

Dear friends of the Habanos cigars,

According to the tradition in the fourth edition of the Habanos Newsletter we will acquaint you with:

The new masterpieces from Habanos
The Habanos events from Bulgaria and around the world
Curious stories

Wish you pleasant moments in the company of our Habanos Newsletter!

Kaliman Caribe Team

INVITATION

Summer monthly meeting of the Habanos Cigars fans
at Open Cigar Bar of La Casa del Habano
/4, Narodno Sabranie Square, near Radisson Hotel, Sofia/

Cuba Lounge evening

On **26 July, Tuesday**, after **18.30 h.** we have the pleasure to invite you to the traditional monthly meeting, which, especially for the summer, will be held in the new **Open Cigar Bar of La Casa del Habano**, Radisson Blu, where the positive emotions and the Cuban temper go on. This time the motto of the meeting is Cuba Lounge evening. We expect all fans of the Cuban cigars to come with their best summer mood. From us — Cuban exotic presented with the book of the world-famous writer Adriano Martinez Rius - The Great Book of the Habano, lounge music, drinks and, of course the best Cuban cigars.

We will be glad to see you!



LAUNCHING

We have the pleasure to present to you the latest masterpieces of Habanos.

Romeo y Julieta Exhibicion N.4



Name of gallery: Hermoso N4
Length: 127 mm
Ring: 47
Calibre: Average

Other representatives of Hermoso gallery:
El Rey del Mundo Choix Supreme; Vegas Robaina Famoso

Partagas Aristocrat



Name of gallery: Petit Cetro
Length: 129 mm
Ring: 40
Calibre: Small

Other representatives of the Petit Cetro gallery:
Romeo y Julieta, Coronita en Cedro

Being the closest format to Robusto, Hermoso possesses both individuality and representativeness. The vitola is suitable both for beginner smokers and for ladies who touch the magic of the Havana cigar for the first time. Having appeared 26 years earlier than Short Churchill, this vitola expresses the typical early Romeo y Julieta taste.

Budget cigar, yet having the strength and persistence of “Character Partagas”, in particular if smoked more dynamically because of its permeability. It is also suitable for beginner smokers, who are not strangers to intensive tastes.

Exclusive from HABANOS

Habanos News

Bulgaria

The Great Great Habano The Cuba bestsellers by Adriano Martinez Rius

The Great Book of the Habano is the latest and most significant book of the world-famous writer Adriano Rius. The author is an economist and until his retirement in 1998 was used to be advisor to several presidents of Cubatabaco and Habanos s.a. This gave him the opportunity to participate in the most important decisions taken during the period 1985-1995, a decade of significant changes in the commercial and financial ambits of these two tobacco enterprises.

The luxurious edition of The Great Book of the Habano is bilingual (English and Spanish), and the ten chapters and hundreds of photos, which it contains, cover perfectly the different Habano aspects — it's social significance, historical review, vitolas' origin, first factories, the great brands, as well as an unpublished historical vision of the company's commercialization up to the 21st century. Written in a fresh and casual language, through its 352 pages full of stories and more than 900 wonderful images, The Great Book of the Habano will undoubtedly contribute to the consolidation of the Habanos culture. From the pages of the book the exotic and the centuries-long history of Cuba appear alive before the eyes of the reader and take them to a different reality and traditions.

With his twenty years of experience in Habanos, the author Adriano Rius is “the chef in the kitchen” of the world's best cigars — “our man in Habanos”. Among his other famous titles, available to the Bulgarian audience, are the books **Habano the King**, with its second, enriched edition, **The Great Habano Factories** and the latest replenishment to the collection - **The Great Book of the Habano**. You can find the writer's latest book in La Casa del Habano and Premium Cigars & Tobacco stores.



Habanos took part in Never ending story

On June 15, in Sofia, a gourmet party, organized by Wine cellar Edoardo Miroglio, told the story of wine. Thus the company launched the latest replenishment in its portfolio — the series Never ending story — the real taste of the Bulgarian wine. Habanos was a partner for the representation in the role of a unique point of the event. Mr. Edoardo Mirolio enjoyed personally Cohiba Genios, which he preferred as an addition to his glass of sparkling wine. The unique Cuban cigars added not only value to the evening but they were an addition to the pleasure of the guests providing a double enjoyment to their senses. That is how the strong relationship between quality wine and the unique taste of a high-class cigar was proved, making together a perfect combination. Among the guests at the event were wine connoisseurs, admirers of gourmet cousin along with fans of cigars including ambassadors, show business representatives and businessmen.



Code: Luxury

On June 25, at the biggest yacht port in Bulgaria — Marina Dinevi, a spectacular yacht parade gathered the business elite. The top event is part of the specialized yacht exhibition in St. Vlas. An exclusive guest of the event was Habanos, adding Cuban spirit to the elite environment of the party. Along with the super luxurious yachts, the Habanos cigars also “marched in procession” before the hundreds of guests of the event. A professional cigar sommelier consulted the attendees how to distinguish their vitola and enjoy it. The guests also emerged in the mystery of cigars with the demonstration of the so-called “Habanos Ritual”, namely the steps to offer and kindle a cigar. Just like in the fairy tales the luxury parade went on until dawn with a fashion review and a musical programme.



Habanos aficionados and the best cocktail

Where else can one find the perfect combination of Cuban rum Varadero and the latest masterpieces of Habanos if not at the monthly meeting of the cigar fans in Bar Havana. Apart from the pleasure to exclusively taste the newest vitolas, the guests faced the challenge of finding the suitable combination with them by offering their own cocktail recipe. This was the task of all people present on June 28, at 7 Enos Str.— the well-known Cuban oasis in the heart of Sofia. The loved by everyone traditional Mojito cocktail was announced to be the best cocktail of the evening, but it also had a specific personal touch expressed in the addition of a special ingredient — 3-year old rum Varadero.

If you want to escape from the hot summer temperatures with something pleasant and really fresh, this is what the masters from Bar Havana heartily recommend:

Cocktail Centenario

Ingredients: 30 ml 7-year old rum Varadero; 30 ml 5-year old rum Varadero; 20 ml triple sec; 20 ml liquor coffee; 15 ml lime fresh (or juice from half a lime) and 5 ml grenadin.

Put all the ingredients in a shaker and shake well. The mixture is then poured into a highball glass full of ice and is decorated with a slice of orange, grapefruit and a stalk of peppermint.



HABANOS and the world records

Habanos News

The world

HABANOS and the world records

The event which made the guests of Havana to think in figures and records was the visit of the tallest man on the planet. This is Sultan Kusen, Turkish by origin, with the impressive height of 2.47 m, he was among the guests of a youth organization in the capital of Cuba. Kusen, who holds the records for the longest hands and feet in the world too, was tempted by the hospitality of Havana and by Cohiba Esplendido as well.



INTERESTING The Devil's Advocate

This true story took place in the town of Charlotte, New Carolina. A local lawyer ordered a box of cigars from abroad (it contained 24 cigars). They were of a very rare and expensive type (15 000 \$ a box!). After the cigars had arrived, the lawyer insured them against theft and fire. A month later the lawyer, having smoked up the cigars, brought a claim against the insurance company for the payment of damage under the insurance policy. In his claim he explained in detail that the cigars had irreversibly perished "as a result of a series of small fires" and insisted on the company's paying them. The insurers refused and referred to the evident and indisputable circumstance that these "small fires" resulted from the fact that the lawyer personally liquidated the cigars by smoking them up, which is the most popular way of consuming them. After a contested lawsuit the lawyer won the case and the company paid him 15 000 \$ to cover the "loss" of the precious cigars in "the series of small fires". However, the insurers were soon able to "strike back" and brought, in turn, a claim against the lawyer for causing 24 "small fires", by which he intentionally damaged the insured property. Despite his opposition, this time the lawyer lost the case and, as a consequence, was sentenced to 24 months and to a fine in the amount of 24 000 \$ as compensation for the insurer.

