

ALLIANCE CIGAR.com
AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Greetings,

On behalf our entire Alliance Cigar family we would like to extend our sincerest best wishes for a Spring selling season. As we enter our 21st year of business and service to the cigar retailing industry we would like to thank all of our special friends and customers for helping us grow and become a key component of your premium cigar business. Like you, we are a small family owned business and understand and appreciate the sacrifices and dedication you make to your business. Unlike some of the other big cigar wholesalers we remain an independently owned family business. We are not owned by a foreign tobacco conglomerate, nor are we simply a division of a huge consumer cigar catalog/internet operation. We recommend that you ask and find out who really owns your friendly cigar wholesale company before making your mind up about where to do business. We are not your competitor. Make sure your other suppliers are not as well.

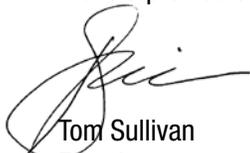
One way to keep your premium cigar customer's loyalty is to offer a great variety of today's hottest selling "small batch craft" cigars as well as a comprehensive assortment of Cigar Aficionado's 2017 and 2016 Top 25 Cigars of the Year. We carry almost all of them. We have indicated in our attached price List those Cigars that have received this prestigious distinction. There are tons of these 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; Asylum, Caldwell (2016 Cigar Aficionado Top 25), Foyle, Buenaventura, Curavari (2016 Top 25), Roma Craft CroMagnon (2016 Cigar Aficionado Top 25), Plasencia "Alma Fuerte", Sobremesa, Laranja Reserva (2016 Cigar Aficionado Top 25), and Villiger "San'Dor Colorado" (2016 Cigar Aficionado Top 25) as well as their La Flor de Ynclan Robusto (#10 in CA's 2017 Top 25), Guardian of the Farm (a Top 25 pick of CA in 2017). All of these small craft brands have also received numerous 90+ ratings from Cigar Aficionado, Cigar Inside, 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 manufacturers like Drew Estate, Nat Sherman, Perdomo, Rocky Patel, Davidoff, Alec Bradley, My Father Cigars, Oliva, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins.

If you haven't asked for a password to use our online ordering and inventory management website; 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.

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. We treat our customers with care and respect, unparalleled in business today. Our singular focus is on Imported Premium Cigar Brands. We will help you manage the complex world of Imported Premium Cigars. 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 Spring!


Tom Sullivan
Founder