

# ALLIANCE CIGAR

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 family 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 very 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.

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, Nat Sherman, Perdomo, Rocky Patel, Davidoff, Alec Bradley, Kristoff, My Father Cigars, Oliva, Cojimar, Altadis, General Cigar and others that are only available through us.

On behalf of myself and our entire Alliance Cigar family we would like to extend our sincerest best wishes for a great Summer. As we enter our 23rd year of service to the cigar retailing industry we would like to thank you for working with us in helping you grow and profit from the premium cigar category. We wish you, your families and your co-workers all the best. Thank you once again for your loyalty and support.

Have a profitable and a healthy summer!

Best regards,



Tom Sullivan  
Founder