

THE POWER AND STYLE OF OLIVEROS

You've come a long way from being just a flavored cigar, baby.

It isn't enough today to make quality cigars. You have to have an angle, a reputation or a product which tells people what your brand is about.

For many years, Oliveros Cigars were about flavors. Although on the market in some form since 1927, the Oliveros Kelt Cognac line and the sweetened and flavored lines were well known all during the 1990s and the bar was raised even further with the elegant and sweet all-maduro Oliveros Platinum series that debuted in 2000.

Things started to change in 2001 with the introduction of the well-made and unflavored Gran Reserva series. In 2002, the Habana Cuba Premier Selection — made at the Tabacalera Perdomo — was introduced and impressed smokers and critics alike. Then came 2004.

With the debut of the powerhouse Oliveros XL for Men line, attitudes about Oliveros changed quickly. This was a no-holds-barred blend that dared smokers to get on the bandwagon of bolder tastes, and it succeeded. Last year's introduction of the LTD line just dropped more fuel on an already burning fire.

Creating a new persona for a cigar line is difficult, but the Nodals and Bischoff have achieved it. While the flavored lines have their place and continue to sell, the XL for Men, LTD and Gran Reserva have made Oliveros a cigar that serious smokers need to know and have opened the way for their lesser-known, but also well-made brands such as Habana Cuba and Vista de Cuba to satisfy those looking for a relaxing cigar at a reasonable price.