

March 26, 2019

The Honorable Julian A. Gold  
Mayor  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210

Dear Mayor Gold:

I write to you today on behalf of Cigar Rights of America, a national advocacy organization for premium cigar manufacturers, retailers, and consumers, and out of concern for the anticipated proposal to ban all tobacco sales in the City of Beverly Hills. Our organization has numerous local businesses as well as premium cigar patrons that have notified us with their concerns regarding any prohibition on the sale of tobacco products.

On February 12, 2019, during a City Council study session, you and Vice Mayor John Mirisch proposed the possibility of banning all tobacco sales in Beverly Hills. While our understanding is that no formal proposal has been introduced, we are seriously concerned that an across the board tobacco sales ban would disproportionately have the direct consequence of inflicting grave economic harm on local businesses that cater to premium cigar patrons. We would like you to consider the following:

- Premium cigars are an artisan handmade all-natural tobacco product that is not only unique in its physical characteristics, but also completely distinguishable in terms of usage from other tobacco products;
- Premium cigars are an adult product that is entirely made using 100 percent tobacco with no chemical additives;
- Premium cigars are consumed with a degree of infrequency and sold through specialty retail stores and lounges which are unique to the premium cigar experience; and
- Premium handmade cigars do not carry the stigma of addiction, inhalation, mortality, and youth access associated with other tobacco products.

While we are sure your policy rationale for this proposal is rooted in health-related concerns, I would respectfully ask that you consider the differences that exist with premium cigars relevant to other tobacco products before you formalize any proposal to ban tobacco sales in Beverly Hills. We would welcome the opportunity to provide relevant scientific studies and expert analysis to substantiate the points made in this letter.

Should you have any questions regarding this information or would like to speak further regarding this issue, please do not hesitate to contact me.

Thank you for your time and attention to this request.

Respectfully,

*Glynn Loope*

Glynn Loope  
Executive Director  
Cigar Rights of America

Cc: The Honorable John Mirisch, Vice Mayor, City of Beverly Hills