



For immediate release:

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NOW SHIPPING: THE ARCHETYPE MINI-SERIES FROM VENTURA CIGARS

HIGHLY SOUGHT-AFTER CIGARS ARE NOW AVAILABLE AT TOBACCONISTS AROUND THE US.

October 16, 2018 – Ventura Cigars is pleased to announce that the Archetype Mini-series is now shipping to tobacconists all over the United States. This 3-cigar collection- Crystals, Curses, and Cloaks- was released with fanfare in July 2018 at IPCPR, and instantly caught the eyes of the industry for its unique blends and backstory. And it's now available for consumers on their own quest for standout cigars.

Inspired by the musings of Carl Jung and Joseph Campbell over the recurring characters and themes in a hero's journey, Archetype cigars launched in 2016, and cigar enthusiasts immediately took notice. Archetype cigars, including Dreamstate, Sage Advice, Strange Passage, Initiation and Axis Mundi have repeatedly been recognized for their flavorful blends and extraordinary smoking experiences. This mini-series is a new addition to the line, which adds mysteriously interesting details to its overarching tale.

Says Michael Giannini, General Manager for Ventura Cigars, "We were blown away by the attention the Archetype Mini-series received at IPCPR this year. We know that Archetype is different, really special. And if we're adding to that story, the new smokes needed to live up to the legend of the ones that came before them. And that, they truly do."

Custom-crafted and blended to perfection at the renowned Oliva Factory, the rich layers and flavors of Crystals, Curses, and Cloaks beckon to be tried, tasted, and savored. Details about cigars include:

Crystals

20-count box

Size: 5x50

Format: Robusto

Wrapper: Sun-grown Habano

Binder: Nicaragua Habano

Filler: Nicaragua Habano

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

Curses

20-count box

Size: 5x50

Format: Robusto

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 invite Archetype enthusiasts to be sure to check out all three cigars in the mini-series,” says Giannini. “If you enjoy Archetype, you’ll relish Crystals, Curses, and Cloaks. And if you haven’t tried an Archetype cigar yet, the mini-series is a great place to start. Like a good story, you can always go back to re-read the beginning.”

For more information about Archetype cigars and where to find them, 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.