



THE CHARACTERISTICS OF GOOD TOBACCO!

The tobaccos we sell are a blend of natural Burley, Flue-cured, and Oriental tobaccos. Different varieties of seeds are planted to grow different types of tobacco. Burley is typically grown in Kentucky and Virginia, Flue-cured in North & South Carolina, and Oriental tobacco in Greece and Turkey.

HIGH QUALITY TOBACCO, REGARDLESS OF VARIETY, SHOULD EXHIBIT CONSISTENT TASTE CHARACTERISTICS WITH LITTLE OR NO AFTERTASTE. THE VARIETIES SHOULD BE COMBINED TO PRODUCE A PLEASANTLY BALANCED AND FLAVORFUL SMOKING EXPERIENCE.

We are trying to build an appreciation for fine tobacco as the wine growers have built an appreciation for fine wines. Cigarettes made from our tobaccos are meant to be savored and enjoyed, not burned in ten puffs to obtain a nicotine fix. Our tobaccos are a fresh out of the field product, much like fresh basil or freshly picked Roma tomatoes. There are no chemicals or preservatives. We expect there to be an increased interest in natural tobacco as the Federal Drug Administration (FDA) delves into what is in most manufactured cigarettes.

Creating a mellow smoke requires the proper selection of tobacco. It also requires blending these tobacco leaves together in proper proportions. Cigarettes that create smoking satisfaction are the result of the combination of varieties of good tobacco in appropriate quantities. The abilities and experience of the person who selects the tobacco leaves and then combines them in these quantities is vital. Bringing all of these elements together requires years of training and experience. There are few master tobacco blenders and we are fortunate to have found one.

THE ELEMENTS OF THE TOBACCO THAT CREATE GOOD CIGARETTES

THE MATURITY OF THE TOBACCO: This is the degree of ripeness of the tobacco. Like most agricultural crops, tobacco reaches its peak potential when it is allowed to reach full ripeness or maturity. Tobacco that is harvested prematurely, much like green bananas, tends to have a sharp, bitter taste when smoked. When fully ripe, the leaves of the tobacco plant achieve a full chemical balance between natural nicotine and sugar levels. The natural oils of the tobacco plant are permitted to fully permeate each leaf of the plant. This results in a balanced rounded smoke with no aftertaste. :

The Stalk Position Of The Tobacco On The Plant:

Stalk position is an important criteria when selecting tobacco for its inherent chemical properties.

Flue-Cured Tobacco

Flue-Cured tobacco leaves develop fully after being topped. This permits the sap of the plant to reach the leaves instead of going to the flowering head. Flue-Cured leaves ripen from the bottom of the stalk to the top. The lower leaves of the plant contain the least nicotine. The top leaves, or tips, contain the most.

Burley Tobacco

Burley tobacco leaves also develop fully after being topped. This permits the sap of the plant to reach the leaves instead of going to the flowering head. Burley Tobacco is left in the field until all of the leaves have reached full maturity. The entire plant is then cut at the bottom of the stalk and hung in a barn to air cure. After curing, the leaves are stripped individually and grouped together by stalk position.

Oriental Tobacco

Oriental tobacco is not topped, meaning that the flowering head is not removed during the growth process. Since the flower draws most of the sap of the plant, the small Oriental leaves are very low in nicotine and are naturally aromatic.

The lowermost leaves of both flue-cured and burley tobacco plants contain the least nicotine. However, the mid to upper leaves usually contain more nicotine than the topmost leaves. This can depend upon the specific variety of seed. Stalk position is an important factor when blending, so that proper nicotine and sugar balances can be achieved.

THE COLOR OF THE TOBACCO:

Color is a very important factor to take into consideration when selecting top quality tobaccos. Color is indicative of how certain varieties will smoke. Green or “tingy” tobacco tends to smoke very bitter except in Oriental Tobacco which is sun cured and usually contains some green color after curing.

Flue-Cured Tobacco

The presence of the color green in flue-cured tobacco is an indication of immaturity. It means the leaves were harvested before reaching a full degree of ripeness. Evidence of red in flue-cured tobacco is an indication of excessive heat experienced during the curing process. This is referred to as scorching. Scorched tobacco tends to have a strong aftertaste when smoked.

Ideally, flue-cured tobacco, depending on seed variety and stalk position, should range from lemon to orange to deep mahogany in color. This range of color should be consistent throughout the leaf, from stem butt to the tail of the leaf tip. Color intensity is another indicator of leaf quality. High quality flue-cured tobacco has a unique ability to almost glow.

Burley Tobacco

The presence of the color green in Burley tobacco is also an indication of immaturity. It means the leaves were harvested before they reached a full degree of ripeness. Burley tobacco should range from tan to deep brownish red consistent color. Bright tan or orange colored burley leaves usually indicates that the leaf cured too quickly; resulting in a very harsh, hot smoke.

THE COMBINATION:

Most smokers smoke factory made cigarettes. Since the major cigarette manufacturers buy most of the tobacco grown, by definition, the tobacco they use is average tobacco. They then dilute the quality of the tobacco even further by adding reconstituted tobacco, expanded tobacco, and an absolute dousing of flavorings and chemical additives. They use humectants and preservatives to prolong the shelf life of cigarettes. This process results in a cigarette with consistent taste, flavor, and smoke. They use chemical magic to try to replace the qualities of natural tobacco. As a result most smokers have lost their appreciation for just good natural tobacco.

We are trying to develop this appreciation in our customers. A good natural cigarette does not have additives. It only uses the natural qualities of the tobacco plant. Blending is the critical element. As our blender says:

“There are so many balances to achieve: Flue-cured versus Burley versus Oriental: harshness versus darkness versus strength, and so on. To sum it all up: In a perfectly balanced American Blend, no singular component or variety stands out ... perfect synchronization!”

Smokers need to try cigarettes from both processes and then decide which cigarette they prefer to smoke. We are confident that you and everyone taking the test will choose to smoke natural tobacco.

As you have read, there is a lot of skill that goes into developing a blend of tobaccos that produce a pleasing natural cigarette. The blender must use the natural attributes of the tobacco to develop the right taste and the right level of nicotine content.

By hand selecting and balancing the amount of the three different types of premium tobacco, the blender ends up with a perfectly crafted blend. It is not too harsh, not too weak, not too strong, but just right.

We'd like to have your comments on our tobacco.