



Fincato Opens Humidor Room

Fincato, long renowned for its wide array of pipes and considered Rome's foremost dealer of Italian pipes, recently opened a smoking lounge and humidified cigar room. Built by Cainarca, a Milan-based company specializing in crafting fine humidors, the striking humidor room is the first of its kind in Rome and the largest in Italy.

Natural American Spirit Retailer of the Year Contest

SANTA FE, N.M. — Santa Fe Natural Tobacco Company is sponsoring a Retailer of the Year Contest 2000, with prizes worth more than \$25,000 available for the winners, including a digital video entertainment system, digital camera, Palm Pilot, and a grand prize dream vacation to the destination of the winner's choice. All entrants will receive a Sony Discman just for participating.

There are two categories for entry. Winners of the "Biggest, Greatest, Most Overwhelming Display" category will be chosen based on the size of the display and its visibility or prominence in the store, and the potential to boost Natural American Spirit sales.

Those in the "Most Unique and Creative Display or Promotion" category will be chosen based on the

