



REMOTE MANAGED CIGAR PROGRAM OVERVIEW

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OUR HISTORY



October 2016, Dustin began to have conversations with cigar owners about how to get cigars into a different vertical in which cigars are currently sold. Cigars are traditionally sold online or through local cigar shops. After seeing several humidors in various grocery and c-stores located in the Carolinas, Dustin began to wonder if this could be his next opportunity.

Reviewing the process to manage a remote humidor, it became understandably a very small margin opportunity and the ability to gather real estate fast would be time consuming and expense heavy. Examining several locations in the Carolinas, Dustin found the market had a strong opportunity as well as an ability to garner thirty-five plus margins for the retailer if there was a way to introduce technology and a lean operation within the program.

Not having real estate or a test location Dustin met with his greatest asset and supporter, his father. Dean comes from a long family history in oil and gas, community involvement and business buildouts. Dustin sat back on the wrap around porch under the large live oak trees and swung while hearing his father speak his wisdom.

From this meeting and after many of long nights the technology has been built to make this a reality. Truly finding the right algorithms, coding, networking, and hardware to bring this project to life. Prior to the first humidor rollout, Dean passed away from a tragic incident. Dean's dream lives on through the business while instilling the Cajun Values of their heritage. Since forming Cajun Cigar Czar has been recognized a proud Woman Owned Small Business.

MANAGED CIGAR PROGRAM OVERVIEW

- Cajun Cigar Czar History
- Automated Monitoring
- Humidor Marketing
- Accessories
- Results
- Partnerships



REMOTE ACCOUNT MANGER



Training	Update team on new products
Monitor	Monitor inventory levels and assist in managing stock levels
Marketing	Update signage and marketing materials
Service	Monitor the humidor for data trends and quality standards

AUTOMATED HUMIDOR MONITORING



Web Based	Web portal login to manage account
Humidity	Sets relative humidity range for operation
Temperature	Sets relative temperature range for operation
Alarm	Notifies store personnel, dedicated account manager or changes to preset levels for protection of inventory.

*requires WIFI connection for remote monitoring

HUMIDOR MARKETING & ACCESSORIES



Shelf Cards	Manufacturer shelf cards to highlight brands and ratings
Sale Price	Customized signage to highlight sale price of each cigar provided by store with CCC's assistance with logo authorization
Cigar of the Month	Monthly cigar promotions based on manufacturer driven product for events or packages
Accessories	Additional mounted accessories to compliment the premium cigar offerings and drive additional margin growth.

ACCESSORIES



Cutters ~ Lighters

1. Duet Cutters
2. Branded items available
3. Various priced accessories
4. Low- and High-end Lighters
5. Humidor Accessories



RESULTS



Mark Up

Product is designed to have a **STRONG MARGIN** from cost outside of the state excise tax.

Growth

Current customers see on average **TRIPLE DIGIT GROWTH** from their previous vendors. New locations of humidors see an average of four times the national average in sales.

Average Price

Our customers are seeing an average stick retail increase average of 40% from their previous premium tobacco program

Add On Sales

Additionally our customers have added items of cigar accessories, alcohol, and other event/party items. This will increase the average market basket results.

*Details from various current customers available by request

CUSTOM BUILT HUMIDORS



IMPLEMENTATION ROLL OUT

- Train on duty team members on the setup and overall planogram and basic Cigar **101** & FAQ
- Current buildout and product availability is about 6-8weeks from contract approval. We can then setup 10humidors per week in local geographical area.
- Product shipped to location prior to setup team arrival for purchase order, receiving, and invoicing

