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THE AVANTI CIGAR COMPANY, THE 100 YEARS OLD FIRE CURED CIGAR COMPANY AND THE ONLY AMERICAN COMPANY WITH A 100% PRODUCTION MADE IN THE USA REBRANDS THEIR BEST SELLING PRODUCTS

As the only thing that should NEVER change is the quality and the passion we put behind our cigars.

The Avanti Cigar Company has a great story of growth, passion and belief in the American dream. A success story made possible by continuous innovation and the acquisition of all Italian styled cigars competitors across the USA since its foundation in early '900.

The wide portfolio of branded products is the result of this long process of company acquisitions that occurred over time: each company contributed with its own brands to the actual brand portfolio.

When in 2015 the Italian parent company marketing the TOSCANO® cigars in the US acquired the Avanti Cigar Company, a deep reappraisal program started with market research and data gathering that resulted in a renovated Brand Proposition and Look and Feel of the two main brands AVANTI & PARODI.

"Our middle & upper-class consumers buy the Avanti Cigars Company products because of their unique taste, the affordable price and the Italian heritage. All of these factors make our cigars loved and perceived as product of good quality" Luciano Simeone, COO of the Avanti Cigar Company says and continues "AVANTI brand immediately showed a stronger ability to recruit new consumers through the promise of an ULTIMATE SMOKE EXPERIENCE across the several flavors he offers while PARODI brand naturally showed a solid fit in the TRADITIONAL camp and a distinctive promise of a MASCULINE SMOKE experience.

The ITALIAN HERITAGE, the 100% Kentucky fire cured tobacco and the American craftsmanship remain common to all brands as represent the company DNA."



**EACH CIGAR TELLS OUR
100 YEAR HISTORY**



AVANTI NEW DESIGN

The new design route is in continuity with the current graphic design, with a restyled logo that adds a “SINCE 1970” signature while also introducing a clear reference to the dimension of naturalness – thanks to a visual predominance of shiny and oily kentucky tobacco wrapped cigars preview inside the packs.

MORE IN DETAIL:

- The position of the brand on the flip-top clearly communicates its role as a quality guarantee in terms of the product and its characteristics
- The position of the sku name below the brand name establishes a relationship whereby the product derives from the brand (resulting in the transfer of values).
- The use vibrant colors and use of gradients give depth and anticipates an intense, full, complex and multilayered quality of the sensory experience.
- The position of the descriptor 100% Kentucky tobacco tobacco superimposed on the leaf strengthens the message and creates synergy between the verbal component (description of the type of tobacco) and iconic component (image of the cigars inside the packs).
- Color coding of SKUs make easy to link to the flavors with the only exception of Anisette that traditionally uses the Anisette’s orange to stick to traditional image.



PARODI NEW DESIGN

Overall, this graphic route gets the brand to shift towards the mythical-nostalgic region; the packages maintain the required descriptiveness (a direct, impactful communication) while acquiring greater richness in terms of experiential promise; the route also shows an optimal management of the relationship between brand and sku and, on the whole, excellent ability to bring increased value to the range.

MORE IN DETAIL:

- The brand name and logo conquers and harmonized and leading role both for size and position on the packs across the portfolio able to convey both Italian roots and iconic products shape.
- The close-up image dark cured tobacco leaf occupying the background confers a more emphatic, warmer tone to the communication; in addition, the background stresses the values of strength and authenticity in a positive way and matches the deep, rich strong flavor promise.
- The position of the sku name is now highly-visible thanks to the flip-top position and conspicuousness ensured by colors
- Visible and effective color codes (used for the flip-top, sides and back) place adequate emphasis on each sku- more specifically:
 - Ammezzati and KINGS adopts a color code that communicates intensity, a full, satisfying sensory experience
 - XL leverages a crescendo of colors (from red to dark tan)
 - Speciale sku uses a deeper and more premium tone of GOLD to align with its product promise



About Avanti Cigars Company

The Avanti Cigars Company produces cigars for people that put tradition and quality first, for an affordable ultimate smoke experience.

Consistent from birth with a family business that started rolling cigars over 100 years ago: Originally shaped by Italian immigrant cigar business. Over a century of Italian style readily available at a value price.

Strong taste of the finest hand-picked tobacco, fire-cured from Kentucky and Tennessee. 100% American, 100% Natural and 100% expertise in combining strong taste with sweet flavors for the AVANTI Brand.



OUR BRANDS

PARODI
STRONG TASTE  UNIQUE SHAPE

SINCE 1970
AVANTI



KENTUCKY CHEROOTS