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VENTURA CIGAR COMPANY BUILDS FOR SUCCESS

INDUSTRY VETERAN MICHAEL GIANNINI PROMOTED TO NEW POSITION AS GENERAL MANAGER AT VCC.

April 2018 – Just months since becoming Creative Director, the Ventura Cigar Company (VCC) is pleased to announce Michael Giannini’s promotion to General Manager. A charismatic innovator, Giannini has been leading the brand vision and development for VCC and its proprietary products. He will retain his role as Creative Director, continuing to drive the direction and evolution of Ventura Cigar Company and its exemplary products.

“I am so proud and honored to accept my new responsibilities as Ventura Cigar Company’s General Manager,” says Giannini. “As we continue to receive top ratings for our Archetype, PSyKO, and Case Study brands, we’re also forging bold, straight paths toward new products and steady growth. This move is really a natural progression of my career and will be a seamless transition as the brands evolve.”



As General Manager, Michael Giannini will draw upon his extensive background in the premium cigar industry to establish and pursue business strategies and goals for the Ventura Cigar Company. He will determine objectives, visions, and product development, while maintaining operational missions and overall growth.

“Elevating Michael Giannini to the role of General Manager was a no-brainer,” says Jason Carignan, CMO of Kretek, parent company of VCC. “I’ve been very impressed with his detailed knowledge of the industry, products, channels, and customers. And his passion for pushing boundaries, creating excitement, and guiding the Ventura Cigar Company brand in new directions is limitless. I am confident

that Michael will do a remarkable job in his new position and know that the Ventura Cigar Company will benefit greatly from his leadership and ability to successfully drive and champion our sales teams and their continuing success.”

Sales, Marketing, and Operations at Ventura Cigar Company will all report to Michael Giannini as General Manager, effective immediately.

“VCC has assembled a passionate team of talented professionals with skills and capabilities that are second-to-none,” says Giannini. “I am proud to lead this extraordinary group of people and believe that together we’ll truly go far in bringing VCC and its products to new heights.”

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. And Archetype’s Axis Mundi won #13 Cigar of the Year for 2017 from Cigar Aficionado. 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.