

ALLIANCE CIGAR.com

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Dear Friends,

We hope this catalog finds you and your families well. 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-patel-sun-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, Espinossa 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. The Herrera Esteli blend has consistently been a consumer favorite as well a consistent highly rated stick from CA and the Blogging community.

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. We recommend the following brands if you are looking to balance your humididor with some unique offerings; Foundation Cigar's portfolio of highly rated and sought after brands like The Upsetters, Tabernacle, El Gueguense and Charter Oak; Asylum, Caldwell (2016 Cigar Aficionado Top 25), Foyle, Casa Turrent (a 2017 Top 25 from Cigar Aficionado), Buenaventura, Curavari (2016 Top 25), Roma Craft CroMagnon (2017 Cigar Aficionado Top 25), Laranja Reserva (2016 Cigar Aficionado Top 25), and Villiger "San'Dor Colorado" (2017 Cigar Aficionado Top 25) All of these small craft brands have also received numerous 90+ ratings from Cigar Aficionado, Cigar Insider, Cigar Snob, and halfwheel among others.

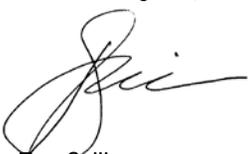
Please review our Exclusive money saving deals detailed on the back of this cover letter. Of particular interest is our annual LaGloria Cubana Series R promotion. These exclusive monthly promotions are only available thru us on behalf of many of today's premier manufacturers like Drew Estate, Nat Sherman, Perdomo, Rocky Patel, Davidoff, Alec Bradley, My Father Cigars, Oliva, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins.

Highlighting one of our newest editions to our inventory is the Macanudo Inspirado Red, a full-bodied smoke with a Nicaraguan concentrated blend. Far from the mild-bodied Macanudo Café that the name "Macanudo" is associated with, Inspirado Red is closer in spirit to Macanudo Inspirado Orange—a more powerful Macanudo released to the U.S. market in 2016 and positioned as a medium-to full-bodied cigar

We are honored and grateful to serve you and your company's premium cigar needs, whether that be just a couple of boxes or providing you with all your premium cigar category needs. On behalf of myself and our entire Alliance Cigar family we would like to extend our sincerest best wishes for a great Summer. No one appreciates the efforts, dedication and labor a small business owner like you puts in, other than another small family owned business owner. As we enter our 21st year of business and service to the cigar retailing industry we would like to thank all of our special friends (ie. customers) for helping us grow and become a key supply partner to your premium cigar business. We remain one of the last independent family owned cigar wholesale distributors and are very grateful for your support. As Summer kicks off we wish you, your families and your co-workers all the best.

Thank you once again for your loyalty and support.

Warmest regards,



Tom Sullivan
Founder