

Habanos NEWSLETTER

EXCLUSIVELY PRESENTED BY

KALIMAN CARIBE

ISSUE 14 | MARCH / APRIL 2013



Do not miss to enjoy a coffee or rum with a cigar at the new opened **Cafe Cubita** (9 Enos Str., Sofia). There you could find the full portfolio of Cuban gourmet products: high class Cuban coffees and variety of rums.



Premium Cigars&Tobacco enriched its chain for Cuban cigars and tobacco products and accessories with two new locations at **Paradise Center** Sofia and downtown the Albanian capital **Tirana**.

*Premium Cigars&Tobacco Albania

LAUNCHING

COLECCION HABANOS 2011 OBRAS COMPLETAS

The beginning of the first Habanos „book“ date back to early 2002 when the first volume was presented — the one of Cuaba. In each of the following years the Spanish-Cuban company has consistently pinned the attention to its aficionados with Partagas Serie C N1 (2003), Hoyo de Monterrey Lusitanias (2004), Romeo Y Julieta Fabulosos (2005), Trinidad Torre Iznaga (2006), H. Upmann Magnum Especial (2007), Cohiba Sublimes Extra (2008), San Cristobal O'Reilly (2009) and Bolivar Gran Belicoso (2010). Except for the debut series, which was released in 300 units, all other were released



in 500-units. Cohiba's popularity at a later stage and the growing interest in existing editions at that time, was a reason enough

to double the circulation starting 2008. Nonetheless, the circulation still remains very limited with its 1,000 books worldwide.

In 2007, we got introduced to Trinidad Torre Iznaga, which virtually swept those who managed to try it away. Year 2008 was dedicated to Cohiba and 2009 to San Cristobal de La Habana, whereas today it is “Obras Completas” or “Collected works” of Coleccion Habanos which has been earning the spotlight.

The issue contains 3 units from each release issued over the years. These vitolas have never been and will not be repeated in the portfolio of the respective brand “book”.

THE 10 VOLUMES OF THE COLLECTED WORKS:

CUABA, SALOMONES (CEPO 56 X 184 MM)

The first book of the collection, 2001. Beautiful, massive double-figural cigar. Issued in 300 units

PARTAGÁS, SERIE C N1 (CEPO 48 X 170 MM)

2002, 300 units

HOYO DE MONTERREY, EXTRAVAGANZA (CEPO 50 X 180 MM)

2003, 500 units. Long and thin, this vitola is specially designed for aficionados of the sophisticated formats and the lighter taste.

ROMEO Y JULIETA, FABULOSOS N6 (CEPO 52 X 180 MM)

2004, 500 units

MONTECRISTO, MARAVILLAS N1 (CEPO 55 X 182 MM)

2005, 500 units. Issued for the 70th anniversary of the brand

TRINIDAD, TORRE IZNAGA (CEPO 52 X 170 MM)

2006, 500 units. The first book on the Bulgarian market

H.UPMANN, MÁGNUM ESPECIAL (CEPO 55 X 170 MM)

2007, 500 units

COHÍBA, SUBLIMES EXTRA (CEPO 54 X 184 MM)

2008, 1,000 units. For the first time, due to the great interest in the Habanos “Library”, the number of units were increased to 1,000 worldwide

SAN CRISTÓBAL DE LA HABANA, O'REILLY (CEPO 56 X 160 MM)

2009, 1,000 units. Except for the 10th anniversary of the brand, all other names in this book were in honour of streets in Old Havana

BOLÍVAR, GRAN BELICOSO (CEPO 54 X 184 MM)

2010, 1,000 units

REPICA OF HOYO DE MONTERREY MARAVILLAS N1

By 2006, the term "Replica" was used only for representatives of those old humidor reproductions offered at charitable auctions at the end of any of the 8 to that date editions of the Habanos Festival in Havana. Reminiscent of jeweller workmanship since they are made by the hand of a single master, they were sold at an auction to the happy owner and the memory about them stayed on only in the brochures about the auction.

The trend was broken in 2006 when for the first time Habanos surprised us with their most luxurious line which combines collection worth and extremely creative artistry: a replica. Partagas took the lead with a humidor replica from the early twentieth century and the grand format Sobresalientes. There followed H.Upmann (2007), Romeo Y Julieta (2008), Montecristo (2009) which for the first time put Bulgaria on the map of the world Habanos collectibles. All representatives of this ultra chic line



were extremely limited and did not exceed 250 to 350 units worldwide.

Today, we are pleased to present the latest jewel in the crown of the ultra

limited editions: a replica of an antique humidor under the brand Hoyo de Monterrey.

Maravillas N1 is a format which does not exist in our portfolio brand. For the first time, it appeared under the Hoyo de Monterrey brand in the late 60s of the XX century as an exclusive offer for the enthusiasts of Cuban temptations in London. In commemoration of the 70th anniversary of the brand in 2005, that vitola was also released in the issue „Coleccion Habanos“.

With its length and calibre Maravillas N1 could be easily referred to the group of impressive cigars. Ideal for special occasions and for smokers who want to draw long-term pleasure and full saturation of the senses. With its release in the luxury boutiques of the chain „La Casa del Habano“, this will be the most impressive format on the market - unfortunately only 350 units worldwide.

PRESENTATION:

- handmade, solid humidor made by the artist Ernesto Aguilera
- humidor replica made in London in the late 60s of the XX century
- 50 units of Hoyo de Monterrey Maravillas N1
- limited to 350 numbered boxes worldwide

HABANOS BULGARIA

HABANOS LIFE

Two events took place with the participation of Habanos and left their imprint in the nightlife of cigar connoisseurs in Sofia and Varna.



On March 1, fans of Cuban cigars in the capital city remained in the grip of Cuban culture during the specially dedicated to the „Island of Freedom“ night at La Cubanita bar&dinner. Guests completely immersed themselves into the authentic Cuban atmosphere

garnered by a thematic menu with exquisite culinary delights, tasting Cuban rums and, of course, the Habanos temptations. Among the attendants were the Ambassador of Cuba to Bulgaria HE Teresita Camacho, many celebrities and media representatives.

In parallel with the happening in Sofia, Bulgaria's sea capital Varna also left their imprint and contributed to the cultural life in the country. The event

was hosted by the renowned restaurant „Captain Cook“. The mood was high due to the live performances of famous Cuban songs by the Mango Duende

band. Cigar sommeliers from „Kaliman Caribe“ presented to attendants the latest products of Habanos s.a. and saw to putting them to utter comfort.

BLITZ INTERVIEW



Biser Tashev is a manager of "Moto-Pfohe", Plovdiv. Mr. Toshev is a winner of the prestigious prize Habanos Special Award, awarded by Kaliman Caribe in 2011 for his contribution to the choice of a name for the first regional cigar issue to Bulgaria Bolivar 681.

The time for cigar is time

For pleasure, to rest and to have a pleasant relaxation after a hard day's work.

The best combination is cigar with

...with friends. But sometimes the cigar itself is enough.

My favorite cigar is

My favorite cigar is Partagas Serie P N2 because is extremely balanced, with expressed aroma and is a representative of my favorite vitola Pyramide. For a daily quick consumption, I prefer the two vitolas of H.Upmann - Corona Major and Half Corona. I also like Bolivar 681, because of the name and the emotion it brings to me /I am its godfather, after all/. My

„I consider Cuban cigars are a philosophy, emotion and choice. The cigarette brings dependence while the cigar — this is a choice related only to pleasant emotions. I never smoke a cigar when I am in a bad mood.“

My first Cuban cigar

It was a long time ago in the mid-1980s. I was then a student in the Plovdiv High School of Mathematics. There were some shops for cigarettes in the city where they were also selling Cuban cigars and cigarettes. I remember Montecristo and Partagas. We smoked the cigar like a cigarette. Well, we managed to smoke only half of it. You probably guess what the result was...

My first conscious contact with cigars dates back to 2007, and I only prefer the cigars from the Habanos portfolio. I have tried other brands, from other countries around the world but that was only to convince myself once more of the exquisite qualities of Cuban cigars.

The thing that impresses me most in the Habanos cigars is

Their unique aroma due to the tobacco properties and the climate and soil specifics of the Island. Even the premium brands from the region, with rare exceptions, cannot come to terms even with medium-class Cuban cigars. But all is up to one's taste and correct storage.

love towards history dates back to the beginnings of my professional career. I used to be a teacher for several years. I am also a fan of H.Upmann, Montecristo, Romeo y Julieta, Partagas, Hoyo de Monterrey, Vegas Robaina and of course Cohiba, and Trinidad.

The style of a Habanos aficionado stands out with its

...unobtrusiveness. The size here does not matter. The pleasure of the cigar is personal experience. I hope you will allow me a deviation since I work in a sphere which I know brings pleasure to a large part of your clients. I compare this to the pleasure of driving of my favorite premium brand cars.

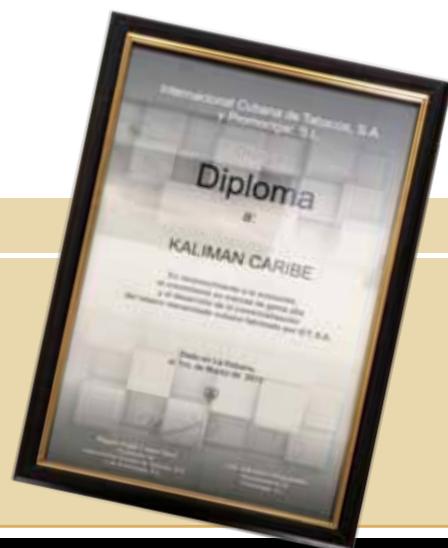
HABANOS SPECIAL AWARD 2011

The history with cigar which you will never forget

...is personal.

My personal recommendation to cigar beginners is

Do not compromise on quality to enjoy the pleasure and to feel the emotion of a real aficionado.



THE HABANOS WORLD

PRESTIGIOUS AWARD FOR KALIMAN CARIBE

During the XV Habanos Festival Kaliman Caribe Ltd. won a prestigious recognition and a certificate for its contribution to the development of top brands Cohiba, Montecristo, Romeo y Julieta, Partagas, etc. in Bulgaria, Macedonia, Albania, Armenia. The Diploma was given along with a painting by Saida del Rio, a Cuban vanguard artist renowned worldwide.

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THE HABANOS WORLD



XV Habanos Festival marked the attendance of Cuban cigar connoisseurs from more than 70 countries, as well as international stars who are fans of the best tobacco in the



world. All of them enjoyed the topical for this year presentations of Habanos S.A. and the unique program during the one-week event in the end of February in Havana, Cuba.



MONTECRISTO AND PARTAGAS TOOK THE CENTER STAGE DURING THE XV HABANOS FESTIVAL IN CUBA

Two new vitolas of Montecristo: Petit N2 and Double Edmundo, the first Partagas Gran Reserva, as well as the anew brand release of Vegueros concentrated the interest of visitors at the XV Cigar Festival in Havana.

The presence of important persons such as Boris Becker, the singer Omara Portuondo, the NBA player Gary Payton, the Italian tenor Dario Balzanelli and the interesting view to the world of gourmet gastronomy, as well as the alliance between Habanos and Rioja, were among the basic highlights during the exclusive festival.

The sales of Grupo Habanos marked a considerable growth of 6% in 2012. During the traditional humidor auction were collected more than 1.3 million dollars for the Cuban public health system.

During the Festival also were held the XII International Competition for Habanos Sommelier with the winner Pedro Tejeda Terres (Cuban from La Bodegida del Medio), while the best combination of wine and a cigar proved the first place of the French Fabrice Somier. The II International Festival Habanos in Images this year focused on photography. Osiris Oramas from restaurant La Barca won the III Habanos Cata Ciega - blind tasting. The avanguard Croatian cooks Grigur Bacsic, Zoran Simunic and Pantelia Pekic, members of the Gastronomadi club, presented their chef d'oeuvres in the kitchen by using the best tobacco in the world. The alliance between Habanos and Rioja, with the selection of the best combinations between the reserved seats for origin was one of the top themes at the Festival.

THE MONTHLY MEETINGS OF HABANOS AFICIONADOS: EMBLEMATIC FOR CIGAR AFICIONADOS



Cigar aroma, Cuban rum and nice conversations. This was the atmosphere at the last meeting of Cuban cigar aficionados in Tirana. By tradition, the meeting was held in La Casa del Habano where numerous guests enjoyed the rum CubayAnejo and, of course the Habanos cigars.

Along with the event in Albania, Sofia

hosted a traditional monthly meeting too. This time, the guests were challenged with a quiz in the field of the "black gold of Cuba" as well as with a present to one f the lucky guests.

The tradition of the monthly meetings dates back to more than six years and since ever then it has gathered renown aficionados and followers of the Habanos culture. The society of Cuban ci-

gar aficionados is growing ever larger. A testimony to this is the ever growing interest in the meetings and by the participation of a growing number of young aficionados who make their first steps in the world of Habanos cigars.

The monthly meetings in Sofia are held every last Tuesday of the month at Bar Havana /7 Enos Str., Sofia/.