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**FOR IMMEDIATE RELEASE**

## **Fratello Cigars Unveils Third Concealed Carry Release: Speakeasy**

**Ashburn, VA (October 1st, 2024)** – Fratello Cigars is excited to announce the third release in its Concealed Carry series, Speakeasy, shipping to select retailers starting October 3, 2024.

The Speakeasy blend takes you back to a time when hidden bars flourished, and patrons reveled in forbidden pleasures, cigars included. Tucked away behind unmarked doors, these underground sanctuaries came alive with whispered conversations, music, and a spirit of rebellion.

"This small batch pays tribute to the hidden bars of the prohibition era, where likeminded people gathered in secret to enjoy cigars and spirits, the Speakeasy release is meant to capture that spirit of defiance and camaraderie." says Omar de Frias, CEO and Founder of Fratello Cigars.

Packaged in twelve-count canisters with an MSRP of \$10 per cigar, this 54 x 5 ½ robusto follows the same small-batch, limited-edition format of the series. Like all Concealed Carry blends, the mix is undisclosed, but it promises that signature complexity smokers have come to expect.

For more information about the Fratello Concealed Carry program, visit [www.concealedcarrycigars.com](http://www.concealedcarrycigars.com)

About Fratello Cigars:

Founded in 2013 by former NASA analyst Omar de Frias, Fratello Cigars embodies a relentless pursuit of quality and innovation in the premium cigar industry. Known for its distinctive blends and creative branding, Fratello has rapidly earned a place of distinction among aficionados. Fratello cigars are crafted from the finest tobacco leaves sourced from around the world, ensuring a superior smoking experience marked by rich flavors and meticulous construction. As a brand committed to excellence and a forward-thinking approach, Fratello continues to push the boundaries of traditional cigar-making. For more information, visit [www.fratellocigar.com](http://www.fratellocigar.com)