

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER

Dear Friends.

FAST · FRESH · FRIENDLY

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 six 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, 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. 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, 93-8601r, 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, 93-8928 Laranja Reserva "DeSocio" (5 5/8 X 54 Dbl. Perfecto) rated 95 by Cigar Aficionado and the Herrera Esteli "DeSocio" 93-9445. One key way to keep your premium cigar customer's loyalty is to offer a great variety of today's hottest selling "small batch craft" cigars as well as limited production exclusive cigars like the DeSocio series.

Small boutique brands keep popping up all the time. We follow all these new products, visiting their factories, canvassing consumers and retailers 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 humidor with some unique offerings; Foundation Cigar's portfolio of highly rated and sought after brands like The Wise Man Maduro, Tabernacle, El Gueguense and Charter Oak; Asylum, Caldwell, PDR, Leaf, Foyle, Buenaventura, Curavari , Laranja Reserva, Placencia, and MiQuerida. These are all small craft brands that have 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 Avo and Camacho special promotions. 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, Oliva, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins. Macanudo is still the #1 selling brand in the American premium cigar market.

With the introduction over the last couple of years of the Macanudo "Inspirado" line the Macanudo brand has reached new heights and increased turns for today's brick and mortar retailers. This month we are launching a new size to all three Inspirato blends, a 3X20 Mini packed 20 to a tin and 5 tins to a unit. (our item #'s for these are; 93-10558,93-10559 and 93-10557) A long awaited Connecticut wrapper variant to the Cohiba family has finally arrived! The Cohiba Connecticut brings a mild creamy experience with a Cohiba signature flavor flair that is unique and is a great addition to any humidor. Available now in 4 sizes in the Cohiba section of our price list. 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 Father's day later this month. 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 remain one of the last independent family owned imported premium cigar wholesale distributors and are very grateful for your support. I 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