

LAUNCHING

H.UPAMNN MAGNUM 54



BRAND: H.Upmann
FACTORY VITOLA: Robusto Extra
LENGTH: 120 mm
RING: 54
PACKAGING: 10

H.Upmann's cigars are preferred for their light to medium-strength of taste, totally hand-made with selected tobacco from Vuelta Abajo, Cuba. Magnum 54 is launched at the XVIII Cigar Festival in Cuba in 2016. The Vitola has a second ring with the ring number. In this format the cigar could be smoked for about 1 hour and 15 minutes.

PUNCH PUNCH 48 LA CASA DEL HABANO



BRAND: Punch
FACTORY VITOLA: Grand Corona (Hermosos N3)
LENGTH: 140 mm
RING: 48
PACKAGING: 10

This medium-sized cigar is the first, whose second ring is with the logos of La Casa del Habano and Habanos Specialist at the same time.

Designed for 2016, it reaches the shelves of renowned cigar boutiques now to conquer the fans of the unrivaled taste of authentic Habano.

MONTECRISTO 80 ANIVERSARIO



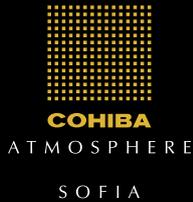
BRAND: Montecristo
FACTORY VITOLA: 80 Aniversario
LENGTH: 165 mm
RING: 55
PACKAGING: 20

The vitola is presented in an exclusive, uniquely designed box containing 20 cigars in each one, with a total of 30,000 boxes in the world.

Montecristo 80 Aniversario is a unique vitola specially selected by Habanos s.a. to mark the creation of this legendary brand in 1935.

The vitola has special dimensions that are not found in any other standard format of Habanos. This attracts smokers who enjoy the thick ring and exquisite blend of tobacco, which is both skillfully balanced and intense.

HABANOS WORLD, BULGARIA



OPENING SOON
COHIBA ATMOSPHERE
IN SOFIA



THE TORCEDOR NINTH GRADE OF MASTERY FASCINATES
THE LOVERS OF CIGARS IN BULGARIA AND ABROAD



The visitation of Master torcedors from Cuba to demonstrate the art of Cuban cigars has become a tradition. Every year, at the invitation of Kaliman Caribe, cigar connoisseurs have the opportunity to touch the process of rolling a cigar and get first-hand information about the history of Cuban masterpieces, the origin of tobacco, the selection of leaves, and more than 1000 handmade processes that accompany the appearance of a vitola.

For the second consecutive year, the visiting torcedor was the representative of the Cohiba El Laguito factory.

Within three months, the torcedor pleased the cigar fans in Sofia, Plovdiv, Varna and Burgas, where demonstrations

were organized in the La Casa del Habano and Premium Cigars & Tobacco chains.

Exclusively, Jhusat Batista was also an attraction for the elite public at the event of the 10th anniversary of Amica magazine, which took place in La Maison, Sozopol. The selected guests did not miss to enjoy their hand-rolled cigar and learn more about the art of the torcedor.

Golf fans at Black Sea Rama Golf & Villas and LightHouse Golf Resort also had the opportunity to get familiar with the profession of torcedor on specially organized private events. The luxurious environment, golf and Habanos once again strengthened their good symbiosis with each other, leaving unforgettable emotions and experiences.

KALIMAN CARIBE

HABANOS WORLD, BULGARIA

HABANOS CULTURE AND THEATER MASTERY IN A PULITZER PRIZE PLAY



Kaliman Caribe became an official partner of the Plovdiv Drama Theater in the framework of the premieres of the play „Anna in the Tropics“, a work by the world-famous American author of Cuban origin, Nilo Cruz. The main role of the play is acted by the well-known actress Radina Dumanian, and the action take place in America in a cigar factory of Cuban

emigrants in the late 1920s.

This is not the first such collaboration of Kaliman Caribe in the field of culture. Previous activities in the sphere are a partnership with the Ivan Vazov National Theater Sofia and the Salza & Smyah Drama Theater Sofia.

HABANOS SECRET BOX HAS EVOKED GUESTS AT A CHARITY EVENT AT ROTARY CLUB SOFIA INTERNATIONAL



„Kaliman Caribe“ was a partner in an evening dedicated to raising funds for disadvantaged children. The charity event took place in Sofia, and the Rotary Club organizers were able to attract prominent representatives of the business community to the noble cause. A real furor triggered a secret box of products from the Habanos portfolio, which was bought at an auction by a lady who loves Cuban cigars.

KALIMAN CARIBE

www.kalimancaribe.com

HABANOS WORLD, BULGARIA

TRAINING IN HABANOS ACADEMY JUNIOR
CONTINUES IN SOFIA, MACEDONIA, ALBANIA AND ARMENIA



Kaliman Caribe's top priority is to provide not only the best products but also their service in the most quality and professional way. The Habanos Academy

is a traditional activity for the company that aims to distribute the culture of Habanos as well as to maintain and develop the high level service abilities

of its employees. All consultants at La Casa del Habano and Premium Cigars & Tobacco boutiques take part in the two levels of the Academy: Junior and Senior.



In several consecutive months: May, June and July were held several academies. In Sofia, the consultants went through a junior level, while in Macedonia, Albania and Armenia sales consultants upgraded their senior level knowledge.

KALIMAN CARIBE ORGANIZED HABANOS NIGHT IN SKOPJE
AND A CIGAR LOVERS' MEETING IN TIRANA



The Habanos connoisseurs in Skopje attended a stylish cocktail in the refined atmosphere of Aleksandar Palace Hotel Garden in the capital of Macedonia. Guests enjoyed selected beverages and cigars as well as the opportunity to attend torcedor demonstrations. Next comes the already traditional meeting of Habanos Aficionados at the Sheraton Hotel, Tirana, with many guests, representatives of the business circles in the country who are sincere followers and admirers of Cuban culture and naturelle. Representative of Habanos s.a. Mr Carlos Ferran personally elected the best handmade cigar. The lucky lady won a Belaire bottle of sparkling wine provided by Sagax - a partner of the event.

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HABANOS WORLD, BULGARIA

HABANOS NIGHTS YEREVAN



Two events greeted fans of Habanos in Armenia. The first took place in early June, when La Casa del Habano made a real temptation for all guests of the special Cuban evening at the boutique. The atmosphere was fascinating with the smell of Montecristo, the Glenfiddich whiskey tasting and the accompaniment of the seductive Cuban singer Yvon Fernandez.

At the end of July, the events continued with the special presence of torcedor Jhusat Batista, who finished his visit at the invitation of Kaliman Caribe with the latest demonstrations and participation in Habanos Night in Armenia. Local admirers were impressed by the torcedor's mastery. Among the attractions of the evening were special tastings, competitions, Cuban music and the best cigars from Habanos.



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HABANOS WORLD

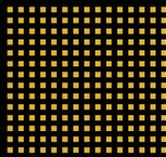
THE REGIONAL CIGAR EDITION FOR CROATIA RAMON ALLONES TERRA MAGICA WAS PRESENTED WITHIN THE ANNUAL HABANOS MOMENTS EVENT



The period 1-4 June 2017 was a real celebration of the senses for all attending the events at Habanos Moments in Zagreb, Croatia. Camelot's organizers, who also celebrated the 25th anniversary of the company's establishment, had taken care of a diverse daily agenda for those present with the right combination of cigar and drink. All this is served in the unique atmosphere of the beauty of exceptional locations and taste and temptation

from Habanos. Debut also made by the regional edition Ramon Allones Terra Magica Edicion Regional Adriatico 2016 available in 6,000 numbered boxes with 10 cigars in a box.

For the true spirit and atmosphere of the event, contributed one of the special guests, torcedor Jhusat Batista, who added a touch of Cuban spirit, to the elevated festive atmosphere.



COHIBA

ATMOSPHERE

COHIBA ATMOSPHERE OPENED ITS DOORS FOR THE FIRST TIME IN CUBA



The newly opened Cohiba Atmosphere Club is located in the exclusive shopping gallery of Grand Hotel Mansena Kempinski Havana - the first five-star plus hotel on the island under the prestigious Kempinski brand. The club has a top location in the heart of the city, close to many attractions.

Globally, this is the eleventh location under the Cohiba Atmosphere franchise in Cuba. The design of the club is inspired by the four lines of Cohiba: Linea Clasica, Linea 1492, Linea Maduro 5 and Linea Behike, which can be recognized through the colors and graphic elements used in the interior. All fans of Habanos, as well as those who are now discovering the best cigars in the world, would be able to enjoy the rich variety of vitolas from the Habanos portfolio in an exclusive private atmosphere.

KALIMAN CARIBE

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HABANOS WORLD

BLITZ INTERVIEW

JHUSAT BATISTA HAS A 17-YEAR CAREER AS A PROFESSIONAL TORCEDOR. HE PARTICIPATES IN THE CULT HABANOS FESTIVAL, WHICH INCLUDES THE PRODUCTION OF COHIBA BEHIKE AND COHIBA GRAN RESERVA. HIS REAL PRIDE IS THE PRECISE PERFORMANCE OF COHIBA MEDIO SIGLO.



Jhusat, tell us about yourself. What is the profession of the Torcedor for you and how did you do your first steps?

I have been working for more than 17 years as a torcedor and I would recommend this profession to everyone. I became enthusiastic because of my cousin who works at the Hoyo de Monterrey factory. He told me that this is an inspiring job and I now boldly share his opinion.

Which formats do you like to roll?

All formats from Linea Classica, Esplendido, Robusto, Behike are really my favorite. I like to combine cigar and rum.

What is your most impressive meeting or emotion in the profession?

My participations in the Habanos Festival in 2010 and 2015. The feeling is unique.

What are your impressions of Bulgaria?

I definitely liked Bulgaria. The people are warm and pleasant. The summer is warm, close to the climate in Cuba. I had the opportunity to travel around the country and I liked Sozopol the most. Then I rank Sofia, Varna and Plovdiv.

What are the Bulgarian aficionados through your eyes?

I was impressed by the interest of the clients towards the products and the Cuban culture. They are curious and want to learn details about cigars and their origins. I am grateful for the good attitude I have met. It was a pleasure and valuable experience for me.



TYPES OF TORCEDORS

There are 4 grades of Master torcedors - 6, 7, 8 and 9. Level 9 is the highest. There are torcedors who have been working for 20 years in their profession and can not become 9 level, but there are also exceptions, that in less than four years pass into a ninth grade



torcedor. Jhusat Batista has a 17-year career as a professional torcedor. He participates in the cult Habanos Festival, which includes the production of Cohiba Behike and Cohiba Gran Reserva. His real pride is the precise performance of Cohiba Medio Siglo.

PASION POR AUTENTICA CUBA

Bring the taste of Cuba to your home!



LA CASA DEL HABANO

Premium CIGARS & TOBACCO

This special offer is valid for August and September 2017 while supplies last.