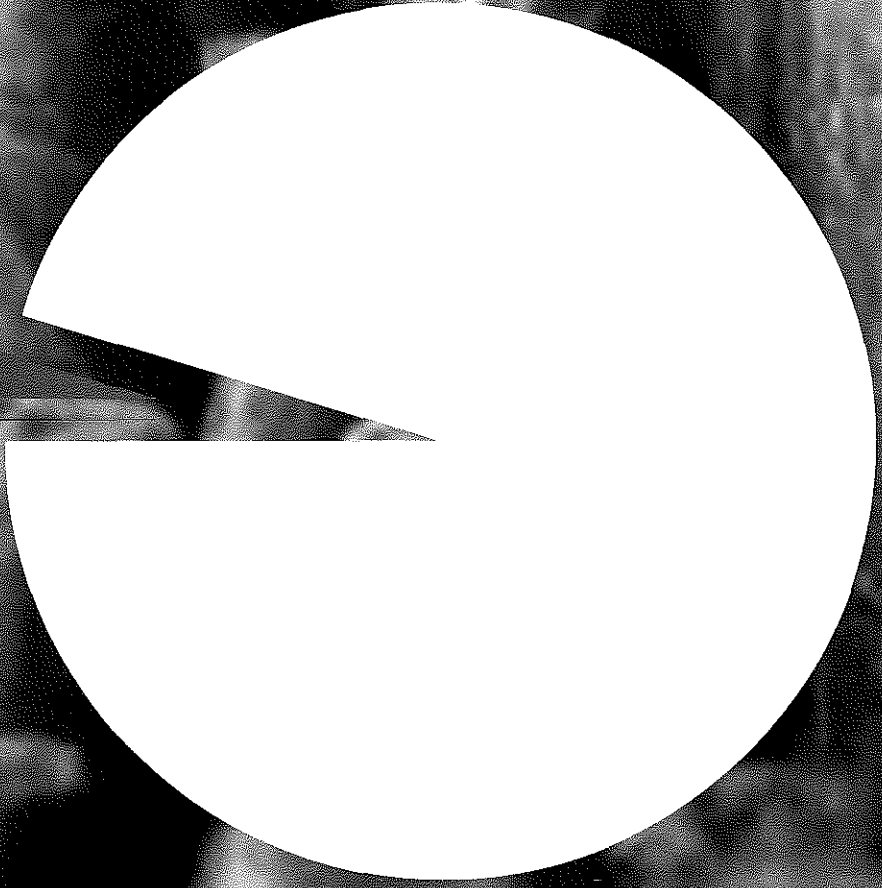


Market Share

■ Premium Cigars
36.5 billion

■ Mass-Market Cigars
13.4 billion

■ Cigars
13.4 billion







Winston Churchill
WINSTON CHURCHILL®
CIGARS

WINSTON CHURCHILL SERIES





WINSTON CHURCHILL CIGARS

THE BRAND

With their incomparable taste and fantastic aroma, Winston Churchill cigars are sure to delight cigar connoisseurs around the world. The extremely complex blends are completely different from all previous blends from the Dominican Republic, and in terms of taste and aroma are in a class of their own. All the tobaccos used for these Winston Churchill cigars come from hand-picked plantations in the Dominican Republic, Peru, Nicaragua and Ecuador. What they all have in common is that they were all grown from Cuban seed stock, making for unique cigars with a distinctively full body and substantial flavor.

To guarantee their outstanding quality, all Winston Churchill cigars are rolled by selected torcedores in a special section of the Davidoff factory. Only the very best and most aromatic tobaccos and exclusive wrapper leaves are accorded the privilege of being worked into these choice cigars, which after all owe their name to the man who was probably the most famous cigar aficionado of them all – Sir Winston Churchill.

THE IDEA

- * Features the name of the most famous cigar smoker of all time, Sir Winston Churchill.
- * Created in partnership with the Winston Churchill family and Davidoff.
- * Rolled in the Davidoff factory.
- * Blended by Henke Kelner, master blender.

KEY BENEFITS

- * Price-protected with Select Merchant Signed Agreements, ensuring margin.
- * "Especially created and blended by Davidoff" appears on the box.
- * A true connoisseur's cigar – an extremely complex blend with unrivaled flavor.
- * Global brand with strong marketing support.

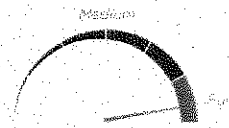
SKU#	DESCRIPTION	QUANTITY	SIZE	MSRP/CIGAR	MSRP/BOX
020155	Winston Churchill Blenheim	4	7x48	\$22.70	\$90.80
022388	Winston Churchill Blenheim	25	7x48	\$22.70	\$567.50
020157	Winston Churchill No. 10	4	5 1/4x52	\$15.70	\$62.80
022387	Winston Churchill No. 10	25	5 1/4x52	\$15.70	\$392.50
020156	Winston Churchill Marrakesh	4	6x50	\$18.20	\$72.80
022384	Winston Churchill Marrakesh	25	6x50	\$18.20	\$455.00
020154	Winston Churchill Chequers	4	5 1/2x46	\$14.20	\$56.80
022382	Winston Churchill Chequers	25	5 1/2x46	\$14.20	\$355.00
027480	Winston Churchill Chartwell	4	5x43	\$9.80	\$39.20
023146	Winston Churchill Chartwell	25	5x43	\$9.80	\$245.00
023150	Winston Churchill Spitfire	5	4x38	\$4.20	\$21.00
034394	Winston Churchill Lancaster	4	4 1/2x46	\$5.75	\$23.00
023522	Winston Churchill Collection	4			\$70.80

Contains 1 each of Blenheim, No. 10, Marrakesh, and Chequers.

WRAPPER
EQUADOR SPECIAL
SUN GROWN

BINDER
DOMINICAN
CRIOLLO SUN GROWN
(CUBAN SEED)

FILLER
DOMINICAN
(CUBAN SEED)



FOR MORE INFORMATION OR TO PLACE AN ORDER, PLEASE CALL DAVIDOFF OF GENEVA DISTRIBUTION AT (855) 364-3872 OR CONTACT YOUR AREA SALES MANAGER.

winstonchurchillcigars.com

