



# Spree Bar

Manufactured by Charlie's Holdings, Inc.

## Product

**Description:** Spree Bar is a new e-cigarette brand that uses what the company calls Metatine, “a patented non-nicotine compound that provides adult users with a strong sense of satisfaction that is largely indistinguishable from traditional vape products.” The website describes the product as not containing nicotine and not being derived from tobacco. As such, they claim to be exempt from nicotine taxes in many states and describe the product as “PMTA exempt,” implying the product does not fall under FDA’s regulatory authority.

**Characteristics:** The product’s pre-filled flavor pods contain 12 mL of e-liquid, which allow for 6000 puffs. The starter pack is sold with a reusable battery, flavor pod, and charging cable. The company that makes Spree Bar is called [Charlie’s Chalk Dust](#), which also sells nicotine-containing e-liquids and disposable e-cigarettes. The company announced Spree Bar in a [press release](#) in May 2023, detailing how the product does not meet the definition of a tobacco product according to the Tobacco Control Act.



Source: [Spree Bar webpage](#)

Spree Bar is available in nine flavors: blue razz, rainbow fruit, strawberry apple melon, creamy melon, blood orange peach, watermelon grapefruit, strawberry mango, pineapple coconut, and sweet spearmint.

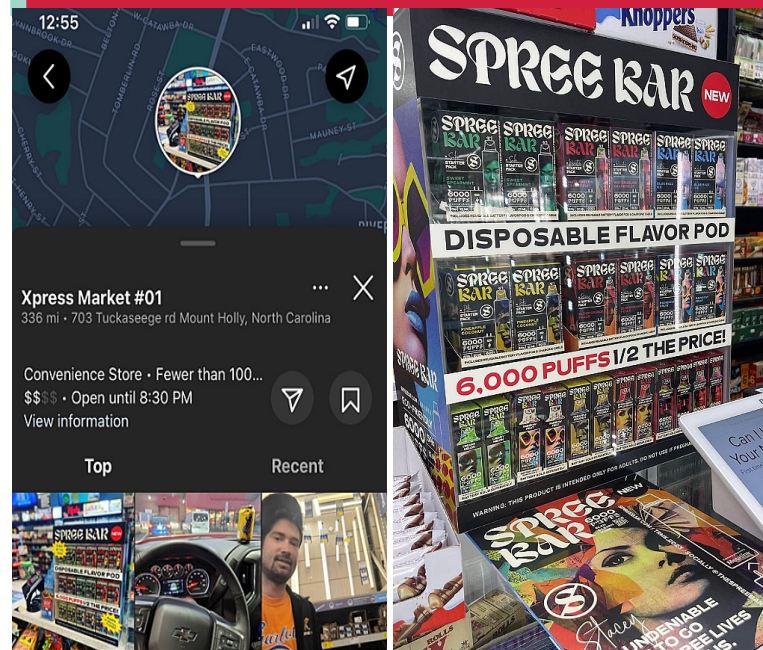


## Promotion

**Website:** Spree Bar has a [website](#), which provides details on the products and Metatine. The website is age gated and requires individuals to enter their date of birth in order to enter the site. The age gate page also contains a link to a [warning page](#) about the product, which details extensively the potential harms of using the product, including the following: “The statements made on this website have not been evaluated by the U.S. Food & Drug Administration (FDA). Metatine is not recognized as a drug in the official United States Pharmacopoeia and is not intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease. SPREE BAR with Metatine is intended only as a satisfying alternative for adult tobacco users and vapers. Metatine may be addictive, may be acutely toxic and, like nicotine, should be used with caution.”

**Spree Bar was an exhibitor at the National Association of Convenience Stores (NACS) trade show in Atlanta, Georgia in October 2023.**

**Charlie’s Chalk Dust, the company that makes Spree Bar, has filed [several trademarks](#) recently, including one for “Metatine”.**



Source: [Spree Bar’s Instagram page](#)

**Social media:** The website also links to their official Instagram account ([@thespreebar](#)). The account appears to be new, with the first post appearing in August 2023. The account has fewer than 150 followers as of November 8, 2023. At this time, the hashtag #spreebar has a limited number of posts. The brand appears to be partnering artist/influencer Rikki McKinney ([@rikkithefool](#)), who is featured in some of the brand’s Instagram posts. Rikki McKinney has collaborated with e-cigarette online vendors in the past. We also identified a [thread on Reddit](#) about the product from about three months ago. The thread is mostly focused on trying to understand Metatine and how it works.



Source: [Metanine webpage](#) (July 2023)

**Point-of-sale:** One of the brand's Instagram posts features a photo of the product displayed at the point-of-sale at a convenience store outside of Charlotte, NC. Additional point-of-sale locations have been identified in Arkansas and New York via LinkedIn postings.

## Place

**Retailer engagement:** Spree Bar was recently an exhibitor at the National Association of Convenience Stores (NACS) trade show in Atlanta, Georgia in October 2023, suggesting a desire to increase and expand their presence in convenience and fuel retailing.

Spree Bar is sold via online vendors including VaporBeast and PerfectVape.

## More About Metatine

Charlie's Chalk Dust, the company that makes Spree Bar, has filed [several trademarks](#) recently, including one for "Metatine" and "Metanic." A past version of [Metatine's webpage](#) from July 2023 appears to have publicly displayed a IUPAC designation as: "The substance Metatine™ has the International Union of Pure and Applied Chemistry (IUPAC) designation 2-methyl-5-[(2S)-1-methylpyrrolidin-2-yl]pyridine and a chemical formula C10H14N2." This designation was removed from the website between the end of September and beginning of October. [Other companies](#) may be developing potentially similar synthetic chemical compounds.

## Questions

If you have any questions about this deep dive into Spree Bar, or if you have encountered Spree Bar advertising or sales in your community and would like to share images or information, please contact Dr. Ollie Ganz ([ollie.ganz@rutgers.edu](mailto:ollie.ganz@rutgers.edu)).