

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Dear Friends,

Last month our industry won a great victory in Federal Court concerning hand made premium cigars. Years of efforts on behalf of our industry went into this fight. We are very grateful to the CRA, PCA and the many individuals who dedicated their time, expertise and finances to this effort. This effort to protect our rights is critical and ongoing. It reinforces the importance of staying engaged in the fight along with engaging your customers as well. Please support the Trade Organizations that support our premium cigar industry.

We 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. We recommend the following brands if you are looking to balance your humidor with some unique offerings; HVC, Robert Caldwell, Oscar Valladeres, Leaf by Oscar, Oliva "V Melanio Nub", the #1 Cigar Brands of the Year in Cigar Aficionado; 2020 "PRELUDE", 2019 "Aging Room Quatro Nicaragua" and 2018 "ENCORE".

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 this 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 Julieta, 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.

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 our customers the greatest choice with the best pricing possible. 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