

ALLIANCE CIGAR.com

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Dear Friends,

Summer is finally here and that means the prospect of better business for all our friends in the retail cigar industry! Alliance Cigar takes great pride in having the friendliest Customer Service Team in the industry today. We are a small employee owned company with over 75 years combined experience in the Imported Premium Cigar industry. We treat our customers with care and respect, unparalleled in business today. Our complete focus is on Imported Premium Cigar Brands; we are unique in this way. Most Tobacco Wholesale Distributors that sell cigars have their focus on other categories of tobacco and types of non tobacco goods. We are dedicated to helping you manage the complex world of Imported Premium Cigars. When you need advice, service, product, selection and pricing assistance on Imported Premium Cigars we are best prepared to meet and exceed your needs. Our mission has always been and remains to provide all retail customers the greatest choice with the best pricing possible. Coupled with an unparalleled level of knowledge, service, and helpfulness.

One way to keep your premium cigar customer's loyalty is to offer a great variety of today's hottest selling "small batch craft" cigars. There are tons of these small boutique brands popping up all the time. 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 are proud to be an Official national wholesale distributor for these great brands. We recommend the following brands if you are looking to balance your humidor with some unique offerings; El Gueguense, Tabneracle, The Upsetters from Foundation Cigar, Sobremesa, Mi Querida and Todos Las Dias from Dunbarton Tobacco, Asylum, Eirora, Caldwell (2016 Cigar Aficionado Top 25), Fratello, Foyle, Plascencia, Roma Craft CroMagnon (2017 Cigar Aficionado Top 25), Laranja Reserva (2016 Cigar Aficionado Top 25), LEAF by Oscar. All of these small craft brands have also received numerous 90+ ratings from Cigar Aficionado, Cigar Insider, Cigar Snob, and Halfwheel.

I'd like to highlight a very special project that we have been unfolding over the past three years to tremendous critical acclaim and success (read a recent article on the DeSocio Series on Halfwheel here; <https://halfwheel.com/rocky-patelsun-grown-maduro-desocio/264919>). This project has been exclusively designed by us in conjunction with today's most notable cigar brands and only for sale thru us to you our loyal customers. It's called the "DeSocio Series". We have partnered with Alec Bradley, Boutique Blends, Drew Estate, Espinosa Cigars, My Father Cigars, Rocky Patel and the Oliva family. Each of these companies have been long time friends and strategic supply partners for us these past 15 years. What makes this project unique is that all of these companies have taken their all-time highest rated brand and produced an exclusive size just for us. We only sell these products to our brick and mortar customers. These products are a great way to have something unique, limited, highly rated and only found in stores like yours. The DeSocio series consists of; 93-10075 Rocky Patel Sun Grown Maduro "DeSocio" (5 3/4 x 46) Rocky's all time highest rated Cigar #2 in Cigar Aficionado's Top 25 of 2017, 93-7703 Flor de las Antillas" DeSocio "(5.75 X 54) Cigar Aficionado's Cigar of the Year 2012, 93-8017 PRENSADO "DeSocio" (5.5 X 56) Cigar Aficionado's Cigar of the Year 2011, 93-8601 Aging Room Quattro" DeSocio" (5 3/4 X47 Dbl. Perfecto) Cigar Aficionado's #2 cigar of the Year, 93-8010 Oliva Serie V Melanio "DeSocio" (6.5 X 54) Cigar Aficionado's Cigar of the Year 2014, 93-5779 TEMPUS "DeSocio" (6.5 X 54) Rated 94 by Cigar Aficionado and the newest addition, 93-8928 Laranja Reserva "DeSocio" (5 5/8 X 54 Dbl. Perfecto) rated 95 by Cigar Aficionado and the Herrera Esteli "DeSocio" 93-9445.

Have a profitable and a healthy summer!

Best regards,



Tom Sullivan
Founder