



YOUNAN COMPANY
A Private Equity Firm



EL SEPTIMO CIGARS ANNOUNCES NEW U.S. PARTNERSHIP Scottsdale Cigar Lounge to be Exclusive Arizona Retailer for Premium Cigars

[El Septimo, Geneva, SA](#), makers of world-renowned premium cigars, today announced a new partnership with the Cedar Room Fine Cigars & Lounge of Scottsdale, AZ. El Septimo is owned by the [Younan Company](#). The agreement calls for Cedar Room to be the exclusive online retailer for El Septimo orders placed in the U.S. through the end of 2019, as well as Arizona's only retailer of El Septimo's complete line of cigars at its premium lounge.

Zaya S. Younan, Chairman & CEO of the Younan Company and La Grande Maison Younan Collection, noted that El Septimo cigars have a growing audience in the U.S. "Today El Septimo offers 38 varieties of premium puro cigars. We launched a number of new varieties in 2019 including the Alexandra Collection, the first cigars designed and blended for women. By creating an online and in-store relationship with the exceptional Cedar Room team, U.S. cigar aficionados will be able to access our full product line quickly and easily."

"This is a win-win for cigar aficionados and casual smokers alike," said Andy and Raj Sweis, owners of Cedar Room. "At Cedar Room, we pride ourselves in offering premium, rare and limited cigars, accessories and apparel. As one of the world's premium cigar brands, El Septimo is an important product for our customers who visit our lounge, and we are pleased to have the first exclusive relationship for online distribution in the U.S."

El Septimo cigars are premium, hand-rolled, puro cigars with fillers made of Costa Rican leaf and rolled using the traditional Entubar Cuban rolling technique. The Entubar method creates an incredibly dense, slow burning cigar that draws incredibly easy and captures all of the blend's optimal flavors. The tobacco is aged anywhere from 5 to 15 years, allowing the oils and flavors to develop while leaving behind an unusually rich and creamy smoke. *El Septimo* has put significant resources into market research, testing, and blending processes while utilizing its old-world techniques to mirror the process of aging and blending fine wine.

[Cedar Room Fine Cigars & Lounge](#) is located at 20715 N Pima Road, Scottsdale, AZ.

About Younan Company

The Younan Company is a global private equity firm that specializes in acquisitions and management of various assets and companies in the luxury consumer space. The company's strategy is to build a portfolio of luxury products and properties, and lifestyle companies and services. Today, The Younan Company is recognized as a global luxury brand with more than \$1.2 billion in assets under management through its subsidiaries [Younan Properties](#) and [La Grande Maison Younan Collection](#). The Younan Collection owns and manages luxury hotels and resorts in France, including [Château de Beauvois](#), [Hôtel Saint-Martin](#), [Château Le Prieuré](#), [Alexandra Palace](#), [Château de Vaugouard](#), and [Château de la Perrière](#), premium cigar maker [El Septimo Geneva SA](#); [Golf des Forges](#), [Golf du Petit Chêne](#), [Golf d'Avrillé](#), and [Golf de Vaugouard](#); two vineyards in Saint-Emilion, including [Château la Croix Younan](#), and [Château La Garelle](#), and [MPA Studio de Création](#) in Paris. It recently launched its first beach resort, [Malibu Foz Hotel and Resort](#) in Figueira da Foz, Portugal.