

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Greetings,

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. The past year is no exception. We highly recommend that you consider adding these new blends detailed below to your inventory. We distribute all these new Rocky Patel products for you at the Factory Direct Prices.;

Rocky Patel "The Sixty"; Celebrates Rocky Patel's 60th birthday with a cigar, unlike anything we've ever rolled. These cigars were rolled two years ago and have been aging in Nicaragua at the TaviCusa facility. Quality comes with age, and after 60 beautiful years of life, Rocky Patel's passion for premium cigars has never been more refined. To celebrate his unbridled love for signature cigars.

Rocky Patel "Disciple"; This uses the dynamic Mexican San Andrés wrapper over a Nicaraguan binder and Nicaraguan fillers and is rolled at the TAVICUSA factory. This is a fuller bodied cigar at a premium value priced point. Great for your every day cigar purists.

Rocky Patel "White Label"; This is a special occasion cigar. One of the key differentiators is the use of a Connecticut Shade wrapper grown in the U.S. with tobaccos that have been aging for ten years. The remainder of the blend consists of Nicaraguan and Jamastran Valley (Honduran) tobaccos. The White Label comes in four sizes: Robusto (5 x 50, SRP \$19.00); Toro (6 1/2 x 50, SRP \$20.00); Churchill (7 x 48, SRP \$20.00); and Sixty (6 x 60, SRP \$21.00).

Rocky Patel A.L.R "Second Edition"; Back in Stock! This annual limited release always sells out quickly! The A.L.R stands for Aged, Limited and Rare, and these beauties are all that and more. The "Second Edition" is a completely new version of A.L.R, a line of cigars that are aged for two years after rolling. An early version debuted in 2018, but the only thing this new cigar has in common with the original is the aging concept and the name. It's a completely new blend, and it's box pressed," said Nish Patel. "Completely different. There's nothing similar." ALR Second Edition, which is described as medium to full in body, comes in three box pressed sizes, using dark, Mexican San Andrés wrappers. The Robusto measures 5 1/2 by 52, the Toro is 6 1/2 by 52 and the Sixty is 6 by 60. They retail for \$13, \$14 and \$15, respectively. The First Two editions sold out quickly and we expect these will as well.

Rocky Patel; Sun Grown Maduro "DeSocio"; Rocky's all time highest rated blend just got hotter. This exclusive size (5 3/4 X 46) is only available from us at Alliance Cigar and is a true Brick and Mortar exclusive.

Rocky Patel ; "Quarter Century"; To celebrate an unforgettable 25 years in the cigar business, Rocky has pulled out all the stops to create a masterpiece. Named after 25 years of rigorous innovation, this cigar embodies everything what makes the Rocky Patel brands stand out; Hard work, dedication, and attention to detail. Showcasing an exquisite San Andrés wrapper and featuring the finest tobacco that Nicaragua has to offer, the Quarter Century is quite possibly the best cigar Rocky has created. Aged over 2 years after rolling, and 10 years before — this isn't just a cigar, it's the beginning of a new era.

Rocky Patel "Grand Reserve"; This blend just received Cigar Aficionado's #9 ranking in their 2021 Top 25. This cigar had only, until now, been available in International markets. This medium bodied Nicaraguan smokes easily and has great retail price points.

We offer the most sought after cigars, exclusive products, highest rated and the newest premium cigar brands. We carry a comprehensive assortment of Cigar Aficionado's 2022 thru 2016 Top 25 Cigars of the Year and they are highlighted in the catalog for your convenience.

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, HVC, Plasencia, Mi Querida, Curavari, RomaCraft, Leaf by Oscar, Foundation Cigar's Wise Man Maduro, Charter Oak, Oscar Valladares, Asylum, and Robert Caldwell to name a few.

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. Simply call us at 800-328-1001 to get started. The site also has several different monthly promotions and products from the premier manufacturers like Drew Estate, Perdomo, Rocky Patel, Davidoff, Alec Bradley, Kristoff, My Father Cigars, Oliva, Plasencia, Casa Fernandez, Villiger, and others that are only available through us.

We pride ourselves on having the friendliest Customer Service Team in the industry today. We are a family /employee owned company with over 90 years combined experience in the Imported Premium Cigar industry. Our singular focus is on helping grow your profitability through the Imported Premium Cigar category. 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 New Year!

Best regards,



Tom Sullivan
Founder