



For immediate release:

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## **THE JOURNEY CONTINUES.**

### **VENTURA CIGAR COMPANY ANNOUNCES UPCOMING RELEASE OF ARCHETYPE FANTASY MINI-SERIES.**

July 2018 – The next chapter of the popular Archetype saga is set to be revealed this July, at the 2018 IPCPR show. Continuing the narrative of the hero's journey, this three-cigar series unveils new details of the overarching story, a flavorful new tangent to be smoked and savored.

Crystals, Curses, and Cloaks, the cigars of the Archetype Fantasy Miniseries, have been custom-crafted and blended with rich, premium tobaccos at the acclaimed Oliva factory. Specifics of these soon-to-be legendary cigars include:

#### **Crystals**

20-count box

Size: 5x50

Format: Robusto with closed foot and pigtail cap

Wrapper: Sun-grown Habano

Binder: Nicaragua Habano

Filler: Nicaragua Habano

MSRP: \$180/box, \$9/Cigar

#### **Curses**

20-count box

Size: 5x50

Format: Robusto with closed foot and pigtail cap

Wrapper: Connecticut Broadleaf

Binder: Nicaragua Habano

Filler: Nicaragua Habano

MSRP: \$180/box, \$9/Cigar

## Cloaks

20-count box

Size: 5x50

Format: Robusto Square Press

Wrapper: Broadleaf

Binder: Nicaragua Habano

Filler: Nicaragua

MSRP: \$180/box, \$9/Cigar



“We’re telling a story at Ventura Cigars,” says Michael Giannini, General Manager at Ventura Cigar Company, and visionary behind the Archetype miniseries. “And although Carl Jung and Joseph Campbell would agree that there are similarities within any tale, it’s the particulars that set every story apart. The Archetype miniseries reveals more details of the hero’s journey. Really of every smoker’s journey. We’re all heroes on our adventure through life, and we’ll all uncover different nuances, flavors, and essences from these cigars. And that uniqueness is the beauty of this release.”

The Archetype Fantasy Miniseries will be unveiled in the Ventura Cigar Company booth at IPCPR in July and will soon be available at the retail level. Archetype cigars, like Dreamstate, Sage Advice, Strange Passage, and Axis Mundi, have been customer favorites since their launch, receiving high-ratings from industry critics. For more information about Ventura Cigar Company and its offerings, please visit [venturacigar.com](http://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 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.

