



**A R O M A S**  
CIGARS & WINE BAR

**P R E S S   R E L E A S E**

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FOR IMMEDIATE RELEASE

**AROMAS OPENS NEW PONTE VEDRA LOCATION  
JUST IN TIME FOR SUPER BOWL**

**Jacksonville, Fla., Dec. 6, 2004** – Aromas Cigars & Wine Bar, created by cigar-loving entrepreneurs as an answer to the changing needs of today’s cigar enthusiast, has capitalized on a new take on the old cigar bar model. By combining an upscale cigar and wine bar, an extensive humidor and cigar shop and a private smoking club under one roof, Aromas is attracting a new generation of cigar smokers. The club has been so successful in the year it has been open, in fact, that a second Aromas geared toward this new generation—complete with full liquor and a custom built Ice Martini Bar—is scheduled to open in Ponte Vedra Beach, Fla., in January, just in time for Super Bowl XXXIX.

“Our goal has been to give Jacksonville a place like no other, and we’ve gotten an incredible reception in the year we’ve been open,” said James Morrow, Aromas co-owner. “We can’t wait for both residents and people coming in for the Super Bowl to see the Ponte Vedra location. It’s a notch—make that two notches—above the original.”

Morrow and partner Scott Dreicer attribute their success to a number of factors. “We’ve created an environment that is conducive for the cigar smoker, from the newly initiated to the aficionado,” said Dreicer. “But it’s not just a men’s smoking club. We purposely designed Aromas to appeal to both men and women, and women make up a significant percentage of our clientele.”

Morrow and Dreicer have succeeded in attracting a diverse group of non-smokers as well—patrons interested in fine wines or people interested in the networking and social aspects of both the wine bar and the private smoking club. “They initially come in for the networking, but then a lot of the non-smokers find that they want to learn about fine cigars and how to smoke them,” said Morrow.

The new Ponte Vedra location’s one-of-a-kind Ice Martini Bar features a lighted, frozen surface and a sub-zero freezer full of premium vodkas. The new 4,600 square foot club also features a baby grand piano with piano bar top seating, plasma screen TVs, a centralized Jumbotron and a separate stage area for a DJ and live entertainment, with an adjoining 1,200 square foot package store. Aromas Cigars & Wine Bar offers over 700 premium cigars, appealing to even the most discriminating cigar aficionado. With the largest fine cigar selection in Northeast Florida, Aromas patrons can sample from *Montecristo*, *Graycliff*, *Padron*, *Arturo Fuente*, *Partagas*, and more. A vast array of upscale humidors, cutters, lighters and cigar accessories as well as beautiful selections of *Lampe Bergers* are also available for purchase. With 250 eclectic wines and over 50 wines by the glass as well as decadent desserts and appetizers, Aromas offers a unique and sophisticated venue for Jacksonville residents and guests.

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