

Dear Habanos aficionados,

In the jubilee, tenth addition of the Habanos newsletter, we continue to introduce to you the news from the world of Cuba's black gold. If you have any recommendations about what else you would like to read about in our newsletter, please send us your suggestions to email contact@kaliman.bg.

We wish you an exciting summer emotions in the company of the Cuban cigars!
Kaliman Caribe team

LAUNCHING

PARTAGAS 8-9-8



Name of the gallery: Dalias (Lonsdale)
Length: 17.07 mm
Ring: 43
Gauge: Medium
Strength: Medium to strong

Other members of the gallery: Bolivar Inmensas; Cohiba Siglo V, Cohiba 30 Aniversario Dalia; La Gloria Cubana Médaille d'Or N2, Partagas de Partagas N1; Partagas Seleccion Privada N1; Montecristo D EL 2005; Partagas 155 Aniversario Dalia; Ramon Allones 8-9-8; Por Larranaga Encantos ER Asia Pacifico.

8-9-8 means the exact positioning of cigars in a 25-pieces box: 8 on the bottom row, 9 in the middle and again 8 on the top row. Very few within the enormous range of Havana cigars can tout such a three-row order. This vitola is among the oldest pre-revolutionary Partagas representatives.

Taste: the strong predominant beginning with a powerful tobacco charge, testifies to the expected, typical for Partagas, strength and intensity. The strong presence of seco tobacco could not be mistaken in the middle parts of the 8-9-8 recipe. This tobacco, which is part of every hand-rolled Habanos, with different percentage content for every vitola, is responsible for the combustibility and the strong tobacco accent (rich in ethereal oils but this is also the tobacco with the highest tar content, which contributes to the lightly stringent and piquant taste).

In terms of taste, the cigar stands out with its soft taste, fresh tones of leather, ebony, cedar and a whole palette of indeterminable but enchanting aromas.

Ero omnis apit officabo. Ut quae. Est, non porenda essunto

MONTECRISTO N1



Name of gallery: Cervantes (Lonsdale)
Length: 165 mm
Ring: 42
Strength: Medium to strong

Other members of the gallery: H. Upmann Upmann No. 1, Partagas Lonsdales, Rafael Gonzalez M. Lonsdales, Vegas Robaina Clasicos, Sancho Panza Molinos, H. Upmann Lonsdales, Romeo y Julieta Cedros de Luxe N1, El Rey del Mundo Lonsdales, Saint Luis Rey Lonsdales, Bolivar Lonsdales, Por Larranaga Lonsdales, Diplomaticos Diplomaticos N1, Dunhill Malecon, Bolivar Gold Medal, La Gloria Cubana Cetros, H. Upmann Cinco Bocas, Quintero y Hno. Churchills, Sancho Panza Dorados, Trinidad Ingenios EL 2007, Bolivar 5c Avenue ER.

The Cervante gallery is among the most awarded in the

whole portfolio of the Habanos Corporation. If we add already sold out Trinidad Ingenios, it has imported three times in Bulgaria.

Among the cigar fans, there are certainly people who remember Montecristo 1 which was re-launched in Bulgaria. Historically, it is among the first representatives of the classical line of Montecristo, its No. 1 being among the most popular vitolas in its gallery. Montecristo 1 tastes extraordinary because of its length and little ring that ensures slow burning with intensive smoke, strongly pronounced accumulation, culmination and thirds.

GOURMET

CUBAN COFFEE. A STORY ABOUT AROMA

The history of aroma begins with every cup of coffee: your cup, our coffee. Wherever you see the trade mark of Cuban coffee, it is also accompanied by the wonderful story of coffee and the solid promise for aroma. Allow us to invite you to find its cultural and sensual treasures, fantastic quality and respect for the tradition.

COFFEE, COFFEE, COFFEE

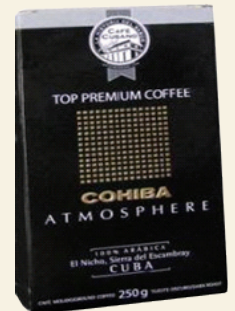
"Have you strained your coffee yet?" This is the question which determines a typical Cuban morning. Straining and drinking coffee guarantees a successful morning in Cuba.

We bring up to your attention an aroma selection of Cuban coffees — Cohiba Atmosphere, Montecristo Deleggend, Serrano, Cubita, which will enthrall you and will make your morning or afternoon coffee an extraordinary experience.

COHIBA ATMOSPHERE

TOP PREMIUM COFFEE GOURMET

Manufactured from the finest and most delicate variety - 100% high quality Arabica coffee from Cuba. It is raised on the sheltered slopes of Escambray Mountains — El Nicho, a natural reserve, a true biosphere. **Cohiba Atmosphere** is a milled coffee variety grown in the shadows and dried in the sun. It has intense aroma, splendid density and exquisite taste — a true pleasure for the connoisseurs and experts.



MONTECRISTO DELEGGEND

TOP PREMIUM COFFEE GOURMET

At an altitude of more than 1000 m, in the heart of legendary Sierra Maestra region, there is a magical place — Alto la Mezeta, and the coffee which is grown there is called **Montecristo Deleggend**.

The deciduous trees which protect coffee plants from the strong Cuban sunlight, the soil's fertility and the exceptional climate are combined to give this coffee a unique aroma and special taste which distinguishes it from all other coffee varieties grown in Cuba.



CUBITA

Cubita coffee is the most prestigious brand of Cuban coffee. Its content is 100% high-quality Arabica. It is cultivated in magnificent conditions — fertile soil, optimal moisture and temperature, mountain waters and sheltered slopes. The specific variety repeats the traditional grain selection method applied by Cuban villagers for 250 years now. The ripe red fruit is peeled, fermented, "washed" and dried in the sunlight. And the grains are sorted by size.



HABANOS NEWS Bulgaria



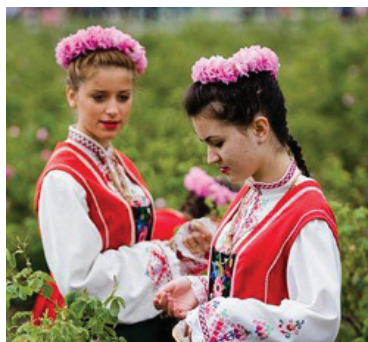
Business meets Habanos

In June the presidents of the biggest French tourist agencies immersed themselves in the secrets of Euxinograd palace' royal atmosphere. Business people received a warm welcome with classical music (piano and viola) and a glass of champagne on the terrace of the famous residence.

Cuban cigars were the culmination of the meeting. Among the guests were prominent admirers of the Habanos products who didn't miss to share interesting tales and personal stories related to cigars.

Rose fragrances and Cuban cigars

The Rose Valley of Kazanlak was entwined in the lovely and sweet fragrance of roses and premium tobacco aroma. To indulge the senses completely, the Rose Festival took place in the company of Habanos cigars. The guests were introduced to the art of cigar hand-rolling through out a video projection and enjoyed the variety of Habanos products, among which there were vitolas of brands such as Cohiba, Montecristo, Romeo y Julieta and many others.



Traditionally the festival singles out a Queen of the Roses. Rose-picking is the most attractive event at the festival. As the custom goes, the ritual takes place in the rose fields from 4 am to 10 am. That is the time when the rose flowers lose their properties related to the precious rose oil extraction. The celebrations within Days of the Rose festival attract visitors from all over the country.

Grand Glamour Show & Grand Cigars



Habanos was among the partners of the first-of-its-kind fashion show at St. Vlas Marina Dinevi that gathered the high life of the Black Sea region and guests from all around Bulgaria and abroad. The fashion fiesta witnessed the demonstration of the latest collections of Just Cavalli, Phard, Zu Elements, Juicy Couture, Altinbas, Seven Seconds and many others. Along with the global brands on the catwalk, there were the Cuban Habanos cigars which brought in an exotic nuance and complemented the elegant atmosphere of the happening.

Cuban cigars — the cherry of the birthday

At the end of June, one of the leading PR agencies celebrated its fifth birthday with a posh party in the beautiful atmosphere of Elenia Garden in Varna, the sea capital of Bulgaria. Along with the stylish atmosphere, tasty catering and beverages, the



guests had the opportunity to taste the Habanos temptations as well that were accepted as one of the highlights of the night from all the guests.

One more time the citizens of Varna demonstrated their affection to Cuban culture and affinity to the Habanos cigars, by asking questions and willingly trying some of the newest products on offer.

MY FIRST CIGAR

With the ninth edition of Habanos Newsletter "Kaliman Caribe" started the contest for the most emotional cigar-related story. We thank all participants who shared their experience about their first encounter with the Cuban cigar. We also invite those of you who would like to share their personal experience to send their stories to: contact@kaliman.bg.

CHAVDAR CHANEV /HABANOS AFICIONADO FROM 2004/

My first cigar....

...I will start with an apology because I might bore you with extra details but I can't help it. I simply cannot be laconic when talking about Cuban cigars...

The year was 2004 or so but it was quite a long ago for sure. I entered in a cigar store and I was astonished. It smelled great, it looked good, I was treated like I were a god and I was thinking "What am I doing here, I don't know a thing". I dared to ask the consultant and he looked at me surprised and smiling. My question was which of those were Cuban cigars, and his answer was simple — "All of them..."

I was dumbfounded. I knew that I had to buy a present, a Cuban cigar and I expected I was to select among 2-3 types. However, it turned out that I would have to choose among 50 types, which were as different to make you feel dizzy. Anyway, I was attracted by one which looked good, in a black metal box, and the boy in the blue shirt (I can't reproduce the passion he was speaking with) showed me to the ones with prices that I could afford. I can still

remember its name, La Flor de Cano or, as he was quick to explain — "the flower from the valley". I took it with a tinge of doubt and I headed to the party. However, while on my way I opened the little box, examining that tiny Cuban jewel and I thought to myself: that thing was surely destined for me. What was I supposed to do? At the end of the day, I paid a call and I tactfully cancelled the birthday appointment with the excuse that I was sick. I went back home and I lit the cigar that proved to be the first Habanos in my life. Sweet, light, inspirational ... an incredible experience that I will never forget.

In the next few years, I tried out almost everything on offer on the Bulgarian market and it turned out that there are many items which were better than my Predilectus Tubolares, but to me the time spent with it is the best experience in the cigar world ever...

Years later I found it in a store in Vienna and, of course, I never hesitated to buy 4 pieces. I smoked them with two friends of mine, also connoisseurs of Cuban cigars.

...and the best thing was that the feeling was exactly as the first one — sweet, light, inspirational...

CONTEST

The first Habanos Academy class in Bulgaria



"Kaliman Caribe performed a pilot training of the **Habanos Academy** for Bulgaria in the form of an in-house training. The Academy is an initiative of the Habanos s.a. corporation, exclusively introduced

in Bulgaria by Kaliman Caribe to foster expertise into Havana cigars. During the training, the students obtain profound and professional knowledge about the company's products by following the entire process of creation of the Cuban cigars — from tobacco sowing to the finished commercial product. Of



course the most interesting part was the cigar degustation as each guest could lit and try their cigar and enjoy its amazing taste.

Habanos Academy is divided in three main courses: Junior, Senior and Master. The local distributor is authorized to carry out the first two training levels. The highest degree, Habanos Master, one acquires in Cuba and the training is carried out by Habanos s.a. only.

HABANOS NEWS WORLD

The first regional cigar edition for Bulgaria Bolivar 681 gains recognition in France



Bolivar 681 gained international recognition due to the evaluation of three reputed cigar sommeliers. The reference for the "Bulgarian cigar" was published in the June issue of the prestigious professional magazine *L'Amateur de Cigare*.



BOLIVAR

Bolivar 681

Cape, sous-cape, tripe : Cuba
Dimensions : 153 mm x ø 21,03 mm
Module : Grand robusto (sobresalientes)
Fabricant : Habanos SA
Distributeur : Bulgarie (Kaliman Caribe)
Prix : 28 BGN (14 €)

Apparence : Cape colorado claro lisse et étirée. Remplissage idéal et souple.
Dégustation à cru : Touches herbacées. Bon tirage.

Dégustation après allumage :

Premier tiers : Entrée en matière souple et harmonieuse. Le cigare, beau et imposant, déploie des arômes boisés puis nettement herbacés. Jolie combustion.

Deuxième tiers : La puissance est correcte mais n'évolue pas. Elle porte une fumée végétale (foin sec coupé) et quelques touches boisées-grillées (noisette). Linéaire.

Troisième tiers : Peu ou pas de changement. Le cigare est agréable, rond et moelleux, jamais brutal. Il manque toutefois de nerf pour porter des arômes plus marqués.

Commentaires des dégustateurs : « Réellement magnifique, des proportions de rêve ! » ; « La tripe n'est pas à la hauteur de la cape » ; « Un géant timide comme une midinette. »

Le moment : L'après-midi ou en soirée.

Conclusion de L'Amateur : Ce séduisant Bolivar manque un peu de profondeur aromatique. Un mélange trop consensuel peut-être.



EDICION LIMITADA 2012

H. UPMANN ROBUSTOS

The limited edition for 2012 — H. Upmann Robustos, has already been published in the Habanos s.a. website (www.habanos.com).a



Length: 124 mm
 Ring: 50
 Gallery: Robustos
 Presentation: 25 pieces in a box

One of the most long-expected vitolas by connoisseurs throughout the world, Robusto under the H. Upmann brand, is now a fact.

Unfortunately, it is not among the serial product representatives, rather a limited edition for 2012. Nevertheless, the con-

noisseurs will have the opportunity to try this edition within the limits of its restricted availability. They will also be able to save in their humidors some priceless pieces until they become a serial product.

Soon Bulgarian aficionados will also have the opportunity to enjoy the new temptation, offered by Habanos s.a. corporation.