

## LAUNCHING

### HABANOS ANEJADOS

#### ROMEO Y JULIETA PIRAMIDES ANEJADOS



BRAND: Romeo y Julieta  
COMMERCIAL NAME: Piramides  
FACTORY NAME: Piramides  
LENGTH: 156 mm  
RING: 52  
PRESENTATION: Box of 25 pieces



#### MONTECRISTO CHURCHILLS ANEJADOS



BRAND: Montecristo  
COMMERCIAL NAME: Churchills  
FACTORY NAME: Julieta N2  
LENGTH: 178 mm  
RING: 47  
PRESENTATION: Box of 25 pieces



Habanos Anejados have been aged in Cuba, in perfect conditions of preservation, for a minimum of five years.

The concept "Anejado" (Aged) is presented for the first time with two new launchings: Romeo y Julieta Piramides Anejados and Montecristo Churchills Anejados. Besides, both of them are new formats in these brands. Habanos s.a. introduces for the first time two new launchings of Habanos Anejados. Habanos already rolled, aged in Cuba for 5 years or more, in perfect conditions of preservation, which has enabled them to gain shades and complexity without losing their initial organoleptic characteristics.

The launching of Habanos Anejados takes place with two vitolas: Romeo y Julieta Piramides Anejados (52 ring gauge x 156 mm long) and Montecristo Churchills Anejados (47 ring gauge x 178 mm long). Both

are new products presented as a special edition in limited quantities which make them unique. In both cases, the Habanos have undergone an ageing process of between 5 and 8 years.

Through the aging process the cigars have become rounder and mellower to the palate, getting touches of wood taste thanks to the years of rest with the cedar protecting it.

The Romeo y Julieta Piramides Anejados and Montecristo Churchills Anejados launchings are a double novelty: due to the process of ageing as well as the introduction of formats which are not included in the regular portfolio of both brands. Habanos Anejados are commercialized in their original boxes, which remained unlabeled during the entire ageing process and that have been dressed with the corresponding labelling of each brand to be introduced to the market.

## LAUNCHING

### MONTECRISTO MEDIA CORONA



<b>BRAND:</b>	Montecristo
<b>COMMERCIAL NAME:</b>	Media Corona
<b>FACTORY NAME:</b>	Half Corona
<b>LENGTH:</b>	90 mm
<b>RING:</b>	44
<b>PRESENTATION:</b>	Box of 25 pieces

The new vitola of heavy ring gauge and short length which is to be incorporated into the regular portfolio of the Montecristo brand. Because of its dimensions, this Habano complements other formats of current trend, offering all the flavor and character of Montecristo in a short smoking time. Habanos S.A. presents the new Montecristo Media Corona (44 ring gauge x 90 mm length), a new vitola (size) that is incorporated into

the regular portfolio of the brand in its Linea Clasica, which is launched to the market in a presentation of a Semi Boote Nature with 25 Habanos. Montecristo Media Corona, which will begin to arrive to the worldwide outlets in the coming days, offers to the smoker all the flavor of Montecristo, with its traditional medium to full flavor, suitable for a short smoking time. This vitola is a Habano of intense flavor

and nice smoke, with woody, dry and sweet touches, providing the smoker with a complete and unctuous sensation in the mouth. Montecristo Media Corona is characterized by the traditional flavor of the Linea Clasica of Montecristo and an excellent draw with a 44 ring gauge, more powerful because of its short length. Its natural brown wrapper of red touches gives it a beautiful presence.

## BLITZ INTERVIEW



Leonardo Voci is an Albanian Professional Artist, „Picture Extravagante“ — painter, writer, art researcher and he is also the Head Curator at the International Culture Center in Tirana - Albania. Has studied in Italy and Germany and has been considered by the local German press as „master of colors“. He was born in Shkoder - Albania, December 22nd, 1968. Graduated from the University of Tirana. During 1991-1994 he has trained at private art school in Italy by world famous restaurateur Lin Delia and by Professor Gjelo Gjokaj later in Augsburg, Germany. Leonardo has awarded with the title „German Artist“ in 1996. Atelier Leonardo was opened in Augsburg, Germany in 1994. Mr. Voci has exhibited quite a number of exhibitions around Europe and not only. He is also member of RoGallery - Fine Artworks & Auctions, based in Long Island City, New York, USA.

#### My first Cuban cigar

It was the year 1994, the start, my first cigar. Taking in consideration that I come from a well-known city in tobacco cultivating, that of Shkoder, I was already familiar with tobacco in general and I've been smoking since I was 16-17 years old, like all my coevals at that time. But my first Cuban cigar was love at first taste and still continues to be. It was the year 1994, I was in Augsburg, Germany and The Room of Gentlemen invited me to be part of their Club and they offered me my first Cuban cigar, not just smoking it but they made me part of the tasting, processes of the cigar and the Cuban Culture in general; cigars, rum etc. they introduced me the whole tour. It was unforgettable.

#### What impresses me in Habanos...

I can firmly say today that a Cuban cigar is part of my character as well. It accompanies me almost everyday in the company of other artists or when I'm alone, working in my studio. So I can say that it is somehow the color of my soul when I'm traveling in the creative thoughts at the sea of a glass of wine. And I love the journey every cigar takes me to.

#### My favorite cigar is...

Of course, the Queen of Cigars is definitely the Cohiba or the Graceful Lady as I tent to call „her“. „She“ is the finest lady on the hand of a gentleman but I do enjoy other brands as well, especially those offered at the „Habano's Friends Night“ at Sheraton Hotel Tirana, in the company of good friends, being locals or foreigners. I'm thrilled to be presented with the new entry cigars. It's always a pleasure. As a representative of Modern Albanian Artists and being a „Picture Extravagante“ (extravagant painter), every Cuban cigar arises my curiosity and it ignites my fantasy and when it is accompanied by the presence of a good company, good friends it makes my night even brighter and I could easily enjoy two cigars consecutively like we did last time with Quintero or Veguero etc.

#### Time for a cigar...

To me, generally, the time for a cigar is around noon, after a good meal, but afternoons as well, in my studio. A Cuban cigar is the best company I could have. The process of smoking and tasting a cigar it crystallizes my thoughts, while a drink warms up my soul and increases my inspiration.

#### My favorite store

Well, this is quite a story too. It was a call from destiny that „La Casa del Habano“ was opened at the same year and at the same place that I opened my exhibition and later on my Atelier, in 2008, at Sheraton Hotel Tirana and that bond has never broken since then. It's a pleasure to walk inside the walking humidior and to have the possibility to choose from all those varieties, „Ediciones Limitadas“ or the „Exclusivo para La Casa del Habano“ series.

#### My personal recommendation to cigar lovers

When a gentleman has his „lady“ by his side, what would a gentleman need more? So in a few words, it's a Cuban cigar and... There's no recommendation from my side. Everyone is a lover, there's no recipe. Smoke a Cuban cigar and be yourself! When a Cuban cigar is offered to you, no second thoughts, just take it, grab a Habanos Newsletter too so as to be informed and all the other things, you will learn them by experience.

- Cigar?

- Yes sir!

Take it! Enjoy it!

And let the river flow...

## HABANOS BULGARIA

### TORSEDOR MIGUEL MOYA – MASTER OF FIGURADO CIGARS

**T**raditionally, at the invitation of Kaliman Caribe, La Casa del Habano and Premium Cigars & Tobacco, tersedor Miguel Moya from Cuba, visited Bulgaria and demonstrated his long experience of professionalism in front of the curious eyes of Bulgarian aficionados.



### THE LONGEST FIGURAL CIGAR IN BULGARIA



To continue the challenge of winding the longest handmade cigars in Bulgaria, this year Miguel Moya made the longest figural cigar. Its length is 162 cm and its shape is Diadema. Furthermore he presented the biggest Culebra - specific edition, which consists of three intertwined cigars. Its length is 39 cm.

Miguel Moya was in the country at the invitation of Kaliman Caribe, shops La Casa del Habano and Premium Cigars & Tobacco. He has the highest level of professional cigar roller - 9th and he is a specialist in rolling of figural collector's editions. With extraordinary talent and sense of beauty, Miguel impressed Bulgarian audiences with live demonstrations throughout the entire country.

The first creation of figurado cigar was in the 18th century, and spread quickly in Spain, dictating fashion in those years. 20th century comes with the second wave of

interest in special forms of cigars. The family of so-called „Figurados“ includes formats such as Diadema (tapered at both ends cigar), Culebra (3 cigars intertwined into each other), Piramide (tapered at one end), Salomon etc.

Designed for connoisseurs, collectors and true Habanos enthusiasts, figured cigars are very difficult to make. The figurado cigars are full with explosion of sensations — the ring is changing its size during the smoking and the intensity and richness of aromas varies continuously.

Habanos is the original name brand, but the category pertaining to selected under very strict regulations tobacco - categorized as the best tobacco in the world. Thanks to its fertile soil, favorable climate and unique conditions for cultivation of specially protected areas, for centuries the Cuban corporation produces the finest hand made cigars.

## HABANOS WORLD

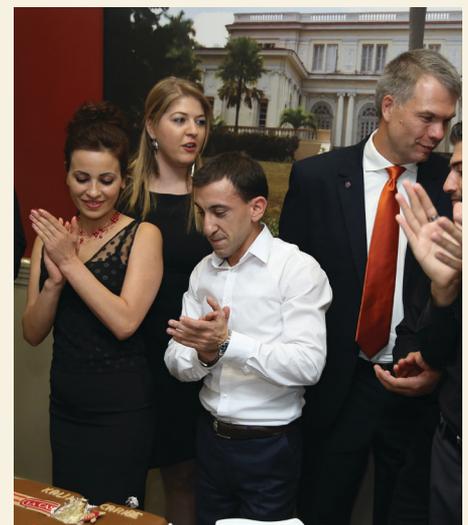


During his visit to Bulgaria, Miguel Moya had the opportunity to visit some of the chain stores Premium Cigars & Tobacco and La Casa del Habano in Macedonia and Armenia. In Skopje he demonstrated mastery in winding of figural collector formats cigars and took part in a television report on the Macedonian National Television, which told interesting details from the world of Habanos masterpieces. Fans of hand-made Cuban cigars had the opportunity to get acquainted with the authentic profession of tersedors and he cheer their periodic monthly meeting with good Cuban mood.



## HABANOS WORLD

### ONE YEAR LA CASA DEL HABANO YEREVAN



**O**n September 25, 2015, La Casa del Habano Yerevan in Armenia celebrated one year of its opening. During the evening

the customers had the opportunity to experience the creation of figural cigar and get acquainted with tersedor Miguel Moya from Cuba.

High spirits, Cuban music and impressive Habanos fragrances filled the La Casa's space and left pleasant memories in any aficionado.