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## ARCHETYPE CHAPTER 3: THE LEGEND CONTINUES

### TWO NEW BLENDS SET TO DEBUT AT IPCPR 2019.

June 2019 – Ventura Cigar Company (VCC) announced today the addition of Chapter 3 to its Archetype Cigars story, with two new tobacco blends set to release in June at IPCPR 2019. These unique cigars, named *Sacred Scales* and *Dawn of Destiny*, are crafted by Cigar Master Ernesto Perez-Carrillo in his award-winning factory in the Dominican Republic. Perez-Carrillo and Michael Giannini, General Manager at Ventura Cigar, have a unique friendship which spans over the last 20 years, crossing paths at different points in their career journeys. Archetype Chapter 3 is a celebration that marks their 3<sup>rd</sup> cigar collaboration, and the beginning of a new phase in the Archetype story, and in their story as icons in the cigar industry. Attendees of IPCPR will be among the first to try the new Archetype Chapter 3 blends and bring them into their store's inventory.

Inspired by the work of psychologist Dr. Carl Jung and mythographer Joseph Campbell, Archetype Cigars herald the Hero's Journey, a common storytelling arc that has been shared across cultures, space and time.

Chapter 3's *Sacred Scales*, marks the inflection point in this journey, beginning the hero's return to the real world from the imaginary. This full-bodied, full-flavored cigar offers a rich, signature Ernesto Perez-Carrillo smoking experience, featuring a San Andres Maduro wrapper from Mexico, an Ecuadorian binder, and filler tobaccos from Nicaragua. *Sacred Scales* will be available in a 5 x 50 Robusto, 6 x 52 Toro, and 6 x 60 Gordo.

*Dawn of Destiny* represents the hero's return to reality as it travels across the threshold of flavor. A medium-full-bodied blend, this Perez-Carrillo-crafted cigar features a smooth wrapper from Ecuador, which surrounds a binder and filler tobaccos from Nicaragua. *Dawn of Destiny* will be available in a 5 x 50 Robusto, 6 x 52 Toro, and 6 x 60 Gordo.

"Ernesto Perez-Carrillo is one-of-a-kind," says Michael Giannini, General Manager for Ventura Cigars. "He and I go way back. We are champions of each other's work in the cigar industry, and creative collaborators at points along the way. It made sense for us to team up and begin this new chapter of Archetype, forging a new path in its story, and celebrating a new phase in our careers. Ernesto's a

master crafter, as a creator of blends that treat the cigar smoker to an evolving flavor experience. Chapter 3 is going to be an exciting one for all of us- I just know it.”

The overarching Archetype experience ventures through the top-rated cigars Dreamstate, Sage Advice, Strange Passage, Initiation, and Axis Mundi. And in Fall 2018, the Archetype Mini-Series added a 3-cigar side quest with Crystals, Curses, and Cloaks.

For more information about Archetype Cigars, or any other cigars in the Ventura Cigar Company Portfolio, 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 Tommy Bahama Luxury Cigar Accessories and the 4<sup>th</sup> Generation Tobacconist and Comoy's of London lines 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.