



JTI Germany strengthens fine-cut tobacco business through acquisition of BREAK and Moro brands

Cologne, 2 October 2026 – JTI Germany is expanding its brand portfolio to include the fine-cut tobacco brands BREAK and Moro. The JT Group, which also includes JTI Germany, has signed an agreement with Scandinavian Tobacco Group (STG) to acquire the trademark rights and associated intellectual property rights for the two fine-cut tobacco brands in the European Union and Switzerland. The relevant competition authorities have already approved the transaction.

With BREAK and Moro, JTI Germany is adding two established brands to its portfolio that have been present in the German fine-cut tobacco market for many years. The agreed purchase price amounts to €176 million.

“Germany is and remains a strategically important market for JTI. We are therefore very pleased that the JT Group has reached an agreement with Scandinavian Tobacco Group to acquire the BREAK and Moro brands. Both brands have a strong market position and a loyal consumer base. They are an excellent complement to our existing portfolio and further strengthen our position in the German fine-cut tobacco segment,” says Michal Bachan, General Manager of JTI Germany.

The acquisition underlines JTI’s long-term commitment to Germany and is in line with the JT Group’s global growth strategy. With BREAK and Moro, the company is expanding its presence in an important segment of the German tobacco market and further building its position in one of its most important European markets.

“Even in an increasingly challenging market environment and amid regulatory challenges, Germany remains a key market for our company. The acquisition of BREAK and Moro is a clear commitment to this market and to successful long-term business development in Germany,” Bachan continues.

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JTI, a member of the JT Group of Companies, is a modern and dynamic international company committed to quality and innovation. The Group markets its products in more than 130 markets with the aim of providing adult consumers with exceptional tobacco and nicotine experiences. JTI is the global owner of Winston and Camel, the world's second- and third-largest tobacco product brands. Other global brands include MEVIUS and LD. The company is also present in the potentially reduced-risk products category with the Ploom, Logic and Nordic Spirit brands. Headquartered in Geneva, Switzerland, the company employs more than 46,000 people and was recognised as a Global Top Employer for the twelfth consecutive year in 2026. Further information is available at www.jti.com.

JTI Germany employs around 2,400 people at its sites in Trier and Cologne. The company is the largest employer in the tobacco industry in Germany and has been certified several times as a "Top Employer Germany". With Winston, the company is the market leader in the make-your-own tobacco segment. JTI also markets other internationally renowned brands such as Camel, American Spirit and Benson & Hedges. In the heated tobacco category, the tobacco manufacturer also offers potentially reduced-risk products in the German market under the global Ploom brand. Further information is available at jti.com/Germany.

