

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER

FAST · FRESH · FRIENDLY

Greetings,

We would like to extend our sincerest best wishes for a great Holiday season and a strong finish to 2023.

All of us here at Alliance Cigar are thankful for the opportunity to work with you and to continue to serve your premium cigar needs. We have highlighted and included a couple of additional pages; #1. Our Top 50 Selling Cigar skus. This updated page lists the top 50 selling products based on our sales over the past 18 months. We believe these are highly representative of what products sell best and lead the market in consumer interest. We believe these are "must have" products for any retailer. Because these are based on the last 18 months of sales they represent current market trends. #2. We've compiled a page that details all the hottest new accessory products based on your requests for more choices in this profitable category.

We also have added many more high value/cost effective humididor options. We continue to bring the most sought after cigars, exclusive products and the newest products to our customers first. All these new products are marked "New" or "Exclusive" in the catalog to help you in your search. In addition to the largest assortment of premium imported cigar brands and exclusive products, we distribute the greatest selection of small batch, vintage or boutique brands like; Blackened by Drew Estate, Warped, Mi Querida, Curavari, RomaCraft, Leaf by Oscar, Foundation Cigar's Wise Man Maduro, Charter Oak, Oscar Valladares, Asylum, Plasencia, JFR, and Robert Caldwell to name a few.

We are proud to introduce and highlight the best of Drew Estate's newest releases;

BLACKENED Cigars "M81" by Drew Estate is a passion project that brings together three immensely talented and vastly experienced cigar enthusiasts—Jonathan Drew, Founder and President of Drew Estate; James Hetfield, Metallica co-founder, singer and guitarist; and Rob Dietrich, the Master Distiller and Blender of BLACKENED American Whiskey. The collaboration began with Hetfield and Dietrich, who frequently enjoy cigars together. BLACKENED Cigars "M81" by Drew Estate presents a journey through different Maduro leaves, starting with a thick and oily Maduro wrapper that's grown in the rich volcanic soil of Mexico's San Andres Valley. The blend includes a thick and meaty Connecticut River Valley Broadleaf Maduro binder and a filler blend of Nicaraguan and Pennsylvania Broadleaf Maduro tobaccos, including the boldest Pennsylvania Broadleaf ligero in Drew Estate's vast tobacco inventory. Maduro to the Core, BLACKENED Cigars "M81" by Drew Estate is dark, bold, rich and powerful with alluring notes of espresso, leather and dark chocolate. Recently earning a 94 rating from CA this is surely one of this year's highest rated new cigar.

Deadwood Leather Rose. This is the boldest tasting cigar of the Deadwood collection in our opinion. We have a new size a Petite Corona, (4 x 43) is now available. 20 Acre Farm; A complex and medium-bodied cigar with super oaky and cedary notes accompanied by a whisper of white pepper and a bright hint of citrus.

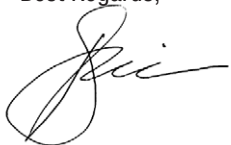
20 Acre Farm is built using a velvety Ecuadorian Connecticut Shade Grown wrapper, a Sun Grown Habano binder, and a filler blend of Nicaraguan tobaccos from Estelí and Jalapa blended with the opulent and majestic Florida Sun Grown leaf. 20 Acre Farm cigars come in beautiful 20-count boxes and in three vitolas: Toro (6 x 52), with an MSRP of \$13.40/cigar or \$268/box; Robusto (5 ¼ x 54), with an MSRP of \$12.40/cigar or \$248/box; and Gordito (6 x 60), with an MSRP of \$15.40/cigar or \$308/box.

Undercrown 10; Drew Estate is commemorating ten years of Undercrown with the release of Undercrown 10, a bold ultra-premium addition to Undercrown's current lineup of Maduro, Shade and Sun Grown expressions. MSRPs for the Undercrown 10 cigars will be: Robusto \$235/box or \$11.75/cigar; Toro \$240/box or \$12/cigar; Corona Doble \$270/box or \$13.50/cigar; and Corona Viva \$210/box or \$10.50/cigar. Undercrown 10 Factory Floor Edition has an MSRP of \$272/box or \$13.60/cigar.

Nica Rustica; Drew Estate has updated the Nica Rustica package as part of what the company says is "a top-to-bottom re launch" of the brand. The most notable change is that the cigars will now be sold in boxes of 25 instead of bundles of 25. Nica Rustica "Adobe" presents a daring adventure into the authentically rugged and rustic countryside surrounding Estelí," said Jonathan Drew, president and co-founder of Drew Estate, in a press release. "The spicy and bold Habano, we call 'Adobe' offers smokers a glimpse into the distinguished beauty and bold character of Estelí and her people."

Our exclusive monthly promotions from the premier manufacturers like Drew Estate, General Cigar, Forged, RomaCraft, Rocky Patel, Davidoff, Alec Bradley, Kristoff, My Father Cigars, Oliva, Altadis, Plasencia and others that are only available through us are detailed on the next page and are a great way to increase your everyday profit margins. We have the friendliest Customer Service Team in the industry today. Our singular laser like focus is on helping grow your profitability through the Imported Premium Cigar category. 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 Cigar Retailers the greatest choice with the best pricing possible. Coupled with an unparalleled level of knowledge, service, and helpfulness. Have a profitable and a wonderful Winter!

Best Regards,



Tom Sullivan
Founder