

# ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER

Greetings Friends,

FAST · FRESH · FRIENDLY

Our August 2020 Alliance Cigar Wholesale catalog features a number of new exciting brand extensions of great classic brands from Altadis. In particular we are excited about;

Our dear friend Raphael Nodal has topped his list of great accomplishments once again. This year his Aging Room Quattro Nicaragua received our industry's most prestigious distinction, "Cigar of the Year from Cigar Aficionado". We have excellent stock and this blend in all 4 sizes is a must have for all retailers.

Romeo Reserva Real Nicaragua; 100% Nicaraguan puro made by AJ Fernandez .An extension of Reserva Real, one of the most trusted and respected cigar brands. It is well-balanced and complex profile with a rich aroma Competitive price positioning: MSRP \$8.77-\$9.96.

Montecristo Espada gets its third blend, a Nicaraguan puro with a rather dark wrapper and produced at the Plasencia Cigars S.A. factory in Estelí, Nicaragua.

The very popular Romeo by Romeo blend gets a new size; the 6x60 Magnum in 20ct boxes!

The best seller blend in the Montecristo family, the "White" series finally gets a small cigar of its own; the Montecristo White in Mini Tins of 20 small cigars.

Trinidad Espiritu was made in collaboration with A.J. Fernández, the first time he has crafted a cigar for the brand. The cigars are indicated as Series No. 1, with two more in the works for future release.

The H. Upmann brand will pay tribute to the island of Hispaniola with a new release that utilizes Pilotico tobacco, a varietal grown in the Dominican Republic by Jose Mendez & Co. and was featured in the Montecristo Pilotico. It's also said that upwards of 35 percent of tobacco grown in the Dominican Republic comes through Jose Mendez & Co. In addition to Pilotico, the filler features andullo tobacco, which is fermented through a distinctive process of being formed into three-meter-long cylinders, bound with palm bark and then tightened with rope. The line will be available in 3 popular sizes with MSRPs ranging from \$8.50 to \$8.95.

The Henry Clay "War Hawk" is a dedication to Henry Clay's lasting influence. The War Hawk cigar is aptly named, as it is a bit rebellious in going against its own tradition by not using a Connecticut Broadleaf wrapper – as do most other Henry Clay brands. The "Hawkish" cigar is a complex cigar, boasting unique flavors, with plenty of spice. This medium-bodied blend sports an Ecuadorian Connecticut wrapper, which houses a broadleaf binder and Honduran filler. We think it is a great value for this class of complex unique cigar.

Another great way to keep your premium cigar customer's loyalty is to offer a great variety of today's hottest selling "small batch craft" cigars. 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 we highly recommend the following brands; Foundation Cigar's portfolio of highly rated and sought after brands like The Wise Man Maduro, Tabernacle, El Gueguense and Charter Oak; Asylum, Caldwell (2016 Cigar Aficionado Top 25), Foyle, Leaf by Oscar, Buenaventura, RomsCraft, Curavari (2016 Top 25), JFR from Casa Fernandez, as well as MiQuerida from Dunbarton Tobacco and Trust . All of these small craft brands have also received numerous 90+ ratings.

Please review our Exclusive money saving deals detailed on the back of this cover letter. These exclusive monthly promotions are only available thru us on behalf of many of today's premier manufacturers like Drew Estate, Nat Sherman, Perdomo, Rocky Patel, Davidoff, Alec Bradley, My Father Cigars, Kristoff, General Cigar, Oliva, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins. Please check our website for constant updates. We will also be sending you email updates as well or you can always give us a quick call and we will be happy to let you know of anything that is new. We are honored and grateful to serve you and your company's premium cigar needs.

Have a great Summer!



Tom Sullivan  
Founder