

ISSUE 11  
September  
October  
2012

# Habanos

## NEWSLETTER

exclusively presented by

## KALIMAN CARIBE



### PREMIUM CIGARS & TOBACCO opened doors in SKOPJE CITY MALL



The fourth boutique of the Premium Cigars&Tobacco chain opened doors for all Macedonian aficionados. The newest shop for Cuban cigars and luxurious tobacco products and accessories is situated inside the Skopje City Mall — the largest shopping mall in the city. The citizens and guests of Skopje could find the boutique shop at the ground floor,

## LAUNCHING

### H. UPMANN HALF CORONA

Name of gallery: Half Corona

Length: 90 mm

Ring: 44

Caliber: medium

Other members in the Half Corona gallery: N/A

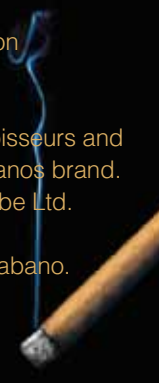
Presentation: in an aluminum pack, 5 pieces, very appropriate for a gift



For all aficionados and fans of the short formats will have the opportunity to enjoy the “small jewels” of H. Upmann in their new elegant metal cigar box of five pieces each. This packing is extremely appropriate for a gift and is comfortable to carry. H. Upmann Half Corona is an invitation for a quick but extremely pleasant smoking. This vitola is an unique opportunity to enjoy the habano under any circumstances with a format that can be smoked in 20 minutes. The strength is from light to medium, with a high aroma and balanced taste.

We are tuning ourselves  
to the holiday wave because soon  
we are about to host  
**THE GRAND PARTY VI**  
traditionally the event is attended of connoisseurs and  
collectors of Cuban cigars under the Habanos brand.  
In the frame of the party Kaliman Caribe Ltd.  
exclusively presents  
the newest products in the world of habano.

**THE HABANOS DAY 2012**  
takes place in November!



near the Carrefour supermarket.

The store is equipped with a walk in humidor, supplied with the abundant Habanos S.A. portfolio as well as with a variety of smoking accessories. Premium Cigars&Tobacco offers personal corporate gifts that could satisfy any taste or preferences.

### ROMEO Y JULIETA JULIETA

Name of gallery: Julieta N6

Length: 120 mm

Ring: 33

Caliber: small

Other members in the Half Corona gallery: N/A

Presentation: in an aluminum pack, 5 pieces, very appropriate for a gift



The Julieta size of the well known Romeo y Julieta brand is hitting the world markets among great expectation, so called the Lady's Cigar. Elegant and mysterious outside and in the meantime with soft and gentle taste — what else could present the real vitola especially created for the ladies. Off course in chic “outfit” — stylish metal box in brand colors with a modern touch of rounded edgs resulting in even more refined design.

## ROMEO Y JULIETA PETIT CHURCHILLS



Name of gallery: Petit Robustos

Length: 102 mm

Ring: 50

Caliber: medium

Other members in the Half Corona gallery: Hoyo de Monterrey  
Petit Robustos, Partagas Serie D N5

Romeo y Julieta was created as an Habanos brand in 1875 and by the early XX century it gained international acclaim. Winston Churchill was one of the most devoted smokers of the Romeo y Julieta brand. Today Romeo y Julieta enjoys considerable prestige worldwide and offers one of the broadest ranges among Habanos brands, all made totally by hand with long filler.

The new Romeo y Julieta Petit Churchills vitola is designed to complement the current Romeo y Julieta range by adding a format that is highly appreciated in recent years by Habanos enthusiasts. The smoking time for this vitola is about 20 minutes.



## NEW IN BULGARIA

### RAMON ALLONES SMALL CLUB CORONAS



Name of gallery: Minutos

Length: 110 mm

Ring: 42

Caliber: small

Other members of the gallery: Bolivar Coronas Junior; Partagas Shorts; Punch Tres Petit Coronas; San Cristobal de La Habana El Principe; El Rey del Mundo Tres Petit Coronas; Punch Superfinos ER Italia

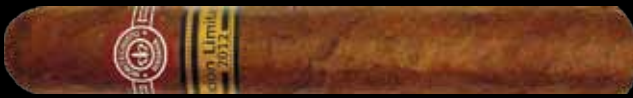
Ramon Allones, the brand that gave the most special editions this year, is to have yet another member. Small Club Corona could be placed in the category of the fastest formats, but this does not make it less popular and loved than the other vitolas of the brand. The Bulgarian adicionados will have the opportunity to touch vitolas that are sold on few places in the international Habanos map.

Although it is officially classified as a "strong" brand for the intensity of its taste, Ramon Allones is popular in countries with a traditional tobacco culture such as Bulgaria. Because of its size Small Club Corona is suitable for a wide range of fans, including beginners and ladies, and its current versatility and smoking time is among its other advantages.

Since its launch Ramon Allones Small Club Coronas has manifested itself as a leader in its segment and enjoys great popularity.



## EDICIONES LIMITADAS 2012



Name of gallery: Maravillas N3  
Length: 155 mm  
Ring: 55  
Caliber: large  
Other members of the gallery: none



Name of gallery: Hermoso N3  
Length: 140 mm  
Ring: 48  
Caliber: large  
Other members of the gallery: Romeo y Julieta Hermoso N3  
510 Aniversario Humidor (2003)

### MONTECRISTO 520

The latest Edición Limitada Montecristo N3 appears to be the prodigy of at least three traditions. First, the inclusion of this vitola into this list of special editions called Edición Limitada, that guarantees a new concept in an entirely new format and of course, the aging of the best leaves from the Vuelta Abajo region (DOP). All this has been combined with the traditional taste of the brand, the secret magic of the blend comes in limited quantities, to finally get a perfect and valuable to the most demanding smokers product. Montecristo 520 EL 2012 is impressive in size and with its dark Maduro leaf.

In the last ten years, all aficionados witnessed a very special tradition: every even year Montecristo brings up a delightful limited edition.

Montecristo EL 2012 also reflects the change that came 520 years ago: in 1492 tobacco crossed the ocean for the first time, thereby establishing a tradition which has stayed on for 520 years now.



### PARTAGAS SERIE C N3

For the second time Hermoso N3 vitola is included in the Habanos portfolio. The previous edition was Romeo y Julieta Hermoso N3, which is part of ultralimited humidor on the occasion of 510 years from the discovering of the New World.

With its latest limitada Partagas incorporates an innovation in the design: a lithographed piece of paper that covers the cigars it contains, as well as an external red and black sign, and a vitolina-leaflet that have been added to the wooden boxes decoration.

As the experienced aficionados already know — Partagas and “special edition” in one sentence automatically turns the new vitola in one of the leaders for the hearts of the Cuban cigars lovers. Having in mind the successes of the first “maduro” vitola on the Bulgarian market — Partagas Serie D N3, there is no doubt that the brand is launching the best limitadas for the season.





### HABANOS NEWS BULGARIA



#### Cohiba debuts in the “Sunshine Boys” theatre play

On 25.09.2012, “Salza i smyah” Theater hosted the premiere of Neil Simon’s “Sunshine Boys”. In the play, the Cohiba cigars are the favourite ones of the main character, played by the popular Bulgarian actor Pavel Popandov.

### GIFTS

The Christmas and New Year holidays are coming. Give someone Habanos and you must be sure that your present will be appreciated. Do not miss the opportunity to familiarize with the variety of gift offers that could be packed with style and shortly delivered to an address that you specify. More information is available at Premium Cigars&Tobacco and La Casa del Habano boutiques throughout the country.



### HABANOS NEWS WORLD

#### Cohiba was awarded with a special honor

World renowned and favorite of millions of aficionados, the business card of the Island of freedom, Cohiba hardly needs any greater recognition than that it has been receiving for more than 55 years now. However, that can hardly be said about the attempts of a number of entities and even entire business conglomerates, that are trying to copy and imitate this brand which belongs solely and by right to Habanos



and the Cuban people. For the first time, the Mexican Institute of Industrial Property issues its own certificate for a trademark of a non-Mexican brand, which officially recognizes Cohiba as a global trademark.

The event took place in the House of Mysteries of El Laguito in Havana, the factory where the renowned Cohiba comes from. The recognition was awarded by Dr. Josū Rodrigo Roque Diaz, CEO of the elite Mexican institute.

#### Exclusive cigar blind tasting was held in Tirana

The first blind tasting in Tirana was held during the traditional monthly meeting of Habanos aficionados. The concept of the tasting and the opportunity to engage all the guests’ senses when smoking was well appreciated by the participants and showed them a new way to enjoy an habano. The task of the guests was to identify four members of Cremas gallery — Romeo y Julieta N1, Hoyo de Monterrey Palma Extra, Partagas de Luxe, Jose L. Piedra Cremas.

While lovers of cigars in Tirana were improving their tasting

opportunities, in Sofia the monthly meeting was held in La Casa del Habano Open Bar where the guests enjoyed the magnificent San Cristobal de la Habana Mercaderes and H. Upmann Noellas. This time there was a provocation to all guests as well: quiz on La Casa del Habano, providing the traditional prize for the winner.

The next monthly meeting will be held on 30<sup>th</sup> October after 18.30 in Bar Havana (Sofia, 7 Enos Str.).