

# "THE NUBBER"

Invented by:

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*Patent Pending*

# The Nubber



**The Nubber** is shown in a typical in-use scenario. **The Nubber** is designed to eliminate burns and hot fingers or lips when smoking a cigar down to the very end. Small metal pins penetrate the cigar and hold it securely to the holder. This configuration allows the smoker to continue to smoke the cigar past the point where it is typically discarded. Cigars can be consumed and waste eliminated when **The Nubber** is employed to assist the smoker in enjoying the entire cigar. **The Nubber** comes in various configurations including a turned wooden shape to a retractable carrier. **The Nubber** allows the full enjoyment of expensive cigars and eliminates the discarding of the cigar before being enjoyed thoroughly.

# Innovative Brief

Invention: **The Nubber**

Inventor(s): **William D. Wade**

Status: Patent Pending

## **Product Description:**

Evidence shows that the first encounter of tobacco occurred to Europeans by the Italian explorer Christopher Columbus on the island of Hispaniola, present-day Haiti and the Dominican Republic. The population of the Caribbean island's indigenous people used tobacco for centuries prior to the travels of Columbus and other explorers. The natives presented Columbus and his companions with fragrant dry leaves from the tobacco plant. The sailors of the Columbus voyage reported a primitive form of the cigar by an island tribe the Taínos on the island of Cuba. The cigar consisted of twisted, and dried tobacco leaves rolled in palm or plantain leaves.

European sailors eventually adopted the practice of smoking rolls of tobacco leaves. The conquistadors were also known to have rolled tobacco for smoking. The smoking of primitive cigars in Spain and Portugal became prevalent in those countries and soon spread to France. The French ambassador to Portugal Jean Nicot is credited with bringing tobacco to France, and his name is the basis for the word nicotine. The use of tobacco soon spread throughout Europe and Britain.

The cigar business was a highly prized industry at that time, and many people were employed in the factories early in the 19th century. The industry turned to mechanization for manufacturers of cigars as soon as it was practical to reduce the amount of hand labor. Although some more exceptional cigar manufactures still preferred hand labor.

Tobacco leaves use a curing process after the harvest and aging procedures. The curing combines heat and shade to reduce sugars and moisture, reducing the tendency of the larger leaves to rot. Depending on the climate, the process takes around a month or more. Supreme quality cigars are still hand made. An experienced cigar-roller can undoubtedly produce hundreds of cigars a day. Premium brands of cigars often use different varieties of tobacco for the filler and the wrappers. Long filler cigars are considered of superior quality utilizing the long leaves of tobacco throughout the cigar construction.

All cigar brands have their unique flavor and taste. Evaluating the taste, aroma, and quality of cigars is a practice similar to wine tasting, and it has a related vocabulary. The descriptive phrases include the terms spicy, peppery, sweet, harsh, burnt, green, and many other colorful and eloquent expressions.

Smoking a good quality flavorful cigar consists of the proper lighting and cutting depending on the brand and style. Smoking can also take quite some time, and often the cigar must be discarded before it is wholly consumed. The shortened section that has not burned begins to heat up and become uncomfortable to hold or is hot to the lips. This heating is often the case even if the cigar is still smoking well and showing no signs of bitterness. This practice wastes a considerable amount of the cigar that is still capable of being enjoyed by the consumer. Considering the expense and difficulty associated with obtaining quality cigars, losing a good portion of the product is wasteful and should not be required. The introduction of a product that will allow the full enjoyment of a cigar is a market that is open for development.

**The Nubber** is an original and innovative product that will enable the smoker to realize the full enjoyment of quality cigars. **The Nubber** allows the smoker to experience the total consumption of a cigar without suffering the typical discomfort associated with smoking the last section. **The Nubber** features two sharp pins designed to pierce the shortened end of the smoked cigar and hold it firmly to the holder allowing the user to finish the cigar to the end. The cigar holder comes in a variety of styles including The King version, a longer shaped holder, The Chief, a more substantial robust holder, **The Nubber**, shaped like a Robusto cigar, and the Nub, shaped like a Gordito cigar. **The Nubber** also is available in a lipstick style case where the pins are extracted and retracted by a twist of the lower holder. All of **The Nubber** styles feature a screw-on cap to keep the pins safe from damage. **The Nubber** styles consist of turned wood except for the lipstick case style constructed of plastic or metal. The turned wood models feature a design that resembles a cigar covering the outside including the holder and cap. **The Nubber** styles are available for laser etching for personalizing the product. The pins for wooden version are affixed with a metal threaded tube that mates to a metal hex nut that is recessed within the cap. The metal hex nut is recessed, embedded, and affixed within the cap. The lipstick style comes in various sizes to accommodate multiple cigar sizes, including a slimmer model. A strong magnet located in the base of every holder will hold it upright on a ferrous surface. The magnet protrudes slightly from the bottom of the lipstick style case and is flush with wood versions.

**The Nubber** is a welcome accessory to cigar smoking aficionados that will afford the pleasure of extending the cigars smoking life. **The Nubber** allows the user the full experience of a fine cigar and eliminates premature wasteful disposal of a cigar because of the discomfort and heating of the last end of the smoke.

#### **Unique Functions of Invention:**

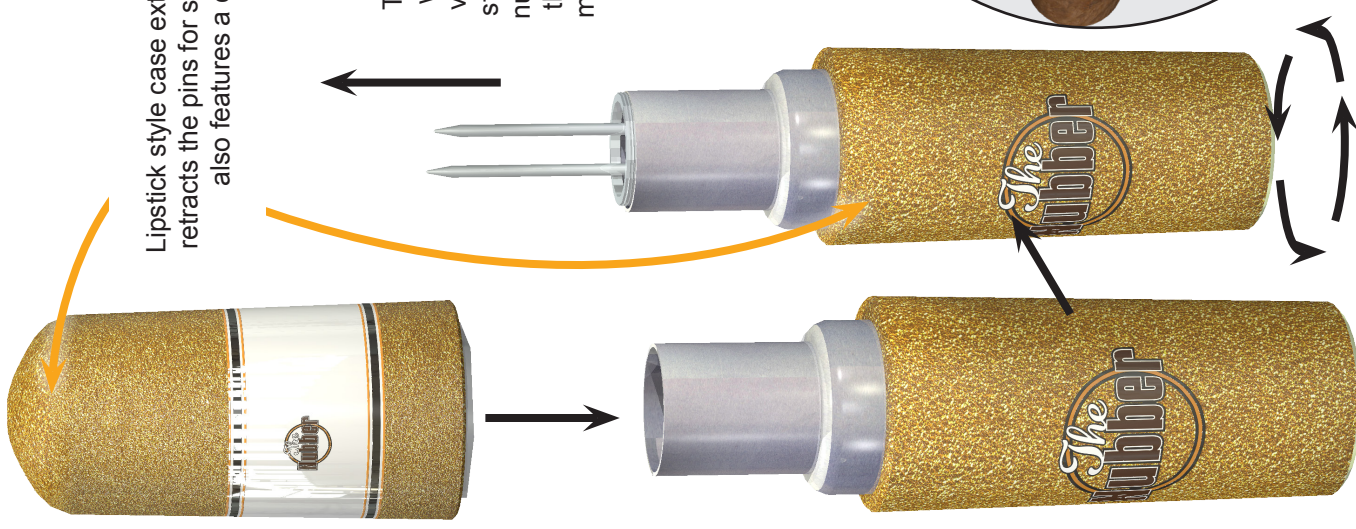
- Allows the smoker to finish the entire cigar
- Eliminates wasteful disposing of unfinished cigars
- Special pins hold cigar end to holder
- Cap for every unit protects pins
- Turned wood holder comes in various styles and sizes
- Turned wood models and lipstick style can be laser etched
- Lipstick style cases retract and extract the pins with a turning motion
- Magnet embedded in every base for holding upright on ferrous surface
- Slimmer models of lipstick style case available
- Sturdy construction assures long life

#### **Optional Customization / Features and Functions of Invention:**

- Optional Customization / Personalization:
  - Utilize outside diameter of cap or holder for laser etching:
  - Organizations / Affiliations / Marketing / Advertising:
    - Cigar:                   Manufacturers / Events / Shops / Clubs
    - Academic:           Fraternal Affiliation / Athletic Teams
    - Military:             Navy / Marines / Army / Air Force / Coast Guard
    - Sporting:             Private / Collegiate / Professional Athletic Teams

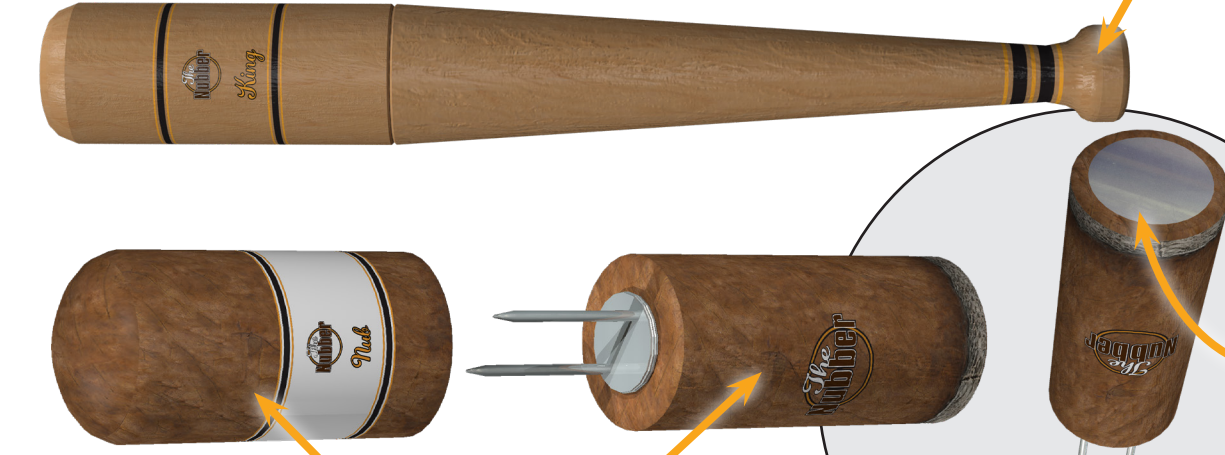
- Optional Features / Functionality:
  - Cigar Format Nubber Models:
    - Punch Style Cigar Cutter
    - V-Cut Style Cigar Cutter
    - Guillotine / Straight Cut Style Cigar Cutter
    - Cigar Draw Poker
    - Cigar Lighter with Lighting Mirror
    - Hollowed Holder with Screw Cap (As A Storage Container)
    - Led Light (To Simulate Burning / Live Ash)
  - Lipstick Format Nubber Models:
    - Punch Style Cigar Cutter
    - Hollowed Holder with Screw Cap (As A Storage Container)
    - Led Light (Personal Security)





Lipstick style case extracts and retracts the pins for safety and also features a cap.

The standard wood turned version has a steel threaded to nut attached to the base with matching cap.



A magnet is embedded into every base of **The Nubber** to allow the unit to stand upright on a ferrous metal surface.



**The Nubber** comes in wood turned styles and featured are Left to Right The King, The Chief, The Nubber and The Nub. The styles have graphics that emulate a cigar and accommodate various sizes and styles of cigars.

All versions of **The Nubber** feature caps to protect the pins. **The Nubber** allows full enjoyment of cigars allowing the user to smoke practically the entire cigar without hot fingers, lips or discomfort from any overheating of the cigar.

## PRODUCT COMPONENT CLARIFICATION

<b>INVENTION NAME:</b>	The Nubber
<b>INVENTOR'S NAME:</b>	William D. Wade
<b>STATUS:</b>	Patent Pending

“The Nubber” is an innovative smoking accessory product that has been designed to protect the lips and fingers from being burned while the cigar is being smoked to the very end. The product consists of 2 small metal pins that are used to penetrate part way through the cigar after it has been smoked down to about 2” or less. The handle that supports the pins allows the user to hold the cigar securely, while not touching the cigar wrapper, to prevent contact with the heated cigar body. This extends the smoking time, allowing the user to smoke almost all of the cigar, rather than having to discard it when it becomes too short to hold with the fingers.

Currently, the cigar can be smoked to within a couple of inches from the end and is usually discarded. Some people say stop at the band; other people say stop when it begins to taste bitter. Many discard a cigar well before it starts tasting bitter, wasting quite a bit of length that is still good. Part of the wanting to discard it too soon is that the smoldering area heats the wrapper and burns the lips and fingers before the cigar is truly ready to discard. If you have a truly good cigar that can be smoked to nearly the end, it is a significant waste to discard too early.

“The Nubber” resolves these problems in a very stylish and safe way. When the cigar is smoked down to about 2” in length, it is impaled on the steel pins imbedded in the handle & supports the cigar comfortably and safely, allowing the user to smoke good cigars down to the very end, deriving much more enjoyment out of the expensive smoke. After the cigar is down to nearly the end, it can be scraped off the support pins on the edge of the ashtray and the holder covered and stored away for the next use. There are two basic styles available. They are, but not limited to, the following.

- **Turned wood Nubbers:** These are fabricated using turned wooden holders. These are turned to shape, wood burned to provide the decorative accents, parted, then drilled or machined to hold the components within. The lower end of the turned body is textured while on the lathe. The lower section holds the threaded pipe and the steel bank pins, which are potted in place. The top has a clearance hole to fit over the pins in the base and a thin nut imbedded within to screw onto the threaded pipe exposed on the lower section. This secures the top to the bottom. A strong magnet in the base helps hold the device upright when on ferrous surfaces and helps stabilize it on other surfaces. After fabrication, the product is stained, the end treated with paint to simulate cigar ash, and the product is coated with a clear polyurethane to protect the surface.
- **Retractable carrier Nubbers:** These are fabricated using commercially available, empty lipstick cases. These cases use an elevator style mechanism that is raised when the outer body is rotated. Using a threaded pipe as an interface, steel bank pins are potted in the pipe and extend upward about 1”, when fully deployed. After retraction, the original lipstick cover is placed over the top of the lower section to allow safe storage of the product until the next use. A strong magnet in the base helps hold the device upright when on ferrous surfaces and helps stabilize it on other surfaces.

“**The Nubber**” invention is fabricated from, but not limited to, the following materials and processes.

#### **The turned wooden Nubbers:**

- These are fabricated using robotic assembly methods. The selected Poplar hardwood is supplied in 1” square stock. These boards are cut to length, transferred to a CNC lathe where they are shaped into one of 4 current models, rough sanded, subjected to the wood burning, and then parted. After which, they are transferred to a CNC milling center for drilling or machining. Then the adhesive is applied to the threads and the 1/8 NPT nipple is installed in the body with approximately 3/16” exposed. The epoxy is poured into the nipple, the 2.0” pins are placed 0.25” deep into the epoxy, and aligned with the support until cured, whereupon the support is stripped off. Then the 1/8 NPT thin nut is adhesively bonded in the cover and allowed to cure. Then the product is transferred to the staining and finishing stage. Any stains can be used that simulates the color of the wrapper on the cigar. Then the bodies are coated with clear polyurethane finish for scratch protection. If there is any logo or text to be laser engraved on the body, it moves to that station, otherwise it is sent to the shipping area for packaging.
  - **As an option:** The laser engraving can be performed in the step prior to the coating, protecting both the surface and engraving areas.

#### **The retractable carrier Nubbers:**

- **Rhonda I:** This unit is fabricated using a shorter cylindrical case that is about 0.75” in diameter and is about 3.0” tall with cover. This empty lipstick holder has an elevator mechanism that raises and lowers about 1.0”. The base is raised, exposing the plastic wax insert holder, into which the 1/8 NPT close nipple is threaded. The steel bank pins are robotically cut to approximately 1.25” in length, re-sharpened, and then potted 0.25” deep inside the nipple using a 2-part epoxy. The edges of the pins rest upon the interior surface of the nipple to establish the width and a strippable support holds them aligned perfectly until the epoxy cures. The support is stripped off and the elevator is run up and down to test the operation. If it is ok, the pins are retracted, and the cover installed. If there is any logo or text to be laser engraved on the body, it moves to that station, otherwise it is sent to the shipping area for packaging.
- **Rhonda II:** This unit is fabricated using a longer cylindrical case that is about 0.50” in diameter and is about 4.375” tall with cover. This empty gel lip color holder has an elevator mechanism that raises and lowers about 3.0”. The base is raised, exposing the plastic gel insert holder, into which a 7 mm (0.275”) brass pipe is placed and adhesively bonded. The steel bank pins are robotically cut to approximately 1.25” in length, re-sharpened, and then potted 0.25” deep inside the pipe using a 2-part epoxy. The edges of the pins rest upon the interior surface of the pipe to establish the width and a strippable support holds them aligned perfectly until the epoxy cures. The support is stripped off and the elevator is run up and down to test the operation. If it is ok, the pins are retracted, and the cover installed. If there is any logo or



text to be laser engraved on the body, it moves to that station, otherwise it is sent to the shipping area for packaging.

*The Nubber* is designed to be aesthetic and effective in the application. The relative ease of manufacture and the moderately inexpensive components provide good marketability for the manufacturer. The user benefits from improved length of smoking and comfort, which should provide considerable market interest in the product.

The invention is illustrated in the following drawings of the essential points as explained to us in the documentation.

Drawing 1, Block 1: *The Nubber – Nub Version Detail*

- (1) The magnet is mounted flush in these turned wood body models.
- (2) The body is turned using a light color, easy to turn hardwood like Poplar, and using wood burning techniques as accents.
- (3) The 1/8" NPT fully threaded nipple is used on these models with the body being threaded, the adhesive applied, and the nipple screwed into place. The adhesive secures the nipple in the previously threaded body.
  - a. As an option, a clearance hole can be drilled for the nipple, the outer surface coated with adhesive, and the nipple pushed into the body of the product until it hits the bottom of the clearance hole. After curing, the adhesive secures the nipple in the body.
- (4) The 1/8" NPT thin nut is inset flush with the bottom of the cap and is adhesively bonded into place.
- (5) End view of the cap with the thin nut inset into the cap.
- (6) The clearance hole is drilled in the turned cap and provides the room to protect the sharp bank pins. The exposed part is approximately 1.25" above the upper edge of the nipple with 0.25" retained in the epoxy potting compound.
- (7) The cap separates at this line and is retained by the jam nut screwing onto the exposed end of the threaded nipple, as do all the other turned models.
- (8) The wooden products are currently stained using a color to emulate a cigar, then coated with a clear finish.
  - a. As an option: Almost any other stain and clear finish can be employed if that improves the processes or enhances the quality look of the product.
- (9) The wooden products can also be laser etched with images, logos, or text. The engraving can be placed anywhere along the turned product and in any orientation that can be accomplished by the laser engraver device.
- (10) The ends of these models are heavily textured and then treated with paint to emulate the ash on a cigar. The texturing can be performed in the CNC lathe operation using a rolling texturing tool.

Drawing 1, Block 2: *The Nubber – 4 Wood Burned And Turned Models*

- (11) These are the currently manufactured model with the wood blanks being turned to shape, wood burned, then parted, and machined to accommodate the components fitted therein.
- (12) The KING model baseball bat is about 5 3/4" in length with a 2.125" top and is about 0.75" in diameter at the widest point.
- (13) The CHIEF model has a 3.625" body with a 2.125" top and is about 0.75" in diameter and looks like a Torpedo shaped cigar.
- (14) The NUBBER model has a 3.0" body with a 2.125" top and is about 0.75" in diameter and looks like a Robusto shaped cigar.
- (15) The NUB model has a 2.25" body and 2.125" top and is about 0.75" in diameter and looks like a Gordito shaped cigar.

Drawing 2, Block 1: *The Nubber – Rhonda I Model*

- (16) The Nubber is used when the cigar being smoked gets within a couple of inches of the end and then the Nubber is used to hold the cigar to smoke to the end without burning the lips and fingers.
- (17) This model is assembled using a commercially available empty lipstick tube that has been modified to use the internal carrier to advance and retract the pins used to support the cigar end (nub).
- (18) The pins are supported with a 1/8" NPT nipple, which is screwed into the plastic lipstick carrier on the elevator. The elevator on this empty tube lifts and lowers about 1" as the lipstick housing is turned.
- (19) The 1.25" long pins are potted in place, cementing them to the elevator and the interior of the nipple, while maintaining the position and proper orientation over the product lifetime.
- (20) The cap is supplied with the empty lipstick tube and slides snugly onto the various bodies to protect the pins. The pins are retracted, and the cover shields the ends so it can safely be put in the pocket or purse.
- (21) The shortened nickel-plated steel bank pins are fully retracted when the lipstick elevator is fully lowered.
- (22) The housing is supplied with a decorative surface and the surface can be laser etched with almost any image, phrase, or logo for a small additional fee.
- (23) A strong magnet disc is placed in the base to hold it upright on ferric surface and it protrudes about 1/32". The Neodymium magnetic disc is 1/2" diameter by 1/16" thick with a 3-pound pull.

Drawing 2, Block 2: *The Nubber – Rhonda II Model*

- (24) This model of the Nubber is utilized in the same manner as the Rhonda I but is a bit more slim to carry.
- (25) This model is assembled using a commercially available empty gel lipstick tube that is about 4 3/8" long with the cap and about 1/2" in diameter.
- (26) The steel bank pins are potted in a 7 mm brass tube that is held in place on the lipstick elevator with separate adhesive.

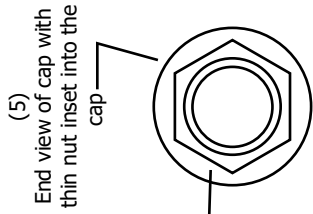
- (27) This elevator has a longer travel but the pins are shortened to 1.25" long and are imbedded the typical 0.25" deep.
- (28) This cap also protects the end of the product and slides snugly onto the upper end of the tube.
- (29) The barrel can be supplied in almost any bright color to match, complement, or contrast with the purse, backpack, or clothing being worn.
- (30) Any of the products can be logoized or have an image engraved upon them that fits the outline of the product.

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Although a single embodiment of the invention has been illustrated in the accompanying drawings and described in the above detailed description, it will be understood that the invention is not limited to the embodiment developed herein, but is capable of numerous rearrangements, modifications, substitutions of parts and elements without departing from the spirit and scope of the invention.

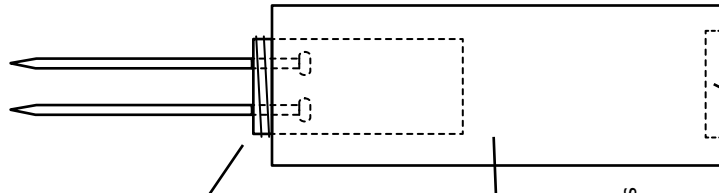
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This document has been prepared for the manufacturer's elucidation. The manufacturer's decision makers should consider this product for **licensing** (providing intellectual property protection for their sales of the product in return for a royalty payment for a period of years) or an **outright purchase** of the patent for a negotiated fee. The inventor and his team are standing by to consider offers for licensing or outright purchase of the patent.



(5) End view of cap with thin nut inset into the cap

(4) The 1/8 NPT thin nut is inset flush with the bottom of the cap & is adhesively bonded into place

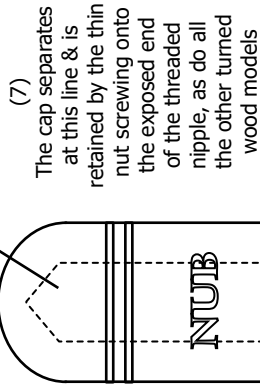


(1) The magnet is mounted flush in these turned wood body models

(3) The 1/8" NPT fully threaded nipple is used on these models, with the body being internally threaded, the adhesive applied, & the nipple screwed into place

(2) The body is turned using a light color, easy to turn hardwood, like poplar, & using wood burning techniques to create the accents

(6) The clearance hole is drilled in the turned cap & provides the room to protect the sharp steel bank pins



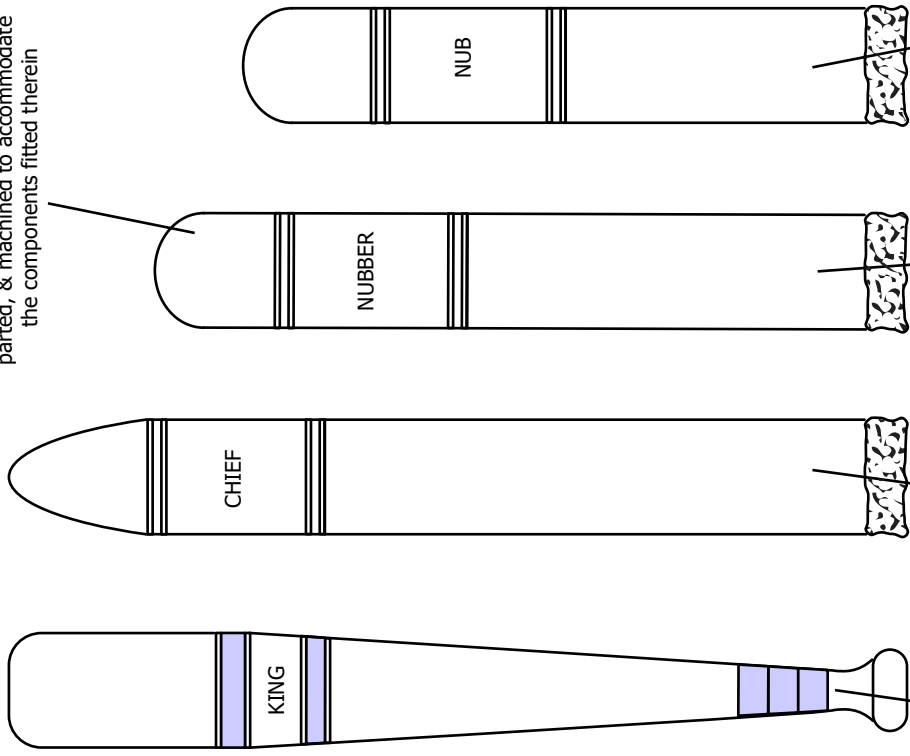
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(9) The wooden products can also be laser etched with images, logos, or text

(10) The ends of these models are heavily textured & then treated with paint to resemble the ash on a cigar

(1) These are the currently manufactured models with the wood blanks being turned to shape, wood burned, then parted, & machined to accommodate the components fitted therein



(12) The KING model has a baseball bat in length with a 2.125" top & is about 0.75" in diameter at the widest point

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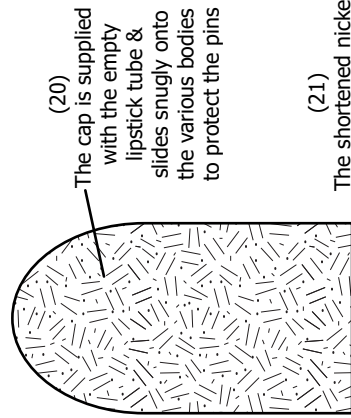
(14) The NUBBER model has a 3.0" body with a 2.125" top & is about 0.75" in diameter & looks like a Robusto shaped cigar

(15) The NUB model has a 2.25" body with a 2.125" top & is about 0.75" in diameter & looks like a Gordito shaped cigar

(19) The 1.25" long pins are potted in place, cementing them to the elevator & the interior of the nipple, while maintaining the position & proper orientation over the product lifetime

(18) The pins are supported with a 1/8" NPT nipple, which is screwed into the plastic lipstick carrier on the elevator

(17) This model is assembled using a commercially available empty lipstick tube that has been modified to use the internal carrier to advance & retract the pins used to support the cigar end (nub)



(20) The cap is supplied with the empty lipstick tube & slides snugly onto the various bodies to protect the pins

(21) The shortened nickel-plated steel bank pins are fully retracted when the lipstick elevator is fully lowered

(22) The housing is supplied with a decorative surface & the laser etched with almost any image, phrase or logo for a small additional fee

(23) A strong magnet disc is placed in the base to hold it upright on ferric surfaces & it protrudes about 1/32"

0.25" TYP

(16) The Nubber is used when the cigar being smoked gets within a couple of inches of the end & then the Nubber is used to hold the cigar to smoke to the end without burning the lips or fingers

1

THE NUBBER - RHONDA I MODEL

SHORT END OF CIGAR ON THE NUBBER

(28) This cap also protects the end of the product & slides snugly onto the upper end of the tube

(29) The barrel can be supplied in almost any bright color to match, complement, or contrast with the purse, backpack, or clothing being worn

(30) Any of the products can be logoized or have an image engraved upon them that fits the outline of the product

(24) This model of The Nubber is utilized in the same manner as the Rhonda I but is a bit more slim to carry

(27) This elevator has a longer travel but the pins are shortened to 1.25" long & are imbedded the typical 0.25" deep

(26) The steel bank pins are potted in a 7 mm brass tube that is held in place on lipstick elevator with separate adhesive

(25) This model is assembled using a commercially available empty gel lipstick tube that is about 4 3/8" long with the cap & about 1/2" in diameter

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THE NUBBER - RHONDA II MODEL



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## ***DESCRIPTION***

Williams Wade's *The Nubber* is made up of several components that can best be identified, fully described, and illustrated by the inventor.

For a brief description, *The Nubber* is an innovative smoking accessory product that has been designed to protect the lips and fingers from being burned while the cigar is being smoked to the very end. The product consists of 2 small metal pins that are used to penetrate part way through the cigar after it has been smoked down to about 2" or less. The handle that supports the pins allows the user to hold the cigar securely, while not touching the cigar wrapper, to prevent contact with the heated cigar body. This extends the smoking time, allowing the user to smoke almost all the cigar, rather than having to discard it when it becomes too short to hold with the fingers.

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## ***NEED***

Currently, the cigar can be smoked to within a couple of inches from the end and is usually discarded. Some people say stop at the band; other people say stop when it begins to taste bitter. Many discard a cigar well before it starts tasting bitter, wasting quite a bit of length that is still good. Part of the wanting to discard it too soon is that the smoldering area heats the wrapper and burns the lips and fingers before the cigar is truly ready to discard. If you have a truly good cigar that can be smoked to nearly the end, it is a significant waste to discard too early.

*The Nubber* resolves these problems in a very stylish and safe way. When the cigar is smoked down to about 2" in length, it is impaled on the steel pins imbedded in the handle & supports the cigar comfortably and safely, allowing the user to smoke good cigars down to the very end, deriving much more enjoyment out of the expensive smoke. After the cigar is down to nearly the end, it can be scraped off the support pins on the edge of the ashtray and the holder covered and stored away for the next use. There are two basic styles available. They are, but not limited to, the following.

- **Turned wood Nubbers:** These are fabricated using turned wooden holders. These are turned to shape, wood burned to provide the decorative accents, parted, then drilled or machined to hold the components within. The lower end of the turned body is textured while on the lathe. The lower section holds the threaded pipe and the steel bank pins, which are potted in place. The top has a clearance hole to fit over the pins in the base and a thin nut imbedded within to screw onto the threaded pipe exposed on the lower section. This secures the top to the bottom. A strong magnet in the base helps hold the device upright when on ferrous surfaces and helps stabilize it on other surfaces. After fabrication, the product is stained, the end treated with paint to simulate cigar ash, and the product is coated with a clear polyurethane to protect the surface.
- **Retractable carrier Nubbers:** These are fabricated using commercially available, empty lipstick cases. These cases use an elevator style mechanism that is raised when the outer body is rotated. Using a threaded pipe as an interface, steel bank pins are potted in the pipe

and extend upward about 1”, when fully deployed. After retraction, the original lipstick cover is placed over the top of the lower section to allow safe storage of the product until the next use. A strong magnet in the base helps hold the device upright when on ferrous surfaces and helps stabilize it on other surfaces.

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## ***CONSUMER BASE***

The consumer base for any product could be said to be the entire population of any given area in which the product is marketed. While this may seem unrealistic, most authorities agree that target marketing, no matter how carefully designed, will inevitably attract consumers from non-targeted or unexpected markets. The trick for a manufacturer is to identify which ones and plan production accordingly.

Because *The Nubber* can serve so many potential consumers from a variety of different backgrounds, its primary target market seems very broad. The markets analyzed are those of possible use, determined by specific applications of the product.

The information listed below details potential markets for *The Nubber*, but it must be noted that these particular markets are very wide. Please take note of the width and breadth of each category.

<b>U.S. Population Characteristics</b>	
Total Resident Pop. (2018 est.)	327,167,434
Population density	92.63 people per sq. mi (2018)
Males	160,966,378 (49.2% of pop.)
Females	166,201,056 (50.8% of pop.)
White	250,283,087 (76.5% of pop.)
Black	43,840,436 (13.4% of pop.)
Asian	19,302,878 (5.9% of pop.)
American Indian and Alaska Native	4,253,176 (1.3% of pop.)
Hispanic/Latino	59,871,640 (18.3% of pop.)

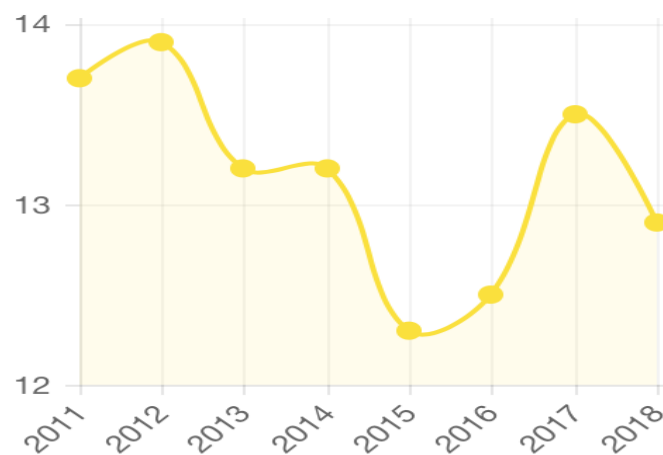
## Total Cigar Sales in United States:

From the early 2000s to 2012, the trend was up. In 2000, total cigar sales units amounted to just over six billion. From 2000 to 2012, total sales more than doubled by climbing to over thirteen billion units sold by 2012. There was a downturn from 2012-2015 with a 12% drop from the peak of 2012. Some external factors may have led to this drop such as the long recovery period from the recession of 2008-2009 where the cut back in consumer discretionary spending lasted longer than some financial analysts anticipated.

But, total cigar sales from 2016 to 2017 actually increased by just about 8%. Before another uninterrupted multi-year uptrend could get started, sales headed slightly down from 2017-2018. But even in the midst of governmental regulatory action and state legislative action in today's business environment, cigar sales continue to do well.

Total cigar sales per year refers to the total unit number of large cigars (popular-priced and premium) and little cigars sold. The source of the data is from the Alcohol Tobacco Tax & Trade Bureau. The total number of cigar sales is measured in the billions of units sold.

### TOTAL CIGAR SALES



## How Many People Smoke Cigars in the United States?

A government study published in 2014 revealed that 17.4 million Americans – 7.3 percent of U.S. adults – smoke cigars every day, some days or rarely.

A CDC survey released in June (the 2013 Youth Risk Behavior Survey) found that while cigarette smoking continues to decline among high school students, cigar smoking rates have barely budged. As a result, high school boys now smoke cigars at the same rate as cigarettes (16.5 percent for cigars, 16.4 percent for cigarettes), and 23 percent of male high school seniors smoke cigars (compared to 19.6 percent who smoke cigarettes). Among all high school students, 12.6 percent were current (past-month) cigar smokers in 2013.

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Patent Pending*

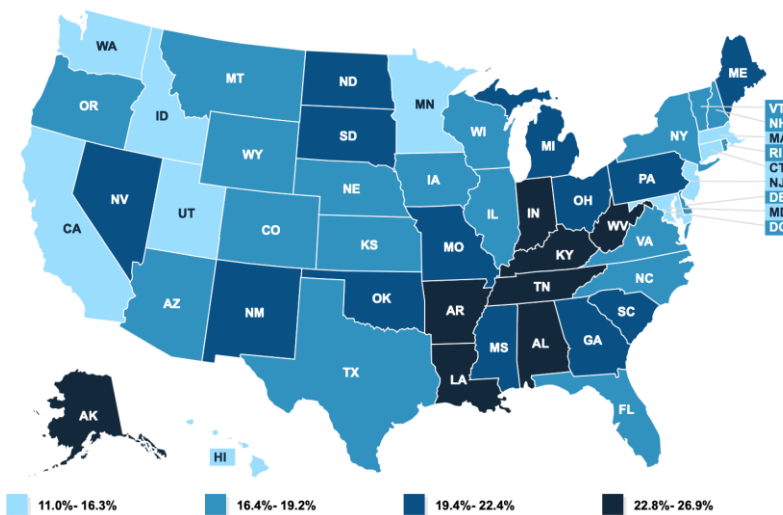
Sales data also show that overall consumption of cigars is rising. Cigar sales increased by 114 percent between 2000 and 2013 (from six billion to more than 13 billion cigars), while cigarette sales fell by 37 percent. (Data source: U.S. Alcohol and Tobacco Tax and Trade Bureau, Tax Statistics).

Revenue in the Cigars segment amounts to US\$9,372.6m in 2019. The market is expected to grow annually by 2.1%. In global comparison, most revenue is generated in United States. In relation to total population figures, per person revenues of US\$28.48 are generated in 2019.

## Where are the People That Smoke the Most?

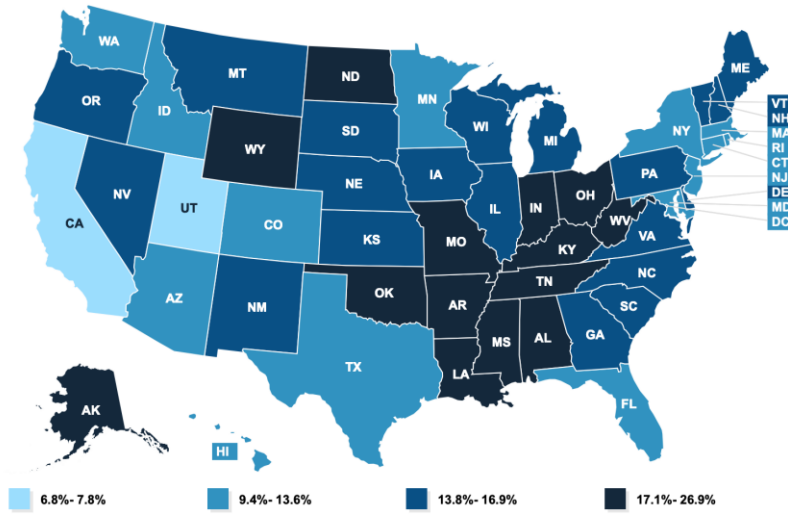
The following graphs demonstrate where in the United States people smoke the most tobacco products. These graphs are also broken down by gender. In 2017, a total of 18.6% men and 14.3% women smoke tobacco products in the United States.

### Males



Location	2013	2014	2015	2016	2017
	Male	Male	Male	Male	Male
United States <sup>1</sup>	20.8%	19.7%	19.0%	18.6%	18.6%

## Females



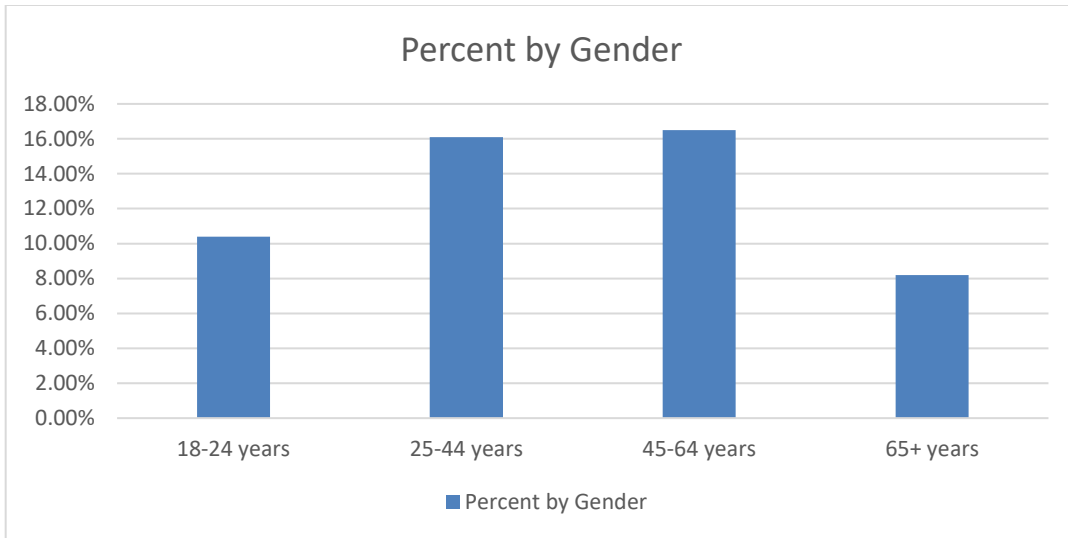
Location	2013	2014	2015	2016	2017
	Female	Female	Female	Female	Female
United States <sup>1</sup>	15.8%	15.3%	14.7%	14.3%	14.3%

### United State Smoking Broken Down by Age:

According to the CDC, current smoking of tobacco products was higher among persons aged 18–24 years, 25–44 years, and 45–64 years than among those aged 65 years and older.

- About 10 of every 100 adults aged 18–24 years (10.4%)
- About 16 of every 100 adults aged 25–44 years (16.1%)
- Nearly 17 of every 100 adults aged 45–64 years (16.5%)
- About 8 of every 100 adults aged 65 years and older (8.2%)

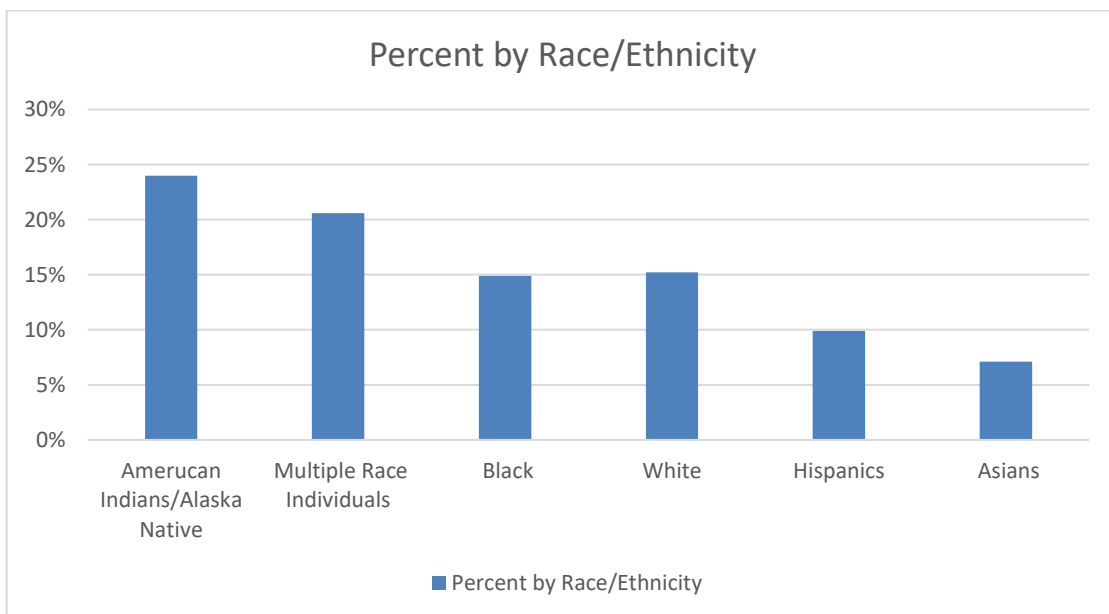




## United State Smoking Broken Down by Race/Ethnicity:

Current smoking of tobacco products was highest among non-Hispanic American Indians/Alaska Natives and people of multiple races and lowest among non-Hispanic Asians.

- 24 of every 100 American Indians/Alaska Natives (24.0%)
- Nearly 21 of every 100 multiple race individuals (20.6%)
- Nearly 15 of every 100 Blacks (14.9%)
- About 15 of every 100 Whites (15.2%)
- Nearly 10 of every 100 Hispanics (9.9%)
- About 7 of every 100 Asians (7.1%)



## **United State Smoking Broken Down by House Income:**

Current smoking of tobacco products was higher among persons with a low annual household income than those with higher annual household incomes.

- About 21 of every 100 adults with an annual household income less than \$35,000 (21.4%)
- About 15 of every 100 adults with an annual household income of \$35,000 to \$74,999 (15.3%)
- Nearly 12 of every 100 adults with an annual household income of \$75,000 to \$99,999 (11.8%)
- Nearly 12 of every 100 adults with an annual household income of \$75,000 to \$99,999 (11.8%)

## **Global Cigar Market:**

According to Forbes, smoking has declined globally, but one niche segment of the cigarette market is thriving. Sales of premium cigars are growing at between 4% and 5% a year, with a typical smoker getting younger by the day. The average age of cigar smokers has fallen from 40 to 35, with a raft of new smokers in their teens and 20s. There is also an upturn in female smokers, who account for slightly over 10% of the cigar-smoking population.

Worldwide about 100 million people smoke cigars, including very cheap machine-made products, compared with about two billion who smoke cigarettes. Among the cigar smokers, around 10 million are puffing luxury hand-rolled cigars. Of those, perhaps 500,000 are in China and another 100,000 in Hong Kong and Macau.

By dollar value, the worldwide market of luxury, hand-rolled cigars could be worth about \$1.5 billion a year, compared with the overall cigar industry's \$20 billion.

None of the data listed is to serve as an influence on any decision made by the inventor, but to provide information of possible relevance to *The Nubber*.

# Top U.S. Cigar Retailers

Rank	Company	2018 Retail sales (millions)	Headquarters/U.S. Headquarters
1	800-Jr Cigars, Inc	\$197	Whippany, New Jersey
2	M&D Wholesale Distributors, Inc.	\$132	Bethlehem, Pennsylvania
3	Douglas Companies, Inc.	\$105	Conway, Arkansas
4	Valiant 1915, Inc.	\$78	Bethlehem, Pennsylvania
5	Santa Clara, Inc.	\$77	Burlington, North Carolina
6	Commonwealth-Altadis, Inc.	\$67	Fort Lauderdale, Florida
7	A. Fuente & Co. Inc.	\$50	Tampa, Florida
8	Davidoff of Geneva (USA), Inc.	\$44	Pinellas Park, Florida
9	Holt's Cigar Holdings Inc.	\$32	Philadelphia, Pennsylvania
10	Dowlin	\$26	Milton, Vermont

## U.S. Retail Industry Overview

	Amount	Unit	Year	Source
Total Retail Sales in 2018 <sup>1</sup>	4,308	Bil. US\$	2018	Census
Total Retail Sales in 2017 <sup>1</sup>	4,115.5	Bil. US\$	2017	Census
GAFO <sup>2</sup> sales in 2017	1,270	Bil. US\$	2017	Census
Total e-Commerce Retail Sales in 2018	517.36	Bil. US\$	2018	Census
Total e-Commerce Retail Sales in 2017	449.88	Bil. US\$	2017	Census
Motor Vehicle & Parts Dealers	1,200	Bil. US\$	2018	Census
Furniture & Home Furnishings	116.732	Bil. US\$	2018	Census
Electronics & Appliance Stores	101.498	Bil. US\$	2018	Census
Bldg. Materials & Garden Equip. & Supplies Dealers	377.51	Bil. US\$	2018	Census
Food & Beverage Stores	755.39	Bil. US\$	2018	Census
Health & Personal Care Stores	344.029	Bil. US\$	2018	Census
Gasoline Stations	452.86	Bil. US\$	2017	Statista
Clothing & Accessories Stores	328.07	Bil. US\$	2017	Statista
Sporting Goods, Hobby, Book & Music Stores	84.26	Bil. US\$	2017	Statista
General Merchandise Stores	683.85	Bil. US\$	2017	Statista
Miscellaneous Store Retailers	130.456	Bil. US\$	2018	Census
Nonstore Retailers	688.729	Bil. US\$	2018	Census
Food Services & Drinking Places	738.123	Bil. US\$	2018	Census
Annual Disposable Personal Income per Capita, 2018 <sup>3</sup>	49,094	Current US\$	2018	BEA
Annual Disposable Personal Income per Capita, 2017 <sup>4</sup>	46,577	Current US\$	2017	BEA
Total Exports of Goods	2,500	Bil. US\$	2018	ITA
Total Imports of Goods	3,121	Bil. US\$	2018	ITA
Employment in Retail Trade	15,764.0	Thou.	2019	BLS
Number of U.S. Shopping Centers	116,000	Thou.	2017	STATISTA

<sup>1</sup> Total excluding motor vehicle & parts and gasoline sales <sup>2</sup> GAFO sales include general merchandise, apparel, furniture and miscellaneous specialty store segments within the retail industry. The term excludes automotive and food stores. <sup>3</sup> As of December 2018 <sup>4</sup> As of December 2017

Census = U.S. Census Bureau; BEA = U.S. Bureau of Economic Analysis; ITA = International Trade Administration; BLS = U.S. Bureau of Labor Statistics; Statista = a leading provider of market and consumer data

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## **CONCLUSION**

We hope that the detailed information enclosed in this report provides some insight and helps with any decision-making. Let us remind you that the information and economic figures enclosed are the most recent ones attainable at this time.

PLEASE NOTE: The totals shown in the tables and graphic illustrations shown in this document are for all manufacturers, suppliers, distributors or outlets in the individual categories, as grouped by the Federal Government. They do not necessarily indicate that these categories of companies are the only ones that could be listed.

Additionally, every company thus categorized is not necessarily engaged in the use, production, distribution or sales of the subject product of this profile.

Please remember that any report of growth or decline in an applicable industry would not automatically represent the same result for *The Nubber*.

Due to requisite confidentiality, the information provided within this General Marketing Information report should be considered general or preliminary in nature and may or may not be further refined by your Product Development and Licensing as *The Nubber* reaches the Inventor's Submission stage.

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*The Nubber*

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