

Dear Habanos aficionados,

By this fifth issue of the Habanos Newsletter we are going to make you familiar with new exclusive products of the brand, to reproduce the atmosphere of key events in Bulgaria and according to the tradition to share with you an interesting information.

Enjoy your time with the Habanos lifestyle!

Kaliman Caribe Team

SAVE THE DATE

Monthly meeting of the Habanos aficionados at Open Bar of La Casa del Habano
/4, Narodno Sabranie Square, at Radisson Blu Hotel, Sofia/

We are pleased to invite you to the monthly meeting of Habanos aficionados, to be held on September 27, Tuesday after 18:30 at the Open Bar of La Casa del Habano.

Join us to open the new business season by enjoying Cuban cigars, liquors and mood.

A mini exhibition of paintings, depicting the unique Cuban exotic is intended to raise the perception of enjoyment.

We expect you to bid farewell to the summer and welcome jointly the season of the Havana cigar!

Premium Cigars&Tobacco now in Veliko Tarnovo

At the end of September opened a new Premium Cigars&Tobacco shop that is the 20th of the prestigious chain for Cuban cigars, tobaccos and smoking accessories. Traditionally, customers could find all items of the Kaliman Caribe Ltd. products' portfolio — hand made Cuban cigars, machine made cigars and cigarillos, pipe and cigarettes tobaccos, cigarettes, rum and gourmet products, smoking accessories. Customers are served in a highly professional manner and guaranteed the finest quality. The style of the Premium chain is gently permeating the ancient boyar atmosphere of the city. New, enhanced approach of offering the variety of individual and corporate gifts has been introduced in all the Premium Cigars&Tobacco shops.

You are welcome in the **Premium Cigars&Tobacco Veliko Tarnovo** shop on 23, Vassil Levski Str., daily from 09:00 trough 21:00 o'clock or you might call by phone at +359887502355.



LAUNCHING

We will present what is to be expected from Habanos at the fall's beginning. Though most of the surprises to begin with the new special collector's editions near Christmas time. But before that it is worth seeing what is actual in the months to come:

Montecristo Grand Edmundo Edicion Limitada 2010



Name of gallery: Canonazo
Length: 150 mm
Ring: 52 (20,64 mm)
Calibre: Large

After the outright success of the first limited Sublime under the form of Montecristo Sublime Edicion Limitada 2008, aficionados enjoy this year once again the Grand Edmundo, the avant-garde of the global sales leader „Monte“, which is incorporating the concept of an improved and „fine-tuned“ Edmundo. However, the format of the new limited edition of the cigar has not been derived from the Edmundo. It was named Canonazo, well known from one of the most successful and admired vitolas — „the queen“ of Cohiba — the fascinating and fine Siglo VI. And this is the only cigar of this format before the Limitada. The success of the new vitola is supported by the fact that the reign of cigars, albeit with small steps, is moving slowly to not as long, fast „short“ forms. The presence of an impressive ring and serious length is clearly not preventing the Montecristo Grand Edmundo to rank among the top places for most rated proposals in 2010.

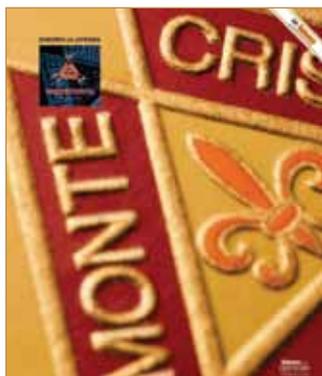
We invite those of you who still have not yet tasted the better Maduro Edmundo to do so, as quantities of this vitola are already seriously limited.

Partagas Serie D Especial Edicion Limitada 2010



Name of gallery: Gordito
Length: 141 mm
Ring: 50 (19,84 mm)
Calibre: Large

Soon after the emergence of the new scarce Partagas edition from Habanos, labeled 2010, passionate smokers and collectors were surprised with the news about the „successor“ — a D Series sample. The last two Edicion Limitada of Partagas certainly proved that, leaving far behind the competitors limitadas by demand and sales. The D-Series of Partagas means strength and complexity of taste, typical of the brand, while the Gordito format is more balanced and versatile. In conclusion, D Especial was one of the most tempting offers in the passing year!



Exclusive about HABANOS

Cuba – rum, cigars and a book

On the August 30th, the Summer monthly meeting of the appreciators of the „Cuba’s dark gold“ in the Open Bar of La Casa del Habano, the special guest prof. Venko Kanev from the Bulgarian publishing house „Le Monde Diplomatique“ presented exclusively for the Habanos aficionados the book „100 hours with Fidel“. The topic appeared not accidentally — on the 13th of August, Fidel Castro turned 85 years of age. In the presence of Habanos aficionados and media representatives Mr. Kanev, the editor-in-chief of the book opened the curtain of some interesting facts about the personality of Fidel described therein, and added personal impressions as well. Exclusively, attendees had the opportunity to see also the autograph of Fidel Castro and enjoyed his favorite cigars Cohiba Lancero.

For the conclusion following the conversation about Cuba and Castro, a poll with three provocative questions related to the book provided a gift-copy of the book to the person, who demonstrated best knowledge. Congratulations to the winner!

About the book „100 hours with Fidel“

For the first time Bulgaria saw a book that is most close to the definition „autobiographical“ for the whole life of Fidel Castro. A series of interviews with the legendary revolutionary arranged in chronological order, giving a profound and extensive picture of his route from the Jesuit School to the summit of the world political scene.

„100 hours with Fidel“ is available in Bulgaria since 2010 and could be found in the shops of Premium Cigars&Tobacco around in the country, as well as in La Casa del Habano.



How Habanos & Playboy met in golf



On September 3rd Habanos was the special guest at the first ever Playboy Golf Tournament in the Pravets Golf Club. In addition to the game and the company of attractive Playboy-girls, the golf elite did not forget to pamper themselves with the unique taste of Cuban cigars, multiplying the pleasure by three.

Enjoy the Habanos involvement in the upcoming PGA Professional Championship of Europe, which is considered to be the most important tournament in the European professional golf. Professionals from 31 countries are expected to take part.

Cross your fingers for the team of Habanos, which will participate in the tournament under the name of Montecristo.



Exclusive about HABANOS

Habanos News

The world

HABANOS Women and cigars

Until the 90s of last century, European and North Americas inhabitants considered smoking cigars as a male entertainment and a taboo for females. At the end of the past millennium, things began to change. The merit therefore belongs to some of the mostly open-minded and daring actresses and super models. By their reputation, gained in movie productions and world stages, they gradually turned the public opinion by 180 degrees.

Major breakthrough in men sanctum made Linda Evangelista who was the first woman to appear on the cover of the magazine Cigar Aficionado. She was followed by connoisseurs of cigars, including Demi Moore, Sharon Stone, Claudia Schiffer, Bo Derek, Brooke Shields, Raquel Welch, Susan Lucius, Gina Gershon, Monica Lewinsky and others. Famous ladies from the recent and the distant past were known for their affection to cigars and cigarillos. Among them were also George Sand, Greta Garbo, Marlene Dietrich, Bonnie Parker and Bette Davis. Among female cigar connoisseurs there are contributors for shaping their modern form. Very interesting in this connection is the legend about the origin of the cigar paper ring. According to many experts its inventor was Catherine the Great. Her biographers maintain that the empress was who asked her supplier to put rings on cigars so as not to stain her white gloves.

There is no shape or size of cigars on the markets specifically designed for ladies. Cigars and cigarillos in all sizes and shapes are intended for both sexes. Many of the favorite cigar-shapes for men are preferred by women as well, however most liked cigars by ladies is the Panatela size that is thin and of a medium length.

