

Our Mission is to own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco and wine consumers with superior branded products.

In pursuing our Mission, we have established the following goals for Altria and its subsidiary companies:

Invest in Leadership

We will invest in excellent people, leading brands and external stakeholders important to our businesses' success.

Invest in Developing Leaders

Attract, develop and retain diverse employees at all levels who take initiative to effectively pursue our Mission while demonstrating our core Values, and who want to be rewarded for both their results and how they achieve them.

Invest in Brand Leadership

Focus resources on achieving brand leadership in the categories in which our operating companies compete.

Invest in Business Partners Who Lead

Build relationships with business partners, including growers, suppliers, distributors and retailers, that promote actions consistent with our Mission and Values.

Invest in Communities

Help make the communities where we live and work leading environments where our companies can succeed.

Align with Society

We will actively participate in resolving societal concerns that are relevant to our businesses.

Help Reduce Underage Product Use

Identify and support programs to help reduce underage use of our products.

Help Reasonable Regulation Succeed

Support the development and implementation of regulations that improve public health and recognize individual consumer rights and preferences.

Meet Compliance Requirements

Comply with the legal, regulatory and internal policy requirements that govern our businesses.

Reduce Environmental Impact

Reduce the environmental impact of our businesses and promote the sustainability of the natural resources on which we depend.

Engage with Stakeholders

Engage and communicate openly and honestly with stakeholders about our businesses.

Satisfy Adult Consumers

We will convert our deep understanding of adult tobacco and wine consumers into better and more creative products that satisfy their preferences.

Understand Adult Tobacco and Wine Consumers

Use market research and consumer interaction to deeply understand adult tobacco and wine consumers.

Deliver Superior Branded Products and Experiences

Develop new and innovative products and brand experiences that exceed consumer expectations.

Reduce the Health Effects of Tobacco Use

Develop tobacco products that may offer lower risk for adult tobacco consumers and engage with FDA constructively about them.

Market Responsibly

Build relationships between brands and their adult consumer audiences while taking steps designed to limit reach to unintended audiences.

Communicate Health Effects

Communicate openly and honestly about the health effects of our products.

Provide Cessation Information

Help connect adult tobacco users who have decided to quit with expert quitting information.

Responsible Wine Consumption

Identify and support programs to help promote responsible wine consumption.

Create Substantial Value for Shareholders

We will execute our business plans to create sustainable growth and generate substantial returns for shareholders.

Responsibly Maximize Profitability

Grow income by investing in the strong brands of our operating companies while effectively controlling costs.

Maximize Returns from Other Investments

Ensure our non-tobacco investments are providing attractive returns.

Reward Shareholders

Return a large amount of cash to shareholders, primarily through dividends.

Preserve a Strong Balance Sheet

Protect the company's investment grade credit rating, preserve access to capital markets, and secure the cash flow generated by our operating companies.

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, and to provide marketing services to PM USA for its smokeless products.



To responsibly manufacture and market John Middleton brands to adult smokers 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 provide sales, distribution and consumer engagement services for Altria's tobacco operating companies.