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FOR IMMEDIATE RELEASE

AUGUST 24, 2018

**LIQUOR BARN-PARTY MART
ANNOUNCES JASON LOIS, IN-HOUSE CIGAR EXPERT
TO COMPETE AT THE
9TH ANNUAL CIGAR SMOKING WORLD CHAMPIONSHIP
IN SPLIT, CROATIA ON SEPTEMBER 1, 2018**

August 24, 2018, LOUISVILLE, KENTUCKY, USA – Liquor Barn-Party Mart, Kentucky’s largest locally owned and operated retail chain of beer, spirits and wine announces that Kentuckian Jason Lois, Liquor Barn-Party Mart’s cigar expert and buyer has qualified to compete at the 2018 Cigar Smoking World Championship (www.cswcworld.com). The global challenge will be held in Split, Croatia on September 1, 2018. This year marks the ninth annual international competition for this event.

Lois joined Liquor Barn-Party Mart in January 2018. He has been committed and dedicated to curating the most unique, distinctive and exclusive collection of cigars, cigar accessories and humidors available in the State of Kentucky. Lois has extensive and well-rounded experience in the cigar industry ranging from brand selection, international sales and representation to local cigar lounge ownership.

“We are delighted to support Jason Lois in his endeavor to compete at the 2018 Cigar Smoking World Championship,” said Jonathan Blue, Chairman and Managing Director of Blue Equity, LLC. “We are certain that Jason will be a formidable competitor and he will be an exemplary ambassador of both the Commonwealth of Kentucky and United States. What a unique honor for one of our own to be selected to compete in such a prestigious event in a wonderful place.”

Follow Lois’ progress through the competition on Liquor Barn’s social media pages – Facebook, Instagram and Twitter or at the website www.liquorbarn.com.

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LIQUOR BARN (www.liquorbarn.com) and **PARTY MART** currently operate 17 retail locations in Kentucky, including eight locations in Louisville, six locations in Lexington, as well as stores in Danville, Bowling Green and Elizabethtown. The stores range in size from express stores to a flagship store that is more than 44,000 square feet. In 2017 Blue Equity formed Blue Rose Spirits, LLC to make the investment in the Liquor Barn assets. Blue Rose Spirits consists mainly of a partnership between Blue Equity and Vince Rosenblatt.

BLUE EQUITY, LLC (www.blueequity.com) is an independent, private equity firm that invests in enterprises with solid developmental potential. We form partnerships with existing management teams to leverage the collective expertise of all involved. Our investment efforts and managerial capabilities are focused on the operation of a global and diversified portfolio including current and historical holdings in oil and gas, media, talent representation, sports and entertainment, wine and spirits distillation and retailing, hospitality and traditional distribution businesses. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace.