

## LAUNCHING

### COHIBA TALISMAN EDICION LIMITADA 2017



NAME OF THE VITOLA: Robusto Extra  
LENGTH: 154 mm  
RING: 54  
PACKAGE: 10

Cohiba Talismán is a heavy ring gauge Habano, in line with the brand's latest launches and is distinguished by a medium to full strength flavour, characteristic of the Línea Clásica blend and which stands out for its elegant and charismatic "pigtail" finish. This Limited Edition's leaves have been aged for over two years, awarding this extraordinary Habano a complex and highly aromatic character.

### PARTAGAS SERIES NO.1



NAME OF THE VITOLA: Noblezas  
LENGTH: 138 mm  
RING: 52  
PACKAGE: 25

With Series No. 1, the "Noblezas" factory vitola saw the light of day and got its big break in the realm of Habanos. Featuring the brand's undisputed strong taste, the Habano enthusiast will wallow in the richness and intensity of a completely new format within the brand.

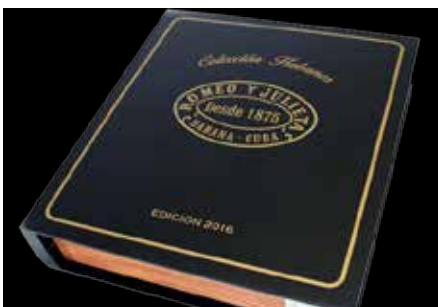
### PUNCH REGIOS DE PUNCH EL 2017



NAME OF THE VITOLA: Hermoso Especial  
LENGTH: 120 mm  
RING: 48  
PACKAGE: 25

After Punch Serie D'Oro N2 this is the second limited edition under the Punch brand. The vitola is new to the brand and as usual the wrapper is dark and the distinguishing rings are two. The selection of tobacco leaves is distinctive for EL and has undergone at least 2 years of aging. Medium in strength, the cigar excites its admirers around the world with its typical woody taste and lightness of burning. This is the third limited edition for 2017 after Cohiba Talisman and Partagas Series N1 - an exceptional masterpiece by Habanos.

### ROMEO Y JULIETA COLECCION FABULOSOS N2 2016



NAME OF THE VITOLA: Fabulosos 2  
LENGTH: 190 mm  
RING: 52  
PACKAGE: 20

Long and unforgettable, like a sunset over Havana, the emotion this cigar brings is unique. In the history of the brand, only two Fabulosos were produced in the 1960s and 1980s, as well as the Habanos Colección in 2014 (Fabulosos N6). The limited edition for 2016 is in only 2000 boxes and is the 15th "Book" by Habanos, telling to true fans a passionate story and a balanced taste of Romeo Y Julieta with soft and charming nuances for cigars with medium strength.

### PARTAGAS MADURO NO.1



NAME OF THE VITOLA: Fabulosos 2  
LENGTH: 130 mm  
RING: 52  
PACKAGE: 25

The new vitola is the first Maduro for the brand. Partagás Maduro No.1 offers the smoker all the flavour and intensity of Partagás, with a very special wrapper, selected from the best leaves harvested from the top levels of the "Shade Grown" tobacco plant and which has developed, after an additional period of fermentation, a texture and intense color that are the ideal complements to the full flavourblend of Maduro No. 1.

### TRINIDAD LA TROVA



NAME OF THE VITOLA: Double Robusto  
LENGTH: 166 mm  
RING: 52  
PACKAGE: 12

This product, exclusively designed for "La Casa del Habano" stores is already available for sell in Bulgaria also after the exclusive launch in Asian market. This vitola continue the line of the brand to offer strong taste (after Trinidad Vigia nad Trinidad Topes).

## KALIMAN CARIBE

HONORED TO REPRESENT THE HABANOS MASTERPIECES

Albania, Armenia, Bosnia & Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Montenegro, Romania, Serbia, Slovenia

# HABANOS WORLD, BULGARIA

## COHIBA ATMOSPHERE SOFIA – PLACE FOR SPECIAL EVENTS



**T**he aim and main mission of Cohiba Atmosphere is to develop the passion and culture of Habanos and expand the horizons of perceptions. As part of the club's program, thematic events such as presentations of new products, tastings, master classes, etc. are organized each month. Cohiba Atmosphere evokes the pleasure of all senses and brings new sensations to cigar lovers. Collaborations between Habanos and various manifestations of the followers' lifestyle are becoming more and more innovative. This makes it possible for the club's calendar to have attractive meetings and events. The team aims to educate and enrich the culture of Bulgarian and visiting aficionados so that they can completely understand their cigar and enjoy it fully.

### MASTER CLASS FOR PAIRING BETWEEN CIGAR, COFFEE AND CHOCOLATE

In January, cigar fans at Cohiba Atmosphere were faced with a real challenge for their senses over a masterclass of pairing cigar /Cohiba Siglo III/, three types of coffee prepared in different ways, as well as rum and chocolate. The lecturers of the event led the guests through their adventure to match the three tasting parts of the cigar with the flavor of the coffee prepared with various techniques.

### SATURDAY BEFORE LUNCH. A VIOLIN AND SOME PIANO KEYS ALONG A REMEMBRANCE OF A FRENCH SONG

The event in February reminded of an old-dated, but stylish and very interesting format that has the potential to revive again. The Saturday matinee in Cohiba Atmosphere made a beautiful retrospection in time with a wink from Paris with a classical performance of duo violin and piano, thematic catering and Quai Dorsay. Be there when the many new challenges and events are about to be held in Cohiba Atmosphere.



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## HABANOS WORLD, BULGARIA

### KALIMAN CARIBE RECREATED THE EMOTION OF THE JUBILEE FESTIVAL IN CUBA DURING A MEDIA MEETING AT COHIBA ATMOSPHERE SOFIA



The 20<sup>th</sup> Habanos Festival was warmly welcomed by more than 30 journalists representing leading media in Bulgaria during the friendly meeting with media, which was organized at Cohiba Atmosphere Sofia.

A story about the Festival's tradition and the new activities that were launched this year was told. The guests were acquainted exclusively with the products on focus and the colourful stories about the emotion from Cuba and photos of the events helped to recreate a piece of the Cuban atmosphere.

## HABANOS WORLD

### EL LAGUITO – THE FACTORY WHERE COHIBA MASTERPIECES ARE MADE



**T**he factory is actually a mansion located in the Miramar suburb of Havana. It is 25 minutes from the busy traffic and noise of old Havana. The neighborhood is full of embassies and authority houses owned and managed by the Cuban government. A boulevard leads to the main building, situated within an ambient of royal palms, well maintained hedge and lawns. One would easily recognize it by the emblematic pastel yellow facade and the curved marble staircase. There are two small lounges furnished with torcedors tables on either side of the main lobby, which is very different from the large and spacious halls that can be seen in most factories. What was a dining room, a living room, a tea room or a salon, is now the place where Cohiba is made daily. A covered walkway leads to the quality control building — something like a guest house, but accommodating tobacco now.

El Laguito is the most elite cigar factory in Cuba. It employs more than 100 workers, mostly women, who produce the most expensive Cuban cigars - Cohiba and Trinidad.

The building was a home to a British industrial sugar retailer, but after the revolution was turned into a school for torcedors.

The Cohiba brand was set up in 1966 and in 1967 El Laguito took over the task of being the only factory to create the prestigious brand. Originally, the Cohiba brand is intended only for President Fidel Castro and for the gifts to diplomats, officials or heads of state. But in 1982 at the World Cup in Spain, Cohiba was presented to the public and started as a brand already available on the market.

Cohiba cigars are the most expensive, but there is good reason for that - the tobacco used to make them is selected from the best tobacco leaves coming from Vuelta Abajo in Pinar del Rio.

Cohiba is unique also because it is the only brand that puts the leaves on three-stage fermentation (the third one is in wooden barrels), which gives softness to the blend.

Cohiba was replaced by Trinidad, but eventually in 1998, it is now available to all cigar lovers - first in Canada and Mexico, and a year later the brand became global.

El Laguito is a very prestigious place to work and jobs are passed on „by inheritance“ to the members of the family of current workers.

## HABANOS WORLD

### THE XX HABANOS FESTIVAL SHOWED THE BEST OF HABANOS IN 2018



**FIVE DAYS OF DIVERSE ACTIVITIES MARKED TWO DECADES OF SUCCESS AT THE CUBAN CIGAR FESTIVAL HABANOS, WHICH IS TRADITIONALLY HELD IN HAVANA. MORE THAN 2000 GUESTS FOND OF CUBAN MASTERPIECES FROM OVER 70 COUNTRIES BECAME PART OF THE EMOTIONAL CELEBRATION.**

Five days of diverse activities marked two decades of success at the Cuban cigar Festival Habanos, which is traditionally held in Havana. More than 2000 guests fond of Cuban masterpieces from over 70 countries became part of the emotional celebration.

The Festival presents Habanos as a symbol of tradition and exclusivity, raises the value of the whole process of Cuban cigars and the emotion and enjoyment of the world's best tobacco. All activities during this special week aim to promote

the Cuban cigars culture by tracking all the processes: from the agricultural part and the work of the *vegueros* through the tobacco producers who care for the preservation and the aging produce, till the craftsmanship and the art of the *torcedors*. All processes are entirely hand made and require dedication.

Among the most interesting activities are the visits to plantations and factories, where guests can get acquainted with some specifics and touch the magic of creating the Havana cigar. The route

also includes visits to harvesting and processing, sorting and aging of tobacco leaves.

Additional activities in the program include thematic evenings with exclusive presentations of new products, master classes for cigar wrapping, Habanos Sommelier contest, as well as international seminars with theoretical sessions that present Habanos as a mix of tradition and authenticity. The seminar is of outstanding cultural importance, giving in-depth knowledge in the sphere.

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# HABANOS WORLD



The Habanos Sommelier contest is gaining increasing popularity and international reputation. It gathers the most prominent representatives in the profession and challenges them for their knowledge: cutting, lighting and serving a cigar as well as a combining it with drinks and cocktails. The winner of the XVII edition of the International Habanos Sommelier Contest is the British Darius Namdar.

This year's Habanos World Challenge, the first of its kind, which assesses the knowledge and skills of Habanos lovers all over the world. The winners of the pilot edition were Alexis Tsielepis and Rafi Der Gara Btian from Cyprus after a challenging competition with two ladies from Cuba.



HABANOS WORLD



The evening celebrations are ones of the most awaiting ones within the Festival, each of which is organized in a different place and goes under the name and presentation of an exclusive cigar edition. El Laguito's ballroom was the chosen venue for the opening night of the 20th Habanos Jubilee Festival with the flagship of Cohiba Reserva Cosecha 2014 in the Robusto format.

Marti Theater and Grand Teatro de la Habana were the places chosen for the

presentation of the special humidor edition for the Festival — Romeo y Julieta Grand Churchills (56 x 190 mm). The edition is unique and in a limited amount of 450 humidors. Guests also had the opportunity to taste another special vitola — Hoyo de Monterrey Le Hoyo Rho Seco (56 x 140 mm).

The most emotional is the Gala Dinner of the closing night, which this year was dedicated to Partagas. The culmination of the ceremony was the launch of the

exclusive Linea Maduro series in the brand portfolio, which includes two new vitolas: Maduro N2 (55 x 120 mm) and Maduro N3 (50 x 145 mm) as well as Maduro N1 (52 x 130 mm) launched for the first time in 2015 specifically for La Casa del Habano. Now it joins the standard portfolio, creating this new line. The dark color of the cigar wrapper is the result of an additional fermentation period.

Attendees also enjoyed outstanding music performances by internationally acclaimed



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artists, emerging stars in Cuban music, as well as the well-known Cuban National Ballet and the Cuban National Circus. The musical peak and the impressive end of the Gala were put by Orishas, which rejoiced the crowd with unique Cuban rhythms.

To keep the tradition the Festival ended with a humidor auction. Seven were the fine creations full of cigars, and the money raised from their sale amounted to 1 485 000 euros and was donated to the Cuban healthcare system.

During the evening, the program was rich with a variety of activities, and the Habanos Awards ceremony also contributed to the high level of emotions.



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HABANOS WORLD

COHIBA ATMOSPHERE ALREADY IN TIRANA, ALBANIA



THE NEWEST COHIBA ATMOSPHERE IS NOW LAUNCHED IN TIRANA, AT DELANO LOUNGE RESTAURANT.

On January 8<sup>th</sup> stylish cocktail marked the opening of Cohiba Atmosphere Tirana, which by the beginning of 2018 is the 14<sup>th</sup> in the world and the 4<sup>th</sup> for Europe. Over 100 guests attended the event merging with the cozy atmosphere, classy drinks and bites and the scent of Cohiba Robustos smoke. In addition to a rich portfolio of the finest cigars in the world,

the Delano Lounge restaurant has a comfortable setting - two bars and four smoking rooms where Habanos lovers can enjoy quality food and a selection of beverages. One of the most attractive areas is of course walk-in humidor, where cigars are kept according to all the requirements in order to preserve their qualities.

