

OUR BLENDER

Our Tobacco blends are the best because we have the best Master Blender. The best comparison of what a tobacco blender does would be to compare a tobacco blender with a Master Vintner. The blender's job is to select individual components and expertly blend them to produce a product that is pleasing to the taste of the smoker. It is also the blender's responsibility to keep the blends consistent in flavor, strength, impact, and cleanliness of smoke.

Our blender spent nearly thirty years with one of the largest leaf tobacco processor in the world. He spent eight years in training, gaining intimate knowledge of all aspects of the tobacco business. He moved on to sales, operations and then to leaf purchasing, where he was ultimately responsible for all of his company's purchases of tobacco in this country. He also worked in developing specialized blends for niche customers. It was there that he combined his in-depth knowledge of leaf tobacco with his development of smoking skills to gain the knowledge that he uses today to develop and manage our unique blends.



FRESH CHOICE
