

Cigar Insider

CROWNED HEADS: DRUM INSPIRED CIGAR, MADE BY A DRUMMER

BY DAVID SAVONA

The next cigar from Crowned Heads LLC has its roots in a drum beat—and it happens to be made by a former drummer. The cigar is called **Headley Grange**, which takes its name from the building where Led Zeppelin recorded the memorable and distinctive drum beat for “When the Levee Breaks,” a song that appeared on the album Led Zeppelin IV.



Most cigars are made with a flavor or tobacco leaf in mind. Jon Huber of Crowned Heads began this project with the song in his head and said he wanted a cigar that tastes the way the drums sound in the song.

Most cigarmakers wouldn't know where to start with such direction, but the cigars made for Crowned Heads come from Tabacalera de Alianza, a Santiago, Dominican Republic factory run by Ernesto Perez-Carrillo. Before Perez-Carrillo made cigars, he was a drummer in a jazz band.

When asked for specifics about the unusual order, Huber said in an interview with *Cigar Insider* that he wanted a cigar that was “big, thick and ominous—not big in the 60 ring gauge sense, but in flavor profile.” He said the smoke would be “completely different from **Four Kicks**, a little heavier and filled with power—the way [Led Zeppelin] recorded that song.”

Four Kicks, the first brand from Crowned Heads, is also rolled at Tabacalera de Alianza.

The cigar will have an Ecuador Sumatra wrapper, but the remainder of the blend is still “a work in progress,” said Huber. It will be launched at the trade show in August, with one size and in one shape. In 2012, Crowned Heads will release 25,000 Headley Grange cigars (1,000 boxes, each containing 25 cigars). “Next year 2013, we will expand the line to probably four sizes,” said Mike Conder of Crowned Heads. “It's not a limited-edition, it's just a limited release to get started.” ■