

► 'Perdomo Golf' Tees Off at Retailers



Tabacalera Perdomo, S.A. has announced the start of Perdomo Golf, a retailer-driven program designed for tobacconists that strategically targets the unique relationship between golf and cigars. The program includes the development

of a special new cigar line, golf apparel, accessories, and golfing events.

A new cigar line, La Tradicion Perdomo Reserve Limited Golf Edition, features a five-year-old Connecticut shade-grown wrapper and rich Nicaraguan fillers. Each cigar is traditionally handmade and cedar aged, and the line will be offered in the following sizes, in emerald green 25-count Spanish cedar boxes: Putter (4¾ x 44 petit corona); Fore! (4¾ x 44 x 56 x 52 figurado); Iron (5 x 54 robusto); Eagle (6 x 54 Epicure); Birdie (6 x 54 belicoso); Double Eagle (7 x 54 Churchill); Double Eagle Tubo (7 x 54 Churchill in tubo); Driver (7 x 54 torpedo); and Hole-In-One (9 x 52 "A"). The Double Eagle Tubo and the Hole-In-One will be available in 10-count boxes.

The Perdomo Golf program will also offer cigar enthusiasts "The Caddy," a unique gift pack designed for golf foursomes. It includes four La Tradicion Perdomo Reserve Limited Golf Edition Double Eagle cigars in attractive green tubes, four customized golf balls, and a Perdomo cigar cutter. Tobacconists will also market golf attire, including Perdomo golf caps, and polo shirts exclusively designed by Perry Ellis International.

Tabacalera Perdomo, S.A., Miami Lakes, Fla., Tel: (305) 627-6700, Toll-free: (877)-473-7366, Web: www.perdomocigars.com.



Product SHOWCASE >>> GIFTS & ACCESSORIES



>>> Perdomo Joins Perry Ellis to Market Guayabera Shirts

Tabacalera Perdomo S.A. has forged a marketing alliance with apparel giant Perry Ellis International to manufacture and market a line of Perdomo-branded guayabera shirts.

The guayabera, a loose fitting pleated shirt that is an iconic symbol of Cuban culture, has been enjoying a renaissance in popularity and gaining a devoted following in the U.S. The Perdomo Guayabera is

available in four basic styles, with design highlighting the company or one of its cigar products: a traditional four-pocket linen-and-cotton shirt, available in three colors (Tabacalera Perdomo); a casual black shirt with copper and silver embroidery (Edicion de Silvio); a casual ivory shirt with brown embroidery (ESV 1991); and a casual two-tone black-and-white shirt (La Tradicion Perdomo Reserve).

All the Perdomo Guayaberas are available in sizes from medium to XXXL, and carry a suggested retail price of \$50.

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