

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

Greetings Friends,

Our May 2016 Alliance Cigar Wholesale catalog features three new exciting brand extensions and one packaging change of great classic brands from our good friends at General Cigar;

**CAO "Flathead"** Rated the #3 cigar of the Year by cigar Aficionado! The CAO Flathead is made by General Cigar Co. in Nicaragua. General inherited the entire portfolio of CAO's preexisting brands after Swedish Match and ST Cigar Group Holdings merged in 2010. Flathead, however was created under General Cigar by Rick Rodriguez and Ed McKenna. The idea was for the cigars to resemble the engine blocks found in America's classic hot rods, and this is reflected in the packaging as well. Each box looks like an engine and even comes with a vintage-style print of a pinup girl. There is undoubtedly a jovial aspect to the theme, but it would be a mistake to dismiss the Flathead as a novelty. The cigar is a gutsy blend that starts with a dark Connecticut broadleaf wrapper, a Cuban-seed binder also grown in Connecticut and a combination of Nicaraguan ligero and Dominican Piloto Cubano tobacco. If Rodriguez and McKenna intended the blend to reflect hot rods and muscle cars along with the packaging, we'd say they delivered.

**Hoyo by Hoyo de Monterrey** The new Hoyo is geared exclusively for brick and mortar retailers and we started shipping retailers beginning on April 1st. The look of the new Hoyo might look familiar to fans of the Hoyo de Monterrey line. This is because the packaging and banding was inspired by a limited edition cigar released under the Hoyo de Monterrey line called Hoyo de Monterrey Edición de Cumpleaños 150. That cigar was meant to commemorate the 150th anniversary of the Hoyo de Monterrey brand. At the same time, General Cigar used the occasion to showcase a new contemporary look for the Hoyo de Monterrey brand. The blend featured a proprietary shade grown Habano wrapper from Esteli cultivated by the Plasencias that had never been used before as well as feature a new varietal of Nicaraguan tobacco.

**CAO "Pilon"** When CAO set out to craft a new cigar for the Classic Series, they went straight to a fermentation technique that helped to build the mystique of old-world Cuban cigars, the round pilon. The scene was the tobacco barns of late 1800s Cuba. Skilled men called piloneros were masters of a slow, 18-month long fermentation technique using round pilons. This method involved hemming tobacco leaves together and stacking them, layer by layer, in a circular pattern. While building and tending to the round pilon took as much patience as it did skill, this method of natural fermentation maximized the flavor and color of the leaves. Of course, it was of little concern that this methodical process was costly and time-consuming. Back then, the only bottom line that mattered was the flavor. And the tobacco didn't lie. But time marched on, less costly fermentation methods were explored and the standard rectangular pilon was born. With CAO Pilon, they're bringing back the round pilon from old-world Cuba. And along with it, the richer, more complex taste that's unattainable through other methods. Crafted with an Ecuadoran Habano wrapper and Nicaraguan binder and filler and the band features the signature of Master Blender, Rick Rodriguez, along with an illustrated homage to the round pilon.

A new look for an old classic; **Macanudo**. Back at the 2015 IPCPR Trade Show, General Cigar previewed a new look for its Macanudo brand. The new look included logo and packaging changes. General Cigar will roll out its new look across its Macanudo Café, Macanudo Maduro, Macanudo Crü Royale and Macanudo 1968 line. The changes are intended to give Macanudo an enhanced and more consistent look across its portfolio. This is an exciting updated look for our #1 Selling brand. We know your customers will love the new look.

Our May catalog also includes our exclusive manufacturers' promotions and deals. During the month we will also have many more deals and promotions as well as new product introductions. You can stay informed by logging on to our website, [www.AllianceCigar.com](http://www.AllianceCigar.com). If you do not already have a password for our website, simply call Carolyn at 800-328-1001, and she will get you set up. In addition to the website, we will be updating you weekly on exclusive promotions, deals and new products through our weekly emails.

Warmest regards,



Tom Sullivan  
Founder