



For immediate release:

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Kretek International, Inc. Announces Changes to its Sales Leadership Team

New appointments to align brands and efforts, while increasing focus for organization.

(May 2019) Kretek International, Inc., the United States' largest importer, marketer, and distributor of specialty tobacco products, has announced new appointments to its Sales Leadership Team. Kretek International, Inc. is experiencing strong growth through their differentiated, value-added portfolio, coupled with leveraging its fact-based selling approach to business management. They are strengthening their Sales Team to provide strategic, focused leadership and executive vision to unite Kretek brands and subsidiaries for continued growth in all channels.

Newly promoted to Chief Sales Officer (CSO) of Kretek International, Inc., **Patrick Hurd** will lead the long-term direction and health of the overall business for both Kretek US, and Kretek International, Inc.'s subsidiaries. The almost 20-year Kretek veteran brings a wealth of expertise and a proven track record for aligning products and goals, teams and strategies from his previous positions at the company, which include General Manager for Kretek Canada, General Manager for Ventura Cigar Company and most recently, Vice President of Sales for Kretek US.



Patrick Hurd, Chief Sales Officer Kretek International, Inc.

"I'm honored to be such an integral part of the Kretek team and legacy," says Hurd. "This company has a long history of success and continues to pave the way within our ever-evolving industry. I look forward to driving new business, innovations, partnerships, and efficiencies that will keep Kretek at the top of its game. There's real opportunity here, and we're going after it."

John Tirpak will assume the title of Vice President of Sales of Kretek International, Inc. Having worked within the Premium Cigar industry for over 23 years, Tirpak most recently held the title Director of Sales at Kretek International, Inc., and prior to that, Director of Sales for Ventura Cigar Company, a Kretek subsidiary. His experience with the company and within the industry brings an expert, focused leadership that will drive Kretek toward its overarching goals. As Vice President of Sales, Tirpak will be instrumental to Kretek's growth, focusing on delivering sales targets and providing continued direction within the Sales Team.



John Tirpak, Vice President of Sales Kretek International, Inc.

Sean Teninty has been promoted to Vice President of Sales Strategy from his previous position as Senior Director of Sales Strategy at Kretek International, Inc. He has been with Kretek for over 5 years, helping to transform Kretek's business analytics and business planning, and creating channel-specific strategies. Prior to joining Kretek, he spent over 20 years in the Consumer-Packaged Goods Industry in various sales leadership positions at well-known companies like Quaker Oats, Pepsico, Del Monte, and Pharmavite. In his new position, Sean Teninty will be responsible for developing Kretek's business strategies. He will continue to lead trade marketing and business analytics, and oversee the retail sales operations team.



Sean Teninty, Vice President of Sales Strategy, Kretek International, Inc.

"We are excited for what these appointments mean for the future of Kretek," says Mark Cassar, CEO of Kretek International, Inc. "We've put together a team that offers a well-rounded perspective of our business, and a strong understanding of our customers. We are investing in our people, our products, and our processes, which will position Kretek for continued success in today's ultra-competitive marketplace."

The changes to Kretek International Inc.'s Sales Leadership Team are effective immediately. For additional information about Kretek International, Inc. please visit kretek.com.

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About Kretek International, Inc.

Kretek International, Inc. parent company to Phillips & King and Ventura Cigar Company, is America's number one importer, marketer, and distributor of specialty tobacco products to convenience, mass, and national retailers. For over 30 years, Kretek has enjoyed a strong reputation for providing exceptional customer relationships and top quality goods. The company continues to offer standout brands like Djarum, Cuban Rounds, and Djeep Lighters to distribution channels across the United States and Canada, bringing value, high-margins, and growth to retailers and distributors.