

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 Tri Traca and StillWell Star, The Metropolitan and Host re introductions from Ferio Tego, The Wise Man Maduro (2018 CA Top 25). Asylum, Charter Oak, Warped (#3 Cigar of the year 2019), Foyle, HVC, Buenaventura, Curavari (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 Quatro Nicaragua" and 2018 "ENCORE".

The new Cohiba "Riveria" is here! The newest full-time offering within the collection. Cohiba Riviera represents new territory for Cohiba. This cigar is the only box-pressed offering by Cohiba, as well as the only Cohiba to feature a San Andrés wrapper and Nicaraguan Condega filler. The San Andrés valley has consistently delivered excellent quality leaf to the cigar industry. Now available in 3 sizes.

The highly anticipated PUNCH "Golden Era" is here as well. Available in 3 sizes. During the Golden era of cigars, the Corojo wrapper leaf was prized for its silky, oily wrapper and its unique spice. Corojo leaf remained the wrapper of choice for premium cigars until Corojo was resigned to the history books or so you thought. Take a journey back to the Golden Era of cigar making when cigars were wrapped in beautiful, golden Corojo leaf. Like Punch Cigars, the Golden Era Havana Corojo wrapper seed found a new home in Honduras. This rare tobacco has been carefully cultivated by the Eiroa family on 650 acres since 1997. As a result of years of careful cultivation, Punch is able to present an expertly crafted cigar, hand made with authentic Corojo leaf in all three components: Wrapper, Binder and Filler. The Punch "Golden Era" is a balanced and flavorful cigar without being overpowering.

Please review our Exclusive money saving deals detailed on the back of this cover letter. This month's special feature includes \$5.00 off all 10count boxes of last year's #2 Cigar of the Year the Montecristo 135th Anniversary. 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 Julietta, RomaCraft, Foundation Cigar, Rocky Patel, Davidoff, Alec Bradley, My Father Cigars, Kristoff, Cohiba, Oliva, Macanudo, CAO, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins.

We pride ourselves for having the friendliest and most helpful Customer Service Team. 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 and 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 the greatest choice with the best pricing possible. Have a profitable and a wonderful June! 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. Thank you once again for your loyalty and support.

Warmest regards,



Tom Sullivan
Founder