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NEW VISIONS COMING TO VCC

MICHAEL GIANNINI IS BACK IN THE CIGAR BUSINESS AND BRINGING HIS CREATIVE GENIUS TO VENTURA CIGAR.

November 2017 – Ventura Cigar Company (VCC) welcomes Michael Giannini to its Marketing Team, where he will assume the role of Creative Director at Ventura Cigars. With a keen eye for design and market insight, Giannini will lead the brand vision for proprietary VCC products and serve as the Brand Ambassador at cigar events worldwide. He joins the VCC team from La Gloria Cubana, where he most recently was the Director of Innovations and Creative Director for their General Cigar division.

“Michael Giannini is a key addition to the VCC team, we’re excited that Michael is back doing what he does best” says Jason Carignan, CMO of Kretek, parent company of VCC. “His vast industry knowledge and creative prowess are resources that we are excited to tap into and use to further develop the brands and products within the VCC portfolio. He is a true visionary with a business mind, and we are pleased to have him aboard.”

The premium cigar category is strong for Ventura Cigar Company, with top-performers like Archetype, PSyKo Seven, and Case Study recognized as customer favorites and industry standouts.

“I’m super excited to be joining the team at Ventura Cigars,” says Giannini. “This is a brand that has been flying under the radar, and I know people are going to love what we come up with next... so stay tuned!”

Born and raised in Philadelphia, Michael Giannini began his career as a pipe tobacco blender and retail clerk at a local tobacconist, before shifting gears to fulltime sales after the cigar boom, working first at



Ashton and then at La Gloria Cubana. Once LGC joined General Cigar Company, Giannini took a senior marketing role, taking over the LGC brand in 2009. During his time there, he created Team LGC, where he launched groundbreaking products and initiatives, like his eclectic brainchild, Foundry Tobacco Company.

“When it comes to innovation, there’s much more to come,” says Giannini. “VCC has so much opportunity to grow. The fun is just getting started, and I’m glad to be part of it.”

For more information about VCC and its offerings, please visit venturacigar.com.

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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 earned 90+ ratings in Cigar Aficionado, Cigar & Spirits, and Cigar Snob. Ventura Cigar Company also distributes the 4th 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.