

King's Tobacco launches The King Onyx



Bulgarian-based, King's Tobacco International, is now launching, The King Onyx, a 'uniquely tailored' product created by Stefan Dukmedjiev, Master Blender at the King's Tobacco International factory, recently built in Plovdiv.

"The Master Blender considers his job the same as a Couturier in a fashion house," says King's Tobacco International. "Each tobacco leaf provides different flavour characteristics depending on their variety, country of origin and the grade of the leaf. His role begins with selecting the best raw ingredients, like a tailor selecting cloths, with the objective of combining flavors into a unique cigarette."

Dukmedjiev selected grades of Virginia, Oriental and Burley tobaccos to create King Onyx. He then cut the blend and extended the length of the cigarette, which the brand claims harmonises the flavours. In a final flourish, Dukmedjiev's own name is inscribed on every pack.

"The harmony of these ingredients and format are brought together in the London designed pack that complements the taste with a velvety-soft varnish - the perfect finish to his ultimate smoking experience," adds King's Tobacco International.