



ARTURO FUENTE

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Liana Fuente Resigns

Arturo Fuente announced today that Liana Fuente, Vice President of Brand Development, is resigning from the company effective September 1st, 2022. After 15+ years with the reigning leader of premium cigars, Liana decided it was time to move on and try new things. “As a member of the legendary Fuente family, I was born into this beautiful industry and have dedicated many years to learning and growing within it,” said Liana. “Although I will miss it very much, especially the wonderful people I have met along the journey, I felt that it was time to step away and start a new chapter of my life – hopefully accomplishing some of the other goals I have set for myself.”

Liana was hired by her grandfather, the celebrated cigarmaker and family patriarch Carlos A. Fuente, Sr. – Don Carlos – to work by his side and begin to get a feel for the premium cigar world. Growing through the ranks and experiencing many different aspects of the company, Liana found her niche when she began focusing on the company’s brand development, marketing and advertising initiatives, a world overseen up to that point by her father and current company owner, Carlos “Carlito” Fuente, Jr. “Working alongside my father was one of the most rewarding and challenging aspects of my tenure at the company,” said Liana. “Being such a creative genius, he formed the foundations of what today is known as the Fuente Look. Along the way, I was blessed to take on the reins of so many projects and given the opportunity to originate new ones. One of our goals, especially with the fun advertising campaigns and amazing cigar accessories we were able to create, was to carry out my father’s vision of establishing Arturo Fuente as a respected and beloved global luxury brand – and I’m proud to say, we did it!”

Liana will continue to be involved with the company as a member of the Board of Directors for C. Fuente Holdings, Inc. and Cigar Family Charitable Foundation. “I am a Fuente and will always be one,” said Liana. “The fourth generation of my family, of which I am the eldest, is dedicated to making sure that Arturo Fuente continues to be the shining star of the industry. Although I am stepping away from my brand development role today, no one knows what the future holds – the only thing we do know for sure is that the future will always be bright because Only Fuente is Fuente!”