

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Dear Friends,

We hope this catalog finds you and your families well. Fall is upon us and with it comes the arrival of numerous recently released new cigars. A couple of key ways to keep your premium cigar customer's loyalty is to offer a great variety of today's hottest selling "small batch craft" cigars, new cigars as well as a comprehensive assortment of Cigar Aficionado's 2020, 2019, 2018, 2017 and 2016 Top 25 Cigars of the Year. We carry almost all of them. We have indicated in our attached price list those Cigars that have received this prestigious distinction. We also earmark new/recently introduced new products in the attached price list.

There is an overwhelming assortment of 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 humidor with some unique offerings; the new AVO Classic Maduro, The Wise Man Maduro (2018 CA Top 25). Asylum, Charter Oak, Warped (#3 Cigar of the year 2019), Foyle, Buenaventura, Curavari (2016 Top 25), Plasencia "Alma del Fuego" (#13 in 2019), Aganorsa Leaf "Signature Selection Maduro", LaOpulencia (#3 in the CA 2018 Top 25), and the #1 Cigar Brand of the Year in Cigar Aficionado; 2020 "PRELUDE", 2019 "Aging Room Quatro Nicaragua" and 2018 "ENCORE". 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. These exclusive monthly promotions are only available thru us on behalf of many of today's premier manufacturer's brands like Drew Estate, Montecristo, Romeo y Julieta, Foundation Cigar, Rocky Patel, Davidoff, Alec Bradley, My Father Cigars, Kristoff, Cohiba, Oliva, Macanudo, CAO, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins.

We pride ourselves on having the friendliest 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 singular focus is on Imported Premium Cigar Brands. We will help you manage the complex world of Imported Premium Cigars in an effort to help you find ways to increase your profitability. We consistently offer the best every day pricing as well as the best exclusive money saving deals in the wholesale cigar business. 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 our customers the greatest choice with the best pricing possible. Coupled with an unparalleled level of knowledge, service, and helpfulness. Please contact us any time with any questions or ideas you have. Have a profitable and a wonderful fall! As always 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. Thank you once again for your loyalty and support.

Warmest regards,



Tom Sullivan
Founder