LAKE COUNTRY CIGARS

LCC MEDIA KIT

Media kit & *brand guide.*

Lake Country Cigars is a cigar lounge in Delafield, Wisconsin, with 40 leather seats, craft beer, Wisconsin's largest walk-in humidor, brand nights, memberships, and LCC Revival, its house blend. Open 7 days.



2566 SUN VALLEY DR, SUITE 1, DELAFIELD, WI 53018 (262) 646-7530 LCCIGARS.COM

NOVEMBER 2026

01 ABOUT

Lake Country *Cigars.*

SHORT

Lake Country Cigars is a cigar lounge in Delafield, Wisconsin, with 40 leather seats, craft beer, Wisconsin's largest walk-in humidor, brand nights, memberships, and LCC Revival, its house blend. Open 7 days.

LONG

Lake Country Cigars is a premium cigar shop and lounge in Delafield, Wisconsin, home to one of the state’s best cigar selections and finest humidors, along with a lounge and bar serving craft beer. Owned by Matthew and Michele Matheny, the shop hosts regular brand events and is the exclusive home of the Revival cigar line. Lake Country Cigars is located at 2566 Sun Valley Dr, Suite 1, Delafield, WI 53018. For more information, visit lccigars.com or call (262) 646-7530.

02 FAST FACTS

The *essentials.*

OWNERS

Matthew and Michele Matheny

RE-ESTABLISHED

2019, under the Mathenys' ownership

ADDRESS

2566 Sun Valley Dr, Suite 1, Delafield, WI 53018. Just off I-94, about 30 minutes west of Milwaukee

PHONE

(262) 646-7530

WEBSITE

lccigars.com

HOURS (CT)

Mon – Thu 9 AM – 8 PM · Friday 9 AM – 10 PM · Saturday 9 AM – 9 PM · Sunday 11 AM – 4 PM

THE LOUNGE

40 seats in leather chairs and couches, TVs, a craft beer bar, and a seasonal patio

THE HUMIDOR

Wisconsin's largest walk-in humidor, with 30+ brands

HOUSE BRAND

LCC Revival, sold only at Lake Country Cigars

EVENTS

Brand nights every few Thursdays, with cigar makers in the lounge

REVIEWS

4.9 average from 355 Google reviews

AGE

21+ to purchase tobacco products

03 LCC REVIVAL

Four blends. *One lounge.*

Made with Brothers Cigars at Tabacalera William Ventura in the Dominican Republic. Sold only at Lake Country Cigars.

N° 01

Habano

ECUADORIAN HABANO WRAPPER · MEDIUM BODY · BLUE BAND

LAUNCHED JANUARY 30, 2021

N° 02

Maduro

MEXICAN SAN ANDRÉS WRAPPER · MEDIUM-PLUS BODY · BLACK BAND

LAUNCHED JANUARY 30, 2021

N° 03

Indonesian

44 × 6 CORONA · CLOSED FOOT · GREEN BAND

LAUNCHED OCTOBER 2022

N° 04

Connecticut Broadleaf Maduro

CONNECTICUT BROADLEAF MADURO WRAPPER · SUMATRAN BINDER · THREE-COUNTRY FILLER · 4 × 48 PETIT ROBUSTO · RED BAND · $9.95 PER CIGAR, $210 PER BOX OF 24

AVAILABLE DECEMBER 3, 2026

04 PRESS COVERAGE

In the *press.*

PRESS RELEASE · NOV 14, 2026	Revival Connecticut Broadleaf Maduro, available December 3	→
CIGAR JOURNAL	Cigar Friendly, Wisconsin	↗
STOGIE PRESS	Lake Country Cigars announces Revival	↗
CIGAR DOJO	Revival, with Brothers Cigars	↗
WINDY CITY CIGARS	Top cigar shops in Milwaukee	↗
DREW ESTATE	In-store events: Lake Country Cigars	↗

05 LOGO

The *mark.*





Use the original file, unmodified.

Keep clear space on every side at least equal to the height of the word “CIGARS” in the logo.

No recoloring, stretching, rotating, outlines, shadows, or other effects.

Place it on Paper, Cream, Night, or a calm area of a real photo, never on a busy background.

DOWNLOAD LOGO.PNG PNG WITH TRANSPARENCY, 440 × 148

DOWNLOAD LOGO.WEBP WEBP, LOSSLESS, 440 × 148

06 COLOR

The *palette.*

#F2EEE7

Paper

Primary background for pages and cards

#161412

Ink

Primary text and solid buttons

#121010

Night

Dark sections and the footer

#18291F

Green

Membership and accent sections

#EFE7D8

Cream

Text and light buttons on dark backgrounds

#C6A766

Gold

Fine accents: blend numbers, rules, focus rings

#5F5952

Muted

Secondary text, labels, and captions

07 TYPOGRAPHY

The *type.*

ARCHIVO · HEADLINES AND BODY COPY

Stay until it burns out.

IBM PLEX MONO · LABELS, NAVIGATION, AND SMALL DETAILS, SET IN UPPERCASE WITH OPEN TRACKING

BRAND NIGHTS · EVERY FEW THURSDAYS

CORMORANT ITALIC · ITALIC ACCENTS INSIDE HEADLINES ONLY

Stay for three.

08 VOICE

How we *sound.*

Direct and warm, like the people behind the counter. The lounge comes first; the shop is part of it. Short sentences, real facts, no hype. No emojis and no exclamation points.

DO	DON'T
Come in for one. Stay for three.	Sales language that makes the lounge sound like a store, such as “shop now” or “limited-time deal”
The people who make the cigars, event-only releases, and a full room. No RSVP. Just come in.	Emojis or exclamation points, anywhere
No kitchen. Bring your own food.	Claims that are not in the facts above

09 PHOTOGRAPHY

Real photos *only.*

Only real photos of Lake Country Cigars, its people, and its cigars. Never AI-generated or stock images. The photos below are approved for press use with credit to Lake Country Cigars.



Lighting a Revival Connecticut Broadleaf

lccigars.com/media-kit/photos/lcc-revival-broadleaf-lighting.jpg · 2400 × 1714



A Revival Connecticut Broadleaf Maduro over an open box

lccigars.com/media-kit/photos/lcc-revival-broadleaf-cigar-and-box.jpg · 2400 × 1714



A box of Revival Connecticut Broadleaf Maduro cigars

lccigars.com/media-kit/photos/lcc-revival-broadleaf-box.jpg · 1920 × 2400



Lighting a cigar in the lounge

lccigars.com/media-kit/photos/lcc-revival-broadleaf-profile.jpg · 2400 × 1714



Leather couches and club chairs in the lounge

lccigars.com/media-kit/photos/lcc-lounge.jpg · 1500 × 1200



Regulars at the bar

lccigars.com/media-kit/photos/lcc-bar.jpg · 1600 × 1279



An aisle of the walk-in humidor

lccigars.com/media-kit/photos/lcc-walk-in-humidor.jpg · 1200 × 1800

10 MEDIA CONTACT

Get in *touch.*

Lake Country Cigars
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