

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Dear Friends,

Our August 2021 Alliance Cigar Wholesale catalog features a number of new exciting brand extensions of great classic brands from Altadis.

Aging Room Quattro Nicaragua received our industry's most prestigious distinction last year "Cigar of the Year from Cigar Aficionado" and continues to lead the way for the exciting Aging Room brand family. 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.

The Romeo y Julietta "Eternal" is a very limited edition that celebrates the brand's 145 years of passion for cigars. Exclusive blend made by the famous Plasencia family with luxurious tobaccos from the private reserve in Nicaragua. With a stunning caramel toned wrapper that has been double fermented and aged for 26 months. Packed in a standing box of 11 cigars, one of them featuring a golden ring that symbolizes the strong bonds between cigar aficionados and Romeo y Julieta.

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 "PLEDGE" and "ENCORE" both #1 Cigars of the Year from EPC, The Wise Man Maduro, Tabernacle, El Gueguense and Charter Oak; Asylum, Buenaventura (consistently rated a top 25 Best Value Cigars by Cigar Aficionado), Caldwell (2016 Cigar Aficionado Top 25), Foyle, Asylum, Leaf by Oscar, RomaCraft, Curavari (2016 Top 25), JFR from Aganorsa, and Warped (#3 Cigar of the Year 2019 in Cigar Aficionado). 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 VILLIGER "Export", Drew Estate, Gurhka, Plasencia, Oliva, Perdomo, Ashton, Rocky Patel, Davidoff, Alec Bradley, 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.

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, ACID, ACID 20, Oliva V Melanio, Rocky Patel Decade, Rocky Patel Sun Grown Maduro 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. If you haven't asked for a password to use our online ordering and inventory management website; 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.

Experience what our customers have learned over these last 20 years. We pride ourselves on having the friendliest and most responsive 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 total focus is on Imported Premium Cigar Brands. 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 great Summer!



Tom Sullivan
Founder