



**Media Contact:**

Ivan Lora

Email: [ivan@fratellocigar.com](mailto:ivan@fratellocigar.com)

---

**FOR IMMEDIATE RELEASE**

## **Fratello to Launch New Camo Fresh Pack**

**Ashburn, VA (Jan 28th, 2025)** – Fratello Cigars is pleased to announce the upcoming launch of its latest offering, the Camo Fresh Pack. Scheduled to make its debut at the Total Product Expo (TPE) 2025, the Camo Fresh Pack introduces a curated selection of our Camo cigars line.

The cigars included in the latest Fresh Pack are presented in a 6 x 50 format and consist of the following varieties: 1 Camo Blue, 1 Camo Rosso, 1 Camo Verde, 1 Camo Sweet.

The MSRP for the Fresh Packs is set at \$20.00. Each box includes 10 packs of 4 cigars each.

"This is our first Camo Fresh Pack launch and 4th Fresh Pack. We aimed for a high-quality & high value combined with four of our camo lines. Our customers will enjoy this incredible value," said de Frias.

Anticipated shipments of the new Fratello Fresh Packs are set for April 15th, 2025.

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) to redefine the cigar experience by blending tradition with modernity.