

Habanos

NEWSLETTER

EXCLUSIVELY PRESENTED BY

KALIMAN CARIBE

ISSUE 15 | MAY / JUNE 2013

LAUNCHING

TRAVEL RETAIL PETIT ROBUSTOS



GALLERY NAME: Petit Robustos
LENGTH: 102 mm
RING: 50

PRESENTATION:

- Special cedar box of 10 units — 2 rows of 5 units Petit Robustos of each brand
- Limited production of 5.000 for the whole world

The tenth anniversary of Selección Robustos and Selección Piramides, which have become symbolic for its segment, was marked by a new product — Selección Petit Robustos. The novelty here is the two-sided position of the cigars, which are now 10 — two for each of the global

brands. This edition comes under the label of Travel Retail, and, like its predecessors, will bring pleasure to the connoisseurs of the gift segment with its rare cigars in the Petit Robustos format, which are not produced on a large scale — Cohiba, Montecristo and H. Upmann.

COHIBA PIRAMIDE EXTRA

NEW TUBOS



Medium to strong in intensity of taste, Cohiba Piramides Extra has all the characteristics of an exclusive edition: new format Piramides Extra, a three-stage fermentation process, and limited production.

GALLERY NAME: Piramides Extra
LENGTH: 160 mm
RING: 54

Visually the vitola introduces a number of innovations, connected with the cigar world: a new relief ring with a holographic imprint embossed

on it, a fine figural tube with a special relief logo of the brand and limited quantities, presented in boxes of three tubes each.

PARTAGAS SERIE D N5



GALLERY NAME: Petit Robustos
LENGTH: 110 mm
RING: 50

When EL 2008 Partagas Serie D N5 was first launched at the market, many were quick to envisage that this cigar would go beyond the boundaries of the limited series, and would continue to bring pleasure to its lovers. This not only came true but the interest in this little gem all over the world, as well as in our country, went even far beyond the wildest expectations.

Serie D N5 is definitely your choice if you are going out for a coffee with friends, or you have about 30 minutes to indulge in your passion — Cuban cigars. It is surely in no way inferior in strength to the closest representative of the Partagas — Serie D N4, but at the same time reveals a deeper richness of the natural flavours typical of the brand.

ROMEO Y JULIETA PETIT CHURCHILLS



GALLERY NAME: Petit Churchill (Petit Robusto)

LENGTH: 102 mm

RING: 50

With its small and universal format, the new vitola Petit Churchill is a typical representative of the most fashionable small formats. For 20 minutes this cigar offers the best of Cuban flavor, and satisfies even

the most pretentious connoisseurs of the Romeo y Julieta brand. Like a sports car, it will give you intense pleasure with the comfort that only Habanos can guarantee.

RAFAEL GONZALEZ PERLAS



GALLERY NAME: Perla

LENGTH: 102 mm

RING: 40

At the end of 2012, Habanos were inspired to design a cigar in the Perla format for a not so well-known brand. This is Rafael Gonzalez, which is not present at many markets but its place in Bulgaria has been guaranteed since 2009. With Vuelta Abajo tobacco, a two-

stage fermentation and a long filler, this pearl offers the maximum of expectations, at a reasonable price at that. It is suitable for beginner smokers and for ladies. It is also a perfect companion of the afternoon coffee, and is especially good for an everyday cigar.

QUINTERO FAVORITOS



GALLERY NAME: Concha N2 (Petit Robusto)

LENGTH: 115 mm

RING: 50

The cigars of the Quintero brand are fully hand-made and are distinguished by the fact that all vitolas under this name have a short filler. This makes it possible for their price to be extremely attractive. Add to this the leading strong tobacco flavor and universal intensity of the aroma, and you have

an affordable brand, widely recognized especially in Spain. In Bulgaria Quintero Favoritos is just the second vitola under this name. The novelty here is its specific format — Concha N2. The format is one of a kind and contains the concept of Petit Robusto but it offers a 5mm longer pleasure.

HABANOSSOMELLIER RECOMMENDS



Cuba Libre Kaliman

double rum Varadero Silver Dry, lime, Coca Cola + Bolivar 681

A blend of Cuba and Bulgaria for a pleasant relaxation and cheerful mood



Daiquiri

Varadero Silver Dry rum, lime, sugar + Trinidad Reyes

A light, non-committal offer for every part of the day



El De Casa

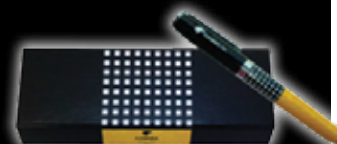
Varadero 3-years rum, Curaçao, orange and pineapple juice, lime + Romeo y Julieta Julieta

For the ladies, appreciating the good Cuban cigar, combined with a traditional delicious cocktail

HABANOS GIFT



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COHIBA ROLLER

Find it at Premium Cigars&Tobacco and La Casa del Habano

BLITZ INTERVIEW

He is the winner of the prestigious award Habanos Connoisseur, given to him by Kaliman Caribe for 2012. The award is made for excellent knowledge of the Cuban cigar.

HABANOS CONNOSSEUR 2012



Nikolay Bachvarov is the manager of Baumit Bulgaria, Ltd.

My first Cuban cigar

My first experience of Cuban cigars was such a long time ago that I even cannot remember the exact time. One of the first cigars I tried was Romeo y Julieta.

What impresses me most in the Habanos cigars is

For me the cigar is a continuation of Epicureanism. Smoking a Cuban cigar presupposes a good company, good food and good wine. For me the cigar is a pleasure, a way to relax. The overall atmosphere is an important prerequisite too for deriving full pleasure from the Habanos cigar.

The time for cigar is time for

Relaxation after a good dinner or supper.

The best combination is cigar with

Good red wine, malt or Irish whisky.

My favourite cigar is

I cannot say which particular one but I am definitely a connoisseur of Romeo y Julieta and Hoyo de Monterrey.

The best cigar is the largest, the thickest and the one given as a gift — I am joking, of course.

The style of a Habanos aficionado stands out with its

The Cuban cigar is smoked for pleasure, not when you are nervous, as most cigarette smokers do.

My personal recommendation to cigar beginners is

They should have a genuine willingness to smoke cigars. They should also know that the cigar is a delight and pleasure, not just smoking. With a pleasant company, a good drink and enough time, smoking a Cuban cigar is a real pleasure.

HABANOS WORLD

photos and text - the author



FOR THE LUCKY FEW – LAGUITO, THE DREAM FACTORY

Asen Mitrev

Habanos Connoisseur 2007
Habanos Ambassador 2009

Follower of the Habanos cigars since many years now, one of the few lucky ones who had the chance to visit the Cohiba cigar factory in Cuba.



For the real aficionado a visit to the most famous cigar factory in the world El Laguito, where the exclusive brand Cohiba is produced, is probably as important an event as the journey of the pilgrims to the sacred places in the past. Unlike

the other Havana factories, Partagas, Romeo y Julieta and Trinidad, tourists are not allowed in El Laguito, and the doors open only for a lucky few during the annual International Festival of the Cuban Cigar. Thanks to the support of Kaliman

Caribe, this was my second visit there, which confirmed my impression that this Bulgarian company is extremely prestigious and respected, and is part of the elite family of the 39 exclusive worldwide distributors of the Habanos S.A.

The Venue

El Laguito is located in one of the most beautiful neighbourhoods of Havana — Miramar, home to embassies and diplomatic missions. The marvellous white mansion with marble columns, surrounded by tall palm trees and a beautifully landscaped garden has nothing to do with our idea of a factory. Until the revolution of 1959 the impressive building belonged to the rich merchant of sugar Casimiro Fowler Jimenez. Actually, this is the birthplace not only of the first brand, created by the Revolution — Cohiba, but also of the Trinidad cigars, intended for diplomatic gifts.

The history of the brand

Cohiba was found by chance in 1963 when one of Fidel Castro's bodyguards offered him a cigar made by a friend of his. Comandante en Jefe liked it so much that he asked Eduardo Rivera, the person who made it, to start its manufacture. Rivera became the first headmaster of the newly-found school for torcedores, so called cigar rollers. There they produced the cigar invented by him, or the fuma, as the torcedores called the cigars they made for themselves. At first Cohiba was a protocol cigar in limited production for Fidel and his circle only, as well as for exclusive gifts, given to heads of state. One of the reasons for the production of a "personal" cigar for Castro, under strict security measures, was the fact that among the 638 attempted assassinations made by CIA against him was also the invention of a poisonous botulinum cigar, and an exploding cigar. For a short time the fame of Cohiba spread among the connoisseurs all over the world, and the cigar turned into a cult product with exquisite reputation. And together with the beard and the military uniform Cohiba became an integral part of the revolutionary image of the Cubans, to which Che Guevara's contributed by admitting that he had never smoked a better cigar before.

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The name

At the end of 1966 on the initiative of the famous Cuban revolutionary Celia Sanchez, the cigar known until then as "Fidel's cigar" was officially named Cohiba. This is how the indigenous people of the Caribbean island — the Indians of the Taino tribe, who lived there many years before Christopher Columbus reached it — called the bunch of rolled dry tobacco leaves which they smoked.

Cohiba

Cohiba is the leading brand among the global brands of the Habanos S.A. corporation and it is legitimately considered the best cigar in the world. Born during the revolution, and among the youngest Cuban cigars, it is officially launched on the world market as late as 1982



during the Football World Cup in Spain. Initially Cohiba is produced in three vitolas: Panatela, Corona Especial and Lancero. In 1989 three more formats were added: Robusto, Esquisito and Esplendido. Altogether these six vitolas are part of the so called Linea Clasica. In 1992 the Habanos S. A. Corporation launches the series Linea 1492, which includes Siglo form I to VI, to commemorate the 500-year anniversary of Christopher Columbus arrival to these lands. Cohiba Maduro 5 in three sizes is launched in 2007, and in 2010 Cohiba Behike is created. All vitolas of Cohiba are totalmente a mano, tripa larga, i.e. entirely hand-made with whole long leaves for fillers.

Lectores

Every cigar factory in Cuba has the so called lectores, or readers, who read novels, poetry and newspapers from a special podium so as to entertain the torcedores during their monotonous work. These literary readings date back to 1865 from the El Figaro factory and have turned into a precious tradition preserved during the centuries, which has left its mark on the history of Cuban cigars to this day. Legend has it that the names of the Romeo y Julieta and Montecristo cigars are given by torcedores who were inspired by the works of Shakespeare and Dumas. Unfortunately, this time we miss the lectores once again since they are absent on the rare occasions when there are visitors in El Laguito. Nevertheless, we enthusiastically take photos of ourselves on the podium in front of the lectores' microphone.

The magic of tobacco

The preparatory tobacco workshop is the magical alembic, where the otherwise unimpressive plant turns into magic. The best tobacco leaves born in Cuba are used in the production of Cohiba — selection of the selection, coming from the region of Vuelta Abajo of the Pinar del Rio province. The tobacco is grown in specially selected fields and their exact location is kept in secret. The tobacco used in Cohiba undergoes special third fermentation in wooden barrels so as to achieve a milder, rich and even taste which is a characteristic only of this brand. All this makes the blend used in the production of Cohiba unique, and contributes to its legendary taste and aroma.

Torcedores

Only the best of the best torcedores in Cuba are lucky enough to work in El Laguito. The opportunity to apply one's skills here is a great honour for every cigar roller. In the be-



ginning only women worked in the factory. This was part of Celia Sanchez's initiative to involve women in social activities and to liberate them from their traditional house-keeping responsibilities. At present almost 300 of the best men and women torcedores in Cuba work in El Laguito but the female presence is still prevalent.

The production process

During my visit to El Laguito the vitolas Behike and Robusto were in the process of production and the tobacco fragrance filled every corner of the spacious mansion. Five meticulously select-



ed types of tobacco leaves are used to produce the Cohiba cigars. The first three, which compose the filler of the cigar are ligero, seco and volado. They are covered with a fourth leaf capote. The whole ensemble is called tripa and forms the inner part of the cigar which is "dressed" in the fifth, silky-smooth leaf, called capa. The capa, a.k.a the cover leaves, is the most expensive and difficult to grow Cuban tobacco, the production of which is given to the best farmers — the legendary Alejandro Rubaina being one of them. The cigars undergo an extremely strict quality control after which they are sorted and marked with the recognizable yellow, black and red ring. Then they are placed in hand-made cedar boxes.

The atmosphere

In El Laguito the affable torcedores work in small cozy premises, not more than 10 to 20 workers per room, which creates the feeling of a boutique manufacturing. Everything is quieter and more elegant compared to the other cigar factories which usually have big and noisy common work spaces. The portraits of Che and Hugo Chavez are staring at us from the wall. The air is soaked with the intoxicating fragrance of first class tobacco. Everything here — the people, the weather, the atmosphere — is so sunny and pleasant that even the non-smokers in our group are captured by the magic of Cohiba. We say goodbye to Ricardo Salas, a marketing expert, and to the director of the factory Miguel Angel Brown Vajan and we thank them for the unforgettable experience. The emotion of seeing how a legend is born under the hands of the world's best cigar rollers, heirs and keepers of centuries-old traditions, is incredible. Cuba is already in our hearts forever — warm, friendly, unique — and our visit to El Laguito intensifies the feeling.