

Cigar Insider

INTERNET ONLY

OCTOBER 7, 2008 ■ VOL. 13, NO. 19 ■ FROM THE PUBLISHER OF CIGAR AFICIONADO MAGAZINE

CIGAR NEWS

OLIVA CIGAR CO. ADDS MADURO TORPEDO TO SERIE V LINE

BY DAVID SAVONA

The hot Oliva Serie V—*Cigar Aficionado* magazine's current No. 4 cigar of the year—will soon have a maduro version. Oliva Cigar Co. has completed the Oliva Serie V Maduro Especial, a Nicaraguan cigar finished with a Connecticut-broadleaf wrapper. Like the original Serie V—which is formally known as the Oliva Serie V Liga Especial—the filler and binder of the maduro cigar is entirely Nicaraguan. The major difference is the wrapper—Oliva vice president Jose Oliva called the cigar “the maduro interpretation” of the original Serie V. He also said it was considerably stronger than the original.



The cigar was extremely bold when first rolled, prompting the company to shrink the thickness to temper the power, said Oliva during an interview in New York City. “When we made this in a 54 [ring gauge] it was over the top,” he said. “We had to dial it back to 52. After aging, it settled very well.”

The cigar will come in one size, a 6-inch-long pyramid. It will be packed in boxes of 10 cigars and have a suggested retail price of \$6.75 per cigar, the same price as the Serie V Torpedo in natural wrapper.

The cigar will launch on October 15, and a second shipment will follow 10 days later.

Unlike the original Serie V, which is a regular-production smoke from Oliva, the company made only 50,000 Serie V Maduros, with just some 250 retailers slated to receive the cigars. (By contrast, the company produced 90,000 of the Serie V Liga Especial Torpedos in 2007.) Most of the smokes will be sent to cigar shops in the United States, but some will be exported to the United Kingdom, Holland and Switzerland. Oliva said the production of the Serie V

Maduro was “entirely allocated” to retailers.

Oliva Cigar is based in Miami Lakes, Florida, and has been making cigars under the Oliva name since 1995. Most of its cigars are rolled in Estelí, Nicaragua; Oliva also has a smaller factory in Honduras.

To see an upcoming video of Jose Oliva describing the new cigar, visit the blogs at cigaraficionado.com. For a review of the cigar, see a future issue of *Cigar Insider*. ■