

# ALLIANCE CIGAR.com

AMERICA'S PREMIER CIGAR WHOLESALER  
FAST · FRESH · FRIENDLY

Greetings Friends,

Rocky Patel has been aptly named the hardest working man in the Cigar Industry for many reasons. One of which is his ability to successfully develop new and unique blends of high grade premium cigars. This year is no exception, in fact this year's introductions are exceptional and we highly recommend that you consider adding them to your inventory. As always we at Alliance Cigar will have all these products for you at the Factory Direct Prices in addition to our world class Customer Service. Also look out for our exclusive upcoming promotions on these new products as well as many of today's top selling brands.

A few of Rocky's newer brands that are drawing a lot of consumer attention are as follows;

**Rocky Patel Sun Grown Maduro** "DeSocio"; Rocky's all time highest rated blend just got hotter. This exclusive size (5 3/4 X 46) is only available from us at Alliance Cigar and is a true Brick and Mortar exclusive.

**Rocky Patel A.L.R.**; A.L.R. stands for Aged, Limited and Rare, and these beauties are all that and more. In 2015, Rocky blended a cigar featuring a smooth Habano-seed wrapper. Rocky had decided that this great blend would develop even further with aging, so he ordered a short production run of 100,000 cigars. The cigars were rolled and laid to rest in an aging room where they remained for nearly three years. Now these fine cigars are complete – silky, complex, medium-bodied. So go stock them while they're available.

**Rocky Patel Olde World Reserve**; Available in two wrapper variants (Corojo and Maduro). Both are made in three sizes each. Priced to sell in the popular MSRP \$9-\$10 range.

**Rocky Patel Tavisuca**; In 2008, Rocky opened his own cigar factory in the heart of Estelí, Nicaragua. Now, Rocky celebrates the anniversary by releasing a cigar brand named after that boutique factory. TAVICUSA is a rich and full cigar featuring decadent tobaccos culled from fields in Condega, Jalapa and Estelí. The San Andrés wrapper brings the robust smoking experience all together. We think this blend is a winner.

**Rocky Patel Fifty Toro** (2017); The famed Rocky Patel Fifty is back with just a single size. While it may not be as opulent as the packaging was on the original, I think the updated version is better.

**Rocky Patel Vintage 2006 San Andreas**; the newest Rocky Patel Vintage is here. As the name implies, it uses a Mexican wrapper leaf, the first for any of the Vintage line. Available in four sizes all boxes of 20 with MSRPs ranging from \$9.55 to \$11.75.

**Rocky Patel The Edge A-10 Robusto**; A late addition to the company's portfolio, the barberpole version of The Edge gets a third vitola. (Boxes of 20, MSRP \$146)

**Java Red**; This new edition to the java family is selling like crazy. Java is one of the top-selling infused cigar brands in the world. It is available in the 6 familiar Java sizes; Java Red Corona (5 x 42), Java Red Petite Corona (4 1/2 x 38), Java Red Robusto (5 1/2 x 50), Java Red The 58 (5 x 58), Java Red Toro (6 x 50) and Java Red Wafe.

No one in our industry has dedicated their time, money and resources to defending your business and our industry against those that would regulate us out of business than Rocky and his brother Nish Patel. Their dedication and sacrifice on behalf of all of us in the premium cigar business and the millions of consumers who enjoy a premium cigar has been an inspiration to all. We are very grateful to Rocky and Nish for all that they have done and continue to do to help our industry, our businesses and our families. Thank you Rocky and Nish!

On behalf of myself and our entire Alliance Cigar family we would like to extend our sincerest best wishes for a great Labor Day weekend. 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 22nd year of 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. As Summer comes to a close we wish you, your families and your co-workers all the best.

Warmest regards,



Tom Sullivan  
Founder