

# Business Proposal: Specialty Tobacco Import and Retail in Romania

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Presented to the European Trade and Internal Market Committee

March 27, 2025

- ▶ Objective: Open a private, liberty-oriented specialty tobacco shop in Romania
- ▶ Partner: Gawith Hoggarth & Co. (UK) - traditional, independent producer
- ▶ Product: Natural, additive-free, unflavored artisan tobacco
- ▶ Mission: Restore consumer sovereignty and challenge overcentralized market constraints

- ▶ Tobacco market dominated by oligopolistic conglomerates
- ▶ High-grade traditional products (e.g., Auld Kendal) are systematically excluded
- ▶ EU regulation imposes uniformity, undermining product diversity and choice
- ▶ Consumers deprived of low-intervention, transparently produced alternatives
- ▶ Growth of informal markets a sign of regulatory failure and unmet demand

- ▶ Enable lawful trade of niche, heritage-based tobacco products
- ▶ Import via voluntary contract with a reputable, non-corporate supplier
- ▶ Operate under a lean business model respecting consumer autonomy
- ▶ Demonstrate that market solutions outperform centralized restrictions

- ▶ Work within the framework of Tobacco Products Directive (2014/40/EU)
- ▶ Advocate for proportionality and subsidiarity in application of EU law
- ▶ Leverage exceptions for artisanal or low-risk product segments
- ▶ Respect public health mandates while empowering market-based alternatives

- ▶ Promote economic liberty, personal responsibility, and individual choice
- ▶ Encourage decentralized market behavior over bureaucratic standardization
- ▶ Revive tradition-based entrepreneurship within EU single market
- ▶ Demonstrate how regulatory detente can increase welfare without public harm

- ▶ Age-restricted sales (18+) with digital and in-store verification
- ▶ EU-standard labeling with full product disclosure
- ▶ Fully traceable logistics and tax-compliant operations
- ▶ Sale limited to non-combustible, loose tobacco in small quantities

- ▶ Grant legal pathway for micro-importation of compliant artisan tobacco
- ▶ Allow a pilot framework for libertarian-style specialty retail operations
- ▶ Recognize non-industrial models as compatible with public welfare
- ▶ Restore product diversity, transparency, and legal access for consumers



- ▶ Overregulation creates unintended consequences and market distortions
- ▶ Consumers turn to unregulated sources when denied informed legal options
- ▶ Promoting responsible liberty builds trust and resilience in EU markets
- ▶ This shop can become a case study for intelligent deregulation