



PRESS CONTACTS: Ron Melendi CMT
De La Concha Tobacconist
(212) 757-3167
melendi@deaconcha.com

Juan Ulloa
Directive Social Media
(917) 692-4611
juan@directivesocialmedia.com

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**DE LA CONCHA TOBACCONIST INVITES NEW YORK CIGAR ENTHUSIASTS TO DINNER
WITH MASTER CIGAR BLENDER JESUS FUEGO FEATURING XIKAR HC SERIES CIGARS**

New York, NY — August 27, 2010 — De La Concha Tobacconist invites cigar enthusiasts in the New York area to an **intimate dinner with Master Cigar Blender Jesus Fuego**, to celebrate one of his finest achievements the XIKAR HC Series Cigar. The event takes place at **De La Concha (1390 Avenue of the Americas, New York City) on Thursday, September 23, 2010 at 8:00 PM**. A 3-course meal for only 30 persons, catered by Rue 57 restaurant, will be coupled with live music, a full open bar, raffles and prizes. Enjoy the company of Jesus Fuego and savor his Havana Collection Series cigars, made exclusively for the cigar industry's leading accessories company XIKAR. The cost is \$125.00 per person plus tax. *Attendees will also receive 25% off all XIKAR cutters and lighters purchased that evening.*

Featured cigars include:

The HC Series Connecticut Shade: A cigar five years in the making, Jesus Fuego and XIKAR worked to produce a cigar that stays true to the Connecticut character, but with a little more strength and taste. This light, but tasty blend has a filler blend from Costa Rica, Mexico and Nicaragua.

The HC Series Criollo: A perfectly balanced medium bodied blend of tobaccos from Honduras and Nicaragua. The Shade Grown Criollo wrapper, aged 5 years, is from Nicaragua and the Sun Grown Criollo binder, also from Nicaragua, completes this great blend.

The HC Series Habano Colorado: This rich cigar is smooth and full, wrapped in a beautiful Habano Colorado leaf from the Jalapa Valley with filler from Costa Rica, Jalapa and Honduras.

Tickets are available on a first come, first served basis and can be obtained by calling (212) 757-3167 or can be purchased at De La Concha Tobacconist 1390 Avenue of the Americas (between 56th & 57th Street).

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ABOUT DE LA CONCHA TOBACCONIST

Founded in 1964 by Roberto De La Concha, the shop is one of New York City's premier full-service tobacconists. In 1965 Lionel Melendi signed on to run the shop and eventually purchased it outright. The Melendi Family owned the shop from 1965 to 2006, when it was purchased by one of the most esteemed names in cigars, [Davidoff](#). Ron Melendi CMT a 4th generation Cuban-American tobacconist continues a Melendi Family tradition at the helm of De La Concha, serving as the current general manager. De La Concha prides itself as a traditional professional tobacconist — offering premium tobacco products with an emphasis on personalized customer service — to a discerning local and national clientele. Open seven days a week, De La Concha Tobacconist is located at 1390 Avenue of the Americas (between 56th & 57th Streets), New York City. For more information contact De La Concha at (212) 757-3167 or visit www.deaconcha.com. *Phone and web orders welcome.*

DE LA CONCHA TOBACCONIST

1390 AVENUE OF THE AMERICAS, NEW YORK, NEW YORK 10019 (212) 757-3167 Fax: (212) 333-3162 Est. 1964

WWW.DELACONCHA.COM

