



Sept.
2003

BRIAR PATCH

Arden Fair Mall
916-929-8965

1689 Arden Way, Suite 2006
Sacramento, California 95815

Briar Patch Now Davidoff Appointed Merchant

Since taking over the Briar Patch a little more than a year ago, we've worked hard to make it the finest smoke shop in Northern California. So we are extremely pleased to announce the Briar Patch has become the 160th Davidoff Appointed Merchant in the United States.

We will now be carrying the full line of Davidoff cigars and luxury accessories, with product expected to arrive around August 20. The following is from the Davidoff web site about its philosophy:

"In its products, the Davidoff brand unites

craftsmanship, dedication and understanding. Knowledge of tradition linked to innovation and a sense of elegant functionality is the key for the success of the Davidoff products. They are created with both care and a great love of detail. Davidoff employees are personally committed to high quality, for they – like many of their customers – have been strongly attached to the brand for many years."

We know you will enjoy the Davidoff product line, as well as the many other changes we have made:

- Staffed the store with knowledgeable employees to provide timely, professional and friendly service.

- Tripled the brands and types of cigars carried.
- Increased the number of bulk tobaccos to nearly 100. Many were previously available only in tins.
- Scheduled frequent pipe and cigar events in the store.
- Added several new lines of premium pipes to our inventory.
- Became an authorized Alfred Dunhill dealer, one of only 60 in the United States.
- Added a web site (www.briarpatch.biz).

Upcoming Special Events, Sept.-Nov.

As summer comes to an end and we move into fall, we have some great events lined up for you!

On **Friday, September 5th from 4 to 8 p.m.**, the Macanudo "American Passion Tour" bus will be at Arden Fair Mall. You will be able to experience Manhattan's Club Macanudo through their unique 45-foot bus. Here's how it works. Prior to the arrival of the bus, buy a Macanudo cigar and you will receive a scratcher for an instant prize and/or a chance for a prize on the bus. The day of the event come in and buy a Macanudo. We'll give you a pass for the bus where you can select a Macanudo from their on-board humidor and enjoy it in their Club Macanudo environment.

Edward Nikka will be joining us on **on a date and time to be announced (see our web site for updates)** for a tasting of his XXO Maduro. Here's what Cigar Aficionado said about the cigar: "A well-shaped chocolate-brown pyramid. It draws and burns well. It's a powerful smoke, and the smoke is leathery and oily, with a toasty finish." The first 50 to sign up and attend will receive a free cigar. Buy three and receive a fourth of any of Edward's cigars.

On **Saturday, October 11th from 1 to 6 p.m.**, Ernesto Napoles from J.C. Newman will be here for a tasting of

their fine Montesino cigars. These full-bodied cigars are made with Dominican binder and filler and either a Connecticut Shade or Ecuadorian Maduro Wrapper. There will be about 50 cigars available for the tasting, so be sure to sign up. Additional Montesino cigars will be available at four for the price of three. There also will be special deals on boxes, and we will be featuring Colibri Vector lighters at a 25 percent discount.

Several months ago we had a cigar-rolling event. Even without much notice, it was well attended and everyone had a great time. **On a date and time to be announced**, we will have a cigar roller from Torano Cigars to introduce these highly rated cigars. All attendees will receive a free hand-rolled cigar. Buy three and get a free cigar. Buy a box and get ten free cigars rolled at the event.

Those of you that attended last year's Bjarne pipes event will remember how great an event it was. Since Bjarne was here last year, his pipes have become our best sellers. Come meet Bjarne on **Saturday, November 8th from 1 to 9 p.m.** We will discount all show pipes 10 percent, and Bjarne's bulk tobacco will be available at a 15 percent discount. There will also be a drawing for a free gift.

Two New Cigars

We've added two new great cigars to our product mix. The first is the Trinidad from Altadis. With a dark, select Ecuadorian Sumatra wrapper surrounding a rich broadleaf binder and a blend of Nicaraguan, Dominican and Peruvian long fillers, the new Trinidad makes for a hearty, gutsy smoke. The Trinidad comes in seven sizes: Belecoso, Mini Belecoso, Churchill, Toro, Robusto, Corona and Fundadore. It was recently rated 92 by Cigar Insider. Prices range from \$10 to \$15.

Davidoff has just introduced its new Zino Platinum Scepter Series cigars. The filler is a blend of Dominican and Peruvian tobaccos. It has a Connecticut Shade binder and an Ecuadorian-grown Connecticut wrapper. These cigars provide a very smooth, medium to full-bodied smoke. They are unusual in that the smaller cigars are more full-bodied than the larger ones. The new Zino comes in five sizes: Chubby, Grand Master, Stout, Low Rider and Shorty. Prices range from \$10.75 to \$17.00 per cigar.



BRIAR PATCH

Pipes, Pipes, Pipes!

We just returned from the Retail Tobacco Dealer Association convention in Nashville where we purchased more than 150 pipes.

The brands we brought back include Bjarne, Tsuge, Alfred Dunhill, Caminetto, Castello, Ser Jacopo, Ferndown, Radice, Don Carlos, Joura, Former – and so many more that they won't all fit here. We also purchased about 30 CAO meerschauams.

These pipes range in price from about \$65 to over \$2,000. You will never find any better smoking or more beautiful pipes than we have right now!

Can't make it to the store but want to take a peek? Check them out on our web site at www.briarpatch.biz.

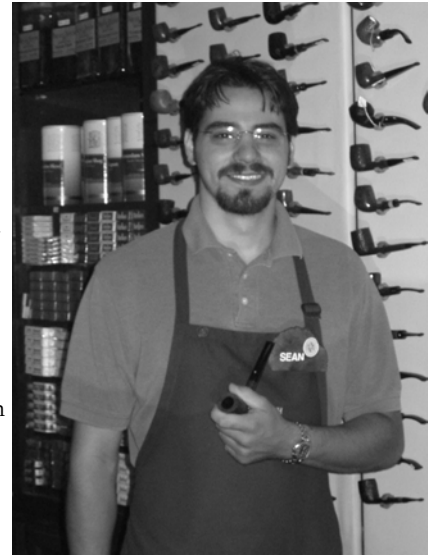
On Staff: Meet Sean Soares

Sometimes Briar Patch employees divide their time between the passion that they share with us – smoking fine pipes and cigars – and their plans for the future. Such is the case with Sean Soares.

Sean grew up in beautiful Los Banos, California. He is currently enrolled at the University of California, Davis, majoring in Biological Anthropology. Sean is hoping to graduate sometime before 2015.

Sean has been smoking pipes for about three years. In this time, he has learned enough to qualify as an expert on pipes and English-blend tobaccos. His favorite tobacco is Penzance. He can be found in the Briar Patch smoking a straight pipe. He has a very nice collection of older GBD, Castello, Charatan, Dunhill, Hedegarrd and Tinsky pipes.

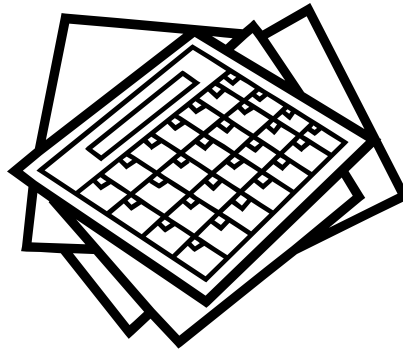
Have any questions about pipes or English tobaccos? Come catch Sean at the Briar Patch and he should be able to help you out with answers on either topic.



Inside...

- **Coming Events** — Tastings and much more
- **Nod from Davidoff** — Briar Patch named an Appointed Merchant
- **Two New Cigars** — The Trinidad and the Zino series
- **Plenty of Pipes** — More than 150 new ones
- **Meet Our Staff** — Sean Soares, student and smoker

Mark the Dates...



- ▶ **Sept. 5** — Macanudo bus
- ▶ **Sept. ?** — XXO Maduro tasting
- ▶ **Oct. 11** — Montesino tasting
- ▶ **???** — Torano cigar hand-rolling event
- ▶ **Nov. 8** — Bjarne returns with his pipes

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1689 Arden Way, Suite 2006
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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
www.briarpatch.biz

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