

Dear friends,

We are dedicating the eighth issue of the Habanos Newsletter to the most significant event in the world of premium cigars globally — the annual Habanos Festival. As is tradition, we are acquainting you with the featured products of Habanos and tell you about events in Bulgaria and worldwide.

Best regards,  
Kaliman Caribe Team

## SAVE THE DATE

### MONTHLY MEETING

We are greeting the spring in high spirits and with a cigar in the hand — be our guests at the monthly meeting of the friends of Cuban cigars on Tuesday, **27 March**, after **18:30** at Cigar Bar Habana, 7 Enos Str., Sofia.

We will be waiting for you there with a specially prepared tasting and, of course, the highest quality Cuban cigars.

## LAUNCHING GRAN RESERVA Montecristo Gran Reserva 2005



Name of gallery: Piramide  
Length: 160 mm  
Ring: 52  
Calibre: Large

Other gallery products: Vegas Robaina Unicos; H. Upmann Upmann N2; Cohiba Piramides Millenium 2000; Partagas Piramides EL 2000; Cohiba Piramides EL 2001; Hoyo de Monterrey Piramides EL 2003; Diplomaticos Diplomaticos N2; Partagas Serie P N2; Cohiba Piramides EL 2006; Romeo y Julieta Piramides; Cuaba Piramides EL 2008.

Other editions of the Gran Reserva series: Cohiba Siglo VI Gran Reserva 2003 (2009 edition).

A new peak in the grading of premium Havana cigars — Serie, Edicion Limitada, Reserva — has been reached with the addition of Gran Reserva. This new concept would delight even the hardest-to-please fumadores because it means that the specially selected leaves have matured for 5 years — something of which no other line can boast. Gran Reserva cigars are produced after selecting the best leaves for the relevant brand and for the relevant existing vitola. The five leaves, comprising cigars under the Gran Reserva logo, mature over a long and caring 5-year period during which the ideal physical parameters for their aging are maintained. This ensures that the composition has an exceptionally fine, soft and balanced taste, while at the same time being enriched by natural flavours that cannot be found in another product line. This is the case because during

the natural fermentation the relative share of unwanted substances decreases to the benefit of the essential oils (the aromas in the cigar), which saturate the leaves thereby becoming more clear and expressed.

The only example to date is Cohiba Siglo VI Gran Reserva 2003, released in Bulgaria at the end of 2009 and delighting aficionados and collectors only over a period of a few months.

Montecristo N 2 is the brand's emblem — the most liked vitola under the Montecristo brand and the most popular piramide in the entire Habanos portfolio. The expectations of the new Gran Reserva are for a more mature and mellower Montecristo N 2, 2005 harvest.

Features:

- Format: Piramide
- classic ring, original to the brand
- second ring indicating Gran Reserva
- 2005 harvest
- luxury box with a stylish clasp mechanism and finished in Chinese lacquer, fits 15 cigars
- limited supply of 5,000 boxes

## TRAVEL RETAIL

### Hoyo de Monterrey Double Epicure 2010



Name of gallery: Dobles  
Length: 155 mm  
Ring: 50  
Calibre: Large

Other gallery products: Partagas Serie D N2 EL 2003; Trinidad Robusto Extra; Punch Super Robustos ER 2006 Asia Pacific.

Travel Retail is a relatively new concept, started in 2006 and offering new or existing vitolas, with the packaging of the few in number cigars suitable for easy transport and providing perfect storage conditions. The beautiful design means they are also suitable as a gift. Travel Retail represents a revolution in the Duty Free segment — offering of Habanos cigars at airports and resorts.

The most successful line of Hoyo de Monterrey — Epicure — is the brand's calling card.

- 1960 Epicure N 2: pre-Revolution cigar
- 1960 Epicure N1: pre-Revolution cigar
- 2004 Epicure Especial Edicion Limitada
- 2008 Epicure Especial
- 2010 (2012 edition) Double Epicure

Features:

- Dobles format used for the first time in the brand's portfolio
- classic ring, original to the brand
- second ring indicating the Epicure line
- tightly sealable luxury box, fits 15 cigars, equipped with a small humidifier
- limited supply of 4,000 boxes

## ONLY LA CASA DEL HABANO

### Ramon Allones - Allones Superiores La Casa del Habano 2010



Name of gallery: Corona Gordas  
Length: 143 mm  
Ring: 46

Special editions intended only for the most luxurious cigar franchise in the world. La Casa del Habano represents luxury, leadership and innovation in terms of service with its more than 190 boutiques.

Cigars of the exclusive Only La Casa del Habano line are the calling card of any self-respecting member of the Habanos elite.

The first Corona Gorda in the portfolio of Ramon Allones was born in a regional edition: Seleccion Suprema — exclusively for Italy in 2005. This wonderful format is

extremely easy on the eye and a very pleasant smoke. In terms of taste, it is impressive enough to satisfy even the choosiest aficionados of the brand, and not only them.

Features:

- Format: Corona Gordas
- classic ring, original to the brand
- second ring indicating the La Casa del Habano line
- limited supply of 5,000 boxes, 10 cigars per box

## Habanos News

### Bulgaria

29.02.2012

## Cuban cigars Habanos enchanted the attendees of the second cross-media meeting in Varna

At the Club Vintage 33 in Varna, media and business representatives immersed themselves in the works of Frank Sinatra, quality drinks and the incredible hand made Cuban cigars. All guests of the seacoast capital were given a special treat with the exclusive presentation of Bolivar 681 — the First Regional cigar edition for Bulgaria by the Habanos Corporation.



The evening passed with a lot of cheer and Cuban spirit, the kind brought only by quality Cuban cigars. Guests at the event enjoyed the aroma and tastes of the Habanos masterpieces and carefully watched a demonstration of the Habanos Ritual, which expresses the professional steps for offering and lighting a cigar. For all Habanos aficionados in Varna and the region, there are more exclusive events to come from Habanos.

## The aroma of cigars engulfs the Sheraton Hotel in Tirana during the monthly meeting of Habanos aficionados, Albania

22.02.2012

The traditional monthly meeting of Cuban cigar aficionados in Tirana, Albania attracted huge interest. The event, held in La Casa del Habano Hotel Sheraton, was attended by the regular clients of the luxury tobacco goods boutique, as well as many new guests charmed by the Habanos magic.

They all were shown a presentation of some of the new products, including Romeo y Julieta Wide Churchills, Partagas Serie E N2, Partagas Serie D N5, and the special edition for La Casa del Habano — Ramon Allones Superiores.

A tombola was held as the evening's surprise, with the lucky winner turning out to be the director of the National Theatre, Ballet and Opera in Tirana, who promised to share the prize — Hoyo de Monterrey — with his friends.



## Habanos News

### The World

Light up your favourite cigar and get ready for the most significant event in the world of cigars. We will immerse you in the atmosphere of the XIV Habanos Festival in Cuba.

## The XIV Cigar Festival in Havana marked 520 years from the discovery of tobacco with a successful growth in sales for the past year

Habanos s.a. sales of Cuban cigars have been impressive, with near double digit growth (9%) in 2011 and with a turnover of \$401 million, following the trend of luxury goods.

Grupo Habanos which exclusively distributes all 27 Habanos brands, all made "Totalmente a Mano" -Totally by Hand showed an important near double digit growth (9%).

The market share stood at 80% in value worldwide, confirming its position as worldwide leader at the Premium market (cigars made Totally by Hand). Excluding US Market: Habanos cannot be sold in the US because of the US Embargo.

In its fourteenth edition the Habanos Festival brought together more than 1,500 enthusiasts of the best tobacco in the world, arriving in Havana (Cuba) from 70 countries.



## MAIN LAUNCHINGS

**Cohiba Pirámides Extra**, first figurado in the Linea Clásica of the premier Habanos brand, **Romeo y Julieta Churchills Reserva 2008**, and **Romeo y Julieta Petit Churchills** were the main launchings that Habanos s.a. presented at the Festival.

During the Welcoming Night, Phil Manzanera, Roxy Music guitarist and renowned music producer, and Jack Bruce, Cream member, the group who also joined Eric Clapton and Ginger Baker, performed with the Cuban singer Augusto Enriquez in a show called

„ECLECTIC-US“. Among those who attended the concert were the American actor and musician Jim Belushi, Blues Brothers member and a great Habanos enthusiast, who enjoyed the many cultural events offered by the Habanos Festival.

The evening put on the occasion of the 520 years Anniversary of the Discovery of Tobacco was held at the Museo de Bellas Artes. Special guest, Chef Sergio Torres, from Dos Cielos restaurant of Barcelona, recently awarded a Michelin star, has designed one of the dishes that was tasted during the night, based on gastronomic exchange that occurs with the discovery of the New World made in 1492.

During the Gala Evening, two new Habanos were launched - Romeo y Julieta Churchills Reserva 2008 -the first reserve of the brand.

This unique product demands the most stringent selection criteria in creating the reserve. From the long, careful process of ageing the best tobacco from Vuelta Abajo for at least 3 years, to the tasting committee comprised of more than 50 experts who have supervised the selected blend to guarantee an unique flavour that is harmonious, balanced, and aromatic.

The Reserva of Romeo y Julieta is a unique product with an extremely limited production run of only 5.000 numbered cases, each containing 20 units.

This Habano, made with the „selection of the selection“ of the best tobaccos of San Juan y Martinez and San Luis, also includes a new ring and aluminium tube with innovative design and safety elements making identification easy for Habanos enthusiasts and enhancing the exclusivity of the Cohiba brand.

Ahead of the dinner and the new Habanos tastings, the traditional Auction of Humidors took place. This year it raised 963,506 dollars. The six humidors auctioned feature artisan crafted designs of the most prestigious Habanos brands (Cohiba, Montecristo, Romeo y Julieta, Partagas, Hoyo de Monterrey and H. Upmann). Over the past 12 years it has raised almost 10 million which is entirely donated to the Cuban Public Health System. The 2011 Habano Awards have been operating

since 1995 and recognise those who have contributed to the product's improvement. This year the award has gone to tobacco farmer, Armando Rodriguez from Chile for the Production Category and Jemma Freeman, Habanos distributor in the United Kingdom, for the Business Category.

Jim Belushi, Phil Manzanera and Augusto Enriquez presented the award for the Communication Category to José Castelar Cueto, who was awarded various Guinness records for making the longest Habanos in the world.

#### ACTIVITIES PROGRAM

As a novelty in this edition, Corporacion Habanos s.a. has announced the International Contest “Habanos in Images”, aimed at directors of audiovisual works related to the Habano. It is motivated by interest in promoting knowledge and the spreading of the selfless art of artisanal cigar makers, cigar rollers, and the many other people in Cuba who participate in the creation of Habanos.

Alliances between Habanos - Vinhos do Porto -Port wines- two of the Protected Denominations of Origin most historic in the world will also take place with pairings between several of the most prestigious brands of both denominations such as Habanos Cohiba, Montecristo, Romeo y Julieta, Partagás, and Port wines Offley, Ferreira, Rozes, Warre's, Graham's and Dow's.

During the week also took place the Trade Fair, the International Seminar and the traditional visits to tobacco plantations (in Vuelta Abajo, Pinar del Rio) and to the factories, where attendees could learn the Habano making process.

El Laguito, Cohiba Factory historic building only rarely visited, and La Corona, the Head of the Romeo y Julieta brand, were the factories visited this year. In addition to the eleventh edition of the consolidated Habanosommelier International Contest, second Habanos Blind Tasting was held too. Participants proceeded to try 3 Habanos only through the senses of touch and taste.

## Meeting with the media friends of Habanos regarding the XIV Festival in Cuba

7.03.2012

The emotions and news from the Festival were carried over to Sofia too in the form of stories, photos and materials during the traditional press meeting dedicated to this big event in the world of cigars. The meeting, held on 7 March 2012, was hosted by Cigar Bar Habana.

The event was honoured by the presence of almost 40 leading media representatives, some of whom are aficionados of Habanos as well. The latest featured products, showcased at the Festival, were presented to the media partners of Habanos, and — as usual — a cigar was provided for everyone to round off this pleasurable experience.

