



For Immediate Release:

CONTACT

Rachel McKnett
Kretek International
rachelmcknett@kretek.com

VENTURA CIGAR COMPANY STILL STRONG AFTER RECENT LAYOFFS

KRETEK INTERNATIONAL, INC., PARENT COMPANY OF VENTURA CIGAR, RESTRUCTURES IN ANTICIPATION OF FDA ACTION WITHIN OVERALL TOBACCO INDUSTRY.

November 2019 – Ventura Cigar Company has just announced the restructuring of its national sales organization in advance of new FDA regulations expected to hit the tobacco industry in the coming months. In a continually evolving environment, Ventura Cigar Company, through Kretek International remains a strong and profitable company and will continue to deliver high quality products and service to our valued consumers and customers.

Michael Giannini, General Manager of Ventura Cigar Company said “Making tough decisions has kept Kretek International strong throughout the decades, and I commend the company for recognizing the changing market landscape and taking necessary steps to remain an industry leader. We are grateful for the contributions of our employees and wish everyone well as they continue their journeys.”

For more information about Ventura Cigar Company, 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 Kretek International, Inc.

Kretek International, Inc., parent company to Ventura Cigar Company, DRYFT Sciences, LLC, Phillips & King, and Tobacco Media Group (TMG) is America's number one importer, marketer, and distributor of specialty tobacco products sold by 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.