

Perdomo Golf tees off

Tabacalera Perdomo S.A. announced the start of Perdomo Golf, an exciting retailer-driven program designed for tobacconists. Perdomo Golf strategically targets the symbiotic relationship between the golf and cigar enthusiast and includes the development of a special new cigar line, golf apparel, accessories and golfing events. The new line, La Tradicion Perdomo Reserve Limited Golf Edition, features a silky, dark-brown, five-year-old Connecticut Shadegrown wrapper and rich, complex Nicaraguan fillers. Each cigar is traditionally handmade and cedar aged in order to offer well-balanced flavors, an elegant aroma and a smooth finish. Tabacalera Perdomo will offer the La Tradicion Perdomo Reserve Limited Golf Edition in the following sizes in newly designed, emerald-green, 25-count Spanish cedar boxes: Putter (4 .75 x 44 Petit Corona); FORE! (4.75 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. The Caddy includes four La Tradicion Perdomo Reserve Limited Golf Edition "Double Eagle" cigars in attractive tubos, four customized golf balls and one Perdomo cigar cutter. Local tobacconists will also market golf attire, including Perdomo Golf caps as well as polo shirts exclusively designed by the world-renowned clothing manufacturer Perry Ellis International. "We've been working on Perdomo Golf for the past three years," states Nick Perdomo Jr., president and CEO of Tabacalera Perdomo. "We all know that smoking cigars and playing golf go hand in hand. I am very excited about the release of this new blend, and I look forward to sharing it with cigar connoisseurs and golfers alike." For more information, visit www.perdomocigars.com.



Tabacalera Perdomo releases the New Perdomo Lot 23 premium cigar line

Tabacalera Perdomo S.A. released its newest line, Perdomo Lot 23, at the 2006 RTDA show. Perdomo Lot 23 is named after one of Tabacalera Perdomo's highly fertile farms, located near its factory in Esteli, Nicaragua. Perdomo Lot 23 is blended with Cuban-seed binders and fillers grown exclusively on Lot 23. Planted in September 2000, then harvested in January 2001, the crop was fermented for a year between January 2001 and January 2002. Bale aged for more than three years, the tobaccos were then rolled into cigars in 2005 and aged for release in 2006. "Perdomo Lot 23 is very special for our company because it was a project that my father, Nicolas Perdomo Sr., pioneered as we started to expand our growing operations in 2000," says Nick Perdomo Jr. "My father and I selected a plot of land near our factory that was untouched. We cleared the entire field, ran thorough soil analyses and carefully prepared the grounds. This land was so fertile that we knew it would provide some incredible tobacco, and it did. I believe that we have met my father's strict expectations of quality throughout our growing operations and our manufacturing facility. The final product is a premium cigar that is extremely flavorful and is available at a very competitive price point." Perdomo Lot 23 is a medium- to full-flavored cigar that offers a well-balanced, complex smoking experience with a rich, smooth finish. The deeply aged Ecuadorian Connecticut Shade wrapper lends not only stunning aesthetic appeal, but it adds an elegant creaminess to the robust Nicaraguan fillers. Aficionados may choose from four traditional sizes packaged in rustic 20-count cedar boxes: Robusto (5 x 50); Toro (6 x 50); Churchill (7 x 50); and Belicoso (5.75 x 54). Suggested retail prices range from \$4.25 to \$5 per cigar. Headquartered in Miami Lakes, Fla., with manufacturing and agricultural facilities in Esteli, Nicaragua, Tabacalera Perdomo is a closely held, family-run company whose highly acclaimed cigar brands include Edicion de Silvio, Estate Seleccion Vintage 1991, La Tradicion Perdomo Reserve, Perdomo Reserve Limited Golf Edition, Cuban Parejo, Perdomo Lot 23, Perdomo Fresco, Inmenso and Cuban Bullet. For more information, visit www.perdomocigars.com.

