



CIGRAAL

For immediate release

## ASHTON ADDED TO CIGRAAL'S PORTFOLIO

Cigraal Ltd. is pleased and proud to announce a prestigious addition to its brand portfolio: **Ashton** cigars will now be handled by Cigraal in Asia Pacific.

"We're kicking off the calendar and Chinese lunar years with a big "bang": Ashton is a prestigious addition to our portfolio and we're very proud to have been chosen as their new Asian partner" said Eric Piras, founder of Cigraal Ltd.

Cigraal will manage the sales and marketing of the Ashton cigar portfolio, including La Aroma del Caribe, Paradiso, Paradiso Quintessence, Paradiso Revelation and San Cristobal.

"It's an important change for our development" says Chip Goldeen, Vice President of Sales Ashton, Distributors, Inc. "and we're already seeing some positive returns, which of course pleases us enormously".

FOR MORE INFORMATION, PLEASE CONTACT  
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*Trust Your Taste*

## ABOUT ASHTON

Ashton is one of the world's premier luxury cigar brands.

Handcrafted in the Dominican Republic, Ashton cigars are made to the highest quality standards using only the finest aged tobaccos. With an infinite commitment to quality, consistency and excellence, Ashton is celebrated worldwide for the very finest in premium cigars.

FOR MORE INFORMATION, VISIT [WWW.ASHTONCIGAR.COM](http://WWW.ASHTONCIGAR.COM)

## ABOUT CIGRAAL

Cigraal provides distribution, advertising, marketing and promotion services for cigars and tobacco products.

The company's expertise is global, with an in-depth knowledge of emerging markets (Asia, Middle-East, Africa and South America) and mature markets.

Eric Piras, Cigraal's founder, is internationally recognized as a leading expert in the cigar field, from production to the consumer.

Cigraal is one of the few companies having a thorough knowledge of the cigar universe, from the Cuban to the Dominican Republic or Central American cigar productions, all the way through to the global distribution markets. Its extended connections cover the American continent as well as Europe, Middle East, Africa and Asia.

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