New Cigar Launch
PRESS RELEASE

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FOR IMMEDIATE RELEASE

Emperors Cut Cigars Launches Limited Release *Indulgence*.

Houston, Texas – Emperors Group LLC, the parent company of Emperors Cut Cigars is excited to announce the launch of its third cigar line, *Indulgence*.

With the creation of *Indulgence*, the company achieves its strategic plan to grow market share by crafting a cigar line appealing to mild to medium-bodied cigar smokers.

"*Indulgence* provides our company an entry primarily to new and social smokers with an exceptionally made Nicaraguan cigar. Our objective is to endear this important demographic to our Brand earlier in their journey." Greg Wills – Director of Product Development.

The limited release Nicaraguan line is produced in collaboration with Agroindustrial Nicaraguense de Tabacos S.A. (Agrotabacos), in Condega, Nicaragua,

Indulgence will consist of two types of cigars

- Belicoso 6.5"x 54 $110.00/box
- Lancero 7" x 38 $90.00/box

Indulgence is sold only in 10 count boxes, and will be available online at www.emperors-cut.com starting December 1, 2021. General release to retail outlets is expected in April 2022.

About Emperors Cut Cigars – Emperors Cut Cigars is a veteran, woman and minority-owned boutique producer of premium, hand-rolled cigars based out of Houston, Texas. The company was founded in 2017. It has a retail presence in 28 States and over 110 retail and lounge outlets including national and regional retailers Total Wine & More and Wild Bill's Tobacco.

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