



JOEY® to Unveil Three New Product Expressions and New B2B Platform at NACS Show 2026

LAS VEGAS, NV. – JOEY®, one of the fastest-growing brands in the nicotine pouch category, announced today that it will showcase three new product expressions now available for the retail community, and launch its new B2B ordering platform at the **NACS Show 2026**, taking place at the Las Vegas Convention Center. Retailers and industry partners are invited to visit **Booth N2239** to learn more about the brand's expanding portfolio and continued momentum across the convenience channel.

As part of its commitment to innovation and adult nicotine consumer choice, JOEY will introduce three new nicotine pouch varieties now available for purchase by the retail community on its B2B platform:

- **Strawberry 3mg**
- **Watermelon 6mg**
- **Mango 9mg**

These additions further expand JOEY's available-for-retail flavor portfolio and reinforce the brand's strategy of delivering differentiated experiences designed to meet evolving adult nicotine consumer preferences.

"Flavor continues to be a key driver of growth and engagement within the nicotine pouch category," said Tony Gaines, the brand's Chief Sales Officer. "These products reflect our focus on delivering distinctive options that help retailers attract and retain adult nicotine consumers while driving category growth."

The product launches come amid significant brand momentum. JOEY has sold more than **1.5 million pucks¹** and has established itself as the **highest-velocity brand among emerging nicotine pouch brands²**, supported by strong consumer demand and growing retail distribution. The company continues to expand its presence across the convenience channel, creating new opportunities for retailers seeking high-performing alternatives within the modern oral category.

In addition, JOEY will officially introduce **BUYJOEY.com**, the company's new B2B digital platform designed to streamline the retailer experience. The site provides an improved

¹ Based on MSAi data and Performance Food Group (PFG) Insight Dynamics through September 2026 for retail sales of tobacco/nicotine products within the convenience channel. Supporting data and methodology may be made available upon request.

² Based on MSAi Modern Oral Nicotine Shipment Data, February - June 2026. #1 average Units Per Store Per Week (UPSPW) among nicotine pouch brands outside the three largest U.S. brands. Supporting data and methodology may be made available upon request.



and more efficient way for retail partners to access product information, engage with the brand, and support ordering and business development efforts.

JOEY leadership will also be available throughout the show to discuss category trends, retail growth opportunities, merchandising strategies, and the company's plans for continued expansion. Attending on behalf of the company are:

- **Tony Gaines** – Chief Sales Officer
- **Brad Heetland** – VP of Sales & Trade Development
- **Mike Sullivan** – Director of Trade Marketing & Analytics

About JOEY®

Powered by its patent-pending flavorbeads technology, JOEY offers adult nicotine consumers the category's broadest flavor portfolio, with 36 flavors across 108 SKUs designed to deliver a rapid flavor onset and an extended release experience.

Quick Kick. Long Tail. All Flavor. Get yours today and follow the brand on social media for the latest.

For More Information Contact Us At

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