

J.Cortès and Oliva brands unite under Vandermarliere Cigar group



In a move that consolidates and clarifies both its machine-made and handmade cigar divisions, J.Cortès and Oliva Cigars have now come under the overall umbrella of the Vandermarliere Cigar Family group of investments.

J.Cortès will remain the headlining name in machine-made cigar production and Oliva Cigars – the Nicaraguan longfiller cigar maker bought by Cortès in 2016 – will now act as parent company for all handmade cigars.

Owner Frederik Vandermarliere said: “It makes sense to make clear our two distinct divisions. Under Vandermarliere Cigar Family, all our brands now come together for the first time.”

He added that J. Cortès, Oliva and the Vandermarlieres are bound by the same common link – family.

Speaking about the business, Vandermarliere said: “It’s an exciting time for the company; we’re investing in new technology, working closely with local farmers for the benefit of the land. In the past, we have become known as J Cortès in Europe; Oliva in the United States. But, in reality, we are all part of the Vandermarliere Cigar Family. We are a family which sells relaxation. That will never change.”