

# ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER  
FAST · FRESH · FRIENDLY

Happy Holidays,

We would like to extend our sincerest best wishes for a great Holiday season. As we enter our 23rd year of 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 family owned business and understand and appreciate the sacrifices and dedication you make to your business.

For the gift giving season ahead we have highlighted and included an additional page that details all the hottest new Cigar Gift Sets, Sampler packs and accessories. We also have added many more high value/cost effective humidor, Lighter and Cutter options in time for the Holiday season as well.

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" or "Exclusive" in the catalog to help you in your search. In addition to the largest assortment of premium imported cigar brands and exclusive products, we distribute the greatest selection of small batch, vintage or boutique brands like; Warped, Mi Querida, Curavari, RomaCraft, Leaf by Oscar, Foundation Cigar's Wise Man Maduro, Charter Oak, Asylum, Oscar Valladeres 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; ACID 20, ACID Subculture, Herrera Esteli, Flor de las Antillas, Prensado, Tempus, Meritage, Rocky Patel Decade and many more.

A new product that is making a big splash with our customers is our own exclusive ACID 20th Anniversary cigar "the Bronxzilla".

In 2019, Drew Estate celebrated the anniversary of its ACID cigar brand with the introduction of a chromed-out, ACID 20. The company expanded the line with the release of a Toro and Robusto Tubo. Now, the ACID 20 Bronxilla continues the celebration. The Bronxilla features an Ecuadorian Connecticut Shade wrapper, Indonesian binder and rich Nicaraguan filler. Each ACID 20 Bronxilla will be presented as a 5 x 54 Robusto enveloped in a blinged-out chrome foil and packed in 20-count boxes with the ACID 20 logo on it. Drew Estate president and founder Jonathan Drew commented: "ACID 20: Bronxilla is a monumental achievement for Drew Estate, a celebration of freedom, and a virtuous shout out to our dear friends Tom Sullivan and Steve Kallinikos of Alliance Cigar.

The Deadwood collection from Drew Estate has grown to include the likes of Sweet Jane, Fat Bottom Betty, Crazy Alice, and now, Leather Rose. These cigars separate themselves from Drew Estate's other non-traditional smoking experiences in that they are not infused. Instead, the cigars utilize premium, exotic tobaccos throughout their filler and binder, being finalized with gritty maduro wrapper leaves. As a finishing touch, the cigars' caps are applied with naturally sweetened gum, allowing for the perfect intersection between traditional and non-traditional smoking experiences.

Leather Rose is the boldest tasting cigar of the collection in our opinion. It is a short/stout 5" x 54 torpedo format. This cigar offers a more spicy performance than the other Deadwood sizes, it's a medium-plus body and like the other sizes in the Deadwood family is the fastest growing brand in our Drew Estate portfolio.

With the cold months approaching in many parts of the Country small cigars can become a significant revenue enhancer for your store. We have a number of merchandising options for the range of 4X32 cigar tins from the Drew Estate. In total, there are 15 cigars, all sold in tins of 10, which themselves are packaged in sleeves of 50 cigars. The 15 cigars cover almost all of Drew Estate's blends. The Acid and Isla del Sol 4X32s have been our best sellers so far this year.

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, Arturo Fuente, Perdomo, Rocky Patel, Davidoff, Alec Bradley, Kristoff, My Father Cigars, Oliva, Altadis, Plasencia and others that are only available through us.

We pride ourselves on having the friendliest Customer Service Team in the industry today. Our singular laser like 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 Cigar Retailers 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