

ON YOUR SHELF

Perdomo announces "Golden Ticket" promotion

Tabacalera Perdomo announced in November a promotion challenging cigar smokers to find "Golden Tickets" that may be redeemed for Tabacalera Perdomo Cubavera shirts.

The promotion is based on a certain movie that, according to its press release "shall remain nameless but involves tons of lovely chocolate." Golden tickets were hidden randomly in special promotional packages of new Perdomo Estate Seleccion Vintage (ESV) 1991 gift packs. Tobacconists were able to obtain these promotional packages by contacting the Perdomo headquarters in Miami.

Each participating retailer received the promotional package of ESV 1991s, which contained five hidden golden tickets. When a customer purchases the gift pack and finds the golden ticket, he or she can redeem it for the shirt, which has a retail value of \$50. The promotional package was available to retailers Nov. 1, 2006, through Nov. 30, 2006, while supplies lasted.

For more information, contact the company at 5150 NW 167th Street, Miami Lakes, FL 33014; toll-free: 866-4-PERDOMO; local: 305-627-6700; fax: 305-627-6414.

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