

For Immediate Release

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LIGHTEN UP WITH PSYKO SEVEN CONNECTICUT

VENTURA CIGAR COMPANY INTRODUCES CONNECTICUT TO THE PSYKO SEVEN COLLECTION

November 2016 – Inviting cigar aficionados to “Reach into the Dark to Find the Light,” Ventura Cigar is pleased to reveal PSyKo Seven Connecticut, the third blend in its much-admired PSyKo Seven Collection.

PSyKo Seven Connecticut is expertly crafted in the Dominican Republic with an exclusive blend of premium of seven tobaccos. It sits apart from others in the PSyKo Seven collection with its lighter wrapper, serving up a more mild-bodied experience. This smooth cigar invites enthusiasts to disconnect from chaos and commotion, to take a step back from the reality of the everyday, and enjoy a rich, flavorful experience.

Housed in a sleek, black box, and enveloped with a white prescription form that encourages people to “medicate their mind,” there are three vitolas available: Robusto 4.75 x 50, the Toro 6.25 x 48, and the Gordo 6.00 x 60.

“The PSyKo Seven Collection has enjoyed a lot of attention,” says Jason Carignan, Chief Marketing Officer at Ventura Cigar Company. “It’s known for offering up high quality sticks at a great price, earning 90+ ratings from top cigar publications. It’s a favorite of both the retailer and the consumer, so we added PSyKo Seven Connecticut to round out the line, and give our enthusiasts more to explore, and more to connect with.”

A solid choice to pair with friends and family, PSyKo Seven Connecticut will enrich and relax holiday festivities with a post-meal smoke and a dram of whiskey. All three vitolas will be shipping to retailers in late November. Please visit venturacigar.com for additional information.

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About Ventura Cigar Company

Ventura Cigar Company (VCC) is a boutique cigar brand born in sunny southern California that is on a mission to create memorable, complex cigar blends that move the senses and reward discriminating palates. Their flagship PSyKo SEVEN brand unsettled humidors nationwide with in-your-face packaging and multiple award-winning blends that earned 90+ ratings in Cigar Aficionado, Cigar & Spirits, and Cigar Snob. VCC’s other brands include the 91-rated Project 805, featuring rare Andullo tobacco, flavor-infused Pacific Twyst, Estilo Cubano and Pura Sangre.