



PREMIUM CIGARS&TOBACCO new shop in Sofia

The 24th chain store was opened in the newly-established Bulgaria Mall in Sofia

Admirers of Cuban cigars in the capital can brag about the latest boutique for Habanos cigars and luxury tobacco products and accessories. Premium Cigars&Tobacco Bulgaria Mall will make happy all aficionados with a wide variety of products presented in an elegant atmosphere and exquisite selection. In the new store could also be found various offers for smoking accessories, gift ideas and Cuban gourmet products.

Premium Cigars&Tobacco Bulgaria Mall is located on the ground floor, next to the entrance from Bulgaria Blvd., and is opened from 10:00 am to 10:00 pm every day, tel. +359 888 400 670.



The tradition of monthly meetings continues

On December 17th the traditional monthly meeting of all Habanos aficionados in Tirana, Albania is held.

LAUNCHING

COHIBA PIRAMIDES EXTRA



Vitola name: Piramides Extra
Length: 160 mm
Ring: 54
Caliber: Large
Other representatives of the gallery: n/a

Cohiba is a ritual word, both over 520 years ago, and today. Medium to strong intensity of its taste, Cohiba Piramides Extra has all the characteristics of an exclusive edition: new format Piramides Extra, three-stage fermentation and limited production.

In visual aspect, the vitola also introduces a number of innovations related to the world of cigars: new embossed

ring with hologram imprint, fine figural canister with special embossed engraving with the logo of the brand and limited quantities presented in boxes of 3 pcs tubos.

Cohiba Piramides Extra is a natural continuation of the words of Winston Churchill that "Perfection is a simple thing, we only satisfy ourselves with the best".

HABANOS DAY 2012

November 30th, Friday, was the date that remained in the hearts of all admirers of Cuban cigars. Within the day Kaliman Caribe held Habanos Day 2012, when the Cuban cigar was highly respected.

Meeting with the media

The morning began with a friendly meeting with the media, attended by representatives of leading media in Bulgaria, some of them Habanos admirers. The meeting was held at Bar Habana, Sofia.

Journalists were impressed by the presence of Jose Alberto Galan — a professional torcedor from Cuba, who in 1996 was awarded the highest 9th grade in this profession. Especially for the guests Jose Alberto shared more about one of the rarest jobs in the world — how to become a torcedor, and the way of the Cuban cigar. The “master of cigars” shone with the fact that he has established the Regata shape of the Montecristo Open line.

The next media meeting is forthcoming and will be on the occasion of the biggest event in the world of cigars in an international plan — the Cigar Festival, traditionally held in Cuba in February.



Grand Party VI

The evening event put the culmination of the day dedicated to Cuban cigars and gathered the elite of the Habanos society in Bulgaria. The cocktail was attended by more than 350 guests, among whom were international cigar lovers from Austria, Germany, Greece, Macedonia, Albania, Armenia, Kosovo.

The elegant event was held in Tera Residence in Sofia. Visitors were greeted with a special fire show and they were able to try two of the exclusive cigar editions: Romeo y Julieta Petit Churchills and Partagas Serie E N2.



The classy presence and atmosphere of the Residence was complemented by live performances by a string quartet and exquisite classical ballet.

The cheer of the mood was raised by the group Del Padre and the singer Irene Vasquez, who impressed the guests with performances of famous Cuban songs. The professional dancers from Diva ballet gave more style with rhythmic choreography and a lot of mood.



Part from the program of the official part was the presentation of the latest products from Habanos that are of an interest for all aficionados. Especially for them, the event presenters presented Cohiba Piramides Extra, Romeo y Julieta Petit Churchills, Montecristo 520 Edicion Limitada 2012, Partagas Serie C N3 Edicion Limitada 2012 and H. Upmann Robustos Edicion Limitada 2012.

The awarding of the traditional **HABANOS AWARDS** for Bulgaria was the long-awaited moment for the most expressed fans of the cigars in several categories. The awards are presented annually since 2007.

This year's happy winners are:

HABANOS AFICIONADO

Atanas Nikolov
Kosta Vladimirov
Rumen Iliev

HABANOS CONNOISSEUR

Nikolay Spasov
Nikolay Bachvarov
Georgi Kolarov

HABANOS COMMUNICATION

Bogomil Marinov

HABANOS AMBASSADOR

Prof. Gencho Nachev

HABANOS LADY

Emiliya Karadocheva

SPECIAL AWARD

Lachezar and Emil Ivkovi



Pictures from Grand Party VI are available in Kaliman Caribe corporate profile in Facebook.

The Bulgarian tour of the torcedor Jose Alberto Galan



Jose Alberto is a professional torcedor with long experience in Habanos s.a. corporation. He began his career when he was only 17 years old in the preparatory course for torcedoros, which lasted for 9 months. He started in the lowest category, and as of today he already has the highest — 9th degree. This step in the career growth had taken him 19 years, during which he had given the best of his efforts.

Jose Alberto is in Bulgaria under the invitation of Kaliman Caribe. The visit of a Cuban torcedor is a privilege to any

company. Everyone can be introduced to his hand work, not only with the details of rolling a Cuban cigar, but also with the Habanos culture — rich in history and facts.

Jose Alberto Galan (called Peppe by his friends) has created the pyramidal format of one of the lines in the top brands in the Habanos s.a. corporation portfolio, namely Montecristo Open. He tells that it was a great provocation, because one of his colleagues asked him for a cigar for himself and this is how the idea for such a cigar format emerged, but in smaller size. After that the format was presented before the Directorate of Scientific and Technical forum, where it was excellently welcomed. This was where the name of the format originated from. When the pyramid was presented to the management of Habanos, they decided that this format would be appropriate for beginner smokers and this was the way for it to be included in the company's product catalogue.

He also mentions that the daily limit for rolled cigars in whichever factory depends on the shape of each vitola. For example, the pyramid format has a daily target of 110 pieces. Or on a monthly basis — 2640. He also shares that everything that may be done above this figure is tolerable as long as it meets the quality required.

During his visit in Bulgaria, Jose Alberto Galan visited the stores from the chain La Casa del Habano in Radisson and Mall of Sofia, as well as Premium Cigars & Tobacco in Sofia, Plovdiv, and Varna. All customers of the specialized shops had the opportunity attend the demonstrations of cigar rolling, as well as to ask their questions towards the torcedor.

HABANOS NEWS BULGARIA

The Habanos cigars catwalked on the Playmate 2012 competition

The annual competition Playmate Of The Year 2012 organized by Playboy magazine in Bulgaria, was held in November. The attractive show was held in Bansko winter resort before a selected and exclusive audience. For the full satisfaction of the senses, the Habanos cigars also participated, and they topped up the temptations before the guests, while they were entertaining themselves with the stylish and sexy competition program.



Kaliman Caribe participated in Chivas Gourmet Salon

The top brands of Habanos Corporation and the gourmet products from Cuba were presented on the third edition of Chivas Gourmet Salon, which was held 3 - 5 December 2012 in Grand Hotel Sofia.

The concept of the exhibition was to gather at one place leaders in different spheres of the gourmet culture. Guests of the event were connoisseurs of the real works of culinary art and the fine drinks, perfectly match with a good Havana cigar.