

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! We take great pride in having the friendliest Customer Service Team in the industry today. We are a family employee owned company with over 80 years combined experience in the Imported Premium Cigar industry. We are committed to you in helping achieve profitable growth and success with the premium cigar category of your business. Our complete focus is on Imported Premium Cigar Brands; we are very unique in this way. 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.

This year marks the 25th anniversary of the founding of Jonathan Drew's Drew Estate Company. I first met Jon when he and his college buddy Marvin Samel were selling cigars out of a kiosk in the World Trade Center and were doing cigar events around Manhattan. It's been a tremendous journey of friendship and an exciting business journey for us and our customers. I'm just as excited about the future of our two Companies as well as our industry as I was 25 years ago. We will be highlighting several special products and promotions over the coming months to celebrate this special anniversary.

This year also marks the 10th Anniversary of Undercrown. The brand that was "born on the factory floor at La Gran Fabrica Drew Estate". The Undercrown brand is a passionate testament to the creative talent, dedication and self-determination of Drew Estate's torcedores. Blended with many of the same rare vintages found in Liga Privada, Undercrown quickly became a grand slam for Drew Estate as consumers felt a deep personal connection to the grass-roots firebrand that celebrates the typically unheralded working-class heroes employed at the Drew Estate cigar factory. To celebrate the brand's 10th anniversary, Drew Estate is getting "All Dekked Out," a tag line that denotes **Undercrown 10's** elegant packaging and reinforces the pride of Undercrown's ten years of excellence. The new, sophisticated packaging is surpassed only by **Undercrown 10's** complex, rich and bold blend of ultra-premium aged tobaccos that includes the highest priming of Mexican San Andres dark wrapper, the very finest Broadleaf binder from the Connecticut River Valley, and a tripa blend of select and rare Nicaraguan tobaccos. The **Undercrown 10** is a limited production cigar available from us in four sizes.

One of our special exclusive products from Drew Estate is the Herrera Esteli "DeSocio" (93-9445). The Herrera Esteli blend has consistently been a consumer favorite as well a consistent 90+ highly rated brand. The Herrera Esteli "DeSocio" is the only 6 x 60 size in the Herrera Esteli portfolio. The Herrera Esteli brand is the most asked for brand in the vast Drew Estate portfolio when their employees get cigars for their own enjoyment! Make sure to watch our video of Jonathan Drew's discussion (2017 Barn Smoker) on the Herrera Esteli "DeSocio". Here's the link to the video on our website; <https://www.alliancecigar.com/Videos>

This year also marks the 20th anniversary of the world famous Acid brand. To mark that anniversary the Acid 20 brand was released. The ACID 20th Anniversary size named 'Bronxzilla' continues this 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. We celebrate the ACID 20 story with the introduction of the Bronxilla size. ACID Cigars is the most irreverent hand-crafted premium brand in the cigar industry for retailers and consumers alike. The ACID 20 Bronxilla is the next chapter in the legendary Acid brand story. This limited edition is only sold thru us and can be found in this catalog in the ACID 20 section and is SKU# 93-10856.

Please review our Exclusive money saving deals detailed on the back of this cover letter. These exclusive monthly promotions are only available thru us on behalf of many of today's premier manufacturers like Drew Estate, Rocky Patel, Davidoff, Alec Bradley, My Father Cigars, Kristoff, General Cigar, Oliva, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins. Please check our website for constant updates. We will also be sending you email updates as well or you can always give us a quick call and we will be happy to let you know of anything that is new. We are honored and grateful to serve you and your company's premium cigar needs.

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