

## Perdomo Reserve Rolls Out Shades of Color Cello

Tabacalera Perdomo, S.A. is introducing "shaded" or "tinted" cigar cellophane to its La Tradicion Perdomo Reserve cigar line. The shaded cigar cellophane, which is called CelloSHADE (patent pending), is a proprietary development to help protect cigars from undesirable ultraviolet light conditions and enhance the aesthetic value of the brand's presentation, says Michael Argenti, executive vice president.

The decision to implement CelloSHADE was based on a consumer study involving 25 strategically appointed tobacconists located in primary and secondary U.S. geographical markets. The study focused on cellophane used for three editions of the La Tradicion Perdomo Reserve cigar line. The Cameroon line features a platinum tint; the Cuban Café utilizes an ivory hue; and the Maduro is distinguished by a deep ruby tone.

The newest and fourth edition of the La Tradicion Perdomo Reserve cigar line, Champagne, debuted last year with a golden CelloSHADE sheath encasing each cigar.

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