

# Aficionado Master Class

**For those who seek to  
understand the cigar beyond  
tradition.**

ICSI brings you on a journey of privileged insights that combine science & craftsmanship, into this unique but often-misunderstood luxury experience.

Gain knowledge normally reserved for blenders & masters.





# Master Class Commitment

The course is not a brand showcase. Not a tasting event. **It's a precision workshop.**

1

## Diagnose Blends Worldwide

Evaluate construction, blend architecture & moisture needs with confidence.

2

## Grow Tasting Notes & Reduce Smoking Irritation

Extend your flavour pallet & minimise harmful by-products.

3

## Learn About Cigar Staging & Aging

Apply unique cigar conditioning techniques for flavour development.

4

## Achieve Cigar Peak-Flavour Smoking Levels

Apply conditioning protocols for optimal thermal & aromatic performance.

5

## Upgrade Your Cigar Collection Rotation Strategies

Calibrate blend selection and grow stock like a pro.



# Who Is The Master Class For?



The Cigar That  
Should Have  
Been Great...  
And Wasn't

I'm confused,  
which one is  
better?



Where is my  
Cuban cigar in  
this list ?



**THE CIGAR WORLD HAS CHANGED. WE HELP YOU MAKE SENSE OF IT**



# Who Is The Master Class For?

Suffering from inconsistent experience, we help you eliminate the following problems:



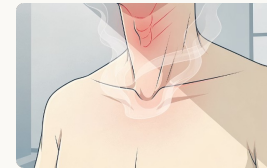
## Construction Frustration

Relights and burn problems are moisture-induced. Cigar design matters!



## Muted or Harsh Taste

Proper staging restores aromatic separation, cream structure, and retrohale clarity.



## Throat Irritation

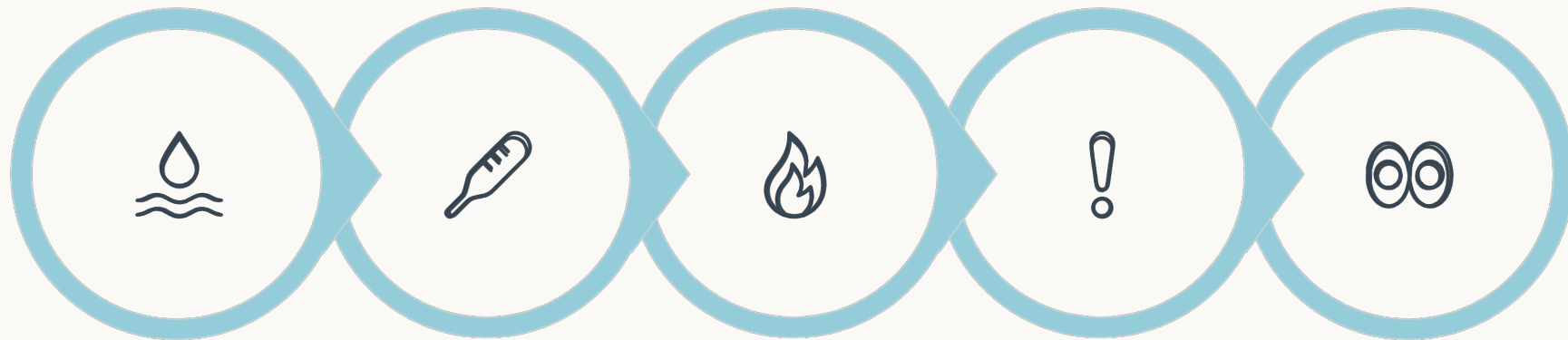
Thermodynamically aligned combustion dramatically reduces irritation.

**WHY DO YOU CONTINUE TO ACCEPT PREVENTABLE FAILURES!**



## How Do We Do It: **Cascade of Failures**

When moisture in the cigar is misaligned.....aerosol density thickens, flavor unpredictability spikes, and the cigar performs well below its potential, regardless of provenance or price point.



Moisture  
Misalignment

Shifted  
Combustion

Incomplete  
Pyrolysis

Aggressive  
Ammonia

Lack of Flavor  
Clarity

**WHO DRINKS A GOOD *BORDEAUX* DURING SWELTERING MID-SUMMER HEAT!**

# How Do We Do It: **Romance Over Physics?**

The industry has long prioritized narrative: origin, brand prestige, ageing time, wrapper aesthetics. Whilst the science governing actual performance remains largely unaddressed.



## The Conventional Lens

- Country of origin
- Brand heritage and prestige
- Duration of ageing
- Wrapper leaf variety



## The Science That Matters

- Hygroscopic equilibrium
- Thermal geometry
- Combustion chemistry
- Aerosol physics
- Volatile activation thresholds

**Cigar Peak-Flavor System™**

**ICSI EXISTS TO CLOSE THIS GAP**



# Key Learnings



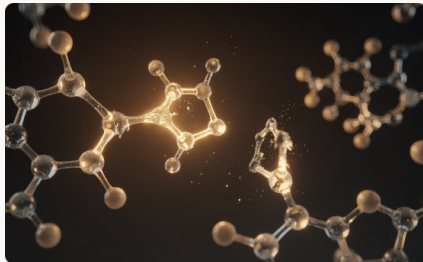
## Optimal Humidity

Tobacco naturally absorbs and releases moisture. Finding the right humidity allows the leaf to burn evenly and reveal its best flavours.



## Science of the Ember

Before reaching the glowing ember, the tobacco slowly warms up. This gentle heating prepares the leaf and begins releasing its aromas.



## Flavour Architecture

As the cigar burns, heat unlocks the aromatic oils inside the tobacco. These are what create the complex flavours we experience while smoking.



## Smoke & Sensory Perception

Cigar smoke carries tiny particles filled with flavour. How these particles form and travel affects how we taste and perceive the cigar.

LEARN ALL ABOUT THE FUNDAMENTALS OF CIGAR PEAK-FLAVOUR PERFORMANCE



# The Experience

- 1 **Exclusive** – Attendance is by invitation only, small group.
- 2 Bring-your-own-cigars **live demonstrations.**
- 3 Flavour analysis & smoking techniques **exercises.**
- 4 Cigar collection optimization **strategies.**
- 5 Advanced access to the Cigar Peak-Flavor System **Predictor App.**

IMMERSIVE EXPLORATION OF GUIDED TASTINGS & ANALYTICAL DEMOS



# About Us



[www.CigarSommelierInstitute.com](http://www.CigarSommelierInstitute.com)

**International Cigar Sommelier Institute (ICSI)**, is a pioneer in premium cigar industry education and post-factory conditioning. Its **mission** is to help:

- Aficionados grow their collection and elevate their smoking experience.
- Blenders and Retailers grow their Consumer-base.

ICSI achieves this through its **Cigar Peak-Flavor System™**. A scientific method that predicts a cigar's storage, settling period and optimum smoking Leaf Moisture Content % (LMC). This predictive model has achieved >96% accuracy (2 years, 400+ blends tested).

ICSI currently offers 3 courses:

1. **Aficionados Master Class (AMC)**
2. **Certified Cigar Sommelier (CCS)**
3. **Advanced Cigar Sommelier (ACS),**

ICSI is part of CreateDeliverCapture Sarl. (CDC), a Technical Consultancy & Digitization company based in Geneva, with offices in Atlanta (US) and Dubai (UAE).

