



**For Immediate Release:**

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## **Kretek International, Inc. Announces Leadership Promotions.**

Leadership promotions to advance and grow the company across the specialty tobacco category.

**(June 2021)** Kretek International, Inc. (Kretek), the leading importer, marketer, and distributor of specialty tobacco products in the United States, announces a series of senior management promotions to advance company growth across its subsidiaries.

**Jason Carignan**, currently Chief Marketing Officer of Kretek, will become President of Phillips & King International and TMG International. Carignan's new role will involve the strategic expansion and digital transformation of the Phillips & King and TMG businesses to serve the evolving needs of independent retailers across the country. Sergio Montolfo, EVP and General Manager, will report to Carignan and will continue in his role overseeing sales and operations of the business.

Jason Carignan joined the company in 2014 and is credited with the strong growth of Kretek's many proprietary brands and subsidiaries. Most recently, Carignan served as President of Dryft Sciences, LLC, a Kretek subsidiary, where he led the start-up, manufacture and commercialization of the successful line of Dryft nicotine pouches until the company's sale to Modoral Brands Inc. in November, 2020.

"I have tremendous confidence in Jason Carignan, who has championed many of the company's key successes over the years," says Sean Cassar, Kretek's President. "With Jason at the helm of Phillips & King, we're ready to rapidly advance our business modernization efforts in order to capitalize on the many growth opportunities ahead and to achieve our corporate objectives."

Additionally, **Albert Jose**, currently Director of Kretek Marketing, has been promoted to Senior Vice President of Sales & Marketing for Kretek. Albert joined Kretek in 2012, when he began as a Brand Manager, and over the past nine years has led marketing and brand management efforts for many of the company's most important products including Djarum and Cuban Rounds. In moving into his new role, Albert Jose's duties will expand to include oversight for all of Kretek's dedicated sales channels and their related marketing programs and product development efforts.

"The Djarum and Cuban Rounds product portfolios represent significant growth opportunities for the company," says Sean Cassar. "We look forward to Albert Jose and the entire sales and marketing team

working together to expand distribution and build on the strong sales and margin growth our company has achieved over the years.”

Both Jason Carignan’s and Albert Jose’s role will take effect immediately.

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### **About Kretek International, Inc.**

Kretek International, Inc., parent company to 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 35 years, Kretek has enjoyed a strong reputation for providing exceptional customer relationships and top-quality brands. The company continues to offer standout brands like Djarum and Cuban Rounds to distribution channels across the United States and Canada, bringing value, high margins, and growth to retailers and distributors.

### **About Phillips & King International, Inc.**

Phillips & King International, Inc. is the leading distributor of specialty tobacco, alternative smoking products and accessories in the United States. Since 1906, the company has built a strong reputation by focusing on independent brick-and-mortar shops, priding itself on offering top products and the best service to their customers in all 50 states, the US Virgin Islands, Guam, Puerto Rico, and globally to US military bases. For more information, please visit [phillipsandking.com](http://phillipsandking.com).

### **About TMG**

Tobacco Media Group International, Inc. (TMG) is a vertically integrated media and events company serving the needs of retailers, manufacturers and wholesalers in the tobacco, vapor, hemp and alternative industries. Its flagship trade event, Tobacco Plus Expo (TPE) ([www.tobaccoplusexpo.com](http://www.tobaccoplusexpo.com)), is the largest B2B tobacco trade show highlighting the full-spectrum of tobacco, vapor, alternative and general merchandise products available on the ever-evolving market. Additionally, Tobacco Business magazine ([www.tobaccobusiness.com](http://www.tobaccobusiness.com)), reports on and analyzes news, business topics, legislation, and trends affecting the industry.