

## Tabacalera Perdomo Revamps Fresco Line

Tabacalera Perdomo S.A. is reintroducing its Perdomo Fresco cigar brand to appeal to a broader segment of the premium cigar market. Shipment to retailers began January 9th.

"Although we're a premium cigar manufacturer, I've always wanted to introduce a new blend at an affordable price for the everyday cigar smoker," stated third-generation cigar maker Nick Perdomo. "I'm extremely pleased that cigar enthusiasts will be able to smoke a premium, long filler Perdomo cigar at an incredibly modest price."

The new Perdomo Fresco blend — described as medium-bodied, creamy, and smooth — uses long filler tobaccos grown at the Perdomo farm in Esteli, Nicaragua; binders selected from Perdomo's crops grown in the country's Jalapa Valley region; and a golden Connecticut shade-grown wrapper. Consumers may choose from four traditional sizes packaged in bundles of 25: Robusto (5 x 50); Toro (6 x 50); Churchill (7 x 50) and Torpedo (6½ x 54) with suggested retail prices per cigar ranging from \$1.90 to \$2.20.

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

