

Poker Face® and Leaf Cutz® Join Arizona Hip Hop Festival for December 2026 Celebration

The Royal Lifestyle Group brands will support Arizona artists through a \$1,000 competition sponsorship, product showcases, giveaways, and exclusive branded merchandise.



A vibrant, stylized poster for the Arizona Hip Hop Festival. At the top, the Poker Face logo (crowned, with 'Culture over everything') and Leaf Cutz logo (with 'WE NOT CUT THE SAME') are joined by a large 'X'. Below them, a microphone stands in front of a city skyline at sunset. Two packs of Poker Face cigars (Tropical and Blueberry Lemonade) and two packs of Leaf Cutz cigars (Natural and Paradise Piña) are displayed. The central text reads 'ARIZONA HIP HOP FESTIVAL' in large, bold, graffiti-style letters, with 'RAP ARTIST COMPETITION' below it. A large '\$1,000 PRIZE' is prominently featured at the bottom. The background shows a crowd with raised hands and festival tents. At the very bottom, a calendar icon is next to 'DECEMBER 2026', followed by social media handles: '@POKERFACECIGARS', '@LEAFCUTZ', and '@AZHIPHOPFEST'.

ARIZONA
HIP HOP FESTIVAL
RAP ARTIST COMPETITION
\$1,000 PRIZE

DECEMBER 2026 | **@POKERFACECIGARS** | **@LEAFCUTZ** | **@AZHIPHOPFEST**

Phoenix, Arizona Sep 28, 2026 ([Issuewire.com](https://www.issuewire.com)) - Royal Lifestyle Group announced that its Poker Face® and Leaf Cutz® brands will participate in the Arizona Hip Hop Festival in December 2026, connecting both brands with Arizona's music, entertainment, and creative community.

As part of the festival, Poker Face® and Leaf Cutz® will sponsor a rap artist competition featuring a \$1,000 cash prize, supporting emerging talent and providing additional exposure for participating artists.

Festival attendees can also expect on-site Poker Face® and Leaf Cutz® brand activations, product showcases, giveaways, promotional items, and opportunities to receive exclusive branded merchandise.

“Arizona is an important market for us, and the Arizona Hip Hop Festival gives us an opportunity to support artists while introducing Poker Face® and Leaf Cutz® directly to the culture and community we are building with,” said Lewis J. Lowe IV, Founder and CEO of Royal Lifestyle Group.

Poker Face® offers premium leaf cigarillos in four varieties: Tropical, Natural, Cream, and Blueberry Lemonade. The brand is built around its CULTURE OVER EVERYTHING™ message.

Leaf Cutz® offers 3 PRE-CUT LEAF WRAPS per pouch in four varieties: California Cream, Paradise Piña, Natural, and Banana Bomb. Its brand message is WE NOT CUT THE SAME™.

The Arizona Hip Hop Festival appearance will give consumers an opportunity to experience both brands in person as Royal Lifestyle Group continues expanding its presence throughout Arizona.

Consumers can follow festival and brand updates on social media at @pokerfacecigars, @leafcutz, and @azhiphopfest.

About Poker Face®

Poker Face® is a leaf cigarillo brand developed by Royal Lifestyle Group with an emphasis on flavor, presentation, culture, and lifestyle. Its brand message is CULTURE OVER EVERYTHING™.

About Leaf Cutz®

Leaf Cutz® offers convenient pre-cut leaf wraps designed for consumers seeking a ready-to-use alternative to traditional whole-leaf products. Each pouch contains 3 PRE-CUT LEAF WRAPS. Its brand message is WE NOT CUT THE SAME™.

About Royal Lifestyle Group

Royal Lifestyle Group develops and markets lifestyle brands across tobacco, premium cigars, and coffee, including Poker Face®, Leaf Cutz®, Royal Flush®, and Las Caobas® Coffee.

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