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FATHERS, FRIENDS, & FIRE

VENTURA CIGAR COMPANY CELEBRATES THREE ESSENTIALS WITH NATIONWIDE EVENTS.

May 2018 – Celebrating the bond of fatherhood and friendship, Ventura Cigar Company is partnering with key Tobacconists and Smoke Shops across the nation for Fathers, Friends, and Fire, a series of events aimed at sharing stories, experiences, and the love of premium cigars and pipe tobacco.

Held throughout the month of June, the Fathers, Friends, and Fire events are festive affairs, offering attendees the opportunity to meet, take a photo, and smoke with well-known industry personalities, Michael Giannini, General Manager at Ventura Cigar Company, and 4th Generation Tobacconist, Erik Stokkebye. Guests will receive both a printed and digital copy of the photo with Giannini or Stokkebye, and have access to special offers on Ventura Cigar Company brands, including Archetype, Case Study, PSyKo Seven, 4th Generation Tobacconist, and Comoy's of London.

“There’s nothing quite like a gathering of good friends and family,” says Giannini. “There’s a satisfying happiness found in sharing experiences and stories of the past and present. Our events are aimed at bringing people together, away from their busy lives, to enjoy- *really enjoy*- each other’s company. Erik and I are looking forward to traveling about the country, hearing stories and sharing smokes with our tobacconists and their guests.”

To make Fathers, Friends, and Fire truly memorable, Ventura Cigar Company commissioned exclusive mementos to give out at the events, which will not be available for individual sale. Events will feature a special cigar created by the father-daughter team, Omar and Indiana Ortez. Under Omar’s experienced eye, Indiana created the *Father-Daughter* blend, which balances their tastes for tobaccos, mixing the past with the present, featuring flavors reminiscent of the strength of age with a lightness of youth. The *Father-Daughter* limited-edition cigars will come pre-packaged in a 2-cigar coffin box, and are only available at Fathers, Friends, and Fire events during the month of June.

The *Father-Daughter* cigar is crafted at the Agroindustrial Nicaraguense de Tabaco factory, and features a Habano Ecuador wrapper, a Nicaraguan binder, and Nicaraguan filler tobaccos. “I was really excited to collaborate with Indiana and her father on this project,” says Benjamin Winokur, brand manager for Ventura Cigar. “The Fathers, Friends, and Fire event series means a lot to me personally, as my father

was the one who got me into cigars. To have the opportunity to share Indiana's story, alongside the cigar she created with her father for these events is very special."

In addition, guests attending pipe exclusive events will receive an exclusive pipe cleaner holder, autographed by the legendary Erik Stokkebye, whose family has been blending pipe tobacco and designing pipes for generations.

"We're offering fans of Ventura Cigar Company brands a real treat," says Jason Carignan, CMO of Kretek, parent company of VCC. "Fathers, Friends, and Fire is giving people the opportunity to share a smoke and a story with industry legends, Michael Giannini and Erik Stokkebye, and to also spend time with their loved ones, be they friends or family. We're pleased to partner with our retailers to pay homage to the bonds of fatherhood and friendship, and the shared enjoyment of premium cigars and pipe tobacco."

Fathers, Friends, and Fire events will be held around the country in the month of June. Tickets are limited in number and will be available at the participating Tobacconists and Smoke Shops for \$10 each.

For the event dates and locations, please visit facebook.com/venturacigar For more information about Ventura Cigar Company 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.