

ALLIANCE CIGAR

Dear Friends,

Summer is here and that means business for all our friends in the retail cigar industry! Summer is Cigar Season across the country, and it's the best time of the year to experiment and try some new cigars.

Consumers are always looking for something new or something different. Our store owners are always looking for something they can sell and not have to compete with the discount outlets. To meet these needs we have developed a unique and extensive portfolio of EXCLUSIVE line extensions to popular brands. These exclusive line extensions are only available thru Alliance Cigar. These items are exclusively for our brick and mortar accounts. By stocking and selling these products in your store you can offer your customer something unique from today's most sought after brands.

Our newest EXCLUSIVE product is a block buster! We are proud to announce that we now have an exclusive size to today's hottest cigar brand "Flor de las Antillas". This year Cigar Aficionado announced that the Toro size was the Cigar of the Year. This brand has been a home run ever since for our customers. The new "DeSocio" size (5 3/4 x 54) is sure to help you build store loyalty as this product will only be available thru us to our brick and mortar customers.

In addition, Drew Estate's hottest boutique brand MUWAT (also known as UZI) has been expanded to include two new sizes (and the first shaped cigars in the line) and are only available exclusively thru us; the Kemosabe Belicoso (#7469) and the WOPR Double Perfecto (#7470).

Finally, we are honored to be appointed the Exclusive Wholesale Distributor for Alec Bradley's MAXX "Connecticut" blend. In addition to us now being the exclusive source for this brand stay tuned for new exciting sizes and promotions to come from us as well.

In addition we also have these other Exclusive products;

#2458 ACID Ronin	#4091 Rocky Patel Meritage Toro
#2741 ACID Ronin Deluxe	#4089 Rocky Patel Meritage Torpedo
#3028 ACID RONIN Ridiculuso	#5729 Rocky Patel 1990 Vintage Rockchilde
#5779 TEMPUS DeSocio (6 1/2 X 54)	#6092 Rocky Patel Decade Rockchilde
#4090 Rocky Patel Meritage Churchill	#6091 Rocky Patel 1999 Vintage Rockchilde
#4088 Rocky Patel Meritage Robusto	

In addition to the largest assortment of premium imported cigar brands and exclusive products, no distributor carries a greater selection of small batch, vintage or boutique brands than we do. We have several new line extensions to hot brands like the new San Lotano from AJ Fernandez, Alec Bradley "Nica Puro", Altadis's "SLR Gen 2" and H. Upmann "Legacy", Pepin Garcia's "El Centurian" as well as Rocky Patel's; "Platinum" and "Royale" as well as Nish's new "Bold" and Nimish's "Rapture".

If you haven't asked for a password to use our online ordering and inventory management website; www.AllianceCigar.com you should consider doing so. We just recently upgraded the site to include more informative tools for educating your team on the premium cigar category. The site also has several different monthly promotions and products from the premier manufacturers like Drew Estate, AJ Fernandez, Rocky Patel, Davidoff, Alec Bradley, Fonseca, Casa Magna, Gurhka, My Father Cigars, Oliva, Cojimar, Altadis, General Cigar and others that are only available through us.

We pride ourselves on having the friendliest Customer Service Team in the Industry today. We are a small employee owned Company with over 75 years combined experience in the Imported Premium Cigar industry. We treat our customers with care and respect unparalleled in business today. Our focus is on Imported Premium Cigar Brands; we are unique in this way. Most Tobacco Wholesale Distributors that sell cigars have their focus on other categories of tobacco, like cigarettes, machine made cigars, snuff, etc. In addition most of these companies sell all other types of goods like soda, marital aids, coffee and phone cards. What does any of that have to do with helping you manage the complex world of Imported Premium Cigars? In one word; NOTHING. 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 healthy summer!

Best regards,



Tom Sullivan
Founder

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