

# ALLIANCE CIGAR.com

AMERICA'S PREMIER CIGAR WHOLESALER  
FAST · FRESH · FRIENDLY

Greetings,

On behalf of myself and our entire Alliance Cigar family we would like to extend our sincerest best wishes for a great Thanksgiving and upcoming Holiday season. As we enter our 21st year of business and service to the cigar retailing industry we would like to thank all of our special friends and customers for helping us grow and become a key component of your premium cigar business. Like you, we are a small family owned business and understand and appreciate the sacrifices and dedication you make to your business.

We have highlighted and included an additional page that details all the hottest new accessory products based on your requests for more choices in this profitable category. We also have added two great choices in the dry cured premium cigar category; Villiger Export and Toscano. These two European classic brands each have well over 100 year old histories. They do not need to be stored in your humidor and give you a great opportunity to expand your product offerings without taking up precious shelf space in your humidor. The Toscano is a legendary cigar from Italy with a unique birth; one day in 1815 in the Florence tobacco factory, tobacco - left to dry in the summer sun - was soaked by a violent downpour. Since they couldn't throw the tobacco 'into the River Arno', the staff decided to produce inexpensive cigars to be sold in Florence. Those cigars were quickly a huge hit. Water had caused the tobacco fermentation, giving it a 'brand-new' flavor. The legend of TOSCANO was born, and it's been in continuous production since 1818 and is now available to you at factory direct prices.

We carry the greatest array of popular Infused premium cigars. This month we have added the new Java 'Red' to the Drew Estate made Java collection. Nobody does coffee flavors better than Drew Estate, and the Java Red is a rich and fragrant smoke. Handmade with the best-aged Nicaraguan tobaccos with a lush, dark brown wrapper, this new version introduces sweet hints of cherry plus some creamy dark cocoa to its core coffee flavor, for a unique smoke.

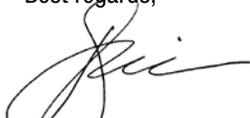
We are always looking for ways to bring the most sought after cigars, exclusive products and the newest products to our customers first. All these new products are marked "New" in the catalog to help you in your search. In addition to the largest assortment of premium imported cigar brands and exclusive products, no distributor carries a greater selection of small batch, vintage or boutique brands than we do. We distribute for the hottest small batch cigar brands like Mi Querida, Sobremesa, Todos las Dias, Curavari, RomaCraft, Leaf by Oscar, LaRanja, and Robert Caldwell to name a few. We have several key additions to our extensive portfolio of exclusive premium cigar sizes of world famous brands like; Herrera Esteli, Flor de las Antillas, Prensado, Tempus, Meritage, Kentucky Fire Cured, My Uzi Weighs a Ton, ACID, Aging Room, LaRanja, Rocky Patel Decade and many more. These products are ONLY available through us at Alliance Cigar. In addition they are not sold to the big catalog/discount internet outlets.

We now carry the entire product offerings of the AJ Fernandez Company. AJ's products have taken the market by storm over the past 5 years and we are proud to represent his entire vast collection of super premium cigars including the recently introduced New World Puro Especial, Last Call and Enclave Broadleaf. Raised in Cuba and steeped in the rich tradition of the Fernandez cigar legacy, AJ Fernandez produces unparalleled premium cigars in Esteli, Nicaragua. Ensuring superior quality, the day-to-day operations at Tabacalera AJ Fernandez Cigars de Nicaragua, are managed under the watchful eye of AJ himself. Through a fusion of inherited technique and learned patience, Fernandez filler tobaccos are grown from prized seeds which are proprietary only to the Fernandez family. Perhaps the most essential quality of the AJ Fernandez line of cigars is the perspective and motivation of AJ, as well as the history of the Fernandez family. We highly recommend these fine cigars!

If you haven't asked for a password to use our online ordering and inventory management website; [www.AllianceCigar.com](http://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, Nat Sherman, Perdomo, 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 85 years combined experience in the Imported Premium Cigar industry. Our singular focus is on helping grow your profitability through the Imported Premium Cigar category. 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 Winter!

Best regards,



Tom Sullivan  
Founder