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Xcaliber International Closes Out August with New State Certifications

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Pryor, Okla. – In its continued push for greater product availability, Xcaliber further expanded its footprint in August. During August, Xcaliber was approved-for-sale in three new states – Idaho, Oregon, and Utah – where it will sell the cigarette brands 24/7, Berley, Echo, and Edgefield. In addition, Xcaliber expanded its existing product lines in Arizona, Colorado, Louisiana, Michigan, and Washington, D.C., with the launch of the cigarette brands 24/7 and Berley.

“This recent batch of new certifications is the result of our efforts to push beyond the South and Midwest,” said Xcaliber’s General Counsel, Eric Estes. “Xcaliber’s sales team has aggressively expanded the company’s business in existing territories. We are hoping to bring that strategy to the West with these new states,” Estes continued.

Expansion of existing product lines in states already served by Xcaliber also indicates the company’s growth strategy. “The cigarette brands 24/7 and Berley provide Xcaliber with greater sales flexibility, both in terms of marketing and pricing,” said Mickey Martin, Xcaliber’s Sales Manager. “The introduction of these products show Xcaliber’s continued efforts to be an active and aggressive player in the Tier Four market,” Martin stated.

Xcaliber International, based in Pryor, Oklahoma, is the leading Tier Four cigarette manufacturer in the United States. Xcaliber International is built on the foundation of providing the highest value products in the Tier Four category.