

ALLIANCE  CIGAR.com
AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Dear Friends,

We hope this catalog finds you and your families well. Spring is quickly approaching and with it the renewed hope and anticipation of fun times and good things to come. I'd like to highlight a very special project that we have been unfolding over the past five years. It's called the "DeSocio Series". We have partnered with Alec Bradley, Boutique Blends/Altadis, Drew Estate, Espinosa Cigars, My Father Cigars, Rocky Patel and the Oliva family. Each of these companies have been long time friends and strategic supply partners for over 15 years. What makes this project unique is that all of these companies have taken their all-time highest rated brand and produced an exclusive size just for us. We only sell these products to our brick and mortar customers. These products are a great way to have something unique, limited, highly rated and only found in stores like yours. The DeSocio series consists of; 93-7703 Flor de las Antillas "DeSocio" (5.75 X 54) Cigar Aficionado's Cigar of the Year 2012 93-8017 PRENSADO "DeSocio" (5.5 X 56) Cigar Aficionado's Cigar of the Year 2011 93-8601 Aging Room Quattro "DeSocio" (5 3/4 X 47 Dbl. Perfecto) Cigar Aficionado's #2 cigar of the Year 93-8010 Oliva Serie V Melanio "DeSocio" (6.5 X 54) Cigar Aficionado's Cigar of the Year 2014 93-5779 TEMPUS "DeSocio" (6.5 X 54) Rated 94 by Cigar Aficionado, 93-8928 Laranja Reserva "DeSocio" (5 5/8 X 54 Dbl. Perfecto) rated 95 by Cigar Aficionado. The newest addition to this collection is coming from our friends at Drew Estate; 93-9445 Herrera Esteli "DeSocio". The Herrera Esteli blend has consistently been a consumer favorite as well a consistent highly rated stick from CA and the Blogging community. We also expect to receive the newest edition to our collection this month, the Rocky Patel Sun Grown Maduro "DeSocio" a Corona Gorda size of Rocky's all time highest rated cigar (Cigar Aficionado's 2016 #2 Cigar of the Year).

One way to keep your premium cigar customer's loyalty is to offer a great variety of today's hottest selling "small batch craft" cigars as well as a comprehensive assortment of Cigar Aficionado's 2017 and 2016 Top 25 Cigars of the Year. We carry almost all of them. We have indicated in our attached price List those Cigars that have received this prestigious distinction. There are tons of these small boutique brands popping up all the time. We have spent countless hours following these new products, visiting their factories, canvassing consumers for their opinions all in an effort to pick products that will deliver new sales for your store. We carry the most extensive collection of these small batch craft cigars. We recommend the following brands if you are looking to balance your humidor with some unique offerings; Asylum, Caldwell (2016 Cigar Aficionado Top 25), Foyle, Casa Turrent (a 2016 Top 25 from Cigar Aficionado), Buenaventura, Curavari (2016 Top 25), Roma Craft CroMagnon (2016 Cigar Aficionado Top 25), Plasencia "Alma Fuerte", Sobremesa, Laranja Reserva (2016 Cigar Aficionado Top 25), and Villiger "San'Dor Colorado" (2016 Cigar Aficionado Top 25). All of these small craft brands have also received numerous 90+ ratings from Cigar Aficionado, Cigar Inside, Cigar Snob, and Halfwheel among others.

Please review our Exclusive money saving deals detailed on the back of this cover letter. These exclusive monthly promotions are only available thru us on behalf of many of today's premier manufacturers like Drew Estate, Nat Sherman, Perdomo, Rocky Patel, Davidoff, Alec Bradley, My Father Cigars, Oliva, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins.

We pride ourselves on having the friendliest Customer Service Team in the industry today. We are a small employee owned company with over 85 years combined experience in the Imported Premium Cigar industry. We treat our customers with care and respect, unparalleled in business today. Our singular focus is on Imported Premium Cigar Brands. We will help you manage the complex world of Imported Premium Cigars. If you need advice, service, product, selection and pricing when it comes to Imported Premium Cigars we are best prepared to meet and exceed your needs. Our mission has always been and remains to provide all licensed resellers of fine imported premium cigars the greatest choice with the best pricing possible. Coupled with an unparalleled level of knowledge, service, and helpfulness. Have a profitable and a wonderful Spring!

As always we are honored and grateful to serve you and your company's premium cigar needs, whether that be just a couple of boxes or providing you with all your premium cigar category needs. Thank you once again for your loyalty and support.

Warmest regards,


Tom Sullivan
Founder