

ALLIANCE CIGAR

Dear Friends,

Summer is Cigar Season across the country, and it's the best time of the year to experiment and try some new cigars. Many of today's cigar consumers are searching for that next best cigar or hoping to discover something their cigar smoking buddies haven't.

How about trying a couple of great boutique brands in your store? Boutique brands generally offer you something that is unique and help set your store apart from all the big national brands that are easily available everywhere to everybody. No distributor carries a greater selection of small batch, vintage or boutique brands than we do.

We recently discovered the 7-20-4 brand from fellow tobacconist, Kurt Kendall, (P.S. as nice a gentleman as we have ever met in the business). This superb cigar is made in very small batches in Honduras using a rare priming of Brazilian Mata Fina wrapper. Combined with an unusual Costa Rica binder and a four country blend of fillers, (Nicaragua, Honduras, Mexico and Columbia), the result is a very unique taste that is complex and deep, yet smooth beyond comprehension. Kurt's philosophy has been to fully and exclusively support the Brick and Mortar trade. We believe this brand offers you a nice opportunity to provide your customers a great product at a great price and at the same time helps retain their loyalty for this product in your store.

This is also the time of the year where many of our premium cigar manufacturer's will be releasing new brands and new sizes to existing blends as well as new blends to existing brands. Rest assured we will continue to be the best source for all these new releases. The information on these new releases will be emailed immediately to you, and will also be available on our website, www.Alliancecigar.com, as well as through our Sales Service Team here at Alliance. If you do not have a password for access to our website, please call us and we will get you set up in a couple of minutes.

Best regards for a happy Summer!
Tom Sullivan
Founder