

# ALLIANCE CIGAR

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 A.L.R 'Second Edition'**; Back in Stock! This annual limited release always sells out quickly! The A.L.R stands for Aged, Limited and Rare, and these beauties are all that and more. The "Second Edition" is a completely new version of A.L.R, a line of cigars that are aged for two years after rolling. An early version debuted in 2018, but the only thing this new cigar has in common with the original is the aging concept and the name. It's a completely new blend, and it's box pressed," said Nish Patel. "Completely different. There's nothing similar." ALR Second Edition, which is described as medium to full in body, comes in three box-pressed sizes, using dark, Mexican San Andrés wrappers. The Robusto measures 5 1/2 by 52, the Toro is 6 1/2 by 52 and the Sixty is 6 by 60. They retail for \$13, \$14 and \$15, respectively. The First Edition sold out quickly and we expect these will as well.

**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 ; "Quarter Century"** To celebrate an unforgettable 25 years in the cigar business, Rocky has pulled out all the stops to create a masterpiece.

Named after 25 years of rigorous innovation, this cigar embodies everything what makes the Rocky Patel brands stand out; Hard work, dedication, and attention to detail. Showcasing an exquisite San Andrés wrapper and featuring the finest tobacco that Nicaragua has to offer, the Quarter Century is quite possibly the best cigar Rocky has created. Aged over 2 years after rolling, and 10 years before — this isn't just a cigar, it's the beginning of a new era.

**Rocky Patel "Grand Reserve"**; a cigar that has only been available in International markets is now coming to America. Blend was not disclosed by Rocky but it is a medium bodied Nicaraguan that smokes easily and has great retail price points.

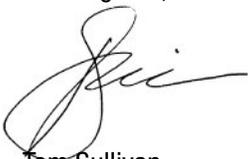
**Rocky Patel LB1**; is being described as a medium-bodied smoke. The cigars are rolled in Honduras, from a tobacco blend that includes ligero from the Jamastran Valley of Honduras, and a mix of fillers from Condega and Estelí, Nicaragua, grown on Patel's farms. The wrapper is Ecuador Habano. The cigars will begin shipping in September.

**Rocky Patel Number 6**; which is also being made in Honduras, is also being called medium in body. "It has a lot of sweetness," says Nish Patel, of Rocky Patel Premium Cigars. "It's totally different than anything we've ever put out." Number 6 is made with a Corojo wrapper grown in Honduras, and the sizes are exactly the same as LB1, albeit with slightly higher prices, which range from \$8.90 for the Corona to \$11.75 for the Sixty. The two new brands take their name from the codes used in the factory during the creation of the cigars: the project that became LB1 was referred to as LB1 in pre production, and after trying a few names that didn't work for Number 6, Rocky Patel decided to call the cigar after the blend number that he ultimately chose for the final product—blend No. 6. I was honored to be part of the test group for the cigar as well as the packaging and we could not be more pleased with the way the final product turned out. I highly recommend this new blend from Rocky.

**The Rocky Patel "Travel Case with Cigars"**; 4 unique samplers containing 10 different cigars all packed in a beautiful Rocky Patel travel case. Stock up while they're available. These were a limited release and will make a great gift for the Holidays.

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! Our entire Alliance Cigar family extends our best wishes for a great Labor Day weekend. As a family owned business we appreciate and understand the efforts, dedication and labor our customers put in. As we enter our 23rd 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.

Best regards,



Tom Sullivan  
Founder