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FOR IMMEDIATE RELEASE

Fratello Cigars to Launch Smooth and Strong

Ashburn, VA (March 18, 2026) – Fratello Cigars announces one of its most innovative cigars, The Fratello Smooth and Strong. Designed to challenge traditional smoking norms, this new release places the experience directly in the hands of the consumer.

“This project is easily one of the most challenging projects I have had the pleasure to work on. We blended a cigar where the consumer decides if they want to start their smoking experience, Smooth and Creamy or Strong and Spicy,” said de Frias.

The Fratello Smooth and Strong debuts in a 7 x 52 vitola and is crafted to deliver two distinct smoking profiles within a single cigar. Depending on which end is cut and lit, smokers can begin with a refined, mellow introduction or a bold, full-bodied expression.

The cigar is comprised of a Habano Ecuador HVA wrapper, Indonesian binder, and fillers from Pennsylvania, Nicaragua Estelí, and Nicaragua Condega.

DETAILS:

- Vitola: 7 x 52
- MSRP: \$17.00 per cigar.
- Production: La Aurora Factory DR.
- Shipping: June 1st 2026.
- Packaging: 30 Count Boxes

Two years in the making, Smooth and Strong represents Fratello’s commitment to innovation and to redefining the premium cigar industry. The cigar is limited to 12K Cigars, and the company plans to launch the Smooth and Strong every two years.

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