

# ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER  
FAST · FRESH · FRIENDLY

Greetings.

On behalf of the entire Alliance Cigar family we would like to extend our sincerest best wishes for a great Spring and a profitable Memorial Day weekend. As we all try to work our way through the difficulties of the current pandemic know that you have been and remain in our thoughts and prayers. Operating under these circumstances has had its challenges but working together we will all be the stronger in the long term.

In the month of May we will be running several exciting promotions on behalf of the Oliva family of cigars. These promotions can be found on the back of this page. These extra discounts off of our regular factory direct pricing makes for a great opportunity to stock up for the coming memorial day holiday and increase your profit margins. The Oliva portfolio includes some of the most sought after, highly rated cigars in the last 10 years including the Oliva "V" and the Oliva "V" Melanio. The Melanio is a winner of the coveted Cigar Aficionado Cigar of the Year award. We also are proud to have our own exclusive size of the Melanio. Oliva is also known for their product innovation and quality. The Nub Series as well as the Nub "Nuance" Series are the first of their kind in our industry. Oliva recently released a new price value cigar. The Gilberto is named in honor of family patriarch Gilberto Oliva who was world renowned for his tobacco growing expertise. The Gilberto Reserva features an exquisite Sumatra wrapper over Nicaraguan binders and fillers. It's a wonderfully complex cigar with an amazing aroma that is an excellent tribute to the great man it is named after.

We are always looking for ways to bring the most sought after cigars, exclusive products and the newest products to our customers first. All these new products are marked "New" in the catalog to help you in your search. In addition, the next page of this catalog lists all of our exclusive deals for the month of May. We carry the best and most extensive selection of small batch, vintage and boutique brands. We are a distributor for the hottest small batch cigar brands; Foundation Cigar's exciting portfolio of bands including Charter Oak and Wise Man Maduro, Plascencia, Aganorsa, Warped, Guardian of the Farm, Dunbarton Tobacco (Sobremesa and MiQuerida), Leaf by Oscar and Robert Caldwell.

Our unparalleled level of customer service and singular, unique focus on imported premium cigars makes us unique in today's marketplace.

We have several key additions to our extensive portfolio of exclusive premium cigar sizes of world famous brands like; Herrera Esteli, Flor de las Antillas, Prensado, Tempus, ACID, Oliva V Melanio, LaRanja, Rocky Patel Decade, Rocky Patel Sun Grown Maduro and many more. These products are ONLY available through us at Alliance Cigar. In addition they are not sold to the big catalog/discount internet outlets.

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. Experience what our customers have learned over these last 20 years. We pride ourselves on having the friendliest and most responsive Customer Service Team in the industry today. We are a small employee owned company with over 85 years combined experience in the Imported Premium Cigar industry. Our total focus is on Imported Premium Cigar Brands. If you need advice, service, product, selection and pricing when it comes to Imported Premium Cigars we are best prepared to meet and exceed your needs. Our mission has always been and remains to provide all licensed resellers of fine imported premium cigars the greatest choice with the best pricing possible. Coupled with an unparalleled level of knowledge, service, and helpfulness.

Have a profitable and a wonderful May. Brighter days ahead!

Best regards,



Tom Sullivan  
Founder