



Feb. 2005

BRIAR PATCH

Arden Fair Mall 1689 Arden Way, # 2006
916-929-8965 Sacramento, California 95815

To Serve You Better

If you've come to the Briar Patch recently, you may have seen me in the back madly entering data into the computer. We're in the process of implementing a computerized point of sale and inventory system. We're about 50 percent through the process. Nearly 70 percent of the items we sell have been entered in the system. So far, that's over 4,000 items. At the same time we're entering inventory quantities. We hope to finish the process in about 90 days.

So how's all this effort going to benefit you? If you're a cigar buyer, we no longer need to go into the humidor to price the cigars you've selected. This saves us all time, and let's us spend more time helping you with your selections. If you buy an item that has a warrantee, such as a lighter, we'll maintain the exact date of purchase so you don't have to worry about it. If you buy a cigar or tobacco and later forget what it was, we'll be able to tell you. If you purchase a serial numbered item and it's stolen, we'll be able to provide that serial number to the police and your insurance company. In the future we're also hoping to have frequent puffer discounts become automated through the system. Finally, when we've completed the inventory entry, our system will automatically order inventory, so your favorite cigars, tobacco and accessories are always in stock.

Former Pipes From Hans Nielsen

Former is the nickname that Hans Nielsen was given as a child. The pipes (and the maker) go by the name Former. At age 15, Former began his first job as a pipe repair person. Pipe repair taught him much about the way pipes worked. He learned all the different brands of pipes and their characteristics and soon he could repair just about any disaster that can befall a pipe. After two years Former went to work on a part time basis with Sven Knudsen.

After military service, Former began working for W.Ø. Larsen as a pipe maker. Former's skills were improved by his learning how to carve handmade pipes to the exacting tolerances necessary to match the shape chart at W.Ø. Larsen. In his ten years with W.Ø. Larsen, Former advanced to supervisor and was responsible for checking the quality of their pipes, training the new carvers, and making and grading pipes.

During that time, he also built a workshop in his home, so that he could experiment and develop new shapes in his spare time. Fellow pipe makers Emil Chonowitsch and his son Jess were at that time buried with orders from Japan, so Chonowitsch approached Former to make pipes for him. The Japanese demand for high-grade Danish pipes was huge, and Former agreed to make 15 pipes a month in his home workshop. They were so well received the Japanese demand grew even bigger. Former left W.Ø. Larsen to make

his own pipes under his own name. Shortly thereafter, German pipe shops learned that he was making his own pipes, and the demand from Germany also grew rapidly. Within three years Former was working to capacity and unable to accept more orders.

In 1986, Former went to Switzerland to modernize the old Bru-Bu factory and to develop a new, high-grade pipe. He was so successful during his 10 years in Switzerland that in 1997 he purchased the factory's machinery and moved to Denmark.

Former pipes have lots of personality. Lovingly hand-shaped, each Former is meticulously drilled and engineered for optimum smoking quality. The briar is hand chosen and well aged. It represents the finest grade available. Former uses various decorative materials, including silver, wood and horn to personalize each piece of his art. Acrylic stem material is sometimes used but he mostly uses high-grade German vulcanite for his pipes. The effects are subtle and tasteful - and always appropriate to the design. Former's more than four decades of experience is evident in the quality of each pipe. The innovative design, the extraordinary finish, and the detailed engineering all guarantee a remarkable smoking experience. Former is proud and confident of his work - and he should be. Each pipe is the best that he is capable of. You will be greatly rewarded upon placing the first match to a bowl of your favorite tobacco nestled inside of a pipe that was hand made by Hans "Former" Nielsen.

Upcoming Special Events

We are planning a number of great pipe and cigar events this year. Event information is updated on our web site, www.briarpatch.biz, as we add or update events.

• On **Sunday, March 6th**, from **5 to 7 PM** we will host our first tinned pipe tobacco event. We will be featuring McClelland

tinned tobacco, including both Aromatic and English blends. Please be sure to arrive before 6 PM since we close the doors at that time. All featured tobaccos will be offered at a 10 percent discount. For those that sign up in advance there may even be some special deals on selected pipes.

• Barney Squires from Davidoff will be here on **Saturday, March 12th** from **1 to 5**

PM presenting the Griffin Maduro. These great medium to full bodied cigars feature a filler containing three tobaccos from the Cibao Valley, a Dominican binder and a Connecticut Broadleaf Maduro wrapper. These cigars are mildly spicy and very flavorful. They are priced between \$9.00 and \$10.75.

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Events Continued...

During the tasting you'll receive a free Griffin for every three you purchase. In addition to a 10 percent discount on boxes, you'll receive eight free cigars.

- On **Thursday, April 21st** from 4 to 8 PM Rob Bersinger from General Cigar will be here for a La Gloria Cubana tasting. These fine cigars are manufactured in the Dominican Republic at the El Credo factory. They have an Equidorian wrapper, Nicaraguan binder, and Dominican and Nicaraguan filler. They are medium bodied and have a flavor well beyond their \$4.75 to \$8.00 price range. Receive a free cigar with every three you purchase including boxes. Sign up early. Only 50 cigars are available for the tasting.

Meet Ed Trevino

Ed is the latest full time addition to our great team. He has worked with us on a part time basis for about seven years. Ed and his wife, Misty, are extremely active in their church. Ed has a one year old daughter whose middle name is Ashton. We are still not sure if her name was inspired the Ashton Aged Maduro cigar or Ashton pipes.

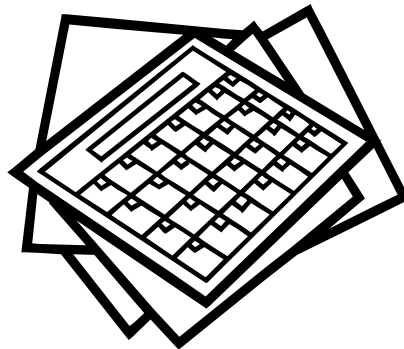
Ed has been smoking pipes for over 11 years now and has grown very fond of the art and craftsmanship that is present in the various lines of high grade pipes that we carry, and that make up his personal collection. Some of his favorites consist of his Rainer Barbis, Formers, and his collection of Alfred Dunhill pipes. Ed prefers English blends of pipe tobaccos, but is very familiar with aromatic blends. When you come into the store you may also find him enjoying his daily fine cigar. His favorites are Ashton Maduro and Davidoff Special R.

Please, come in and say hello to Ed. He provides exceptional service, shares his knowledge, and will help you feel great about your purchases from the Briar Patch.



Inside...

- **Coming Events** — Cigar and pipe tobacco tastings
- **Point of Sale System** — New system helps serve you better
- **Former Pipes** — Learn about the maker of these fine pipes available at the Briar Patch
- **Meet Our Staff** — Ed



Mark the

- ▶ **March 6** — McClelland pipe tobacco tasting
- ▶ **March 12** — Griffin cigar tasting
- ▶ **April 21** — La Gloria Cubana Cigar Tasting

BRIAR PATCH

1689 Arden Way, Suite 2006
Sacramento, California 95815

The Briar Patch is a specialty smoke shop and gift store located on the second floor of the Arden Fair Mall near Sears.

Hours: M-S 10AM-9PM

Sun 10AM-6PM

Telephone: 916-929-8965

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