



# La Sonrisa Cigars, L.L.C.

## Press Release

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FOR IMMEDIATE RELEASE  
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### LA SONRISA NICARAGUAN CIGARS TO BE INTRODUCED AT 2017 IPCPR

PHOENIX, ARIZONA – The first “small batch” Nicaraguan cigar line, La Sonrisa Cigars, will launch at the International Premium Cigar & Pipe Retailer (IPCPR) convention on Monday, July 10 in Las Vegas.

Like the vintage of wine, “small batch” cigar production describes the tracking of tobaccos grown and harvested in a single, specified year to better denote the special smoking qualities each batch produces.

La Sonrisa, which translates in English to “The Smile”, produces three families of hand-crafted, small batch cigars – each blended with three Nicaraguan tobaccos to achieve exquisite flavor, bound in Sumatran binders for balance, then wrapped for strength ranging from mild to medium.

Each family of La Sonrisa cigars takes on the characteristics of its namesake. **The Wally**, named after Wally Steely, a well-respected Colorado cowboy who is tough as nails and soft as smoke. **The Charlotte**, named after Charlotte Hocking, a gentle, bright cigar-loving children’s literature teacher known for a smile that would light up the room. A portion of the proceeds is donated to The Charlotte’s Way Foundation, a children’s literacy program created in Charlotte Hocking’s name. **The Victory**, named for the exclamation point of life’s many celebrations. Each family of La Sonrisa Cigars are offered in several sizes ranging from Petite Corona to Churchill.

One featured La Sonrisa cigar will be offered daily to the first 50 retailers who visit booth #472 at IPCPR July 10 – 14, 2017.



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