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**CHECK IN AT DE LA CONCHA TOBACCONIST ON FOURSQUARE
DURING NOVEMBER FOR YOUR CHANCE AT A COMPLIMENTARY CIGAR & STEAK DINNER**

**CHECK IN GET A COMPLIMENTARY CIGAR WITH PURCHASE AND CHANGE TO DINE WITH
MY FATHER CIGAR'S JANNY GARCIA AND MIAMI CIGAR & COMPANY'S NESTOR MIRANDA**

New York, NY — October 29, 2010 — De La Concha Tobacconist today announced its newest promotion: Check in at [De La Concha Tobacconist](#) using the [foursquare](#) mobile application during the **month of November** and *receive one (1) complimentary cigar with the purchase of any three (3) cigars*. Plus you are automatically entered for a chance to win complimentary admission to De La Concha's December 1 [La Sirena Cigar Dinner](#)!

The person designated foursquare "**Mayor**" (the person who checks in the most to a location) of **De La Concha Tobacconist as of 8:00 PM (ET) on Tuesday, November 30, 2010** will receive **complimentary admission for one (1) to the store's December 1 La Sirena Cigar Dinner featuring Janny Garcia, executive vice president, [My Father Cigars](#)** (daughter of Jose "Pepin" Garcia), **Nestor Miranda, co-founder [Miami Cigar & Company](#)** and La Sirena Brand Ambassador **Arielle Ditkovich**, a \$150.00 value (Plus Tax). Dinner guests will enjoy:

- 12-15 Premium Cigars Courtesy of Pepin Garcia's My Father Cigars and Nestor Miranda's Miami Cigar & Company (a \$84-\$105 value)
- Food by [Uncle Jack's Steakhouse](#) ([See Menu](#))
- Full Open Bar
- Live Musical Entertainment
- Exclusive Cigar Specials
- The Opportunity to Enter for a Chance to Win Unique Raffle Items
- Complimentary Giveaway Items
- The rare opportunity to dine with two of the most respected names in the cigar industry: *Janny Garcia and Nestor Miranda*.

Miranda is often called "The most interesting man in the cigar business," while Garcia has been cited as: "[O]ne of the more influential women executives in the premium cigar business, running the details of the operation as her father and brother make the cigar blends." – *Cigar Aficionado Magazine*

The cost of this evening of steak, cocktails and premium cigars is:

\$135.00 Per Person (Plus Tax) If Purchased On or Before Wednesday, November 17, 2010

\$150.00 Per Person (Plus Tax) If Purchased After Wednesday, November 17, 2010

\$160.00 Per Person (Plus Tax) If Purchased After Wednesday, November 24, 2010

Dinner tickets can be [purchased online](#), at De La Concha or by calling (212) 757-3167.

DE LA CONCHA TOBACCONIST

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Limit one (1) complimentary cigar per person, per day. Foursquare check in, three (3) cigar purchase and proper ID are required for complimentary cigar and dinner admission. *Complimentary cigars available while supplies last. Please note, Foursquare is NOT directly, or indirectly affiliated with this promotion.*

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ABOUT FOURSQUARE

[Foursquare](#) is a mobile application that makes cities easier to use and more interesting to explore. It is a friend-finder, a social city guide and a game that challenges users to experience new things, and rewards them for doing so. Foursquare lets users "check in" to a place when they're there, tell friends where they are and track the history of where they've been and who they've been there with. For more information on how foursquare works, see their searchable [FAQ](#).

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.delaconcha.com. *Phone and web orders welcome.*