

A pocket sized dispenser houses in coiled form a flexible strip of portions (202) of smokeless tobacco sized for placement between a consumer's cheek and gum, where the flexible strip includes a base tape (201) removably attached to the plurality of portions (202), and wherein the dispenser and strip are adapted to allow a consumer to separate individual portions (202) from the base tape (201). The individual portions (202) comprise either a collection of tobacco particles at least partially enclosed by a coating comprising a water-soluble non-crosslinked component and a substantially water-insoluble cross-linked component; or pouches attached to the base tape (201) with a food-grade adhesive, the pouches comprising smokeless tobacco enclosed in a water-permeable wrapper with at least one lap-sealed edge. Methods of preparing such are disclosed.