

Our Values

guide our behavior as we pursue our Mission and our business strategies.

Integrity, Trust and Respect

We believe in operating with integrity, trust and respect, both as individuals and as a family of companies. We conduct ourselves within the spirit and the letter of the laws, regulations, agreements and policies that govern us. We are honest with one another and with our stakeholders, fully disclosing all appropriate information and not just that which supports our point of view. We have the courage to do what's right.

Passion to Succeed

We demonstrate a passion to succeed in all aspects of our businesses. We bring optimism, initiative and dedication to our work, displaying confidence in our ability to succeed.

We continually raise our expectations for what is possible and encourage a constructive dissatisfaction with our results. We apply our learning to the future, using both our successes and our disappointments as stepping stones to continued success.

Executing with Quality

We believe in executing with quality by understanding and responding to our companies' adult tobacco consumers' preferences. We plan collaboratively to ensure consistent and achievable goals. We execute by saying what we will do, doing what we say and documenting the results. We establish clear accountabilities and strive to produce superior results for our shareholders.

Driving Creativity into Everything We Do

We believe in driving creativity into everything we do, resulting in innovation and continuous improvement for our companies' adult tobacco consumers and our business processes. We encourage everyone to think about things differently and to think about different things, bringing vigorous challenge to everything we do. We build and develop ideas through collaborative leadership and by fully utilizing talents within our companies. We are receptive to new ideas and applaud those who dare to think differently.

Sharing with Others

We believe in sharing with others, unleashing the tremendous resources of our people as a force for good into the communities in which we live and work. We foster environments where our people can contribute their time, energy and commitment to their families, their neighbors, their colleagues and their communities. We share ideas, opinions and expertise openly and unselfishly, both within our family of companies as well as with those with whom we interact in our business dealings, in the true spirit of collaboration. We promote personal and professional pride and growth. As a family of companies, we acknowledge and embrace our roles as responsible, involved citizens and community leaders.

Company Roles



To responsibly manufacture and market PM USA brands to adult tobacco consumers in a financially disciplined way.



To responsibly manufacture and market USSTC brands to adult tobacco consumers in a financially disciplined way.



To responsibly manufacture and market John Middleton brands to adult tobacco consumers in a financially disciplined way.



To responsibly manufacture and market SMWE brands to adult consumers in a financially disciplined way.



To responsibly maximize financial contributions to Altria Group from a portfolio of leased assets.



To help Altria Group and its operating companies responsibly meet their business goals by providing the high-quality services they require in a financially disciplined way.



To strengthen relationships with the trade to best offer Altria's tobacco companies' brands in retail stores.



To execute consumer engagement programs and design/communicate retail promotion plans for Altria's tobacco companies.