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SEPTEMBER 2022

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CIGARS & LOUNGE

PIPE TOBACCO	CIGARS	VAPE	CBD	RYO	PIPE TOBACCO	CIGARS	VAPE	CBD
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HOME OF THE BIG BRANDS:

GOOSE'S

MONTECRISTO CIGAR LOUNGE AND TOBACCONIST

By Kathy Hunt

Craving a luxurious, Connoisseur Edition Montecristo cigar? Looking for the latest, innovative vape product from world famous producers such as SMOK? In need of a relaxing Tree-Rolls CBD pre-roll or, conversely, an invigorating 28 BLACK energy drink? You will find all of this and more at Goose's Montecristo Lounge and Tobacconist at 250 West Ridge Pike in Limerick. John Giese Sr., VP of Sales & Marketing, puts the marketing emphasis on "Goose's being the home of the BIG BRANDS not only in Pennsylvania but across the USA!"



JOHN GIESE SR.



Montecristo Super Humidor

LOCATED AT 250 WEST RIDGE PIKE IN LIMERICK



PHOTOS BY STYLISH IMAGES



MONTECRISTO HUMIDOR

The destination for Montecristo cigars

In business since 2010, Goose's Montecristo Lounge and Tobacconist was the brainchild of Joanne Giese, John Giese Sr, John Giese Jr and Brian Bruno. The company name is a play on his family surname, which is pronounced "geese." It is also a nod to the luxury cigar and cigarette brand Montecristo, which was produced in Cuba since 1918 and in the Dominican Republic since the 1970s. Today, it is owned by Altadis U.S.A.

As you might expect from a business with "Montecristo" in its name, Goose's features a full line of Montecristo, hand-rolled cigars. That includes the brand's exclusive Connoisseur Edition, the Montecristo New York Edition, which is a top-seller in the Goose Humidor.

"We are proud to be a Montecristo Lounge," said Giese. "It's a prestigious designation and we have a great team, the Altadis company, backing us."

Montecristo ranks high with critics and consumers. Since 2020, the luxury lifestyle magazine the *Robb Report* has put Montecristo on its "best of the best" list of premium cigars. In 2022 the magazine described the brand's medium-bodied Signature Espada as having a "smooth creaminess that remains to the last puff."

Although Goose's may possess the designation of a Montecristo cigar lounge, the store carries far more than



this one brand. It has a range of iconic Altadis brands, including Romeo y Julieta, H. Upmann, Aging Room, St. Luis Rey and Vega Fina. Lining the shelves of its Spanish cedar, walk-in humidor are such brands as Macanudo, CAO, Rocky Patel, Fratello, Ashton, Padron, Fuente, Alec Bradley, Oliva and Drew Estate. Goose's offers 2,500 open boxes from which customers can select their cigars. Giese noted that his store provides its clients with the best prices on Montecristo, Romeo and Julieta, Vega Fina, and St. Luis Rey.

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One-stop-shop for distinctive smoking accessories and tobacco

Once a customer has stocked up on cigars, the next item needed might be a lighter or an accessory. Goose's has Vertigo and Zippo lighters, Xicar cutters, ashtrays and humidors for the home or office. It also has Boveda's two-way humidity control packs, which keeps humidors at a steady 69 to 72 percent.

For cigarette and pipe fans, Goose's offers 50 tobacco varieties from the United States' oldest tobacco company, Sutliff Pipe Tobacco. It also sells Sago and Gambler roll-your-own tobacco and tubes, which come in king size and 100's. For those interested in commercially produced cigarettes, the store's best seller is Seneca from the native-owned Grand River Enterprises in Six Nations, Ontario, Canada.

"If you look at the tobacco industry's figures on pipe tobacco, it's through the roof," Giese said. "It's not because everyone is walking around with a pipe. It's because people use pipe tobacco to roll cigarettes. There's a lot of

flavor and good taste with pipe tobacco. So, when they're buying a 16-ounce bag of pipe tobacco for roll-your-own, that's going toward the overall tonnage," he said.

For the pipe smokers, Goose's showcases the luxury brands Savinelli and Peterson of Dublin. Originating in Milan, Italy, Savinelli pipes are made from Italian briar and contain a signature triangular balsa wood filter. Established in 1865 and based in Ireland, the award-winning Peterson is the oldest continuously operating briar pipe factory in the world.

The store also sells hookahs, smoking devices that date back to ancient Persia and India. Also known as a water pipe, a hookah consists of a bowl mounted over a water vase with a long tube. Smoke travels through the water, where it's cooled, and then is pulled up through the tube to the smoker's mouth. Hookahs use molasses-laced tobacco, or shisha, which Goose's also sells.



High quality products for a high quality vape experience

When the Giese Family first looked at the 5,700-square-foot space on Ridge Pike that houses Goose's, they thought that it was too large for their business. Once they started envisioning the business's layout — an office, a cigar lounge, retail area — they realized that the additional space would give them the opportunity to specialize in not only premium cigars but also destination categories. They could cater to "the lit" as well as "the unlit." Within the tobacco industry, "the lit" refers to tobacco that you light or burn. "The unlit" pertains to electronic cigarettes or "vaping," where you heat rather than burn a substance and inhale the vapors.

Goose's sells both disposable and refillable vape devices. These include vape pens, mods, and tanks from such esteemed brands as SMOK. It also carries juices, such as the American-made Halo e-juices or vape juices. Produced by Halo Cigs in a 110,000-square-foot, FDA-registered facility, these liquids come in four flavors — Tribeca Tobacco, Turkish Tobacco, Fusion Unflavored, and Subzero Menthol — and with different nicotine concentrates.

"The vaping world took a big hit after the black-market vaping deaths," Giese said. "Then, when JUUL took a hit about a month ago, a lot of people started coming in and buying vaping devices. They were afraid that they wouldn't be able to get these products anymore."

In June 2022 the Food and Drug Administration ordered the removal of JUUL electronic cigarettes and pre-filled cartridges from the U.S. market. This was due to inconsistent and conflicting safety data about JUUL's products. In July 2022 the ruling was reversed.

"We look upon vaping as a smoking cessation product. We carry a variety of juices for vaping. What has become popular in the juice line is salt nicotine juices, which mimic the taste of a cigarette but it's not a cigarette," Giese said.





Goose's . . . The place to go for leading CBD products

For anyone searching for CBD (cannabidiol) and smokable hemp products, Goose's provides both. One of roughly 113 cannabinoids present in cannabis plants, CBD relaxes but does not produce the high associated with cannabis use. As long as it contains less than .3 percent THC (tetrahydrocannabinol), the psychoactive ingredient in cannabis, CBD is legal to possess and consume in Pennsylvania. The same holds true for hemp.

A 2020 *Forbes* magazine survey indicated that over 60 percent of Americans have tried some form of CBD and believe that it has medicinal value. The top reasons cited for CBD use are relaxation, pain alleviation and improved sleep.

At Goose's, first-time and repeat CBD users have a wealth of choices and informed advice. They can acquire such CBD-infused items as gummy bears, vape juice and "cannadips," which are reminiscent of snuff, as well as hemp oil, creams, tinctures, cigarettes, energy shots, and even bacon-flavored hemp extract for dogs. Its most popular CBD/hemp product, though, is Tree-Rolls. This packaged hemp pre-roll contains organically grown hemp flowers and rolling papers.

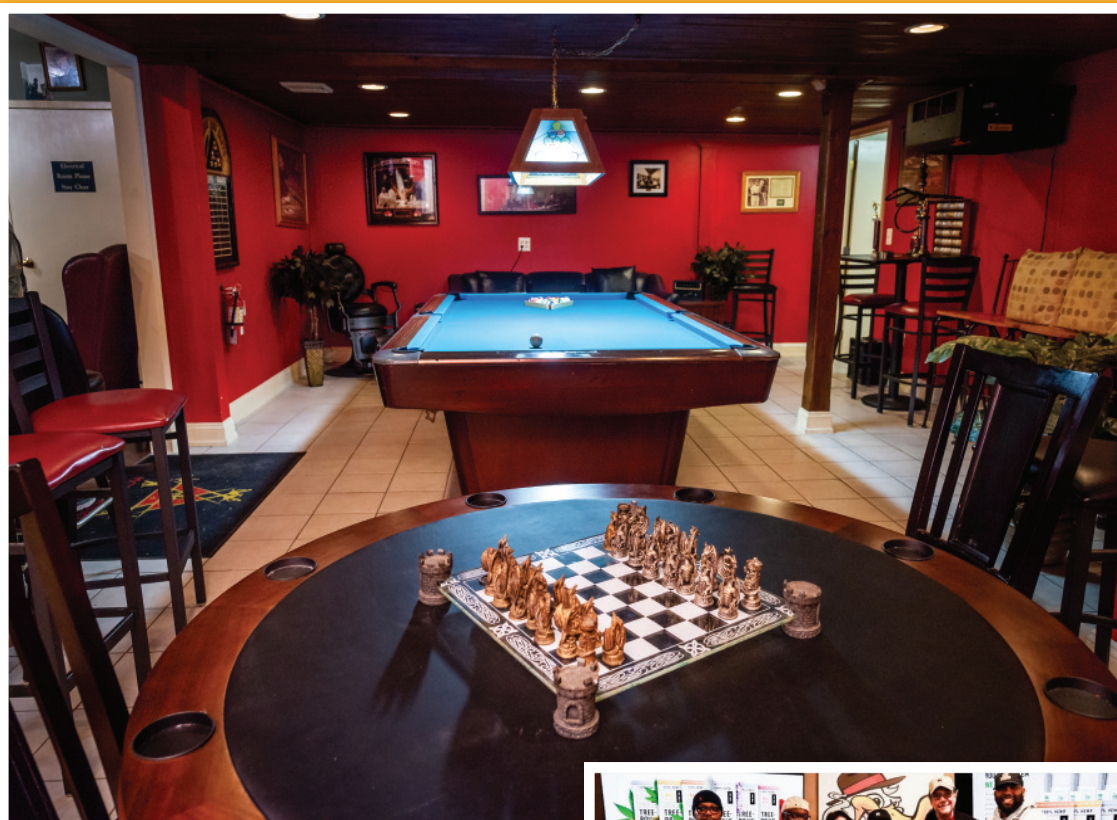
"Tree-Rolls makes a product called Tree-Bites gummy that people eat to feel relaxed," Giese said. "Our country has an aging population, and a lot of people have arthritis and aches and pains. CBD is a much better, safer alternative for pain than opioids. We want to create a store-within-a-store with a CBD/hemp health wellness center. Even now, Goose's is the store in the region for quality-controlled CBD products and smokable hemp. We vet all products we sell in the CBD/Hemp universe to assure quality at the best price."

A boost of energy with 28 BLACK

For those customers feeling tired or a bit too relaxed, Goose's has just the cure, 28 BLACK energy drink. 28 BLACK is an energy drink "for different lifestyles, different expectations and new challenges every day."

"28 BLACK is just hitting the market in the Northeast and we're excited to be carrying it," Giese said. "In the coming months we'll have events at Goose's centered around 28 BLACK." He added that 28 BLACK competes with Red Bull for consumers' palates and wallets. It comes in such flavors as Classic, Classic Zero, Sour Cherry, Sour Mango-Kiwi and Açai.

Along with this energy drink, the store sells Coke products, Gatorade and more. Goose's Montecristo Lounge members also have the option of bringing their own alcoholic beverages to the lounge's private bar.



Light up and relax in the Lounge

Goose's expansive space has enabled Giese to create a smoking lounge for his customers. The 60-seat room includes TV screens, a pool table, dart board, card table and chess set. It also contains a wet bar where regulars store their beverages and a radio and TV studio, which is managed by Goose Pond Media.

The entire lounge can be reserved for meetings, birthday, bachelor or cigar parties, and other smoking or non-smoking events. Although non-smoking events at a cigar lounge may sound counterintuitive, Goose's merchandises a range of smoke eliminating sprays and candles. It also possesses \$30,000 HVAC unit that draws clean air in and pushes smoke out, enhancing air quality and ventilation in the Cigar Lounge.

Goose's sells lounge memberships, which provide access to the lounge, discounts on cigar purchases and use of humidity- and temperature-controlled storage lockers. A silver membership costs \$200 per year. A gold membership, which includes a locker, is \$400 per year. Platinum goes for \$1,000 per year and features the use of two lockers.

"In the last year, membership has exploded. We have 55 new members," Giese said.



Cool 98.5 FM Plus the Undefeated G.O.A.T.S. with Kevin "Flow" Towns

Several years ago, Giese set up a radio and TV studio at Goose's. The intention was to create podcasts and other content about cigars and sports. Undefeated G.O.A.T.'s podcast, has produced a unique product for our Cigar Lounge. Kevin "Flow" Towns and his team invite brand owners, representatives and others to come in and talk about their products and sports.

"G.O.A.T. stands for 'greatest of all time,'" Giese said. "We talk to people about who's the greatest of Phillies team and why."

In part, what prompted the creation of the podcast and broadcasting studio was WXPM 98.5 TV and Radio Studios. Located in the same 10,000-square-foot building as Goose's, the independent radio station focuses on the communities of and events around Pottstown, Royersford, Spring City, and Phoenixville.

"Having WXPM here greatly enhances our marketing abilities and our ability to get the word out about the podcast and events," Giese said. "And they play retro music, which ties right into Goose's retro sports talk show. It's a great fit."

Located at 250 West Ridge Pike in Limerick, Goose's Montecristo Lounge and Tobacconist is open seven days a week. On Monday its hours are noon to 8 PM. Tuesday through Saturday it welcomes customers from 10 AM to 8 PM and on Sunday from 11:30 AM to 7 PM. For additional information, stop by the store, consult the website <https://www.cigargoose.com/>, or call 484.902.8770.