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FOR IMMEDIATE RELEASE

Fratello Cigars Unveils Fourth Concealed Carry Release: Bootlegger

Ashburn, VA (March 27th 2025) – Fratello Cigars is excited to announce the fourth release in its Concealed Carry series, Bootlegger, shipping to select retailers starting March 27th 2025.

During the Prohibition era of the 1920s, when the U.S. government outlawed alcohol, a new breed of entrepreneur rose from the shadows. These were the bootleggers, risk-takers who smuggled whiskey in barrels, hid moonshine in hollowed-out books, and outwitted authorities with secret tunnels and coded messages. From smoky speakeasies to back-alley deals, they defied convention, not just for profit, but for the spirit of rebellion.

"The Bootlegger is the perfect follow-through to our popular Speakeasy cigar — both are more than just cigars, they're stories. Tales of entrepreneurship born not from luxury, but from necessity, forced by the heavy hand of government regulation. These cigars pay homage to the boldness, grit, and creativity it took to thrive in the shadows of Prohibition." says Omar de Frias, CEO and Founder of Fratello Cigars.

Packaged in twelve-count canisters with an MSRP of \$10 per cigar, this 5 ½ x 54 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

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.fratelllocigar.com