

ON YOUR SHELF



Tabacalera Perdomo S.A. has reintroduced its Perdomo Fresco cigar brand. "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," states 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 is composed of savory long filler tobaccos that were grown in the rich, dark soil of the Perdomo farm in Esteli.

The binders are carefully selected from Perdomo's crops grown in the Jalapa Valley region. Graced with a golden Connecticut shade-grown wrapper, Perdomo Fresco is a mild- to medium-bodied cigar that is creamy, smooth and well-balanced. Consumers may choose from four traditional sizes packaged in eye-catching bundles of 25: Robusto (5 x 50); Toro (6 x 50); Churchill (7 x 50) and Torpedo (6.5 x 54). To order Perdomo Fresco bundles or other Tabacalera Perdomo products, contact the company at 5150 N.W. 167th St., Miami Lakes, FL 33014; phone: (888) 642-5797; fax: (305) 627-6414; e-mail: marketing@perdomosales.com; Web site: www.perdomocigars.net.