



Greetings Friends,

Our August 2017 Alliance Cigar Wholesale catalog features four new exciting brand extensions of great classic brands from Altadis. In addition our long time friends Raphael Nodal and his Aging Room brand as well as A.J. Fernandez have joined forces with Altadis to bring us several new exciting products.

Monte By Montecristo AJ Fernandez

The Monte by Montecristo AJ Fernandez is his take on one of the most recognized cigar brands in the world. Being of Cuban heritage, he's honored to be part of an iconic brand such as this one. AJ is more than up for the challenge. He has access to a lot of tobacco and it's a matter of pride for him to make this Montecristo taste like no other.

Gispert Intenso

The Gispert brand may not be the most well-known, but it sells nicely. To expand the brand's potential Altadis has recruited A.J. Fernandez to create a stronger version of the generally mild brand. Fernández and Altadis U.S.A.'s Grupo de Maestros worked together to select a blend of American, Nicaraguan and Dominican tobaccos.

H. Upmann by AJ Fernandez

Another A.J. Fernandez creation, this H. Upmann has been selling nicely for our customers since May, bearing a new cream and light blue color scheme Wrapper: Ecuadorian Sumatra Binder: Nicaraguan Corojo 99 Filler: Nicaragua and the Dominican Republic.

Saint Luis Rey Natural Broadleaf

One of the finest new blends we experienced at this year's 2017 IPCPR. Connecticut Broadleaf wrapped cigars are all the rage. This one is as fine an example of the subtle sweetness high grade Connecticut Broadleaf adds to a cigar as we have seen. And the price point is spot on to boot! Altadis U.S.A. is showing off a new fermentation for Connecticut broadleaf for this somewhat lesser-known brand. It comes in three beefy vitolas, is produced in Honduras and will be on shelves later this month.

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. 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 and are proud to be an Official national wholesale distributor for these great brands. We recommend the following brands if you are looking to balance your humidor with some unique offerings; Sobremesa, Mi Querida and Todos Las Dias from Steve Saka of Dunbarton Tobacco, Asylum, Caldwell (2016 Cigar Aficionado Top 25), Foyle, Casa Turrent (a 2017 Top 25 from Cigar Aficionado), Curavari (2016 Top 25), Padilla, Roma Craft CroMagnon (2017 Cigar Aficionado Top 25), Laranja Reserva (2016 Cigar Aficionado Top 25), LEAF by Oscar and Villiger "San'Dor Colorado" (2017 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.

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