

For Immediate Release:

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## **VENTURA CIGAR COMPANY HOSTING EXCLUSIVE MEDIA EVENT AT IPCPR**

### **ATTENDEES TO RECEIVE PREVIEW OF NEW BLENDS FROM CASE STUDY AND THE HUGO CHAIRMAN CIGAR.**

July 2017 – Ventura Cigar Company (VCC) will be hosting an exclusive media preview at 4pm on Tuesday, July 11, 2017, at the 85<sup>th</sup> annual International Premium Cigar & Pipe Retailers Association (IPCPR) Tradeshow. Ventura Cigar Company recognizes the importance of its media partners, and is offering this exclusive event to keep them informed, and on the cutting edge of what's new and trending in the market place.

Timed to occur early in the show, the Ventura Cigar Company media event will feature a release of the new Hugo Chairman cigar created in partnership with Rocky Patel, and the first 5 of 26 unique Case Study Blends. Attendees will be among the first to explore and sample these releases, enabling them to offer initial reports and reviews to their readership and social media followers, and will receive VCC swag bags as well.

The Chairman is an especially exciting release for Ventura Cigar Company, as it's a collaboration that honors the friendship between Rocky Patel and Hugh Cassar, the Chairman of Kretek International, Inc., parent company of Ventura Cigar Company. "Throughout his time in the cigar industry, Hugh has developed a close relationship with Patel," says Benjamin Winokur, Brand Manager for Ventura Cigar Company. "After many years of discussion and blending, we are thrilled to bring to market this ultra-premium cigar that bears his namesake. Rocky Patel himself, identified the individual tobaccos that went into the blend- each carefully selected to create a smoking experience that's as dynamic as the long-time camaraderie between the two friends."

After receiving much attention when officially announced at last year's IPCPR show, the Case Study Cigar Project continues to create buzz with the release of their first 5 blends. Like the pioneering architects of mid-century modernist architecture, who changed society's notion of what an ideal home should be, master tobacco blenders have shaped our understanding of the premium cigar. The Case Study Cigar Project is inspired by these architects of thought, design, and paradigm shift.

"This is truly a distinctive project," says Winokur. "Case Study takes premium cigars to a new level of exploration. We're partnering with five of the world's most renowned factories and their masters, releasing blends that showcase the unique qualities of vintage and aged tobaccos in cigars that exemplify the blender's craft. We'll be offering Master Editions (denoted by a White Band) that will be regularly available, with standard production quantities. We'll also be offering Limited Editions (Black Band), which will be available in extremely limited quantities. Once the Limited Editions are gone, they are gone. Those quick enough to stock and smoke these cigars will be lucky ones indeed. We're looking forward to showcasing our first release at this year's show, and hope our media partners enjoy the preview also."

Please visit [VenturaCigar.com](http://VenturaCigar.com) for more information on Case Study Cigar Project, the Hugo Chairman Cigar, and the many other offerings being featured at the IPCPR show and at the Ventura Cigar Company Media Preview Event on July 11, 2017.

### **Hugo Chairman Cigar Blend Information**

Wrapper: Mexican San Andres  
Binder: Brazilian Mata Fina  
Filler: Full-Flavored Nicaraguan Blend  
MSRP: \$12-\$14

### **Case Study Cigar Project Blend Information**

#### **CS01**

Factory: Occidental  
Wrapper: Ecuadorian Habano  
Binder: Semilla 192  
Filler: Multi-Country Blend  
MSRP: \$12-\$14

#### **CS02**

Factory: La Aurora  
Wrapper: Corojo Ecuador (Habano)  
Binder: Sumatra Brasil  
Filler: Multi-Country Blend  
MSRP: \$8-\$10

#### **CS03**

Factory: Occidental  
Wrapper: Mexican San Andres  
Binder: Semilla 192  
Filler: Multi-Country Blend  
MSRP: \$14-\$17

#### **CS04-Limited Edition**

Factory: Occidental  
Wrapper: Ecuador Connecticut  
Binder: Mexican Sumatra  
Filler: Multi-Country Blend  
MSRP: \$12-\$13

#### **CS05-Limited Edition (Only 12,000 Cigars Available)**

Factory: Plasencia  
Wrapper: Nicaragua Habano Oscuro

Binder: Mexican San Andres  
Filler: Nicaraguan Habano  
MSRP: \$11

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### **About Ventura Cigar Company**

Ventura Cigar Company (VCC) is a unique 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 Archetype, Case Study, Project805, and PSyKo SEVEN brands offer multiple award-winning blends that have earned 90+ ratings in Cigar Aficionado, Cigar & Spirits, and Cigar Snob. Ventura Cigar Company also distributes the 4<sup>th</sup> Generation and Comoy's of London line 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.