



ALEC BRADLEY

For Immediate Release

Alec Bradley Post Embargo Cigars Now at Retail Cigar Stores

New release aimed at changing the perception of “non-Cuban” cigars

While visiting a cigar store during a trip to Europe, Alec Bradley president, Alan Rubin overheard the tobacconist say that there were “only two categories of cigars – Cubans and non-Cubans.”

“I turned around and told him that my cigars had a name,” said Mr. Rubin. And that Alec Bradley wasn’t just a ‘non-Cuban cigar company’. Our cigars are made in Honduras, Nicaragua and the Dominican Republic with tobaccos from all over the world,” I said, ‘and they’ve received equal or even higher tasting scores than Cuban cigars. How can you put Cuban cigars in a special category when our cigars have received equal ratings or higher, and are as consistent and flavorful, or better?’ I also felt like I was speaking for all of the cigar makers working outside of Cuba,” added Rubin.

Alec Bradley Post Embargo cigars are blended in three distinctive shapes with Honduran and Nicaraguan fillers, a dual, Honduran-Nicaraguan binder, and finished in a shimmering, Honduran wrapper grown at Alec Bradley’s estate farm in the Trojes Region of Honduras – the same farm where the wrapper for the award-winning Alec Bradley Prensado, and many other Alec Bradley cigars is grown. The result is a smoke that’s smooth, complex, and medium to full in body.

About Alec Bradley Cigars

Founded by Alan Rubin in 1997, 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 for excellence, creativity, and the highest quality standards.

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SUMMARY

Hollywood, FL – March 8, 2016—The highly-anticipated launch of the Alec Bradley Post Embargo cigars is here. Post Embargo has just arrived at cigar stores worldwide with more than the promise of becoming another tasting score champion. Add the fact that retailers scooped-up all 3,500 boxes from our pre-launch limited release at last year’s IPCPR trade show without even sampling the goods, and you still only have half the story. As the U.S. moves further toward normalizing relations with Cuba, questions have arisen regarding the impact of Cuban cigars on the domestic market. Alec Bradley has not only produced an exceptional premium cigar, but they hope that the Post Embargo will confirm that in today’s market, cigars made outside of Cuba are now on an equal footing with cigars made in Cuba. Most cigar smokers know this, but many still abide by the view that Cuban cigars are unrivaled, which was part of the inspiration for creating the new line.

Conceptually, the design for Post Embargo is stunning. Under the box lid, Alec Bradley has reprised the neoclassical art style that worked so well on the Alec Bradley American Blend. Using a muted color palette that is reminiscent of the vintage late 19th to early 20th century Cuban cigar boxes, the illustration shows two young women welcoming each other; one holding the Cuban flag, the other holding the American flag. The cigars are presented box-pressed in boxes of 20 cigars in the following three sizes:

Robusto	Toro	Gordo
5" x 52	6 1/4" x 54	6" x 60
MSRP: \$8.00	MSRP: \$8.50	MSRP: \$9.25

With both domestic and international distribution now thriving for Alec Bradley Cigars, they have decided to go with full-scale production for the Post Embargo brand. Additionally, while also recognizing Alec Bradley Cigars as a trusted source.

When asked about the possibility of competition if/when Cuban cigars eventually enter the U.S. domestic market, Rubin said, “Bring it on!” American cigar smokers are always enamored by forbidden fruit, namely, Cuban cigars. For now, I hope that our new Honduran-made cigar will continue to change the world’s view about cigars proudly made in countries outside of Cuba. As for the future, we are eagerly awaiting the day when there will be unfettered trade between the U.S. and Cuba.”

ALEC BRADLEY POST EMBARGO

Strength: Medium

Wrapper: Honduran Criollo ‘98

Dual Binder: Honduras & Nicaragua

Filler: Honduran, Nicaraguan

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