

Cigar Insider

INTERNET ONLY

MARCH 18, 2014 ■ VOL. 19, NO. 6 ■ FROM THE PUBLISHER OF CIGAR AFICIONADO MAGAZINE

▶ [CLICK HERE TO SUBSCRIBE](#)

IN THIS ISSUE:

TASTING REPORT:

VERTICAL BRAND TASTINGS:

- Alec Bradley Mundial [page 2]
- E.P. Carrillo Inch Short Run 2014 [page 2]

NEW SIZES:

- Aging Room Small Batch M356 Motivo [page 3]
- Aging Room Small Batch M356 Forte [page 3]
- Quai d'Orsay Belicoso Royal Exclusivo Francia [page 3]
- Viaje Exclusivo Leaded Robusto [page 3]
- Viaje Skull and Bones WMD [page 3]

CIGAR NEWS

- INSIDER EXCLUSIVE: Dry Season in Dominican Republic Spawns Sporadic Virus [page 4]
- Two New La Palinas [page 5]
- Cuba Reboots Vegueros Brand in April [page 5]
- Alec Bradley Mundial Goes into Second Production Run [page 6]
- Large New Factory for A.J. Fernandez [page 6]
- Utah Shoots Down Two Cigar Bills [page 6]
- Thick Excaliburs from Hoyo de Monterrey [page 7]
- BAT Releases Annual Report [page 7]
- Hawaii Ban On Flavors Defeated [page 7]
- Quesada Partners With TV Personality [page 8]

FEATURED CIGAR

ALEC BRADLEY MUNDIAL NO. 5

HONDURAS ■ PRICE: \$11.95 ■ BODY: MEDIUM

For a full tasting, see page two.

92
POINTS

BEST CIGARS THIS ISSUE

Alec Bradley Mundial No. 5	Honduras	92
Quai d'Orsay Belicoso Royal Exclusivo Francia	Cuba	92
Aging Room Small Batch M356 Motivo	Dom. Rep.	91
Aging Room Small Batch M356 Forte	Dom. Rep.	90
Alec Bradley Mundial No. 4	Honduras	90
Alec Bradley Mundial No. 6	Honduras	90



ENRIQUE MONS PASSES WORLD-RENOWNED CIGAR LUMINARY

Enrique Mons passed away last night at 71 years old. With more than 40 years dedicated to the cigar and tobacco business, Mons worked as a cigar roller in Havana, supervised Cubatabaco's quality control during the '70s and went on to operate two Casa del Habano retail stores.



ELS FOR AUTISM BREAKS GROUND ON SCHOOL ANNUAL PRO-AM RAISES \$745,000 FOR AUTISM CHARITY

The realization of a six-year dream began to take shape when blue shovels dug into the earth in Jupiter, Florida, on March 10, signifying the groundbreaking of The Els Center for Excellence. The Center will one day become a haven for those with autism. It has been funded by the Els for Autism Pro-Am, an event founded by *Cigar Aficionado* Editor & Publisher Marvin R. Shanken and pro golfer Ernie Els. Later that day, Els and 22 other pro golfers teed off with 69 amateurs in the Pro-Am, raising \$745,000 for the charity. For much more, visit www.cigaraficionado.com.

TO SUBSCRIBE GO TO WWW.CIGARINSIDER.COM

TASTING REPORT

ALEC BRADLEY MUNDIAL

NEW RELEASE—VERTICAL BRAND TASTING

Country: Honduras

Maker: Fabrica de Tabacos Raices Cubanas S. de R.L.

Distributor: Alec Bradley Cigar Co.

Filler: Honduras, Nicaragua

Binder: Honduras, Nicaragua

Wrapper: Honduras

Release Date: July 2013

NO. 5

92 POINTS ■ 5 1/8" x 52 ■ \$11.95 ■ HUMIDOR SELECTION
Full of meaty, rich intonations, this cigar also imparts a pleasant minerality before a spicy, leathery finish. It's well rolled with a pointed foot and dark wrapper.

Body: Medium

NO. 4

90 POINTS ■ 4 1/4" x 48 ■ \$9.95
A streaky, stretched wrapper adorns this pointed little cigar. It burns evenly, delivering a chewy smoke with leathery notes and a sweet nougat finish.

Body: Medium

NO. 6

90 POINTS ■ 6" x 54 ■ \$13.95
This is a primarily nutty tasting smoke with an interplay of nougat notes, leather and toasted sesame seeds. Plenty of nuttiness recurs on the finish.

Body: Medium

NO. 7

88 POINTS ■ 7" x 52 ■ \$15.95
Crafted with a flat head and pointed foot, this unusual figurado combines notes of hickory and leather with coffee and earth, though the finish is a bit sharp.

Body: Medium to Full

NO. 8

88 POINTS ■ 6 1/2" x 58 ■ \$14.95
A huge, dagger-like cigar with a pointed foot. White pepper and saffron notes are complemented by underlying earthiness. The finish is slightly tart with a citrus quality.

Body: Medium to Full

BRAND SUMMARY: Alec Bradley Mundial has been years in the making. This complicated blend includes a wrapper grown in the Trojes region of Honduras and comes in five unique shapes all rolled with pointy, tapered feet. Only 3,000 boxes were produced last year. Another batch is already getting ready to ship. The line performed well, but the standout cigar was the No. 5, which scored 92 points.

Average Rating: 89.6 points

E.P. CARRILLO INCH SHORT RUN 2014

NEW RELEASE—VERTICAL BRAND TASTING

Country: Dominican Republic

Maker: Tabacalera La Alianza

Distributor: EPC Cigar Co.

Filler: Nicaragua, Dom. Rep.

Binder: Nicaragua

Wrapper: Dom. Rep.

Release Date: February 2014

NO. 62

88 POINTS ■ 5" x 62 ■ \$8.50
A chubby cigar with a three-seam cap and a few glue spots. The woody and earthy smoke carries a slight hint of cinnamon.

Body: Medium to Full

NO. 60

86 POINTS ■ 5 7/8" x 62 ■ \$9.60
Covered in a veiny, reddish-brown wrapper, this thick cigar is wheaty and spicy in character, with a licorice aftertaste, but persistent tarriness affected the score.

Body: Medium to Full

NO. 64

86 POINTS ■ 6 1/8" x 64 ■ \$11.00
This ultra-thick toro wears an attractive wrapper and three-seam cap. It burns slightly uneven, offering a spicy, wheaty smoke that could use more complexity.

Body: Medium to Full

BRAND SUMMARY: The Perez-Carrillos decided to use their best-selling Inch line as the template for this year's limited-edition Short Run. The blend features a Dominican Corojo '06 wrapper, while the wrapper of the Inch line is Ecuadoran. The best performer was the No. 62, which scored 88 points.

Average Rating: 86.7 points

100 POINT SCALE

95-100: Classic ■ 90-94: Outstanding ■ 80-89: Very good to excellent ■ 70-79: Average to good commercial quality
Below 70: Don't waste your money ■ N/A: Not Available *Note: Prices are manufacturers' suggested retail, before taxes.*

AGING ROOM SMALL BATCH M356

NEW SIZES

Country: Dominican Republic

Maker: Tabacalera La Palma

Distributor: Boutique Blends Cigars

Filler: Dom. Rep.

Binder: Dom. Rep.

Wrapper: Dom. Rep.

Purchase Date: December 2013

MOTIVO

91 POINTS ■ 6" x 46 ■ \$8.01 ■ HUMIDOR SELECTION

A slim corona gorda with a reddish wrapper and a three-seam cap. The earthy smoke is balanced by minerality and red pepper spice that leads to a hickory finish.

Body: Medium to Full

FORTE

90 POINTS ■ 5 7/8" x 56 ■ \$8.82

An oily and voluptuous perfecto whose even draw delivers bold, spicy notes from cayenne to black pepper and a touch of cedar. Strong and spicy.

Body: Full

QUAI D'ORSAY

NEW SIZE

Country: Cuba

Maker: N/A

Distributor: Habanos S.A. via SEITA

Filler: Cuba

Binder: Cuba

Wrapper: Cuba

Box Date: September 2013

BELICOSO ROYAL EXCLUSIVO FRANCIA

92 POINTS ■ 5" x 52 ■ 12.90 EURO ■ HUMIDOR SELECTION

A cinnamon-sweet cigar with profound underpinnings of nutmeg. Notes of molasses and ginger snap build to a long leathery finish. A complex little belicoso.

Body: Medium

VIAJE EXCLUSIVO LEADED

NEW RELEASE

Country: Honduras

Maker: Fabrica de Tabacos Raices Cubanas S. de R.L.

Distributor: Viaje Cigar Co.

Filler: Nicaragua

Binder: Nicaragua

Wrapper: Nicaragua

Release Date: February 2014

ROBUSTO

87 POINTS ■ 5" x 52 ■ \$9.44

Rolled with a tight pigtail and uncut foot, this predominantly woody cigar combines touches of charcoal, tar and a bit of black licorice.

Body: Medium to Full

VIAJE SKULL AND BONES

NEW SIZE

Country: Honduras

Maker: Fabrica de Tabacos Raices Cubanas S. de R.L.

Distributor: Viaje Cigar Co.

Filler: Nicaragua

Binder: Nicaragua

Wrapper: Nicaragua

Release Date: February 2014

WMD

89 POINTS ■ 3 3/4" x 54 ■ \$8.96

A short cigar with woody and herbal intonations. It's occasionally floral with notes of fresh tobacco and hints of dried fruit. The burn is slightly uneven.

Body: Medium to Full

Have a comment about **Cigar Insider**?
We'd like to know what you think.
Email us at insidermail@mshanken.com.



100 POINT SCALE

95-100: Classic ■ 90-94: Outstanding ■ 80-89: Very good to excellent ■ 70-79: Average to good commercial quality
Below 70: Don't waste your money ■ N/A: Not Available *Note: Prices are manufacturers' suggested retail, before taxes.*

CIGAR NEWS

DRY GROWING SEASON BRINGS MINOR PLANT VIRUS TO DOMINICAN REPUBLIC

BY GREGORY MOTTOLA

An unusually dry growing season in the Dominican Republic resulted in a minor outbreak of the tomato spotted wilt virus (TSWV), a disease that causes tobacco plants to stop growing and die before maturity.

Some tobacco varieties and growing areas were affected worse than others. *Cigar Insider* visited the Dominican Republic and spoke with some of the key people involved in the country's premium cigar industry to assess the problem.



A field of healthy tobacco in the Dominican Republic grown by Litto Gomez at his La Canela farm. This picture was taken in mid-February.

"The virus has traditionally affected tomato and pepper crops," said Hendrik "Henke" Kelner, general operations manager of Davidoff. "In this last harvest, the tobacco zones close to the [northern] mountain range have been the most affected. This is for two reasons. Firstly, the harsh drought. Rain is a repellent of this virus. Secondly, these are the areas which grow tobacco types more susceptible to the virus—Olor and San Vicente. There was also contamination from nearby fields that grow tomatoes and pepper and other crops in the *solanaceae* family."

According to Kelner, areas that grow the Piloto Cubano varietal of tobacco were less affected, as Pilto resists the virus.

Other affected tobacco areas like Mao and Villa Gonzalez were also in close proximity to tomato, eggplant and chili pepper plantations.

"The virus usually affects Olor and burley," said José "Jochi" Blanco, tobacco grower and owner of Tabacalera La Palma.

"If any La Palma fields were hurt, it was less than 5 percent," assured Blanco. "It started at the very beginning of the crop season before the plants were even transferred to the fields. When the attack was noticed in the farms, a lot of people didn't know what was going on. Too many people treated this

virus like a bacteria and they had problems. In my case, we treated it like a virus and didn't have a lot of damage."

Siegfried Maruschke of Jose Mendez & Co. agrees. His company is the primary leaf broker and tobacco supplier for Altadis U.S.A.'s Dominican operation.

"At the beginning of this year's crop, it was noticed in the early stages in the seedbeds," he said. "We had only one farm that we had to plow under and replant because of the virus attack. The dryer areas were more affected than the areas with sufficient irrigation."

Maruschke explained how the virus is transmitted by a particular insect species known as thrips. Rainfall helps to wash away disease-spreading pests, so lack of rain will naturally allow more insects to thrive and perpetuate the virus.

"We've witnessed that certain tobacco varieties are more susceptible than others, especially Dominican Olor and Burley," Maruschke said. "But our damages were contained to less than 5 percent. It's more of a nuisance than an epidemic and if TSWV was my worst problem, I'd be very thankful."

Kelner estimates immediate damages in the same range.

"It's difficult to estimate the total damage done by the virus alone," he said. "A lot of plants suffered trauma due to lack of rain, which made the flower come out earlier. This produced a lower number of commercial leaves per plant, but I'd say that damage across the entire country would be between 15 percent and 20 percent. During the dry month of November, the thrip insects were able to develop and multiply themselves like never before due to the lack of rain."

Kelner estimates Davidoff's direct damage, however, at less than 4 percent due to the company's strict agricultural control.

"We only had problems in fields that had neighbors without proper control," Kelner said.

Litto Gomez reported greater losses. "It was a very complicated year," he explained. "We lost about 30 percent in the beginning. It was very hot and there was no rain. Things calmed down and we used technology and have people who are prepared to control these kinds of things."

Gomez, who grows tobacco at the La Canela farm, said that there was an upside and maintains that although there was less of a yield due to the hot growing conditions, there will be more ligero, which is the sun-soaked, upper portion of the tobacco plant and much stronger than lower primings.

Manuel "Manolo" Quesada, owner of Quesada Cigars, told *Cigar Insider* that none of the tobacco he uses or procures was in any way affected.

"The Tobacco Institute mandated that more farmers grow Criollo," he said. "Not the same Criollo '98 that you see in premium cigars, but the native Criollo. This is a bulk crop and the mandate was given to meet the demand for more machine-made cigars. Small farms have been growing this Criollo and they've been the most affected by the blight."

The growing season in the Dominican Republic starts around September and ends in late February or early March.

"I hope that the farmers have learned their lesson and take better preventive measures in years to come," Kelner said. ■

TWO NEW LA PALINAS HEADING TO RETAIL

BY G. CLAY WHITTAKER

La Palina Cigars will receive two new fully dedicated brands this year, according to brand owner Bill Paley.

The first will be a full-production of the limited **La Palina Mr. Sam** from last year. The original, single-size release was a 4 3/4 inch by 54 ring gauge Robusto made at the small El Titan de Bronze factory in Miami. Just 850 paper-covered boxes of 10 were produced. Now, two additional sizes will bring it to a full-fledged cigar brand.

“It was sort of like a gift to our retailers and we thought it was nice,” said Paley. “But the response was so huge from that blend that we decided to put it into regular production. And I really love working with Titan de Bronze as well, so anything I can do to help promote that factory is terrific.”

The blend for the new line will be the same as the original—Ecuadoran Habano wrapper with a Nicaraguan binder and Nicaraguan filler. In addition to the initial Robusto size, Mr. Sam will also come in a 5 1/2 inch by 42 ring Corona and a 6 inch by 50 ring Toro. Unlike the original release, these come packaged in stained cabinets of 20 rather than boxes of 10, though the band art will be identical. Mr. Sams are set to retail between \$11 and \$13.50 per cigar.

“We’re probably going to release them near the end of April,” said Paley, who is excited the blend will be reaching more smokers.

“It wasn’t something I was ready to go into regular production with. I wasn’t ready to have El Titan do a line for us, and we were in the middle of doing some other things. So it was just sort of a one-off to see if people liked it. And we were also able to bring it together at a really attractive price.”

Members of the Tobacconists Association of America (TAA) will get the first shot at the new cigars, but Paley says he’s hoping to make sure Mr. Sam is evenly distributed throughout the country. “It’s a matter of how much El Titan can turn out. They can only dedicate three rollers to us right now.”

Paley also said that he will be releasing a full-bodied line later in 2014. “It’s a much bolder smoke than we usually make,” he told *Cigar Insider*. Expected for IPCPR, he says the line is being made in the Dominican Republic and will likely be called La Palina Black Label. Look for more in an upcoming issue. ■

VEGUEROS COMING IN APRIL

BY DAVID SAVONA

Cuba’s reboot of the **Vegueros** brand is just about ready for retail. The cigars, made in Western Cuba rather than the capital of Havana, debuted at the 2013 Habanos Festival, but delays have kept them off the market. Fernando Domínguez, premium cigar director for Imperial Tobacco PLC, which owns half of Habanos S.A., told *Cigar Insider* in Havana that the brand would finally be out in April.

Vegueros has been redone with a new look, new blend, new prices and new sizes. The three new sizes are Mañanitas, a small petit belicoso, the Entretiempos, a robusto-style size and the Tapados, which is the longest of the trio. The brand is aimed at the mid- to low-end of the cigar market, and Habanos said it would be priced very moderately, around the same level as **Jose L. Piedra**. The cigar has also been rebled to be medium in body.

The smokes are all quite short. Tapados measures 4 3/4 inches by 46 ring, Entretiempos is 4 3/8 by 52 and Mañanitas is 4 inches by 46. The look is completely new as well: the cigars are being packed in bright, upright boxes containing 16 cigars each, a way to accentuate the bargain element of the smoke, and in packs of five. The packaging is modern and eye-catching, with lots of white, some black and the traditional Vegueros green.

These new sizes are quite the departure from the original line, which did not have any cigars thicker than 42 ring gauge. The four original vitolas perfectly

mirrored some of the thin ring gauges found in the **Cohiba** line, even down to the pigtailed caps. The Vegueros Especiales No. 1 (7 1/2 by 38) was the same size as the iconic Cohiba Lancero; the Especiales No. 2 (6 by 38) mimicked the Cohiba Especiales, the Vegueros Seoane (5 by 33) was a replica of the Cohiba Exquisitos and the Vegueros Mareva shared the same dimensions with the Cohiba Siglo II. They were never marketed as being analogous to Cohiba and Habanos always claimed the Vegueros brand as being a farmer’s cigar (veguero means “farmer”).

The original Vegueros, which was first introduced commercially in 1996, always stood out because it was the rare cigar made in Pinar del Río, the area of Western Cuba far better known for tobacco farming than cigar rolling. Just as before, the cigars are being rolled at the Francisco Donatién factory in Pinar del Río, a cigar factory that sits on the site of a former prison. The factory also rolls the **Trinidad** brand, which originally was made in Havana, in El Laguito. ■



NEXT BATCH OF MUNDIAL TO BEGIN SHIPPING

BY G. CLAY WHITTAKER

The second batch of Alec Bradley's all-figurado **Alec Bradley Mundial** line is getting ready to ship next month, with the same blend, price tag and vitolas as the first, sold-out run.

Company owner Alan Rubin and his team are releasing 4,000 boxes this time, compared with 3,000 in last year's initial release, which sold out to retailers within the month.

The blend debuted at last year's IPCPR tradeshow in Las Vegas, and had been years in the making. Last year, Rubin told *Cigar Insider*: "For the last few years, every time I went down to Honduras, no matter what I smoked, I always had Mundial on my mind. I knew what we wanted," he said, "but it had to happen organically."

The blend consists of seven different types of tobacco: A wrapper grown in the Trojes region of Honduras (which Alec Bradley also uses on **Prensado**); two binders, one from Honduras, another from Nicaragua; and a mix of four filler tobaccos from Nicaragua and Honduras, with a very heavy component of Estelí ligero.

"The methodology makes it very difficult, so we only have a limited number of rollers that can roll that cigar," said vice president of marketing Sam Phillips. "It's very complicated to make."

Only seven rollers work on the line, which is available in five sizes that range from 4 1/4 inch by 48 ring gauge up to 7 by 52, with suggested retail prices ranging from \$9.95 to \$15.95 each. All the cigars are crafted with orthodox parejo bodies and pointed feet that taper abruptly.

For a vertical tasting of the brand, see page two. ■



rollers, half bunchers. The factory is rolling 50,000 cigars a day, according to a source at the company. The factory opened its doors in December and is fully operational.

Fernandez makes several brands of its own, but it also gets a considerable business from private-label brands made for major cigar distributors.

Brands owned and produced by A.J. Fernandez include **San Lotano**, **Pinolero** and the new **Mayimbe**. The company has had various cigars tested in *Cigar Insider* and *Cigar Aficionado* Magazine. The stand-outs have been the San Lotano Oval Corona, Toro and Pyramid, which each scored 91 points in our blind tastings. ■

UTAH SHOTS DOWN CIGAR TAX CAP, MINIMUM AGE BILL

BY ANDREW NAGY

The Utah Legislature's most recent session ended last week, but not before a pair of cigar-related bills, including one that would have potentially boosted cigar sales, were both defeated.

House Bill 358 sought to cap the state's cigar tax at 50 cents. It was introduced earlier this year by Rep. Brian Greene as an attempt to amend the state's crippling tax on premium cigars, which is currently 86 percent of a cigar's wholesale price, one of the highest such taxes in the United States.

"The vast majority of cigars, it is believed, are purchased either on the Internet or across state lines because of the onerous tax we have in this state," Greene told *The Salt Lake Tribune*.

The bill successfully passed a House Revenue and Taxation Committee vote by a margin of 10 to 5 on March 3. Last week, however, H.B. 358 was narrowly defeated when it was brought to a full House vote by a margin of 38 to 36, with one representative not voting.

Meanwhile in the state's Senate branch, a bill that called for the minimum age to legally purchase tobacco products to be raised from 18 years old to 21 was defeated, also by a narrow margin. Senate Bill 12 passed a Senate Health and Human Services Committee in February, but was then defeated 16 to 12 (one Senator did not vote) when it was brought to a full Senate vote on March 3.

In addition to raising the tobacco buying age, S.B. 12 included language that would have allowed violators of the law to be punished in the form of either a \$60 fine or be forced into a court-approved tobacco education program. ■

TABACALERA FERNANDEZ OPENS LARGE NEW FACTORY

BY DAVID SAVONA

Tabacalera Fernandez, best known to premium cigar lovers for its intriguingly ovular **San Lotano Oval** brand, has opened a huge new factory in Nicaragua.

The cigar company, which is run by Cuban-born A.J. Fernandez, previously made cigars via seven buildings of varying size spread around the cigarmaking town of Estelí, Nicaragua. Recently it began rolling cigars in the new space, which has 360 cigarmakers, half of them

TWO NEW HOYO DE MONTERREY EXCALIBURS NOW ON SHELVES

BY GREGORY MOTTOLA

For the first time in years, General Cigar has added two new sizes to the **Hoyo de Monterrey Excalibur** line, and they're quite thick—the Short Crystal, at 5 1/4 inches by 50 ring and the No. 660, at 6 by 60.

The No. 660 retails for \$7.79 per cigar and comes in boxes of 20 while Short Crystals are individually packaged in glass tubes. They come in 10-count boxes and retail for \$7.49 each. Neither are offered in Maduro like most of the Excalibur line, which is now totals nine vitolas.

Though these sizes are new, they still consist of the classic Excalibur blend: Connecticut shade wrapper, Connecticut shade binder and filler tobacco from Honduras, Nicaragua and the Dominican Republic. They're produced in Honduras at the Scandinavian Tobacco Group, Danlí factory (Formerly known as Honduras American Tobacco S.A.).

The Hoyo de Monterrey Excalibur is an offshoot of General's Hoyo de Monterrey core line and is part of three more

Excalibur sub-brands: Excalibur Cameroon, Excalibur Dark Knight and Excalibur Legend. Excalibur Reposado en Cedros, which was released in 2010, is now discontinued.

For a tasting on the two new Hoyo de Monterrey Excalibur sizes, see an upcoming issue of *Cigar Insider*. ■



BRITISH AMERICAN TOBACCO RELEASES ANNUAL NUMBERS

BY G. CLAY WHITTAKER

British American Tobacco (BAT) released its 2013 earnings report last month, showing an overall growth of 7 percent across its portfolio.

Comments from CEO Nicandro Durante and Financial Director Ben Stevens showed that the two are optimistic, and suggest that some of the tobacco industry's earlier concerns internationally did not have serious impact on the market. Durante pointed to Australia's generic packaging regulations and the European e-cigarette market as minor adversities having little impact on sales.

The premium cigar market saw growth too, though just 80 basis points—slightly less than a full percentage point. The smallest segment of their portfolio, British American Tobacco's premium cigar brands include **Dunhill Signed Range** and **Dunhill Aged Range**, made in Nicaragua and the Dominican Republic, respectively.

Founded in 1902, British American is a bellwether for the global tobacco industry, and among the largest companies in the London Stock Exchange. It operates 44 cigarette factories in 39 countries. In addition to limited premium holdings, it produces mostly cigarettes, but also cigarillos, roll-your-own and pipe tobacco, and employs more than 55,000 people worldwide. ■

HAWAII'S BAN ON FLAVORED TOBACCO DEFEATED

BY ANDREW NAGY

It appears a bill that contains language calling for the State of Hawaii to ban the sale of all flavored tobacco products, including cigars, will not be passed.

Senate Bill 2222 was introduced earlier this year as a means to combat the practice of imparting tobacco with additional flavors such as menthol, fruit, candy, desserts and alcohol. Adding flavor to tobacco is a method not usually seen in the premium cigar sector, but indeed utilized in the manufacture of flavored cigarettes, roll-your-own tobacco, other tobacco products and little cigars.

The bill passed through Hawaii's Senate Consumer Protection and Judicial Committees and the Ways and Means Committee on March 4 with a vote of 24 to 1. It was then passed on to the House on March 6 where it was read and referred to the House Consumer Protection & Commerce Committee, the House Judiciary Committee and the House Finance Committee.

Hawaii's legislative session will soon be ending and according

to the Cigar Association of America, the flavor ban bill is expected to die upon the Legislature's adjournment.

According to the bill's introduction statement, SB 2222 was intended to discourage the sale of flavored cigarettes, roll-your-own tobacco, little cigars and e-cigarettes as a means to market to youth. However, the vague language of the bill could potentially have meant premium cigars would have been included in the ban.

The bill stated that flavored tobacco products contain a component called "characterizing flavor," which is defined as "a distinguishable or distinctive natural or artificial taste, flavor, smell, or aroma, other than tobacco, that emanates from or is imparted by the tobacco product, component part of the tobacco product, or tobacco product's smoke or vapor at any time prior to or during consumption. The term 'characterizing flavor' includes menthol."

While it appears a flavor ban won't be imposed anytime soon in Hawaii, the issue could very well be revived during the state's next legislative session. ■

QUESADA GOES FISHING WITH LIMITED EDITION

BY G. CLAY WHITTAKER

Quesada is partnering with sports fisherman and TV personality Charlie Moore on a limited-edition cigar series called **Trelos Psaria by Quesada**.

Charlie Moore, also known as the Mad Fisherman, is well known for his New England TV show "Charlie Moore Outdoors" on the New England Sports Network. Moore is perhaps most famous for his show "Charlie Moore: No Offense," which appears on NBC Sports and often features Moore visiting cigar shops.

Trelos Psaria—which is Greek for "mad fish"—is two different blends in two separate sizes. The first is a 7 inch by 56 ring Churchill Gordo with an Ecuador Connecticut shade wrapper, Dominican binder and a filler blend of Connecticut Broadleaf, Dominican and Nicaraguan tobaccos. The second is a 6 by 56 Toro Gordo, with a Dominican binder, Dominican and Nicaraguan filler, and finished in a Honduran criollo wrapper. They're being rolled at the Quesada factory in the Dominican Republic.

Both will retail in the \$8 to \$10 range, though prices haven't been finalized. Only 1,000 boxes of 20 will be produced of each size. The cigars ship in May. ■

For the latest from *Cigar Aficionado*, follow us on Twitter:
twitter.com/CigarAfcMag



CIGAR AFICIONADO'S BIG SMOKE 2014 SCHEDULE

November 7-9

LAS VEGAS • THE MIRAGE

Big Smoke evenings scheduled on Friday and Saturday, as well as cigar and lifestyle educational seminars on Saturday and Sunday, respectively.

December 4

NEW YORK CITY • PIER 92

==== **TICKETS ON SALE NOW** ====

Visit CigarAficionado.com

IN THE NEXT CIGAR INSIDER

Breaking news from around the cigar world, along with ratings on hot new cigars. Read about it first in *Cigar Insider*.

➔ Your Next CIGAR INSIDER Arrives on Tuesday, April 1.

Cigar Insider

Editor and Publisher

Executive Editor

Managing Editor

Director of Research

Associate Editor

Editorial Assistant

Tasting Coordinator/
Editorial Assistant

Designer

Marvin R. Shanken

Gordon Mott

David Savona

Frank C. Walters

Gregory Mottola

Andrew Nagy

G. Clay Whittaker

Todd Miller

© 2014 M. Shanken Communications, Inc. All rights reserved.
Materials may not be reproduced without permission.

Questions about your subscription?
Email: caonline@mshanken.com