

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER
FAST • FRESH • FRIENDLY

Dear Friends,

One of the best ways we have found over the years 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 a comprehensive assortment of Cigar Aficionado's 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. 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; Mi Querida Triqui Traca and StillWell Star, (The Metropolitan and Host re introductions from Ferio Tego, The Wise Man Maduro (2018 CA Top 25), Asylum, Olmec and Aksum from Foundation Cigar, Warped (#3 Cigar of the year 2019), Foyle, HVC, Buenaventura, Curivari (2016 Top 25), Plasencia "Alma del Fuego (#13 in 2019), Oliva "V Melanio Nub", Aganorsa Leaf "Signature Selection Maduro", and the #1 Cigar Brands of the Year in Cigar Aficionado; 2020 "Prelude", 2019 "Aging Room Quattro Nicaragua" and 2018 "Encore".

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 of our regular everyday prices and are a great way to increase your profit margins. We have the friendliest and most helpful Customer Service Team around.

Our singular focus is on Imported Premium Cigar Brands and helping you manage and grow that segment of your business. We will help you manage the complex world of Imported Premium Cigars. If you need advice, service, product, selection or pricing when it comes to Imported Premium Cigars, we are best prepared to meet and exceed your needs. Our mission for over 25 years now has been to provide our customers with the greatest choice with the best pricing possible. Have a profitable and 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.

We hope you find several new enhancements to our website including the "Live Chat" icon where you'll get to speak to one of our great In-house Customer Service Representatives along with greatly expanded Customer Service Department hours. We are now in the office Monday to Friday 8:30 to 8p.m. E.S.T and also Saturday and Sunday 9 to 5p.m E.S.T.

- Please note that since our move to Pennsylvania we no longer collect the New York State Tobacco Excise Tax.

Thank you once again for your loyalty and support.

Warmest regards,



Tom Sullivan
Founder