

CIGAR STUDIO

MAY, 2001

NEWS

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May is Macanudo Month

The month of May means one thing here at Cigar Studio – it's Macanudo time in the store as we feature the brand as our Cigar of the Month.

The Macanudo history begins as a Jamaica cigar in 1868, where it was made by a Cuban owned factory. This cigar was originally the name of the largest selling cigar size made by the Havana Punch line and all product was designated for export to Britain. The Punch Macanudo gained an entity of its own during WW II when Cuba was no longer permitted to sell cigars to England due to a US dollar embargo by Britain. Consequently the five major Havana factories in Jamaica – a British colony at the time – decided to legally make cigars for the UK. Because the Punch Macanudo was the most popular size in Britain, the Cuban/Jamaican factory decided to spin off the name and create a separate Macanudo brand for their Jamaica made cigar. In 1960, pressure from Castro forced the Cuban owners of Macanudo to divest themselves of their famous cigar making operations, which were subsequently sold to a Jamaican investment group. By the mid 1960's, the Macanudo brand was purchased by the General Cigar Company who have seen the cigar soar to new prominence among smokers everywhere. Today almost all Macanudo cigars are now made in the DR.

We will be featuring all 4 Macanudo blends in May. The original Classic Line - smooth, mild and creamy owing to an additional "sweat" of the Connecticut shade wrapper; the Robust line - richer and more medium in strength given its Dominican binder; the Maduro line - medium to full body, with a finish which imparts a spicy sweetness; and the Vintage 1993 Line, which is made from General's finest crop of tobacco that today is over 10 years old.

Help celebrate May with a Macanudo cigar!

May 15th Single Malts And Macanudos: Going, Going...

Gone! Well almost gone. At time of publication, we still have a few tickets for our May 15th event at the Ontario Club. In addition to a 3-course dinner, guests will receive:

- 3 Macanudo cigars including the Café Petit Corona, the Robust Duke of Devon, and the Maduro Diplomat.
- 3 single malts, each presented by the Companions of the Quaich.

Bruce Lewis, International Business Development Manager, for General Cigar Inc. will be joining us and will provide guests with a presentation on recent developments in the cigar industry and upcoming plans for the Macanudo brand around the world.

Tickets, all-inclusive, are only \$75 and are available in store.

The Pipe Corner: Pipe Tobacco Cuts

Note – Given the growth the pipe industry is seeing these days, we have had a great time working with a whole new supplier base, all of whom have helped us develop our own pipe and pipe tobacco business. Steve Wall, General Manager, Hinds Brothers has been a huge assist in the development of our pipe programs and private label tobaccos. He is such an expert (over 20 years in the pipe business), we asked him if he would be a regular contributor to this column. He said yes, so please give a big welcome to Steve Wall.

In the last issue of Cigar Studio News (Spring 2001), Jerry reviewed the different types of blends and usual component tobaccos. In this issue, I will tackle the subject of tobacco cuts. There are a great variety of blends and types of tobacco for the pipe smoker to choose from and the way these tobaccos are cured, combined and cut adds another dimension.

If we look back at the history of pipe tobacco we see that as demand grew, more and more companies got into the business of supplying that demand. As these companies grew, they developed their own distinct product to please their customers while hopefully attracting new ones. Most of the tobacco blends and types of cut we see today have evolved from the best ideas and methods from these early years. Its really amazing, given the modern march toward uniformity, how many of those different methods have survived.

Here is a list of some of the types of tobacco cuts available to customers today: ribbon cut, broad cut, cube cut, curley's, twist, shag, cake, flake, broken flake, pressed flake, plug, rubbed-out, fully-rubbed, wide cut, fine cut, ready-rubbed, silk cut, birds eye shag and

crimp cut. You may encounter one or two others not included in this list but this is enough to beg the question: why so many? The answer is quite simple; pipe smokers tend to be sophisticated, contemplative and a little eclectic. Pipe smokers spurn the "one size fits all" mentality and relish the adventure of discovery our hobby affords us. There are still companies devoted to keeping traditions alive and providing pipe smokers with the quality and selection we desire.

As a basic point of departure tobacco cuts can be grouped into three broad categories:

1. **FLAKES**, which include – broken flake, pressed flake, cake, curley's and ready-rubbed (or rubbed-out). Examples: Cigar Studio Wendover, McClelland's Dark Star
2. **COARSE CUTS**, which include – broad cut, cube cut, wide cut and sometimes ribbon cut. Examples: King George from Cigar Studio, Hinds Brothers Paradise Found.
3. **FINER CUTS**, which include – shag, fine cut, silk cut, crimp cut, birds eye shag and sometimes ribbon cut. Examples: McClelland's Black Shag and Arcadia.

Generally speaking the coarser the cut, the slower and cooler the tobacco will burn. However before you rush out to get the coarsest cut tobacco you can find, consider that very coarse tobaccos are harder to pack, light and keep lit than more finely cut tobaccos. Flakes have the advantage of letting you control how much you rub them out – how fine the tobacco is when you pack your pipe. Flake also has the disadvantage of having to be rubbed out! As you can tell this is a subject that requires some thought and experimentation.

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Our Best Deals Right Now

At the STMA spring buying show, we bought large quantities of a couple of great items at prices we could not believe.

Just in time for the golf and cottage seasons, we are featuring the Rio Cubano Cigar Jar, one of the most practical items we carry in the store. Made of resilient acrylic, bottom lined with cedar and providing an airtight seal with a gold plated clasp, the Cigar Jar is the perfect way to store your cigars in your golf locker, or up at the cottage, or just to keep handy for when your humidor gets a little too cramped. And at the new price of \$39 (compared to the old price of \$69), you can afford to give one of these to everyone in your family. In fact, they make the perfect Mother's day gift...

The Lubinski line of fine cigar tubes and cutters was another deal we were able to make at the show. The cases now run at \$99 and \$89 (compared to \$190 and \$135) while the cutters are \$65 (compared to \$117). While quantities last.

OPUS X & Ashton VSG

For years, these two brands have been the most sought after, difficult to find cigars anywhere in the US. Both Holt's (Ashton VSG) and Fuente (Opus X) use only the finest Dominican tobacco available and have never increased production of these cigars. Blended with true aficionados in mind, these full body cigars have only occasionally made their way into Canadian channels – our OPUS X sold out in a few weeks last Christmas. But they are coming back and by the time you receive this newsletter, we will have two sizes of each on our shelves; Belicoso 3 and Fuente Fuente by OPUS X and the Ashton VSG Torpedo and Robusto.

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Far from being intimidated by this somewhat dizzying array, pipe smokers should rejoice – after all variety is the spice of life. Rather than trying to find the right blend or brand, try as many different types as you can. You will soon discover your own parameters for a dozen or more “right” blends or brands for you. You may also discover that those parameters change and evolve. Enjoy the journey!

Steve Wall

Congratulations Carlo!

Carlo Ferran of Havana House won the Masters Golf Pool in April. Carlo beat out 31 other participants by being the only person to pick Woods, Duval and Mickelson. Way to go Carlo!

Next up is the US Open in June. Details in store.

Sunday Special Surprises

As many of you know we are open on Sundays from Noon to 5PM. However what you don't know, is that each and every Sunday we will have a couple of brands at "Sunday only" prices. We can't tell you what they will be; we won't know until each Sunday at 12:01 and anyway if we told you we would have to shoot you. So the next time you are in on Sunday, make sure you ask for the surprise!

What's The Last Name...

No we are not trying to be nosy, but your last name is the way we keep track of purchases on your behalf. We keep this data as a service to customers who may want to know what they bought from time to time, or for your friends, relatives or work colleagues to be able to buy you your favorite brand. We continue to send out a lot of information to customers – we think its relevant information - these newsletters, notices on upcoming events and promotions, supplier info on brands etc. Our database has grown to just over 3000 active names and I wish we could remember them all. So the next time you are in and we ask for your last name, you will know why.

Congratulations to George Luczkiw (above), here pictured with Dan More of Brigham Enterprises. George won the Henry Clay humidor on April 14th. Brigham is our Henry Clay distributor.

Warm Weather = Expanded Hours

Now that the warm weather is upon us and the days are getting longer and you can golf into the early evenings, relax on the patio, etc., our hours of operation for the rest of the year.

Business Hours

Mon – Wed: 10am – 7pm
Thurs – Fri: 10 am – 8pm
Sat: 10am – 6pm; Sun: noon – 5pm

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If you have any questions or concerns that are not addressed in this newsletter, surf on over to [CIGARSTUDIO.COM](http://WWW.CIGARSTUDIO.COM) for up to date info on upcoming special events, new products and monthly Promotions.