



ARCHETYPE

For Immediate Release:

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ARCHETYPE CIGARS: THE NEXT CHAPTER

BACK IN STOCK! VENTURA CIGAR COMPANY IS EXPANDING DISTRIBUTION OF ARCHETYPE CHAPTER 2.

Back by popular demand, Ventura Cigar Company is pleased to announce that the Archetype Chapter 2 Cigars, Initiation and Axis Mundi, have been restocked, and will now be shipping to premium tobacco retailers nationwide. Initially available only at select tobacconists, the Chapter 2 cigars sold out almost immediately in July 2016, when demand surpassed the available supply. With inventory restored, these Drew Estate-produced cigars will be more readily obtainable for fans of the Archetype brand.

“The exceptional blends of the Initiation and Axis Mundi cigars are unchanged in this second release,” says Benjamin Winokur, Marketing Manager, Ventura Cigar Company. “We’ve updated the artwork on the bands, but have otherwise left the perfection of these smokes alone. The only real difference of this batch versus the initial Chapter 2 release is its wider distribution. Initiation and Axis Mundi will finally be easier for customers to find. And that’s something to be excited about.”

The entire Archetype Cigar collection has been a favorite of customers and retailers since it was launched at the 2016 IPCPR show. Artfully crafted with rich, flavorful tobaccos, the cigars in both Chapter 1 and Chapter 2 have enjoyed media attention, garnering top ratings and reviews for their complex, yet balanced smokes.

“We are pleased that Archetype Cigars have been so well-received,” says Jason Carignan, CMO of Kretek, parent company of Ventura Cigar Company. “We really looked at creating a unique experience for the smoker- from the tobacco blends to the design of the packaging and references to transcendental legend. Now that both Chapter 1 and Chapter 2 blends are readily available, we hope the collection continues to gain traction as people explore the breadth of the brand.”

Initiation has an Ecuadorian Habano wrapper, and features an intriguing blend of Nicaraguan tobaccos with a surprising mix of floral notes, white sage, and orange zest that intensify throughout the smoke. It is available in four sizes: Corona (5 x 46), Robusto (5 x 54), Toro (6 x 52), and Churchill (7 x 48), and retails from \$10.25 to \$13.



Archetype Initiation

Axis Mundi features a Maduro Habano wrapper, and offers a well-balanced blend of Nicaraguan tobaccos that deliver complex flavor layers of spice, dried figs, maple syrup, and charred oak. It is available in four sizes: Corona (5 x 46), Robusto (5 x 54), Toro (5 x 52), and Churchill (7 x 48), and retails from \$10.75 to \$14.



Archetype Axis Mundi

Initiation and Axis Mundi are both created in collaboration with Drew Estate, produced at their Nicaraguan factory, La Gran Fabrica Drew Estate. The Chapter 1 and Chapter 2 Archetype Cigars are both available at top-level tobacconist stores, online and on-shelf. For more information about the different blends and where to find them, please visit www.venturacigar.com.

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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 excite the senses and reward discriminating palates. Their flagship brands include Case Study, PSyKo SEVEN and Archetype, the latter of which offer multiple award-winning blends that have earned 90+ ratings in Cigar Aficionado, Cigar & Spirits, and Cigar Snob. Other popular VCC brands include the 91-rated Project 805 featuring rare Andullo tobacco, Estilo Cubano, Pura Sangre, and the flavor-infused Pacific Twyst. Ventura Cigar Company also distributes the 4th Generation and Comoy's of London brand of pipe tobacco products, extending its reach and tradition of offering top-quality tobacconist products. Pipes and blends under these brands are

cultivated through generations of craftsmanship, making them longtime favorites of pipe tobacco enthusiasts.

About Drew Estate

Founded in New York City in 1996, Drew Estate has become one of the fastest growing tobacco companies in the world. Under their mantra “The Rebirth of Cigars”™, Drew Estate has led the “Boutique Cigar” movement by innovating new elements to the tobacco industry with their unique tobaccos and blending styles that have attracted new and traditional cigar enthusiasts. In their Gran Fabrica Drew Estate, the Nicaraguan headquarters, Drew Estate produces a variety of brands such as ACID, Herrera Estelí, Herrera Estelí Norteño, Kentucky Fired Cured, Liga Privada, MUWAT, Natural by Drew Estate, Nica Rustica, Nirvana, Pappy Van Winkle Barrel Fermented Cigars, Tabak Especial, Undercrown, and Java by Drew Estate. To learn more about Archetype Initiation, Archetype Axis Mundi and all of Drew Estate’s IPCPR releases, visit <http://drewestate.com/ipcpr>.