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**FOR IMMEDIATE RELEASE**

**FRATELLO CIGARS ANNOUNCES DISTRIBUTION IN MONTENEGRO**

*Springfield, VA (January 30<sup>th</sup>, 2026)* – Fratello Cigars is proud to announce its newest distribution partnership in Montenegro with Casa de Puros, a premium cigar importer and market-leading distributor known for elevating cigar culture across the Balkans.

Founded with a passion for craftsmanship and authenticity, Casa de Puros has built a respected reputation for introducing curated premium cigar brands to Montenegro's expanding cigar community. The company's distribution network includes boutique lounges, luxury hotels, and specialty tobacconists, with a focus on education, personalized service, and elevating the cigar experience in Montenegro.

"This collaboration marks an exciting step for us," said Omar de Frias, Owner and Founder of Fratello Cigars. "Montenegro's cigar culture has been growing in a very intentional and passionate direction. Casa de Puros shares our belief in community, storytelling, and the celebration of craft. We are thrilled to work with a partner that leads with both heart and expertise."

Casa de Puros Executive Director, Milica Popović, added:

"Fratello's identity and story resonate deeply with cigar lovers who embrace discovery, heritage, and authenticity. Omar's journey and the expressive character of the blends are a perfect match for the Montenegrin market. We are proud to welcome Fratello into our portfolio and look forward to building something meaningful together."

Fratello Cigars continues to expand its global footprint with active distribution throughout Europe, Asia, The Americas, and the Middle East. With this new partnership, Fratello strengthens its presence in the Balkan region while continuing to prioritize quality relationships, storytelling, and innovation in cigarmaking.

Fratello Cigars currently has distribution in the Netherlands, Spain, Dominican Republic, Thailand, Czech Republic, Slovakia, Switzerland, Brazil, Australia, Macao, China, New Zealand, Sweden, Norway, Romania, UAE, Cyprus, Qatar, Malaysia, Latvia, Germany, Luxembourg, Israel, Iceland, Trinidad & Tobago, Belgium, Reunion Island, United Kingdom and now Montenegro.