



For Immediate Release:

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Kretek, Inc. is Expanding Offerings with New Partnership

Kretek, Inc., and its subsidiary, Phillips & King, signs agreement to become the exclusive U.S. distributor of Fantasia Hookah products.

(July 24, 2017) Kretek International, Inc., the nation's largest importer, marketer, and distributor of specialty tobacco products, will expand its portfolio on August 1, 2017 to become the exclusive distributor of Fantasia products in the United States.

Known for manufacturing premier hookah products, Fantasia is behind one of the nation's top-selling hookah tobacco, which is well-known for its unique flavors and standout names. As part of the agreement, Kretek International, Inc. will be responsible for sales, distribution, and trade marketing, while Fantasia will focus on maintaining the high quality of its products and the consumer branding experience that is so compelling at the retail level.

"Fantasia is one of the nation's best-selling brands of hookah products," says Patrick Hurd, Vice President of Sales for Kretek International, Inc. "Their retail success is fueled by stellar quality, eye-catching packaging, and extraordinary flavors. We're pleased to partner with a brand that brings such a strong product to the table, and are excited at the opportunity to use our extensive channels to expand their reach. By expanding our relationship with Fantasia, we're offering our accounts a fresh product they can bring into their stores as an already-vetted profit-generator."

Fantasia products are manufactured in the United States. They are priced to offer good margins to wholesale channels, especially those purchasing the popular Fantasia shisha, an end-customer favorite, in either bulk or small boxes.

"We've invested much time and energy into developing the Fantasia brand and company," says Randy Jacob, President/CEO of Fantasia, "creating products that are truly sought-after by consumers. We are very pleased to work with Kretek, Inc. and Phillips & King to expand our distribution. They are leaders in the industry, and have already played a key role in expanding our category. With their expertise, I feel we can all look forward to a future of growth."

Kretek International, Inc. has an extensive customer roster, servicing large distributors who work with all types of smoke shops- including tobacconists, discount tobacco outlets, convenience stores, liquor stores, and vapor retailers. Through its Phillips & King division, these retail customers are also reached through the monthly Price Kutter publication, which offers an extensive selection of carefully selected products and outstanding customer service.

“Fantasia embodies Phillips & King’s long-standing value of quality,” says Sergio Montolfo, General Manager of Phillips & King, a subsidiary of Kretek International, Inc. “Just as we focus on offering top-quality items to our customers, they pride themselves on creating exceptional shisha tobacco blends from master crafters using Grade A, hand-selected, Virginia-grown leaves, and modern hookahs produced with fine materials. Fantasia is a natural fit for our company and I am confident that it will positively impact the bottom line of our retail customers looking to expand their offering.”

For more information about the Fantasia products being distributed through Kretek International, Inc. and Phillips & King, please visit www.phillipsandking.com.

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About Phillips & King International

Phillips & King International is the leading distributor of premium cigars, specialty tobacco, vapor, and alternative smoking products and accessories in the United States. Since 1906, the family-owned company has built a strong reputation by focusing on independent brick-and-mortar shops, priding itself on offering top products and the best service to their customers. Their highly experienced sales staff works with thousands of shops in all 50 states, US Virgin Islands, Guam, Puerto Rico, and globally to US military bases. The company distributes over 21,000 SKUs, warehoused in a 150,000 sq. ft. semi-automated facility. In addition, they have a portfolio of proprietary brands including Ventura Cigars, Ventura Vapor, Greenhouse, EZ Cig, FasFil, and more. Phillips & King also distributes the Price Kutter, a monthly buying guide that outlines best-selling products, deals, and information for the tobacco and tobacco-related industry. For more information, please visit phillipsandking.com.

About Kretek International, Inc

Kretek International, Inc. parent company to Phillips & King, is America’s number one importer, marketer, and distributor of specialty tobacco products to convenience, mass, and national retailers. For over 30 years, Kretek has enjoyed a strong reputation for providing exceptional customer relationships and top quality goods. The company continues to offer standout brands like Djarum, Cuban Rounds, and Djeep Lighters to distribution channels across the United States and Canada, bringing value, high-margins, and growth to retailers and distributors.

About Fantasia

Based in the United States, Fantasia is well-known in the industry for producing high-quality hookah products. Their shisha tobacco is a retail customer attraction for its top-seller status, and an end-customer favorite for its unique, enjoyable flavors. Fantasia offers both traditional and modern hookah flavors, and sells its tobacco blends in 50g boxes, 100g jars, 200g jars and 1 kilo containers. They also offer their patented airflow design hookah charcoal.