

# *Perelman's Pocket Cyclopedia of Cigars 2007*

## INTRODUCTION

We're getting serious now.

Although consumption increased in 2005 and into 2006, the headlong leap into the trade by outsiders did not materialize as some feared. Those who are here now are in for the long term.

The number of brands in national circulation jumped 11% in the 2006 edition after receding in five consecutive editions from 2000 through 2004. For this edition, the brand total was up again, slightly to 1,233 (+2.2%). The all-time high of 1,448 was reached in 1999.

Here are a few tips to help users of this book, to make your exploration and research efforts more fun:

### *About this book:*

We have provided critical details on a lot of cigars. A total of 1,233 brands are profiled, comprising more than 5,000 models. That's a lot more than the 370 brands we started with in our inaugural edition in 1995.

We note that our listing represents virtually every brand *marketed* nationally. Readers will find some brands which are not listed here, but which are available at his or her local smokeshop. These brands are very likely:

- ▶ Private label or unbranded cigars offered by major manufacturers, on which store names are placed for local sale;
- ▶ House brands produced for individual cigar lounges, mail-order/on-line houses or retailers, which are not available at wholesale for national distribution to tobacco stores;
- ▶ Cigars produced by small, local factories and marketed regionally, or brands which are still *available* nationally, but without any active marketing effort behind them;
- ▶ New lines introduced after this book was completed;
- ▶ Close-outs (still widely sold!) or discontinued brands no longer produced or available from manufacturers.

This should not dissuade readers from trying or enjoying these cigars. We actively encourage everyone to try new cigars and refrain from the kind of "cigar snobbery" which is so easy for premium cigar smokers to fall into. ***The best cigar you will ever smoke might be the next one you try.***

Readers looking for details on these brands may wish to consult our previous editions, which covered many brands now out of production. Please visit our *CigarCyclopedia.com* web site if you wish to purchase back issues of our *Perelman's Pocket Cyclopedia of Cigars*.

### *About the brands:*

## INTRODUCTION

---

We have tried to list, for each handmade brand, the country of origin of the wrapper, filler and binder. While we have received wonderful cooperation from the manufacturers and distributors, more than one executive has told us something like, “This is what we would like to use, but if we can't get it, we will blend in something else.”

In most cases, this should *not* be of great concern. After all, most consumers buy specific cigars based on an expectation of taste and draw, not on the ingredients. Recent history shows that master blenders have little difficulty re-configuring brands with different tobaccos to achieve the same taste and quality of construction.

### *About the shapes:*

The major trends in brands and shapes for 2006 showed (1) fewer shapes in most brands, concentrated on bigger ring gauges. (2) more strongly-flavored blends and (3) more consumer-friendly packaging. The clearest trends are for:

- ▶ Continued introduction of new lines which are extensions of well-known brands, giving the new blends a major marketing advantage;
- ▶ More perfecto and “box-pressed” shapes with reference to old Cuban sizes and shapes and larger ring gauges;
- ▶ New packaging not only offering the smoker their favorite brands in packs of 3, 4, 5 or 10, but also sampler packs of brands with a range of sizes in a single box. For so many smokers who enjoy a variety of brands, this is a welcome (and cost-saving) development indeed!

A list of the brands which feature extra large, extra long or striped-wrapper cigars is listed in section 2.04.

### *Cuban cigars:*

Because of our concentration on cigars available in the U.S., listings of cigars produced in Cuba are not included. Please see our companion volume, *Perelman's Pocket Cyclopedia of Havana Cigars (3rd edition)*, available through your local tobacconist or by writing to us directly.

### *The future:*

Cigar sales are up, perhaps as smokers from the Cigar Boom have come back in a more mature way, or perhaps as a segment of cigarette smokers change to cigars. The future is bright, with more and better tobacco available, but difficult legislative challenges are keeping smokers from enjoying cigars freely in many cities and states. At some point, this has to change, as it has many times in the long and rocky history of tobacco.

### *With our thanks:*

This book could not have been produced without a tremendous amount of help from many people in and around the cigar industry. Representatives of most every manufacturer and distributor in the country endured many telephone calls requesting information, and virtually everyone we contacted was not only forthcoming, but enthusiastic.

Special thanks to assistant editors Steve Harris and Jon Rapoport, marketing director Pat Harris and Pace Lithographers of Industry, California for their effort in printing. Without them, this book could not have been produced.

## INTRODUCTION

---

We're always happy to hear from you; you can contact us through *CigarCyclopedia.com* or via electronic mail at [editor@CigarCyclopedia.com](mailto:editor@CigarCyclopedia.com). I hope to see you in a smoke-filled room soon!

A handwritten signature in black ink, appearing to read "R. B. Perelman". The signature is fluid and cursive, with a long horizontal stroke at the end.

RICHARD B. PERELMAN  
*Los Angeles, California*  
*November 2006*