



In the previous issue of the newsletter, we focused in detail on the topic of fake cigars and how to recognize real Habanos. Now we pay attention to another extremely important matter, namely the proper storage of cigars at home or in specialized air-conditioned rooms called walk-in humidors. We will give details about the Habanos ritual and how to properly light and enjoy the selected cigar.

## HOW TO STORE HAVANA CIGARS



Cuban cigars can be stored for a long time and, like wines, the more they mature, the more they develop their qualities. This is only provided that all requirements are met so that they do not dry out and are not damaged.

The ideal humidor is a „walk-in“ room entirely dedicated to the storage of cigars, in which the temperature and humidity are electronically controlled.

These can be found in dedicated cigar shops such as those belonging to the global boutique chain La Casa del Habano, Cohiba Atmosphere and in most Premium Cigars&Tobacco stores, where all cigars are kept in optimal conditions according to established standards.

Of course, for personal use, the industry offers humidors for everyone's home or office. These can be boxes or cabinets with drawers, specially designed to retain the humidity. The investment definitely pays off because it provides peace of mind for the quality of your favorite habano on hand.

The common alternative to storing cigars in the refrigerator is not recommended because refrigerators would dry the cigars out and there is a high possibility that cigars will absorb odors.

## ADVICES

We recommend the following instructions for proper cigar storage in a humidor:

For proper storage of cigars it is necessary to ensure that the humidity in the cabinet varies between 65 to 75%.

Pour only distilled water into the humidifier, otherwise there is a risk of cigar fungus caused by ordinary water containing microorganisms.

If the humidity rises more than 80%, leave the humidor door open for a while, 15-30 minutes, to normalize the usual levels.

Initially, moisten the sponge abundantly, as the wood on the humidor absorbs moisture for several days. Allow the sponge to be constantly moist.





## LOCKER SERVICE

Kaliman Caribe offers a locker service for professional cigar storage, regular quality control and optimal conditions in line with established international standards.

The availability of lockers in Cohiba Atmosphere Sofia and La Casa del Habano Intercontinental is limited and will be introduced in other sites of the retail network.

An application for renting a locker can be made on the spot in the boutiques according to certain conditions for renting a personal locker and a selected period of duration.

## RITUAL HABANOS



Two principles apply to the lighting of cigars.

The first is to light the cigar with a flame that does not contain any aroma. A lighter with gas or a match with cedar sticks should always be used. One should never light a cigar with a petrol lighter, a scented candle or a match with wax, because their aroma will be

transferred to the cigar.

The second principle is to devote the necessary time and attention to the ignition with the so-called Habanos Ritual. Nothing could spoil the enjoyment of a habano faster than a thin stream of smoke when smoking an improperly lit cigar.

Grasp the base of the cigar, place it 90

degrees to the flame and rotate it until the surface is evenly burnt. Place the cigar between your lips and holding the flame an inch from the cigar, puff (if necessary several times) until the flame at the end jumps. Continue to turn the cigar over the flame. Turn the cigar over so that you can see the burnt end and blow lightly on it to check that it is evenly lit.



## HOW TO SMOKE A CIGAR

True to the principle „If you enjoy it, then you are doing it right“, the following are basic recommendations for smoking a cigar. A cigar should be smoked slowly and with pleasure. Smoke should not be inhaled, as is the case with other tobacco products. It is pulled carefully and the smoke is left in the mouth to feel the rich tastes through the palate.

One should be relaxed and try to preserve the feeling of the mix of flavors and aromas of the tobacco blend. If the

cigar goes out, it is not a problem to resume with a new lighting, as the ash left on must first be removed.

The cigar can be smoked with pleasure up to at least  $\frac{3}{4}$  of its length. The ashes and what will happen to it should not be a matter of concern. When smoking a cigar, it is not customary to shake the ashes like a cigarette, but to let them fall into the ashtray alone. After the tasting, the cigar is not „put out“ in the ashtray, but is left to burn with dignity by itself.

## PRODUCTS ON FOCUS



**Cohiba**  
book travel  
humidor | 520.00 bgn



**Habanos D.O.P.**  
black  
humidor | 850.00 bgn



**Cohiba**  
glass top yellow and checkers  
humidor | 980.00 bgn



**Cohiba Lacado**  
desktop  
humidor | 1480.00 bgn

## CHOCOLATE SURPRISE IN COHIBA HUMIDOR



In addition to its primary purpose of keeping cigars at their best, the Cohiba Glass Top humidor tackled a real challenge during an online chocolate master class. The famous confectioner Radi Stambolov chose the Cohiba brand, which inspired him in the adventure of creating chocolate cigars. And they are not only a joy to the eye, but also a culinary masterpiece. A ring of edible paper and ashes of crumbs of French macarons completed their full authenticity. In addition to the recipe for their preparation, the course participants also learned interesting details about Cuban cigars.