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PSyKo SEVEN: THE SUMMER 2019 SWISS TOUR

VENTURA CIGAR COMPANY + OETTINGER DAVIDOFF AG TEAM UP FOR EVENTS FEATURING PSyKo SEVEN

July 2019 – Mark your calendars for a good time: PSyKo Seven Cigars are going on tour in Switzerland this summer, along with Ventura Cigar Company icons, Michael Giannini and Rick Charles. The duo will be working with PSyKo Seven’s European Distributor, Oettinger Davidoff AG to showcase the cigars and Ventura Cigar’s cool, California lifestyle at a series of events in Switzerland, starting with Big Smoke in Zurich on July 6.

“This is a bit of a coming out party for PSyKo Seven,” says Giannini, General Manager at Ventura Cigar Company. “The cigars have only been available for less than a year in Switzerland, so it’s time to make some introductions. Share some stories, get to know our consumers and our tobacconists over a few smokes. Rick and I are really looking forward to it.”



Big Smoke kicks off the events on July 6. A festival that celebrates the premium cigar with food, drinks, and sampling opportunities, Michael Giannini and Rick Charles will be on-hand at the Oettinger Davidoff AG booth, along with Patrick Hurd, Chief Sales Officer at Kretek International, Inc. and a big force behind the PSyKo Seven brand. The team will be greeting the over 350 attendees with PSyKo Seven smokes and swag. Big Smoke tickets are still available and can be purchased at cigar.ch/big-smoke/tickets/.

Giannini and Charles continue the PSyKo Seven Swiss tour with events held at select premium tobacconists. Free to attendees, guests will be treated to PSyKo Seven cigars and gear, while sharing smokes with the lively Ventura Cigar duo. Events will be held at the following locations:

July 10, 2019

Gentleman's Cigars & More GmbH
Blumenstrasse 25
9403 Goldach

July 11, 2019

1920 Cigar Lounge
Rue de l'Ancienne Pointe 30
1920 Martigny

July 12, 2019

Tabashop Monbaron
Grand' Rue 46
1820 Montreux

July 13, 2019

Don Alejandro's Cigar Lounge
Industriestrasse 12
8305 Dietlikon

The tobacconist events do not require tickets or reservations.

"PSyKo Seven is coming in big," says Rick Charles, International Markets Manager for Phillips & King, part of Ventura Cigar Company's distribution arm. "We have a solid partner in Oettinger Davidoff AG, and we're pleased to be working with them to grow the PSyKo Seven brand. At these events, we hope to really reach the Swiss consumer, have some fun, and get them to 'Embrace the Madness' with us. This is just the beginning."



PSyKo Seven cigars are almost a cult classic in the United States market, with their quirky packaging, high industry ratings, and smooth, medium-bodied smokes that have a reputation for being richly satisfying.

The PSyKo Seven cigars include:



- **PSyKo Seven Natural**, which received over-90 ratings by Cigar Snob, Cigar & Spirits, and Cigar Aficionado
- **PSyKo Seven Maduro**, which received an over-90 rating from Cigar Aficionado
- **PSyKo Seven Connecticut**, a relatively recent release

For more information about PSyKo Seven cigars, or any other cigars in the Ventura Cigar Company Portfolio, 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 Silver Dollar Nasal Snuff and the 4th 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.

About Oettinger Davidoff

Oettinger Davidoff Group, with sales of approximately 500 million Swiss francs and 3,600 employees around the world, traces its roots back to 1875 and remains family-owned to this day. The company is dedicated to the business of producing, marketing, distributing, and retailing premium-branded cigars, tobacco products, and accessories. The premium-branded cigar business includes Davidoff, AVO, Camacho, Cusano, Griffin's, Private Stock, Zino, and Zino Platinum. Oettinger Davidoff Group is also the sole agent of many brands in several countries, such as Haribo in Switzerland and S.T. Dupont in the USA. Its business is anchored in a strong "crop-to-shop" philosophy, having pursued vertical integration from the tobacco fields in the Dominican Republic, Honduras, and Nicaragua to its global network of over 75 Davidoff Flagship Stores and strong Appointed Merchants.