



ALEC BRADLEY

For Immediate Release

**Alec Bradley Begins
Global Release of
Prensado Lost Art, Black
Market Estelí and the
Return of Fine & Rare
BR12-13**

*Long Awaited Alec Bradley Global Releases
to Begin Hitting Retailer Shelves*

FT. Lauderdale, FL (October 5, 2017) – Cigar lovers have been awaiting the highly anticipated global releases of Alec Bradley Prensado Lost Art, Black Market Estelí and the 2nd issue of Fine & Rare BR12-13. First announced at the 2017 International Premium Cigar & Pipe Retailers Association (IPCPR) Trade Show in July, all three cigar lines will begin reaching retailers across the world mid-October.

Alan Rubin, owner of the Alec Bradley Cigar Company said, "These cigars are a labor of love. Alec Bradley hasn't had a global release in over two years. We now have two releases hitting and the return of the coveted Fine & Rare. We are all really excited!"

Prensado, a critically acclaimed Alec Bradley staple, is best known for winning *Cigar Aficionado* "Cigar of the Year" in 2011. Prensado Lost Art pays homage not only to its namesake, but to the lost art of artisanal goods.

SUMMARY

Alec Bradley today announced the Global Release of Prensado Lost Art, Black Market Estelí and Fine & Rare BR12-13 first publicized in July at the 2017 IPCPR Trade Show in Las Vegas.

Prensado Lost Art and Black Market Estelí are iterations of their popular namesakes. Fine & Rare BR12-13 is the second release of the *Cigar Aficionado* 92 Rated limited edition.

Vice President of Alec Bradley, Ralph Montero, said it best, "Throughout time, humans have been searching for ways to produce goods more easily and in mass quantities. From the Industrial Revolution, to the assembly line, to computer automation and so on, we see less and less handmade products- period. The process of handcrafting premium cigars hasn't changed in hundreds of years and every single cigar- from seed to final product- requires skilled artisans with a very personal and human touch. That's what Prensado Lost Art represents!"





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The original Black Market is a fan favorite amongst Alec Bradley smokers. The Black Market Estelí is an iteration of the brand focusing on the hearty Nicaraguan tobaccos within the blend.

"The Black Market Estelí has a similar feel to its original namesake, but the flavor and experience are completely unique. Estelí is the mecca of Nicaraguan cigars. This line truly represents what the city of Estelí is all about," Alan noted.



The blends and flavor profiles of both Prensado Lost Art and Black Market Estelí were created to be compliments to their original lines.

2017 also sees the return of the Fine & Rare BR12-13 blend.



First created as a unique project, Alec Bradley Fine & Rare has come in multiple formats over the years, but one characteristic of the cigar stays the same- it will always feature ten different tobaccos. As well, the cigars are only trusted to a single pair to roll. Each band proudly bears the names of the buncher, roller, supervisor, along with important dates throughout the cigar making process. Alan Rubin's and Ralph Montero's signatures may also be found on the bands, signifying the approval of each cigar. Appointed retailers will see the re-release of the *Cigar Aficionado* 92-Rated Torpedo shaped BR12-13. Only 2000 boxes have been made for global distribution.



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Prensado Lost Art features five different Central American tobaccos and will be a pressed cigar presented in a 20-count box. They will come in the following sizes: 5 X 52 Robusto (MSRP: \$9.90 per cigar), 6 1/4 X 52 Gran Toro (MSRP: \$10.95 per cigar), 7X 50 Churchill (MSRP: \$12.50 per cigar), 6 1/2 X 52 Torpedo (\$12.50 per cigar) and 6 X 60 Double T (Gordo) (MSRP: \$12.85 per cigar).

Black Market Estelí features four different Central American tobaccos. It will be presented in a 22-count box and will come in the following sizes: 5 X 52 Robusto (MSRP: \$7.55 per cigar), 6 X 52 Toro (MSRP: \$8.50 per cigar), 6 1/2 X 52 Torpedo (\$8.75 per cigar), 7 X 50 Churchill (MSRP: \$8.75 per cigar) and 6 X 60 Gordo (MSRP: \$9.20 per cigar).

Fine & Rare BR12-13 features ten different Central American tobaccos. It will be presented in a 10-count box and will come in one size: 6 X 54 Torpedo (MSRP: \$17.75 per cigar). Only 2000 boxes have been made for global distribution to appointed merchants.

ALEC BRADLEY PRENASDO LOST ART

Factory: Raices Cubanas (Honduras)
Wrapper: Honduras
Dual Binder: Honduras & Nicaragua
Filler: Honduras & Nicaragua

ALEC BRADLEY BLACK MARKET ESTELÍ

Factory: Plasencia Cigars Nicaragua
Wrapper: Nicaragua
Dual Binder: Honduras & Nicaragua
Filler: Nicaragua

ALEC BRADLEY FINE & RARE BR12-13

Factory: Raices Cubanas (Honduras)
Wrapper: Honduras
Binder: Proprietary
Filler: Proprietary

For more information on Alec Bradley, visit alecbradley.com. Follow us on Facebook at www.facebook.com/alecbradleycigars.

About Alec Bradley Cigars

Founded by Alan Rubin in 1996, Alec Bradley Cigars has been acknowledged as one of the world's leading producers of fine, handmade premium cigars. Alec Bradley has received the cigar industry's highest critical acclaim for its Prensado, Maxx, Tempus, Sanctum, and Black Market premium cigars (to name a few). Their commitment to satisfying cigar enthusiasts worldwide is demonstrated by their passion of excellence, creativity, and the highest quality standards.

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