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FOR IMMEDIATE RELEASE

Fratello Cigars Introduces Camo Cigarillos at PCA 2026

Ashburn, VA (March 30, 2026) – Fratello Cigars is proud to introduce Camo Cigarillos, the company's debut in the flavored cigarillo segment, at PCA 2026 in New Orleans.

“Fratello has a growing customer base that expects us to innovate and push boundaries, and that is exactly what we are doing with Camo Cigarillos,” said Omar de Frias. “Our goal is to stand out at the point of sale while delivering new experiences to our customers.”

Crafted in a 4 x 30 format, Camo Cigarillos are designed to deliver a flavorful smoking experience with the boutique quality Fratello customers have come to expect.

The national launch of Camo Cigarillos will take place with Smoker Friendly, one of the largest tobacco retail networks in the United States.

Available Blends

Blue Lush - A smooth, aromatic cigarillo with a lush profile and a soft, sweet finish.

Ruby Glow - A rich, warm expression with layered character and a rounded finish.

Island Green - A fresh, vibrant blend with cool and dark character finish.

Golden Bee - A mellow, aromatic cigarillo with warm sweetness and a smooth finish.

Product Details

Packaging: Box of 50 (5 tins of 10)

MSRP: \$19.99 per 10-count tin

Shipping: August 1, 2026

“With Camo Cigarillos, we are building on the momentum of the Camo brand with a product designed for strong sell-through, repeat purchases, and modern retail performance,” said de Frias. “This will be a regular stock item for Fratello Cigars.”

About Fratello Cigars:

Founded in 2013 by former NASA analyst Omar de Frias, Fratello Cigars represents a relentless pursuit of quality and innovation in the premium cigar industry. Known for its distinctive blends and creative branding, Fratello has quickly established itself as a respected name among cigar aficionados. Crafted from the finest tobaccos sourced worldwide, Fratello cigars offer a superior smoking experience marked by rich flavors and expert construction. With a commitment to excellence and a forward-thinking approach, Fratello continues to push the boundaries of traditional cigar-making. For more information, visit www.fratellocigar.com