) shall be limited to the following information in relation to tobacco products—
 - (i) the brand name of the product,
 - (ii) where pre-packed, the number of units in the package or, where sold by weight, the net weight of the product,
 - (iii) in relation only to cigars, the country of origin and dimensions;
 - (iv) in relation only to pipe tobaccos, the cut and type of tobacco used; and
 - (v) the price of the product⁽¹⁾;
 - (b) shall be printed—
 - (i) in black Helvetica plain type on a white background,
 - (ii) in type which has a consistent size throughout the text, and
 - (iii) in lower case type, except that the first letter of a word may be in upper case type; and
 - (c) except as otherwise provided by regulation 7(1)(e), must not contain any other feature.

⁽¹⁾ The indication of the selling price of all products, including tobacco products, is regulated by the Price Marking Order 2004 (S.I. 2004/102).