

Cigar Industry

Highlights From The 2026 PCA Trade Show

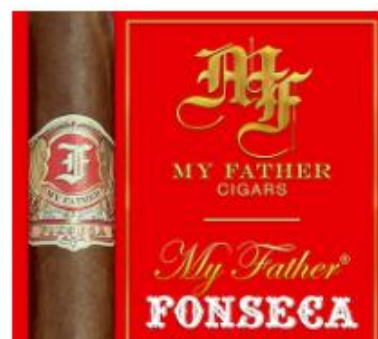
A report on new and upcoming releases shown at the cigar industry's biggest convention

Apr 29, 2026 | By Gregory Mottola



The editors of *Cigar Aficionado* have returned from New Orleans with a wide-ranging report on the Premium Cigar Association (PCA) trade show, which is the most important convention for the premium cigar industry. It's a giant world's fair of exhibitors and pavilions, all displaying new and upcoming products. According to the organization, the show had 262 exhibitors and 2,540 retailers from 970 accounts for an overall attendance of nearly 6,000 people, up three to five percent from last year.

This piece is a compilation of new brands, sizes and products that we found interesting and relevant. From large, established cigar operations to medium-sized players to a few newcomers, all of these items are either heading to retailers now or will come to the market later this year. It's arranged in alphabetical order so you can scroll straight to your favorite company and see what it has in store for you, or just start from the beginning and work your way down.



Extracted from: <https://www.cigaraficionado.com/article/highlights-from-the-pca-trade-show>



ARA'O

Terrón

A newcomer to the industry, Ara'o is made by Plasencia Cigars in Honduras at the Tabacos de Oriente factory. The name comes from the Cuban slang word for "plow," which is depicted symbolically on the band and is meant to evoke the agricultural genesis of all cigars. Ara'o has been on the market for a year, but the newest addition is Terrón, a line wrapped in a dark, maduro cover leaf. Both the wrapper and binder are from Honduras' Jamastran Valley. The filler is from Nicaragua and Honduras, including some Honduran broadleaf. It comes in three sizes, all in 10-count boxes: Churchill (6 1/2 by 52 \$13), Robusto (5 1/2 by 54, \$13.29) and Tronco (5 1/2 by 60, \$13.49).