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VENTURA CIGAR IS ROLLING INTO THE ROCKY MOUNTAIN CIGAR FESTIVAL

MICHAEL GIANNINI TO HOST ROLLING EVENT AT THIS YEAR'S FESTIVITIES

August 2019 – Bringing their signature unconventional approach to their cigars, Ventura Cigar Company will be hosting a cigar rolling event at this year's Rocky Mountain Cigar Festival. Held on August 24, 2019 in Broomfield, Colorado, the Rocky Mountain Cigar festival brings together aficionados of spirits, cigars, wines, and food, with a full day of sampling, music, games, and activities. It's an ideal setting for Ventura Cigar Company to showcase products with attendees, but they've decided to take it to the next level by holding a rolling event to share the craft behind their blends. Led by Michael Giannini, industry icon and General Manager for Ventura Cigar Company, the rolling event is expected to draw several hundred people, offering a hands-on approach to cigars.

Guests of the rolling event will be treated to a VIP experience, as they roll their own Axis Mundi cigars, a popular blend from Ventura Cigar Company's popular Archetype brand.

"Sometimes, to really appreciate the experience, you have to get your hands dirty," says Giannini. "It's not enough to simply smoke a cigar. To really savor it, really understand it, you have to know the backstory. We're giving people a chance to be part of the backstory. To roll the cigar themselves, engage in the process of creation, and then truly enjoy the smoke. It's going to be great, and I'm excited to be a part of it."

To find out how to reserve a spot at Michael Giannini's Rolling Event, please visit

<https://rmcigarfestival.com/tickets/>. For more information about Ventura Cigar Company events, or any of our cigars, please visit venturacigar.com.



Michael Giannini Rolling Event at Pennsylvania Barn Smoker.

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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 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.