



CIGAR TIMES

COMPLIMENTARY

NO. 1

1813 to Present. The History of Tobacco in Hawaii to
Modern Day Production by the Kauai Cigar Company.



WWW.KAUAICIGAR.COM

HAND MADE SINCE 2004



Kauai Cigar is the only cigar company in nearly 100 years growing its own tobacco in Hawaii.

Our cigars are the result of growing, curing, fermenting, aging, and hand rolling some of the finest tobacco in the world.

They contain premium, all natural, Sun Grown Kauai Filler Tobacco, and contain no synthetic additives for flavor.

For more information please visit our web site at kauaicigar.com.





KAUAI CIGAR RETAILERS

KAUAI

Lihue

ABC Stores	(888) 703-4222
The Wine Garden	(808) 245-5766
Kauai Lagoons Golf Course	(808) 245-5050
Lihue Airport News Stand	(808) 246-9072
Lamonts Kauai Marriott	(808) 246-4733
Gift Shop – Kauai Beach Resort	(808) 245-5665
Koloa Rum Company	(808) 742-1616
Times Supermarkets -Lihue	(808) 245-7777

Kapaa

ABC Stores	(888) 703-4222
Java Kai Kapaa	(808) 823-6887
Mystical Dreams	(808) 821-1054
Safeway Store	(808) 822-2464

Princeville

Princeville Wine Market	(808) 826-0040
Prince Golf Course	(808) 826-5007
Foodland Princeville	(808) 826-7445
Accents – St. Regis	(808) 826-1140
Makai Golf Course	(808) 826-5010

Hanalei

Hanalei Coffee Roasters	(808) 826-6717
Big Save	(808) 826-6652

Kilauea

Palate Wine Bar	(808) 212-1974
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Koloa

The Wine Shop	(808) 742-7305
Times Big Save	(808) 742-1614
Lamonts Grand Hyatt Regency	(808) 742-7663
Martin & MacArthur	
– Grand Hyatt	(808) 240-1237
– Kuku'i'ula	(808) 975-9001
Whalers General Store	(808) 742-9431

Eleele

Happy Honu Gifts	(808) 335-3211
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Waimea

Times Big Save – Waimea	(808) 338-1621
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The Wine Garden

Pro Shop at The Prince Course

OAHU

Honolulu

ABC Stores	(888) 703-4222
Alan Wong's Restaurant	(808) 949-1939

Foodland Beretania	(808) 946-4654
Martin & MacArthur	
– Ala Moana	(808) 941-0074
– Hilton Village	(808) 792-1140
– Outrigger Reef	(808) 447-2797
– Sheraton	(808) 922-0021
Foodland – Harding	(808) 734-6303
Safeway – Hawaii Kai	(808) 396-6337
Safeway – Kapahulu	(808) 733-2600
Safeway – Beretania	(808) 535-1780
Tobaccos of Hawaii	(808) 942-7833

Kailua

Royal Hawaiian Golf Club	(808) 262-2139
Under a Hula Moon	(808) 261-4252

Kapolei

ABC Store	(888) 703-4222
JW Marriott Ihilani Ko Olina	(808) 216-3779

Mililani

Times Supermarkets – Mililani	(808) 564-7166
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Kunia

Times Supermarkets – Kunia	(808) 678-6565
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Haleiwa

Global Creations & Interiors	(808) 637-1505
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Ewa Beach

Safeway – Ewa Beach	(808) 683-3200
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BIG ISLAND

Kailua-Kona

ABC Stores	(888) 703-4222
Safeway – Big Island	(808) 329-2207
KTA Keauhou	(808) 322-2311

Volcano

Volcano Winery	(808) 967-7772
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Hawi

Mother's Antiques & Fine Cigars	(808) 889-0496
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Kamuela

Foodland Kamuela	(808) 885-2022
Gift Shop - Hapuna Beach	(808) 882-7006
Tobaccos of Hawaii – Kamuela	(808) 942-7833

Kohala Coast

Foodland Farms	(808) 887-6101
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Waikoloa

ABC Stores	(888) 703-4222
Dancing Dolphin – Hilton Waikoloa	
	(808) 886-6956
KTA Waikoloa	(808) 883-1088

Martin & MacArthur	
– King's Shop	(808) 886-0696

MAUI

Kihei

ABC Stores	(888) 703-4222
Aloha Jewelry & Gifts	(808) 874-8658
Lava Java Maui	(808) 879-1919
Maui Nui Golf Club	(808) 874-0777
Safeway Store – Kihei	(808) 891-9120
Times Supermarkets – Kihei	(808)-442-4750
Wailea Old Blue Golf Course	(808) 879-2530
Wailea Golf Resort	(808) 875-7450

Wailea

ABC Stores	(888) 703-4222
Martin & MacArthur – Wailea	(808) 891-8844

Lahaina

ABC Stores	(888) 703-4222
Food Pantry Napili Market	(808) 669-1600
Foodland Farms Gateway	(808) 662-7088
Gift Shop – Marriott's Maui Ocean Club	(808) 661-5026

Martin & MacArthur	
– Whaler's Village	(808) 667-7422
– Westin	(808) 270-0888
Olowalu General Store	(808) 667-2883
Safeway – Lahina	(808) 667-4392
Times Supermarkets	
– Honokowai	(808) 667-9590
Whalers General	(808) 661-5089

Wailuku

Safeway – Maui Lani	(808) 243-3522
The Kahili Golf Course	(808) 879-2530

Kula

Tedeschi Vineyards	(808) 878-1266
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Paia

Paia Pit Stop	(808) 579-9677
The Wine Corner	(808) 579-8904

Lanai

Manele Golf Shop	(808) 565-2273
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The Martin & MacArthur Stores are an exclusive retailer of the Makaleha line of Kauai cigars.



If you would like to become a retailer email us at orders@kauaicigar.com. Whether you run a coffee shop, a wine store, a grocery store, or an art gallery, Kauai Cigars will be a profitable addition.



Kona Historical Society

1813 TO PRESENT

THE HISTORY OF *Tobacco in Hawaii*

TO MODERN DAY PRODUCTION BY THE KAUAI CIGAR COMPANY



TOBACCO ORIGINATED IN THE AMERICAS; IT WAS BELIEVED TO BE A DIVINE GIFT THAT OFFERED A LINK BETWEEN HUMANS AND THE HEAVENS,

and it was smoked by native tribes as part of sacred ceremonies. With the coming of Europeans to the Americas, tobacco started to move out into the world. Traders began to transport plants across the globe, and plantation owners began to develop a vast tobacco-growing industry in the American south. In the early nineteenth century the first tobacco arrived

in Hawai'i—planted by none other than the first person to plant coffee in the Islands: the Spaniard Don Francisco de Paula Marin. It was 1813 when Marin planted the first tobacco in Hawaiian soil; it did well and by the 1820s there were reports of Hawaiians throughout the Islands smoking pipes and growing tobacco for their own use. In the 1850s



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The first tobacco in Hawaii was planted in the Islands' fertile soil in 1813; the crop had already been through a boom-and-bust cycle by the time these images were taken in Kona early in the twentieth century. Above you can see workers with tobacco sticks used to string and hang tobacco; tobacco seedling beds; and, at left, fermenting cigar tobacco leaf.

a Mr. A. Archer noted that “two varieties had been cultivated by the natives for their own use.”

The nineteenth century witnessed the beginnings of numerous commercial agricultural ventures in the Islands, tobacco among them. Early pioneers were convinced that Hawai'i had an ideal climate for growing tobacco and believed that the Islands could become a serious player in the global tobacco market. In 1850, a G.M. Robertson wrote of tobacco in Hawai'i: “It will grow, I think, almost anywhere here, and I have seen considerable quantities of it growing in some parts of Hawaii where I think it would have puzzled a goat to have found a blade of grass.” The first systematic attempts to grow tobacco commercially took place on Kaua'i starting a year later, in 1851, led by a pioneer named J.R. Opitz. After two years the first shipment of Hawaiian cigars, consisting of ten thousand “Hawaiian Regalias,” was sent to Honolulu. A second shipment

of twenty thousand followed soon after. Island planters, who had imported seed from Cuba and the Americas, began to congratulate themselves on the “excellent quality” of their tobacco. In 1856 an advertisement boasting the superior nature of Hawaiian tobacco appeared: “For sale,” it read. “Sea Island Plantation, Natural Leaf, Honey Dew Tobacco proved by connoisseurs to be equal if not superior to any Virginia manufactured tobacco.”

But these first successes were not to last. An infestation of cut worm devastated Kaua'i's tobacco crops, destroying whole fields in just a few days. Another attempt was made in 1863, but again disaster struck when high winds completely flattened the plants. Mistakes were made, too, in the curing process, which is all-important to the creation of fine tobacco: Leaves must be picked at just the right time and dried in just the right way to ensure that they will develop a yellow hue and a mellow flavor. In fact, J.R. Opitz left Hawai'i in the 1850s to

travel to Cuba to learn more about the curing process—and he never returned. In the later part of the nineteenth century, as sugar spread through Hawai'i like wildfire, tobacco all but disappeared.

THE NEXT SERIOUS ATTEMPT to develop a tobacco industry in Hawai'i took place at the dawn of the twentieth century on the Big Island—an area with abundant summer rain and winter sun, ideal conditions for growing and curing tobacco. In 1903 the Territorial Board of Commissioners of Agriculture and Forestry and the Hawaii Agricultural Experiment Station in Hämākua joined forces to explore the best grades of tobacco for Hawai'i; three years later the director of that experiment, Jared Smith, reported success. “We have proved conclusively,” he wrote, “that tobacco of a quality not surpassed by any in the world can be grown within three miles of the ocean, in at least four districts on the Island of Hawaii alone: Kona, Kau, Hilo



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For a time, serious efforts were underway on the Big Island to transform Hawaii into one of the world's most important tobacco-growing centers. At left, women sort cured tobacco; below, men load cigar tobacco leaf for transport; a very tall tobacco barn; and Kona cigar box art.



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“No tobacco growing country excels Hawaii in the ability to grow fine cigar leaf. . . . Hawaiian grown Cuban, Havana and Sumatra tobaccos stand at the head of their class for filler, binder, and wrapper leaf.”

- Kona Tobacco Company prospectus

and Hamakua.” His enthusiasm was unbridled. “The industry is as yet absolutely undeveloped,” he continued, “but there is no reason why any man who combines skill with knowledge and capital should not produce tobacco commercially with profit to himself and the whole community. . . . What is now wanted is men with faith and skill and money to undertake the industry and develop it. The only way to do a thing is to do it!”

Perhaps not surprisingly given his words above, Smith left the experiment station soon after and started work on a tobacco farm in Kona; so too did his partner at the experiment station, Charles Blacow. Blacow went to the Hawaiian Tobacco Plantation and Smith to the Kona Tobacco Company, which was offering shares for sale and noting in its prospectus that “The soil and climate of Kona are perfect for the culture of tobacco, possessing the natural conditions required to produce those high grades of tobacco that the trade now demands and

for the production of which Hawaii will soon become noted. The middle elevations [will produce] the aromatic Cuban varieties; and the uplands, the finest of Sumatra, the perfection of all cigar wrapper tobacco.” Fields were planted, curing barns were built and the industry again started up in earnest. But it was hard, hard work. After two years, Blacow collapsed while working in his fields. Smith too suffered, dealing with a terrible drought. In 1912 disaster struck at the Kona Tobacco Company when a huge fire broke out, destroying buildings and two years worth of the tobacco crop. Despite the difficulties and bad luck, though, the initial Kona growers proved that tobacco of the finest quality could be grown in the region. Smith regrouped and began planting tobacco again in 1917. He was tireless in his efforts but events interfered: World War I, a labor shortage, and finally, in 1929, a financial panic that ruined the Kona tobacco industry for good.

TOBACCO REMAINED COMPLETELY DORMANT in Hawai'i until the first years of the twenty-first century. It was then that we at the Kauai Cigar Company began to revive the art of tobacco growing in Hawai'i. We are passionate aficionados of the plant who are dedicated to growing the finest tobacco in the world, and we are the only farmers in Hawai'i growing tobacco for market. “Tobacco is a crop that repays the planter in proportion to the ratio of cultivation and attention that he gives it,” wrote Jared Smith in 1906. “It is not a crop that can be left to care for itself.” How true we know his words to be! Since the inception of the Kauai Cigar Company we have constantly pushed forward in innovative ways: We began, after an extensive search, by planting an old-generation Cuban seed from Pinar del Rio, a seed that is highly valued in Cuban cigar production. We also acquired Cuban-origin Habano, Corojo and Criollo seed, as well as Sumatran, Connecticut Shade and

At the Kauai Cigar Company we are reviving the art of growing extraordinary tobacco in Hawaii. Here, our workers transplant cigar tobacco at our farm. Below, harvesting some of the finest cigar tobacco in the world in Kauai and bottom, stringing large Havana seed leaf.



Broadleaf seed. On the five parcels of land that we now farm on Kaua'i, we continue our work of testing new seed and experimenting with different varieties, always with the goal to grow the most extraordinary tobacco possible—tobacco we use to craft our premium cigars.

Our odyssey has taken us to Cuba and to Nicaragua, where we have forged strong partnerships with tobacco experts. In 2006, we traveled to Estelí, Nicaragua where we met with Victor Calvo, a master ligador (blender) and cigar maker. Estelí, a town in the hill country near the Honduran border, is one of the most important cigar-making centers in Latin America. Today the Kauai Cigar Company has a factory in Estelí; we send our tobacco there after it has been harvested and slow-dried in our curing barns on Kaua'i. The leaves spend from four to eight weeks in the barns on Kaua'i; once they have turned from green to gold to toasty brown they are loosened, baled, fermented for forty days, and sent on a journey to Estelí. There they are fermented for another eight to twelve months in preparation for their transformation into cigars; the fermentation process sweetens and refines the tobacco and allows its true character to emerge.



Every cigar is made up of three parts: the filler, which is the tobacco at the center; the binder, which is the tobacco that encircles the filler; and the wrapper, which is a single thin leaf of tobacco around the binder. In its prospectus over a century ago, the Kona Tobacco Company noted that “No tobacco growing country excels Hawaii in the ability to grow fine cigar leaf.... Hawaiian grown Cuban, Havana and Sumatra tobaccos stand at the head of their class for filler, binder, and wrapper leaf.” In Estelí our rarefied Kaua'i tobacco is blended with the finest Latin American tobacco and then hand-rolled into cigars, which are





Our Kauai Cigar Company cigars are created in one of the world's most important cigar centers: Esteli, Nicaragua. The people here, like Shirley and Karla above, are experts at crafting cigars, whether the work involves sorting leaves (above right), rolling (above) or packaging (left).

banded, packed into handmade wooden boxes, and shipped to Hawai'i.

Tremendous care is taken and great skill is brought to bear; as a result, we're happy to say that our cigars are much in demand. Jon V. Adams, who runs Mother's Antiques and Fine Cigars in downtown Hawi on the Big Island, has sold our cigars since we started making them. "I'm a cigar connoisseur," he says. "I always tell people who talk about Cuban cigars that in Hawai'i we have a similar climate to Cuba, we grow the same plants and we have the same volcanic soil. And the cigars that the Kauai Cigar Company is making are great: well-rolled and full of flavor."

Longtime customer Fred Gregory, a cigar lover from California, has been a fan since the beginning. "They smoke

well and have a beautiful flavor," he says of our cigars. "There are Cuban cigars I like if I can get my hands on them, but among the non-Cubans, this is my go-to cigar. I wouldn't be smoking it if it wasn't a good cigar." Scott Ross of Montana discovered our cigars during a trip to the Big Island in 2009 with his two grown sons and the trio has continued to smoke them every since. "It was a very pleasant surprise," says Ross, "just a delicious cigar." The Ross' favorite is the Makaleha, one of three distinct cigars that we currently sell. The Makaleha is named for the mountain that watches over our first tobacco farm; it contains Kaua'i tobacco that is fermented a minimum of twelve months to lend it depth. Ross describes its flavor as "a sweet grass-type of taste. Its construction is excellent, its burn ra-

zor sharp and its draw just perfect. The Makaleha is in the top five cigars for me and both of my sons. In fact, one of my sons just celebrated his thirtieth birthday and I got him a box as a gift."

Our two other cigars are the Island Prince and the Hawaiian Vintage Series cigar. The Island Prince contains premium Kaua'i tobacco that, in the Light variety, is wrapped with a Connecticut shade leaf grown in Ecuador and, in the Dark variety, is wrapped in a Habano leaf grown in Nicaragua. The Light Island Prince is silky and cream-like, the Dark Island Prince full-bodied and complex. The Hawaiian Vintage Series cigar, composed of a careful selection of tobacco leaf from Kaua'i and beyond, is designed to celebrate the days, months, and years that go into making a premium cigar; on average, our tobacco spends about two and a half years making the journey from field to cigar.

THE FOURTH CIGAR OF THE KAUAI CIGAR COMPANY has been a longstanding dream—a dream that is ever closer to being realized. It is the Grand Alii, a cigar that will be made entirely within the Hawaiian Islands. It will be composed exclusively of filler, binder and wrapper tobacco grown in our fields on Kaua'i. The tobacco will be cured, fermented, blended and rolled right here on the island. The cigars will be banded and packed at our

“ Today’s bipartisan bill makes common-sense clarifications to define expensive ‘traditional large and premium cigars’ which are too costly for children and are targeted at a high-end adult market. Luxury cigars are a small and distinct part of the cigar industry, much like craft brews in the beer industry. This bill helps make sure that small businesses, like the Kauai Cigar Company, are able to continue operating as they are currently.”
 - US Senator Mazie Hirono, referencing HR1639

farm. In fact, we have the gold-and-purple bands and the handcrafted cedar wooden boxes already here in Kaua’i, waiting for the day that the Grand Alii is a reality. We are confident we will succeed but determined to release the Grand Alii only when it is worthy of its name. We are uncompromising in our vision and know that to create a cigar of this caliber—one of the finest in the world—means to develop exceptional cigar-making talent in Hawai’i. This, too, is part of our vision, tracing all the way back to the work of J.R. Opitz in the nineteenth century and Jared Smith in the twentieth. But in twenty-first century Hawai’i, there are realities that make our goal a huge challenge. Just as Opitz and Smith faced daunting obstacles, so too do we.

Currently, all cigars in Hawai’i are taxed at fifty percent on the wholesale price, regardless of origin. What that means for us is that a cigar created in, say, the Dominican Republic where the cost of doing business is much, much lower, will effectively be taxed at a significantly lower cost than one of our cigars, making it much harder for us to compete in the marketplace. The price of everything in Hawai’i is high—land, labor, supplies—and a fifty percent tax pushes the cost of our cigars up exponentially. In conjunction with the Hawaii Cigar Association, we are lobbying to cap the tax on premium cigars at fifty cents per cigar. This change would prove a huge

SUPPORT THE CIGAR TAX CAP



Join Now!

www.hawaiicigarassociation.org



The three boutique cigars of the Kauai Cigar Company (left to right): the Hawaiian Vintage Series, the Island Prince, and the Makaleha. The owner of the Kauai Cigar Company, Les Drent, is seen at left (in the hat) with Glynn Loope, the executive director of Cigar Rights of America; the pair enjoyed a cigar after submitting a petition with fifty thousand signatures in support of premium cigars to the White House.

boon to our industry in the Islands. If the tax burden was lifted, we would be able to afford to do much more to facilitate learning and training across the Pacific. Our goal is to bring experts from the storied cigar-making centers of Latin America to teach people in the Islands the skills involved in cigar-making—experts who can train workers in Hawai’i, for example, to ferment tobacco so that its flavor is as full and rich as possible, experts who can offer precise instruction in rolling a cigar so that its construction is perfect. The tax change would also support Hawai’i’s brick-and-mortar stores,

which currently bear a disproportionate share of the tax burden. All cigars now purchased in Hawai’i stores are taxed at the fifty percent rate but cigars purchased through the Internet are taxed at varying rates according to individual state and national laws—rates that are often much lower.

The creation of a premium cigar is a fine art. To this day, it is work that is done primarily by hand and that remains tied to the great traditions of the past. At the Kauai Cigar Company we embrace that rich history and hope to carry it strongly into Hawai’i’s future.