



BRIAR PATCH

Arden Fair Mall
916-929-8965

1689 Arden Way, Suite 2006
Sacramento, California 95815

First Party a Success...

We were as nervous about our first in-store event as any party host – but we're pleased to report that the September 7th gathering was a delightful success. That was the word from those who turned out to enjoy an afternoon of cigar tasting, pipe viewing and pleasant conversation with other, like-minded smokers.

The focus and highlight of the event was Terry Coleman from CAO, who came into our store for a cigar tasting of CAO's newest line of cigars, the Brazillia. He also brought in more than 100 of CAO's meerschaum pipes.

More than 200 people attended, with everyone receiving a free Brazillia cigar. The Brazillia is a full-bodied, but very smooth cigar. Almost everyone who tried it was impressed enough to buy some. If you are a cigar smoker and haven't yet sampled the Brazillia, we suggest you give it a try. We have them in stock.

The meerschaum pipes Terry brought in were of the highest quality and beautifully carved. Many

of the pipe smokers who attended the event took advantage of the 20 percent discount offered on the pipes and purchased one or more.

This first gathering was

such a success that we have planned several more, both for those who missed a good time and for those who want to come again. Please see the following story for details.

More Events to

With the success of the CAO Cigar Tasting and Meerschaum Pipe show, we have scheduled several additional events between now and the end of the year to help everyone prepare for the holidays. Please come into the store or call us (929-8965) to sign up for these events.

Thursday and Friday, October 3rd and 4th – Steven Johnson from Alfred Dunhill will be in the store with more than 300 Dunhill pipes, pipe and cigar accessories and other one of a kind items. Steven will be in the store from 1 to 9 p.m. each day. Look for special pricing on Dunhill pipes and lighters. Dunhill makes the finest pipes and smoking accessories in the world. Everyone who smokes a pipe should have at least one Dunhill in his collection.

Thursday, October 17th – Rich ----- from JMG International will be in the store from 1 to 9 p.m. presenting several hundred Savinelli pipes and Savinelli's new Nicaragua Reserve Maduro cigars. If you like a medium-bodied maduro, you're going to love these cigars. Not only that but you're not going to believe the pricing. Come early – only 50 of these fine cigars will be available for free tasting. There will be special pricing on all Savinelli pipes and cigars.

Friday, November 8th - Bjarne Nielsen from Bjarne Pipes will be bringing in several hundred of his pipes and accessories. He will be in the store from 1 to 9 p.m. Bjarne is known for his beautiful pipe designs and for his reasonable prices. His pipes always smoke like much higher-priced pipes and make a distinctive addition to anyone's collection.

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On the Back:

Meet Our Employees

State Budget Impact

More Changes At The Patch!

The Briar Patch is a specialty smoke shop and gift store located on the second floor of the Arden Fair Mall near Sears.

Hours: M-S 10AM-9PM, Sun 10AM-6PM.

Telephone: 916-929-8965



BRIAR PATCH

Dodging the Bullet...for Now

State Passes Budget Without Cigarette Tax Hike

On September 5, 2002, Governor Gray Davis signed the state budget, which did not include a proposed \$2.13 increase in cigarette taxes. All smokers should breathe a sigh of relief – but only temporarily, as the tax proposal is expected to emerge again.

What many pipe and cigar smokers may not have realized is that had the cigarette tax been increased to \$3 per pack, as proposed during the long stalemate on the state budget, they would have been affected too. Under the proposal, the taxes on Other Tobacco Products (OTP) – which includes pipe tobacco and cigars – would have gone from the current 48.89% of wholesale prices to nearly 125%.

What would this have meant to you? A 20-40% increase in the price you pay for pipe tobacco or cigars. A cigar that cost \$5 would have more than \$3 in taxes added to the price.

The same threat exists for OTP taxes next time. That is because Proposition 99, which passed in 1988, links ciga-

rette taxes to OTP taxes — making California the only state in the country where such a link exists. Due to the interaction between 1998's Proposition 10 (the 50-cent tax on cigarettes that is set aside for children's services) and Proposition 99, you actually pay double the taxes on OTP that are paid on cigarettes.

This summer's proposed cigarette tax was defeated in part because of a grassroots campaign conducted by the 600 smoke shops in California, including the Briar Patch. In addition, petitions and letters from people like you and some very stubborn Republicans in the state Assembly turned the tide and forced politicians to come up with a budget that did not rely on punishing a single group of taxpayers.

This latest battle may be over, but you can expect new bills to be introduced next year to increase cigarette taxes as politicians look for new sources of revenue. You might want to take this issue into consideration when you vote in November and choose the candidates you vote for carefully.

New and Improved

As we promised in our last newsletter, we are continuing to make improvements at the Briar Patch to serve you better. Here are some of the latest:

- We have added a new cash register to help minimize your wait to check out. Right now it's a "cash only" register, but we will be adding a new credit card machine soon.
- There are a lot more cigars in the Briar Patch humidors. These include H. Upmann 160th Anniversary Series, St. Dupont, Savinelli ELR, Savinelli Nicaraguan Reserve, Auora Platinum Edition Preferidos, Bahia Gold, Hoja de Monterey Excalibur, Montecristo Series V, Don Diego Playboy, Don Diego Players Club, Padron Corticos and several new flavored cigars. And there's more coming...
- We have replaced our old tobacco jars with new jars that will allow us to carry more bulk pipe tobaccos. So far we've added Strawberry Daiquiri, Black Raspberry and Hazelnut. There are many more selections coming.



On Staff: Meet Greg Scharon

Greg Scheron has been an employee of the Briar Patch for more than eight years. He has managed to survive two previous owners – and we like to think he is in the process of training the third.

Prior to joining the Briar Patch, Greg spent 29 years in the U.S. Air Force as a pilot and navigator. He retired as a lieutenant colonel. At a time when people change jobs frequently, the Briar Patch is only Greg's second employer.

Greg began smoking pipes and cigars more than 30 years ago. His level of expertise about both is unsurpassed. If you have any questions about either cigars or pipe smoking, Greg will be happy to assist you. Greg works from 10 a.m. to 5 or 6 p.m. Monday through Friday. Please feel welcome to stop by and say hello to him.