

# ALLIANCE CIGAR.com

AMERICA'S PREMIER CIGAR WHOLESALER  
FAST · FRESH · FRIENDLY

Greetings Friends,

Rocky Patel has been aptly named the hardest working man in the Cigar Industry for many reasons. One of which is his ability to successfully develop new and unique blends of high grade premium cigars. This year is no exception, in fact this year's introductions are exceptional and we highly recommend that you consider adding them to your inventory. As always we at Alliance Cigar will have all these products for you at the Factory Direct Prices in addition to our world class Customer Service. Also look out for our exclusive upcoming promotions on these new products as well as many of today's top selling brands. Rocky's new brands are as follows;

**RP "Special Edition"** is a price-protected brand offered in three sizes, all in boxes of 10: Robusto (5 1/2 x 50), Toro (6 1/2 x 52) and Sixty (6 x 60).

**"Dark Dominican"** is a four size line: Corona (5 1/2 x 42), Robusto (5 1/2 x 50), Churchill (7 x 49) and Supremo (6 x 54). All offered in boxes of 20. This represents Rocky's first ever Dominican made cigar.

**The new "Hamlet 25th Year"** pays tribute to Hamlet Jaime Paredes, the famed Cuban roller who began working for the Rocky Patel Company a few years ago. The 25th year refers to Paredes' quarter of a century in the cigar business. The cigar is a beautiful medium-plus experience in elegant box packaging.

**Rocky Patel Fifty Toro (2017);** The famed Rocky Patel Fifty is back with just a single size. While it may not be as opulent as the packaging was on the original, I think the updated version is better.

**Rocky Patel Vintage 2006 San Andreas;** the newest Rocky Patel Vintage is here. As the name implies, it uses a Mexican wrapper leaf, the first for any of the Vintage line. Available in four sizes all boxes of 20 with MSRPs ranging from \$9.55 to \$11.75. Launch Date: September 2017.

**Rocky Patel The Edge A-10 Robusto;** A late addition to the company's portfolio, the barberpole version of The Edge gets a third vitola. (Boxes of 20, MSRP \$146)

**Java Red;** The new Java Red will sell like crazy. but Java is one of the top-selling cigar brands in the world. It will be available in the 6 familiar Java sizes; Java Red Corona (5 x 42), Java Red Petite Corona (4 1/2 x 38), Java Red Robusto (5 1/2 x 50), Java Red The 58 (5 x 58), Java Red Toro (6 x 50) and Java Red Wafe. Launch Date: late September 2017.

No one in our industry has dedicated their time, money and resources to defending your business and our industry against those that would regulate us out of business than Rocky and his brother Nish Patel. Their dedication and sacrifice on behalf of all of us in the premium cigar business and the millions of consumers who enjoy a premium cigar has been an inspiration to all. We are very grateful to Rocky and Nish for all that they have done and continue to do to help our industry, our businesses and our families. Thank you Rocky and Nish!

On behalf of myself and our entire Alliance Cigar family we would like to extend our sincerest best wishes for a great Labor Day weekend. No one appreciates the efforts, dedication and labor a small business owner like you puts in, other than another small family owned business owner. 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 (ie. customers) for helping us grow and become a key supply partner to your premium cigar business. Unlike many of the other cigar wholesalers, we remain an independently owned family business. We are not owned by a foreign tobacco conglomerate, nor are we simply a division of a huge consumer cigar catalog/internet operation. As Summer comes to a close we wish you, your families and your co-workers all the best.

Sincerely,



Tom Sullivan  
Founder