



Quickview

Company Custom Blends Franchise Services, LLC
47 North Port Royal Dr.
Hilton Head Island, SC 29928

Franchise contact Mark Tucci

Franchise phone (888) 253-6363

Franchise email franchising@customblends.com

Franchise website www.customblends.com

Year founded 1993, Franchising since 2005

Current locations 2

Investment required \$112,000–\$197,000

Franchise fee \$30,000

Royalty fees 6%

Marketing fund 1%



Get more information
on the 7 Valley's
franchise opportunity at
www.7valleys.com

A smokin' opportunity

More than 46 million U.S. adults smoke tobacco. That means nearly 1 in four adult Americans (25% of adult men and 20% of adult women) are smokers. The vast majority smoke heavily advertised and heavily taxed commercial brands that can contain any of 500 chemical additives. Since 1993, 7 Valleys Custom Blends has provided a growing legion of loyal customers an innovative alternative to the mass-produced products of Big Tobacco. They've helped to create a growing niche market by providing smokers with more and better choices and higher quality products at a significant cost savings.

More choices. Higher Quality. Lower cost.

How can a retailer provide greater variety, superior quality *and* cost savings? The key to the 7 Valleys Custom Blends shop is what's called RYO (Roll-your-own) and MYO (Make-your-own) cigarettes. 7 Valleys stores provide what customers need to make their own cigarettes. Some 7 Valleys customers roll their own cigarettes by hand, but most use handy little gadgets (which they also sell) to inject loose tobacco into premade paper "tubes," with filters already attached. The entire process takes a few seconds per cigarette, and many 7 Valleys customers roll their week's worth of cigarettes at the kitchen table or while watching the other "tube." For a little bit of time, they can create custom cigarettes to their own taste and specifications, at cost savings of up to 80% over commercially manufactured cigarettes.

Custom-blended farm fresh Tobacco

While cost-savings is a significant draw, the 7 Valleys Custom Blends brand is founded on a fanatical and enthusiastic dedication to providing a higher quality, more satisfying smoking experience tailored to individual preferences. The heart of the store is the bin display featuring 49 custom blends of farm-fresh tobacco, from the mild, slightly sweet taste of Blend 1 (an all-natural, additive-free blend of Virginia tobaccos) to the sharper, exotic Turkish tobaccos of Blend 24, to the cool menthol taste of Blend 15 (a full flavor American blend, with a hint of menthol) to the many specialty tobaccos with all-natural flavors (such as Hazelnut, Black Cherry, Dark Chocolate, and Peach). A wide selection of popular pipe tobaccos, cigars, rolling papers, machines, and supplies round out the highly refined product line.

An emphasis on consumables

7 Valleys Custom Blends concept should not be confused with the typical mall-based smoke shop that deals with lower-margin items like men's gifts, or newsstand-type shops that emphasize mass-produced products. Founder Mark Tucci has focused his store concept on "consumable" products that customers buy on a regular basis. He has also created a club-like, friendly store environment where knowledgeable team members provide a high degree of interaction with and education of its valued customers. Hence the company motto, posted in every store:

"If you don't smoke, don't start.

If you do smoke, smoke smart."

— Sean Kelly, IdeaFarm

Sean Kelly is president of IdeaFarm® (www.IdeaFarm.net), a leading brand development and marketing firm, and is the founder of FranchiseMarketing.com. Email him at info@IdeaFarm.net. For free franchise marketing information, visit www.FranchiseMarketing.com.

