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NOW SHIPPING: ARCHETYPE CHAPTER 3

COMING SOON TO A TOBACCONIST NEAR YOU: TWO NEW ARCHETYPE BLENDS FROM VENTURA CIGAR COMPANY.

October 2019 – The story continues. Ventura Cigar Company (VCC) announced today that two new Archetype Chapter 3 cigars, are now shipping and will soon be available at online premium tobacco retailers and fine tobacconists around the United States. These unique blends, named *Sacred Scales* and *Dawn of Destiny*, were crafted by Cigar Master Ernesto Perez-Carrillo in collaboration with Ventura Cigar, and in celebration of the longtime friendship between Perez-Carrillo and Michael Giannini, General Manager at VCC. Recently debuted at IPCPR 2019, this will be the first opportunity for consumers to find and experience Archetype Chapter 3.

Ventura Cigar Company's Archetype line heralds the Hero's Journey, a common storytelling arc that has been shared across cultures and throughout time, and is marked by the highly rated cigars Dreamstate, Sage Advice, Strange Passage, Initiation, and Axis Mundi, in addition to the 2018 3-cigar mini-series Crystals, Curses, and Cloaks.

Chapter 3's *Sacred Scales*, marks the inflection point in this journey, beginning the hero's return to the real world from the imaginary. And *Dawn of Destiny* represents the hero's return to reality as the cigar travels across the thresholds of flavor.

Both tobacco industry icons, Michael Giannini and Ernesto Perez-Carrillo have been friends for over 20 years. This collaboration is a nod to their own journeys, perfectly synched with their careers crossing paths professionally for a third time. Chapter 3 begins.

"Ernesto Perez-Carrillo is a hero in this industry," says Giannini. "He's a master of his craft, with a lifetime of stories that he weaves into his blends. Calling upon him to create for Archetype Chapter 3 was like poetry. It has been an honor to work with and call him a friend for so many years. And it is an even bigger honor to work with him again now. I hope everyone checks out these cigars- you won't want to miss out."

Sacred Scales

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

A medium-full-bodied blend, this 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.

For more information about Archetype 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 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.