

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Greetings,

We would like to extend our sincerest best wishes for a happy New Year filled with health, happiness and joy for you and your family.

We have highlighted and included a couple of additional pages; #1. Our Top 50 Selling Cigar skus. This page lists the top 50 selling products based on our sales over the past 18 months. We believe these are highly representative of what products sell best and lead the market in consumer interest. We believe these are "must have" products for any retailer. Because these are based on the last 18 months of sales they represent current market trends. #2 We've compiled a page that details all the hottest new accessory products based on your requests for more choices in this profitable category. We also have added many more high value/cost effective humidior options.

We continue 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. We recently were honored to be the recipient of the only Exclusive product in the ACID 20 family. Our exclusive size is called "the ACID 20 Bronxzilla". In 2019, Drew Estate celebrated the anniversary of its ACID cigar brand with the introduction of a chromed-out, ACID 20. Our exclusive ACID 20 Bronxilla continues the celebration. The Bronxilla features an Ecuadorian Connecticut Shade wrapper, Indonesian binder and rich Nicaraguan filler. The ACID 20 Bronxilla is 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.

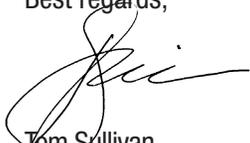
In a press release, Drew Estate president and founder Jonathan Drew commented: "ACID 20: Bronxilla is a monumental achievement for Drew Estate, a celebration of freedom, and a virtuous shout out to our dear friends Tom Sullivan and Steve Kallinikos and the entire Alliance Cigar family".

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, Oscar Valladares, Asylum, CLE 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. 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, Casa Fernandez, Villiger, Altadis, General Cigar 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 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. 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