

Haypp Group nominated for the SACC-USA Business Award

Haypp Group has been nominated for the SACC-USA Business Award by the Swedish-American Chamber of Commerce.

The SACC-USA Business Award (Swedish-American Chambers of Commerce Business Award) was established to promote and support the success of Swedish companies operating in the American market. The company ultimately chosen as the winner will be the keynote speaker at the Executive Forum later this year.

"We are of course very honored by the nomination from the Swedish-American Chamber of Commerce, and it feels fantastic that our work for a world free from cigarettes is being recognized," says Peter Grafström, VP US Operations at Haypp Group, and continues:

"But really, it's our employees who should be recognized for their persistent and committed work to offer the American market healthier enjoyment in the form of, among other things, nicotine pouches."

The jury panel for the SACC-USA Business Award consists of experienced professionals with extensive experience in the American and Swedish business landscapes. The collective expertise ensures a thorough and well-informed evaluation process. The nominated companies all demonstrate successful and growing operations in the American market. The award was established to promote and support the success of Swedish companies operating in the American market. SACC-USA is the second largest European Chamber of Commerce in the USA.

Contacts

General inquiries

For general inquiries, contact info@hayppgroup.com.

Haypp in brief

Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, Haypp Group is taking the vision of inspiring healthier enjoyment for millions to a global scale. With eleven e-commerce brands, the Haypp Group is present in seven countries, where we served more than 950,000 active customers in 2023. Haypp Group's e-commerce site collection includes, among others, <https://www.snusbolaget.se/> and <https://www.northerner.com/>.

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Attachments

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