



Experiment Station - Windsor, CT
June 7th, 2019

The Art of The Upsetters

Inspired by the revolutionary artistry of Jamaica's legendary musicians, Foundation Cigar Company is proud to share its world class designs by the company's own creative laboratory (The ATOL Collective) in what is the fulfillment, and the foundation, of The Upsetters cigars.

The Upsetters cigars were developed by Nicholas Melillo out of a decades-long love for both Jamaican leaf and the islands' storied roots culture.

“When I started smoking cigars in 1996, many of my favorites were made in Kingston, Jamaica. The same year, I fell in love with roots reggae music. The Upsetters is the realization of my two great passions.”

The Upsetters cigars use a traditional, indigenous Caribbean method of infusing tropical woods, layered with aromatic herbs, into a blend of premium, first-pick tobacco in a process of herbal synthesis. The blend features authentic Jamaican Cow Tongue tobacco— a leaf first cultivated on the island by the Arawak people centuries ago.

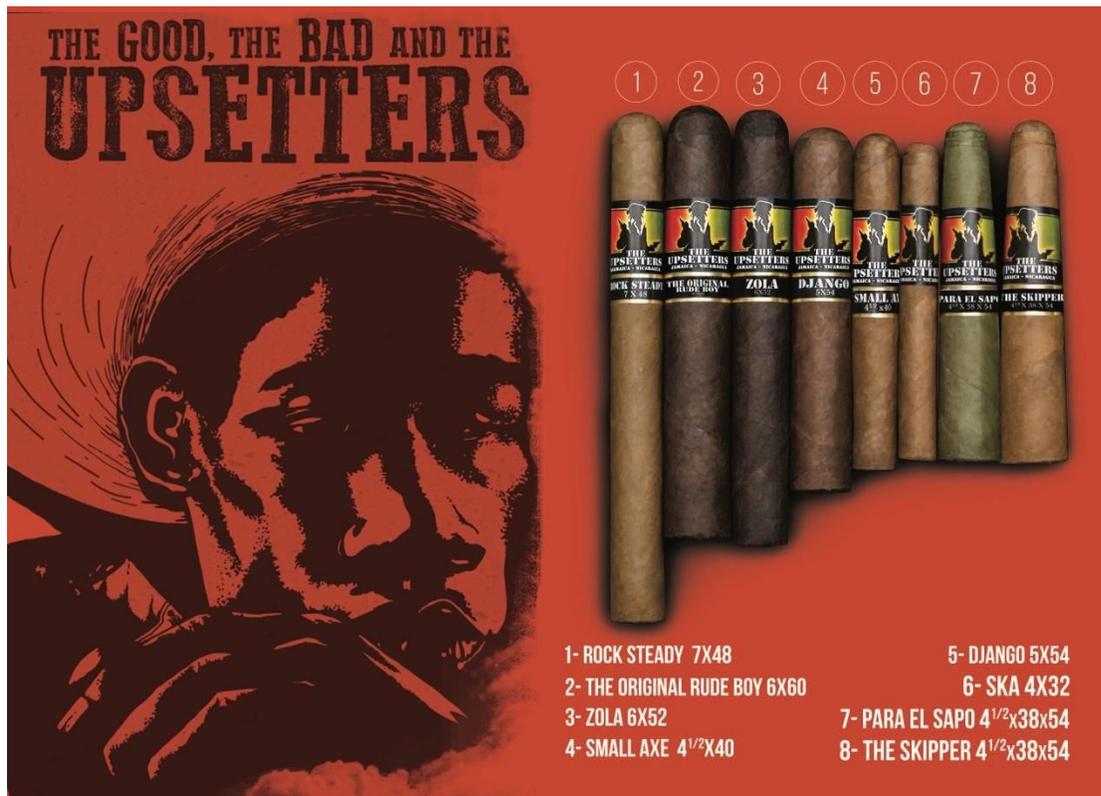
This artwork, inspired by Jamaican album covers from the late 60's, is a true expression of The Upsetters spirit: the uplifting of the underdog through roots music and positive vibrations.

It is out of the utmost respect and appreciation that Foundation is proud to bring you The Upsetters as it was meant to be: a one of a kind celebration of Jamaican leaf, Jamaican history, and Jamaican culture blended with the best of Nicaraguan filler.

Look out for The Upsetters artwork inside boxes at IPCPR 2019 and decorating Foundation's booth: #1063.

About Foundation Cigar Company

Foundation Cigar Company was formed by Nicholas Melillo in June of 2015 and debuted El Güegüense, The Wise Man, which was awarded among Cigar Aficionado's 'top 25 cigars' of 2016. The Company launched The Tabernacle, Charter Oak, and the infused line, The Upsetters, in 2016. In 2018, The Wise Man Maduro was named #3 Cigar of the Year by Cigar Aficionado and The Charter Oak was named Best Value Cigar. Foundation's home offices reside in the Connecticut River Tobacco Valley and its production in Esteli, Nicaragua. Foundation Cigar Company's goal is to bring top quality premium cigars to connoisseurs around the world.



THE GOOD, THE BAD AND THE UPSETTERS

1 2 3 4 5 6 7 8

1- ROCK STEADY 7X48
2- THE ORIGINAL RUDE BOY 6X60
3- ZOLA 6X52
4- SMALL AXE 4 1/2 X40
5- DJANGO 5X54
6- SKA 4X32
7- PARA EL SAPO 4 1/2 X38X54
8- THE SKIPPER 4 1/2 X38X54





