



BEHIND THE GATES

Have you questioned yourself how much history and secrets cigar factories keep. Behind the walls of the „tobacco houses“ is kept the mystery of the creation of so many masterpieces. And the recipes for making the vitolas are known only to a few. Opening the doors of the factory, the smell of tobacco is truly intense, and behind the apparent calm of the torcedors lies professionalism and discipline, which are the result of many years of hard work and constant improvement. The mastery of the torcedor is worthy of respect like any other manual work, which is built with a lot of patience and

experience. Every movement of making the cigars is worked out and deft, and the result is always impressive.

In addition to the mystical story of the creation of the brands and the various vitolas, more information about the founding of the factories, their owners, celebrities, fans of the brand and other topics is available in various magazines, travelogues and books. Of course, many more details remain unwritten, passed from mouth to mouth, from torcedor to torcedor, from aficionado to another aficionado.



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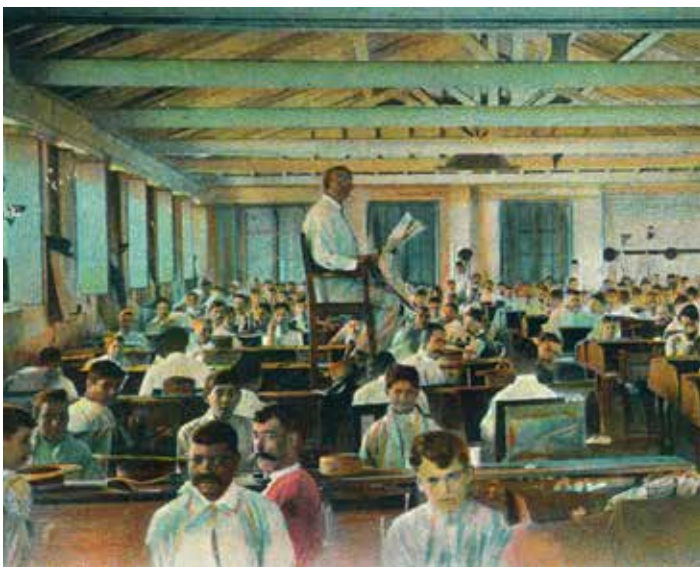
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THE READER AS A PROFESSION

At the end of the 19th century, literary readings began in the factories. The reader, possessing qualities such as eloquence, rich linguistic vocabulary and taste for literature, ennobles the process of creating cigars, encouraging the work of torcedors with interesting readings and thus enriches them in a cultural and intellectual aspect.

Since 2012, this tradition has been considered a cultural heritage of the Cuban nation, because since its inception on December 21, 1865, these readings have promoted important moments in the history of the country. And not only this. The creation of some of the most significant brands in Habanos' portfolio, such as Montecristo, Romeo y Julieta, were inspired by world classics.



It is no coincidence that Jose Marti, the apostle, master poet, journalist and essayist, was part of such readings, using the profession of reader as a means of communication, creating the preconditions for unleashing national identity.

As is the tradition of past centuries, literary readings take place in three shifts. They include instructions for organizing the daily work in the factory, provide information about the work process, as well as inform the torcedors about the results of sporting events.

At the very beginning of the profession, the texts that were used were mainly European works and philosophical titles. However, the 21st century presents new challenges with technological development. The readers must be in tune with this progress and they must have modern skills.

Today the profession is still relevant and continues to develop in the country of origin. 146 readers in the tobacco factories affirm the Cuban identity and their stories mark the history revealing.

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EL LAGUITO

Fábrica de Tabaco Torcido El Laguito is one of the most popular and interesting factories and at the same time one of the most preferred locations to visit by Habanos enthusiasts. It is a mansion located in the Miramar suburb of Havana.

El Laguito is also called the „House of Mysteries“. It was in 1966 that the most elite and exclusive brand in Habanos' portfolio, Cohiba, marked its famous beginning, and in 1970 it was officially named the place for the production of this brand. Cohiba becomes a symbol of Habanos, and the factory is a real emblem.

The building originally functioned as a cigar school (Escuela de Puros). For a long time, only women worked in it, as it was considered to be labor that required great concentration, and men were easily distracted. To this day, women predominate over male torcedors.



As part of the XVIII Habanos Festival and in honor of the 50th anniversary of the most iconic brand in Habanos' portfolio, the guests of the international event had the opportunity to take a closer look and experience the magical and elite place where Cohiba is created. Outside the Festival, the doors of the factory are closed for visits and therefore any such opportunity for open access is a privilege.

To mark the anniversary of the iconic brand, the manufacturers launched special anniversary editions Cohiba 50 Aniversario and Cohiba Majestuosos 1966, as well as a new addition to the brand's standard portfolio - Cohiba Medio Siglo.



COHIBA

THE LEADING BRAND OF HABANOS S.A.



Cohiba was established in 1966 specifically for the President Fidel Castro. At the time, the El Laguito factory location was top secret, and is now world-famous and synonymous with prestige. In the beginning, the cigar went beyond Cuba only as a gift for high-ranking visitors - heads of state and diplomats. Since 1982, Cohiba has been available on the open market, but in limited quantities.

The name of the brand comes from the word with which the members of the ancient Indian tribe Taino called tobacco leaves. The natives of Cuba smoked these bundles, and so this was the earliest known form of cigar that Columbus first saw there.

The Cohiba tobacco leaves are a „selection of the selection“ of the top five plantations in the San Juan y Martinez and San Luis areas in the Vuelta Abajo region.

The unique thing about Cohiba cigars is that two of the types of leaves in the filler, seco and lijero, undergo a third fermentation in barrels, which gives the blend softness.

There are two distinctive lines of Cohiba: medium and medium to strong cigars in Linea Clasica, introduced between 1966 and 1989; and medium strength cigars in Linea 1492, established in 1992 to mark the 500th anniversary of Columbus' epic voyage. Ten years later, in 2002, a new size was added to the Linea 1492 - Siglo VI. All sizes of Cohiba are „totalmente a mano, tripa larga“ - entirely handmade, long filler.





PARTAGAS



HABANA · CUBA

FACTORY



Mr. Jaime Partagas gives the name of the oldest and among the most famous factories. It was founded in 1845. Focused on the idea of creating a unique blend, the young Jaime began to explore, to try different options and even created 67 vitolas, which give a typical product, distinguished by the strength of his blend. The original building of the Fabrica de Tabaco Torcido Partagas was on Calle Industria 520 until it was moved to Calle San Carlos, where it is still located today.

From 2018, the production of two completely new vitolas from Linea Maduro (Maduro N2, length 120 mm and ring 55, and Maduro N3 with a length of 145 mm and a ring of 50) begins.

All Partagas vitolas are manufactured in the factory of the same name. The raw material for making the brand's cigars is carefully selected from the tobacco in the Vuelta Abajo area and has an extremely rich aroma.

The Anejados concept debuted in 2015. The Retro line was launched in 2017 with Partagas Capitols - cigars in a metal package with an extremely attractive design, inspired by the original retro cigarette cases, which were a hit in the 70s of the last century. Today, Partagas Capitol are highly valued and sought after by collectors around the world.

The Partagas factory is the second to introduce professional readers of literature and daily news, while the torcedors roll up the cigars. This old tradition is present in the nearly two-century history of the factory, during which several generations of torcedors have worked with the stories of the successes, ups and downs of dozens of heroes of world-famous classics.