

NEW



FÁBRICA JOYA DE NICARAGUA, S.A.
— EST. 1968 —

JOYA

Black



Estelí, Nicaragua - June 21st, 2016

Black is the new Joya!

JOYA DE NICARAGUA EXPANDS ITS MEDIUM
BODIED LINE-UP WITH JOYA BLACK

The Joya family is proud to present *Joya Black*, a follow up to the very well-received *Joya Red* launched in 2014. This new blend is a continuation of efforts from the factory to introduce contemporary, innovative products to the marketplace.

The JOYA line changed the way smokers enjoyed Nicaraguan cigars with the introduction of *Joya Red*, a medium bodied, full flavor smoke specially designed and blended for the modern smoker. The new *Joya Black* follows in these footsteps and takes the experience up a notch by incorporating a dark Mexican wrapper and Nicaraguan fillers. *Modern in Spirit, fuller in Flavor and Stronger in Attitude*, this cigar provides a complex smoke, perfect for those who want more.

Both *Joya Red* and *Joya Black* were engineered by the youngest executive team in the industry, along with the most senior Master Blenders of Nicaragua. Together they created JOYA, a line-up of cigars that represents the more approachable and adventurous side of Nicaragua's very first, and most authentic, cigar factory.

For additional information
please e-mail: press@joyacigars.com



Joya de Nicaragua, S.A.

“Since its inception, the JOYA brand has pushed the limits of our factory and showcased a new side of our people and our products. Varying from fun, and easy smokes like *Joya Red*, to sophisticated and more complex smoking experiences such as the new *Joya Black*, and together with new upcoming variants, JOYA's portfolio will continue to generate excitement among modern smokers and make their smoking journey much more rewarding.” *Juan Ignacio Martínez, President of Joya de Nicaragua, said.*

"This is Joya de Nicaragua's first cigar to feature a Mexican San Andres Negro wrapper. We have had these wrappers available for some time and we wanted to create a blend with rich Nicaraguan tobacco, yet without the overpowering strength. The result is a balanced, rich and pleasant smoking experience - the type of experience the new JOYA brand is known for as demonstrated by the release of Joya Red" *said, Mario Perez, Factory Manager.*

Joya Black will be available in 20 count boxes and will be priced similarly to *Joya Red*, ranging from \$5.50 to \$8.00 per cigar. It will be available in the following sizes:

- Robusto (5 ¼ x 50)
- Toro (6 x 52)
- Doble Robusto (5 x 56)
- Nocturno (6 ¼ x 46)



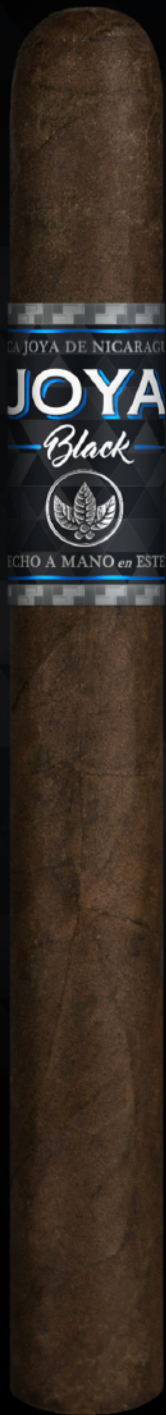
Joya Black will be available to all retailers and will be presented during the upcoming IPCPR 84th Annual Convention and Trade Show in Las Vegas in July 2016. Drew Estate will distribute the brand in the U.S. as JDN's exclusive distributor. Joya Black will also be available worldwide through our International Marketing Division and JDN's partners.

**#REDISCOVER
JOYA!**

About Joya de Nicaragua

JOYA DE NICARAGUA S.A., is a family owned, Nicaragua-based cigar factory that handcrafts traditional cigars for the premium luxury cigar market. Founded in 1968, it is Nicaragua's oldest cigar factory in operation and home to the legendary JOYA DE NICARAGUA® brand of cigars. JDN is regarded by many as the patriarch crafter of robust, unique puro blends of locally grown black tobaccos, and its cigars are sold in more than 43 countries around the world. For more information, please visit www.joyacigars.com.





Resources

Download Hi-Resolution product photos:

<https://goo.gl/Rgsk9q>

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Drew Diplomat is the Official Mobile application of Joya de Nicaragua®, now available in the App Store for iPhone®, and iPod Touch® and on Google Play™ for Android™. Download the app on either Apple App Store or Google Play Store for Android™ by clicking this link:

<https://bnc.lt/m/xo5nWDcJyo>

