

# Habanos

## NEWSLETTER

EXCLUSIVELY PRESENTED BY

# KALIMAN CARIBE

ISSUE 17 | SEPTEMBER / OCTOBER 2013

## LAUNCHING

### EDICION LIMITADA 2013 HOYO DE MONTERREY GRAND EPICURE



**BRAND:** Hoyo de Monterrey  
**COMMERCIAL NAME:** Grand Epicure  
**FACTORY NAME:** Montesco  
**LENGTH:** 130 mm  
**RING:** 55

HABANOS S.A. PRESENTS THE FIRST LIMITED EDITION FOR 2013. HOYO DE MONTERREY IS ONE OF THE THREE BRANDS SELECTED ON THIS OCCASION

The Ediciones Limitadas — Limited Editions of Habanos are highly appreciated and awaited every year by enthusiasts worldwide. They are characterized by vitolas — sizes that do not appear in the usual range of the brand portfolio, and they are distinguished by a careful selection of their leaves — wrapper, filler and binder — which have been aged for a period of at least 2 years. The wrapper dressing of these Habanos comes from the top leaves of the Tapado — shade grown, black Cuban tobacco plant, and is relevant characteristic that identifies these special productions. This wrapper is usually darker than the wrappers of regular range sizes of the brand.

The Ediciones Limitadas are made with the finest tobacco leaves coming from Vuelta Abajo, Cuba.

Three Habanos brands will count with a Edicion Limitada this year 2013: Romeo y Julieta, Punch and Hoyo de Monterrey. Hoyo de Monterrey's Edicion Limitada is the first to reach the points of sale all around of the world.

Hoyo de Monterrey Grand Epicure (ring 55 x length 130 mm) is a vitola specially selected for this Edicion Limitada 2013. These 10 Habanos are produced "Totalmente a Mano" — Totally handmade after an exquisite selection of wrapper, filler

and binder leaves coming from the Vuelta Abajo plantations and aged at least 2 years.

This vitola keeps the flavour of Hoyo de Monterrey's blend, which makes it an attractive choice for those who seek a delicate yet aromatic Habano that is lighter to the taste but with great elegance and complexity.

All the Habanos of this Edicion Limitada 2013 are produced in small quantities by expert Cuban cigar rollers so as to meet the expectations of Habanos enthusiasts worldwide.

### EDICION LIMITADA 2013 PUNCH SERIE D'ORO N2



**BRAND:** Punch  
**COMMERCIAL NAME:** Serie D'Oro N2  
**FACTORY NAME:** Campana  
**LENGTH:** 140 mm  
**RING:** 52

HABANOS S.A. PRESENTS PUNCH THE SECOND LIMITED EDITION FOR 2013

Punch is one of the very oldest Habano brands, founded it in the mid of 19th Century by Don Manuel Lopez of Juan Valle. The clown Punch whose name comes from the humorous magazine that was much in Vogue at that time, is still featured in every box, cigar in hand, and surrounded by 19<sup>th</sup> Century images of cigar making that remain virtually unchanged over a century and a half later.

This is the first time that Punch has a Limited Edition. Punch Serie D'Oro N2 (ring 52 x length 140 mm) is a figurado — tapered at the one end — vitola specially selected for this Edicion Limitada, 2013. These 25 Habanos are produced "Totalmente a Mano" — Totally handmade after an exquisite selection of wrapper, filler and binder leaves coming from the Vuelta Abajo plantations and aged at least 2 years.

This Edicion Limitada 2013 has been produced in very small quantities. All the Habanos were made by Cuba's most expert rollers in order to create this exquisite Habano for the most distinguished smokers.

Punch Serie D'Oro N2, with Punch's distinct aromatic medium flavor, is available in the classical Labelled Box with brooch (CBB) of 25 units.

## LAUNCHING

### EDICION LIMITADA 2013 ROMEO Y JULIETA ROMEO DE LUXE



HABANOS S.A. PRESENTS THE THIRD LIMITED EDITION OF 2013 — ROMEO Y JULIETA ROMEO DE LUXE

Since its birth in 1875, Romeo y Julieta has become one of the best known brands of Habanos. Its roots lie in the literary tragedy of the same name by the British playwright William Shakespeare. Romeo y Julieta enjoys great international prestige and presents one of Habanos' widest range of sizes. Romeo's balanced and aromatic blend is appreciated by a large number of enthusiasts.

Romeo de Luxe is a vitola specially selected for this Edicion Limitada 2013. These 10 Habanos are produced „Totalmente a Mano“ — Totally handmade after an exquisite selection of wrapper, filler and binder

leaves coming from the Vuelta Abajo plantations and aged at least 2 years.

Romeo de Luxe (ring 52 x length 162 mm). Capuleto is its vitola de galera factory name which exists just for this Edicion Limitada, as it does not exist in any other Habanos brand. This is a heavy ring gauge Habano for those smokers that enjoy Habanos with the brands excellent burn and characteristic aroma. It provides a unique experience due to the special size as well as the selection and ageing of the leaves used for this Edicion Limitada.

Romeo de Luxe presents a special case

**BRAND:** Romeo y Julieta

**COMMERCIAL NAME:** Romeo de Luxe

**FACTORY NAME:** Capuleto

**LENGTH:** 162 mm

**RING:** 52

designed for this occasion, with a printed protector which enhances the historic design of the brand.

This Edicion Limitada limited edition of 2013 has been produced in limited quantities. All the Habanos are Totalmente a Mano Tripa Larga — totally handmade Long filler — made by some of — the most expert rollers of Cuba in order to create this very exclusive Habano.

Romeo de Luxe Edicion Limitada limited edition is available in special box of 10 units.

## HABANOSSOMMELLIER RECOMMENDS



### BELAIRE DARK STORM FROM NORWAY

A sophisticated winter warmer, this cocktail combines spiced undertones and sweet herbaceous flavours with bitter orange and Belaire Rose's fruit palate. Excellent for the cold days and nights, to enrich the good flavor of the joy with friends.

#### RECIPE INGREDIENTS:

20 ml Cointreau

5 ml Vanilla Flavoured Vodka

5 ml Campari

5 ml Jack Daniels

5 ml Drambuie

Muddle White Sugar With Orange Puree For The Glass Rim

Belaire Rose (To Top).

Served In A Martini Glass.

#### METHOD:

- Wet the outside of the glass with a wedge of fresh orange.
- Fill a saucer with a mix of orange puree and extra fine white sugar and dab the rim of the glass into the mixture.
- Turn slowly so that the outer edge is covered.
- Shake the Vodka, Campari, Jack Daniels and Drambuie together into a martini glass.
- Top with Belaire Rose.

## BLITZ INTERVIEW

He is one of the young Habanos' lovers who proved his passion for the Cuban cigars in a very short time. Works as an IT specialist. He is awarded with Habanos Aficionado Award in 2012

### HABANOS AFICIONADO AWARD



Rumen Iliev

#### My first Cuban cigar

My first Cuban cigar was H. Upmann. At this time I quit smoking and I decide to try a cigar. This was my first meeting with the Cuban cigars.

#### What impresses me most in the Habanos cigars is

I am impressed from many things in Habanos. Firstly, the taste, smell and the way they are made — entirely hand made. The combination of these qualities makes the cigar Habanos incredible and

unique product.

#### The time for cigar is time for

For relaxation, of course. There is nothing more pleasant to end a busy day with a nice Cuban cigar and a good drink.

#### The best combination is cigar with

Good Cuban rum and a nice company.

#### My favourite cigar is

Definitely, the cigar that most appeals to me as a taste and

smell is H. Upmann. Another brand I often smoke and prefer is Romeo Y Julieta.

#### The style of the Habanos aficionado stands out with its

Primarily with style and class. Smoker of cigars should be restrained, modest and a gentleman.

#### My personal recommendation to cigar beginners is

Smoking and trying new things until they find a cigar that most suits their taste.

## HABANOS WORLD

### HABANOS S.A. AWARDED AT INTER-TABAC DORTMUND FAIR 2013, GERMANY

Habanos S.A. once again grabbed countless recognition at the Inter-Tabac. The fair which was held September 20 to 22nd, 2013 in Dortmund, Germany, considered the most important tobacco fair in Europe.



At the new Habanos s.a. and Fifth Avenue Products stand, which was very much appreciated for its new spectacular design, visitors could see the new Montecristo Double Edmundo a new vitola in the Edmundo Line, Montecristo Petit N2 figurado tapered at one end shape that enriches the historic Linea Clasica of the brand. The three vitolas of the Edicion Limitada 2013: Romeo de Luxe of Romeo y Julieta, Hoyo de Monterrey Grand Epicure, Punch Serie D'Oro N2 as well as other products exclusive for La Casa del Habano and Habanos Specialists: H. Upmann Connossieur A and Bolivar Libertador.

More than ten Exclusive Distributors from all around the world attended the fair.



5th Avenue Products Trading GmbH is the Habanos' Exclusive Distributor for Germany, its President Mr. Heinrich Villiger gave the 2013 award to the Best Habanos Specialist of the Year in their territory, to Auszeichnung, managed by Mrs. Rauchkultur Seiler.

Habanos S.A. received new awards during the fair:

- 2013 Cigar Trophy „Best Cuban Brand“ — given by Cigar Journal to Montecristo brand.
- 2013 Cigar Trophy “Best Cuban Cigar” to the Best Habano of the year: Partagas Serie D N5.

The award ceremony was attended by Mr. Roberto Sanchez Esquivel — Director of the Cuban Cigar Industry and Mr. Christoph Puszkas, Marketing Director of 5th Av Products, Exclusive Habanos Distributor in Germany.

Inter-Tabac Fair is an important event that continues growing year after year, and has become a relevant quote in the annual calendar for the presentation and recognition of Habanos releases.



# Habanos

## NEWSLETTER

EXCLUSIVELY PRESENTED BY

# KALIMAN CARIBE

ISSUE 17 | SEPTEMBER / OCTOBER 2013

## HABANOS WORLD

### RUDYARD KIPLING: "PEACE IN A LARRANAGA"

For many years, the famous cigar brand Por Larranaga was the epitome of luxury. A love of its cigars may have cost a prominent writer his marriage. For many years, Cuban cigar brand Por Larranaga had an excellent reputation. Its famous factory, still known colloquially as Por Larranaga, remained in operation until 2004. Put to other uses in its earlier years, the building became brand headquarters in 1937. You'll find it at number 225 on a grand street formerly known as Calle Carlos III, named for Spanish ruler king Carlos III (1759-1788). Although the street now bears the name of former Chilean president Salvador Allende, many signs still feature its old colonial name. The factory is located at the corner of Calle Arbol Seco, "the street of the dry tree", just a few blocks away from another esteemed manufacture: the H. Upmann factory, popularly known as Madama.



#### LEGENDARY LABEL

One thing experts can all agree on is that Por Larranaga was already around by 1834, making it one of Cuba's oldest cigar brands; it is still manufactured today. There is some dispute about who founded the company: Ambrosio Larranaga, Ignacio Larranaga or Antonio Rivero. It seems that either Ambrosio or Ignacio was actually the founder: why else would the brand bear the name Larranaga? Antonio Rivero was an important owner in the brand's history, but showed up much later on the scene. Under his leadership, the company skyrocketed in fame, and in 1882 he registered the brand under his name.

#### FAMOUS FAVOURITE

By the end of the 19<sup>th</sup> century, Por Larranaga had an international reputation as a top luxury brand. Its cigars were some of the most expensive in the world. The book Havana Cigars, written in 1919 by William Gill, described it as the most important cigar brand in history. Stocked by the best hotels, clubs and restaurants on five continents, Por Larranaga was the cigar par excellence from Paris and London to Berlin, St. Petersburg and Vienna. Countless accolades and awards confirm its popularity. Many believe that it made the Havana cigar truly famous. The brand was

particularly popular in the Eastern hemisphere, beloved by Indian maharajas in India and Japanese and Chinese princes. But Por Larranaga's most loyal connoisseur may have been Rudyard Kipling, author of The Jungle Book. ( In 1907 he'd been one of the first recipients of the Nobel Prize for Literature; The Nobel Foundation had only been in existence since 1900. ). He had a legendary saying about the cigar: "There is a peace in Larranaga". According to a commemorative publication issued in honor of the Partagas brand's hundredth anniversary, Kipling displayed absolute brand loyalty when he dissolved his engagement following an ultimatum posed by his bride-to-be: it's either the cigars or me.

#### PASSED FROM HAND TO HAND

By 1900, the brand led the pack of independent cigar makers in Cuba, a group of manufacturers who operated autonomously from the American monopoly that had acquired most of the Cuban cigar industry. But Por Larranaga wasn't safe from the repercussions of two world wars and the Cuban struggle for independence. Antonio Riveros' heirs retained control of the factory and brand until 1937, when they sold it to the Compania Tabacalera Nacional Habano S.A. Later the same year, Antilla Cigars Co., a British company founded by Morris & Morris and headquartered in New York City, bought complete rights to the business. According to trade registers from 1940, the factory on Carlos III still produced, along with Por Larranaga, the following brands: Habanos1834, La Legitimidad,

La Gloria, La Atlanta, El Torcillo, Flor de Cimiente, Flor de Zavo. La Flor de Alvarez, Petronio and La Fraternidad.

In following years, the brand passed from owner to owner. Some of its notable owners, all of whom also lived in the manufacture, included Gonzalo R. de Arellano, the Alonso Brothers, and Jose and Adolfo Menendez Garcia, at the time big names in the cigar world. It remained a successful label until the Revolution. In fact, a report from 1958 lists the company Por Larranaga S.A. as operating the sixth-largest cigar factory in Cuba, with an annual production of 3,8 million cigars.



#### THE BUILDING ON CALLE CARLOS III

The building itself had already been used as a cigar factory before Por Larranaga moved in, and it remained in operation until 2004. After it closed (most likely due to disrepair), production was relocated, leaving the building empty. In the summer of 2011, the interior of the building was fully gutted.

Completely and extravagantly renovated, the manufacture now glows in a fresh, light pink. Laundry hangs from the first-floor balconies, indicating that



the building is used primarily for residential purposes. Unusual for Havana are the windows' plastic frames. While not exactly attractive, they are notable due to the shortage of similar material in Havana. Unfortunately, the renovation sacrificed some beautiful old features, including a curved fence between the columns and ornate window grates. The elaborate old fence has been replaced with a plain new one.

#### LUXURY AND MORE

Por Larranaga created a parallel line of cigars to accompany its luxury brands. Known as Entredias (meaning "daytime" or "during the day"), these highly affordable cigars were advertised as "5 for 20 cents." In those days, it was common for well known brands to offer an additional — and very profitable — line of cigarettes or economical machine made cigars. Despite its popularity, after the Revolution, the brand was soon forgotten.

Just a few importers in a select few countries still care for and maintain tradition-rich Habanos brands like Por Larranaga. Its formerly comprehensive selection of formats has been drastically reduced, with only Montecarlos, Panetelas and Petit Coronas still available today.