

# PCA: WHO WE ARE

Premium Cigar Association  
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## WHAT IS THE PREMIUM CIGAR ASSOCIATION (PCA)?

Founded in 1933, the PCA (formerly the International Premium Cigar & Pipe Retailers) is a not-for-profit trade association representing premium retail tobacconists and their suppliers. Representing over 3,000 retail stores across the United States and more than 350 manufacturers, distributors and service providers, PCA is the ultimate authority on the premium cigar and pipe tobacco industry. PCA's mission is to protect and grow the premium cigar and pipe tobacco industry through innovation, education, advocacy, market research, and the facilitation of relationships.

## WHAT IS A PREMIUM CIGAR?

Premium cigars are the handcrafted, artisanal tobacco leaf product on the market. Unlike other products, a premium cigar takes 3–5 years to hit the market, and is only comprised of three ingredients; 100% natural whole tobacco leaf, water and natural vegetable gum—no flavorings or other additives that are found in other tobacco products. That is why premium cigars represent .01% of the entire tobacco product market. Data from the NIH & FDA show that unlike other tobacco products, premium cigars are a luxury item, not a nicotine delivery device.

## WHO DOES THE PCA REPRESENT?

PCA represents the small brick and mortar stores that for decades have made up the backbone of mainstreet America. Premium cigar retailers, also known as tobacconists, are located in all 50 states and the District of Columbia. Many PCA members' businesses are family-owned small businesses, spanning several generations and employing an average of 6–7 members of their local communities. PCA members are specialty storefronts and lounges where Americans from all walks of life come together in a shared passion.

## PCA MEMBER FAST FACTS



FOR MORE INFORMATION, PLEASE CONTACT:  
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