



For immediate release:

CONTACT

Rachel McKnett

Kretek International

rachelmcknett@kretek.com

MICHAEL GIANNINI HOLDING ROLLING EVENT AT BIG SMOKE 2018

LEARN HOW TO ROLL YOUR OWN ARCHETYPE AXIS MUNDI AS VENTURA CIGARS SHARES THEIR CRAFT AT CIGAR AFICIONADO'S UPCOMING EVENT.

November, 2018 – Ventura Cigar Company (VCC) is making Las Vegas an extra lucky destination for those heading to Cigar Aficionado's Big Smoke 2018. Held November 9 through November 11 at the Mirage in Las Vegas, Big Smoke gives premium cigar fans the opportunity to sample sticks from top producers in the industry, and to meet, smoke or pose for a photo with some of their favorite cigarmakers. Not just handing out samples, Ventura Cigars is upping the ante, adding a DIY element to the event. Attendees who come by their booth on Friday or Saturday nights will be treated to a cigar-rolling session led by Michael Giannini and VCC special guest, Indiana Ortez, Cigar Master and the skilled blender behind the Ventura Cigar Company's exclusive Fathers, Friends, and Fire cigar. Michael Giannini, the General Manager of Ventura Cigar Company and industry icon, will be welcoming guests to the booth, sharing smokes and stories as they roll their own Axis Mundi cigar. Michael will also be hosting a larger-scale Rolling Event alongside Indiana Ortez during the Cigar Aficionado "Roll Your Own" event on Sunday, November 11, which promises to be a highlight of the weekend.

A veteran of hosting rolling events, Giannini will impart his tricks and entertaining stories of the trade as he and Indiana guide attendees through the creation of their Axis Mundi, likely revealing some interesting behind-the-scenes details on the happenings at Ventura Cigar Company.

"I'm so glad to be headed back to Big Smoke," says Giannini. "Cigar Aficionado knows how to put on a solid event, and I'm excited to be with the Ventura Cigars crew, putting our Archetype Axis Mundi cigar in the spotlight. It's a natural choice to highlight here, since Cigar Aficionado recognized Axis Mundi as the #13 Cigar of the Year for 2017. We're pleased to be sharing this standout cigar with Big Smoke attendees, and maybe a few of our secrets too."



The Big Smoke 2018 Roll-Your-Own-Cigar seminar is currently sold out, but tickets are available for the Friday and Saturday evening events.

To get Big Smoke tickets, visit cigaraficionado.com. For Big Smoke updates, more info on Axis Mundi, and the other Archetype cigars, please visit venturacigar.com, or follow them on Instagram @venturacigar.

###

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.