

## SPECIAL INVITATION

**MONTHLY MEETING of Habanos aficionados at Open Bar La Casa del Habano Radisson Blu Hotel Sofia May 2012, Tuesday, after 18:30 h**

It is our pleasure to invite all friends of the Cuban cigars to the monthly meeting at Open Bar La Casa del Habano.

We would welcome you with Cuba Libre cocktail, while the Habanos cigars and the special dance performance shall secure the cheerful mood to all guests.

## ENJOY THE SCENERY

The summer terrace of Open Bar La Casa del Habano Radisson open doors!

Enjoy an unforgettable view in a cozy atmosphere, a rich portfolio of Habanos masterpieces, exotic cocktails and classy drinks, served with a smile by professional cigar sommeliers. Indulge yourself in the pleasure of being with your favorite cigar and living the emotion in your Habano at the Cuban oasis in the heart of Sofia — La Casa del Habano Radisson Blu Hotel!

4 Narodno Sabranie Square. For reservations, please call: 02/ 9334737, 0887273597.

Working hours: 10:00-02:00 /every day/



## PREMIUM CIGARS&TOBACCO NOW IN GALLERIA BURGAS MALL

The luxurious boutique is the 24th shop of the chain in Bulgaria

Premium Cigars&Tobacco open doors in the city's largest trade center, Galleria Burgas Mall. Starting May 15, 2012 all aficionados, residents and guests of the city are able to choose from the rich portfolio of Habanos cigars, pipe and cigarettes tobaccos, smoking accessories and Cuba gourmet at the comfortable atmosphere of the newly-opened shopping mall.

Premium Cigars&Tobacco boutique is located on the ground floor, next to Carrefour.



## LAUNCHING

### RAMON ALLONES EXTRA EDICION LIMITADA 2011



Name of gallery: Franciscos  
Length: 143 mm  
Ring: 44  
Caliber: Small to medium  
Price per piece: 18.50 BGN

Other representatives of the gallery: None

There are several points of interest about the Franciscos vitola. First, it has briefly been present in the portfolio of Allones in the 1970s. This is the reason for the new limited edition of the brand to be cloaked in a retro ring, which is impressive with its simple finesse. The origins of this vitola's name is veiled in secrecy, one of the hypotheses connecting it with St. Francisco, the founder of the eponymous order that still has many followers in the Catholic world.

The format is 143x44 or standing "one millimeter away" from the refined Corona vitola. This is a very serious pledge since cigars of this size have to carry the brightest degustation features of the respective brand.

The Habanos society awaited Ramon Allones Extra with avid anticipation. In 2012 the brand celebrated its 175th birthday with the first in its history limited edition! The vitola has two-year fermentation, dark maduro color of the binder leaf and a retro ring.

Ramon Allones is one of the first Cuban cigar brands. Its roots date back to 1837 and the name originates from the entrepreneur Ramon Allones.

A curious fact is that Allones is the first cigar manufacturer to decorate cigar boxes with lithographic images. This undertaking quickly became a hit and gained popularity, which later grew into tradition.

The brand Ramon Allones has been valued by a tight circle of otherwise exceptionally faithful followers. This also holds

true for the Bulgarian market as well. Thus, to a certain extent it has become a boutique, elitist cigar which the smoker non-singlemindedly identifies with their own fine and refined taste.

A proof to that end is the brand's popularity among aficionados of refined French wine, champagne, port wine or even finer malt drinks. Another confirmation that the brand has gained momentum is the development of four regional editions in 2011 and five in 2010.

## PARTAGAS SERIE D N5

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Name of gallery: Petit Robustos  
Length: 110 mm  
Ring: 50  
Caliber: Big  
Strength: Medium  
Price per piece: 18 BGN

Other representatives of the gallery: Hoyo de Monterrey Petit Robustos

This representative of one of the most popular Habanos brands was expected to win primarily the aficionados of the faster burning formats. Our experience with another limited series of Partagas Serie D N3 suggested that it would not be a surprise if Partagas Serie D N5 went beyond the limited editions so as to

continue pleasing its aficionados.

This supposition did not materialize, nonetheless global interest toward this vitola remains exceptionally high which proves that this brand brings to light one of the best limitadas, this also being a sign of respect toward all its aficionados.

## HOYO DE MONTERREY

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The Epicure line of Hoyo de Monterrey was enriched with two more representatives. They are with a famous facelift of one of the most beloved Hoyos — Epicure N1 and Epicure N2. The products are with beautiful tubos and elegant forms for the typical to the brand design. Now avid travelers, as well as those who love spontaneous surprises and presents, enjoy an even bigger choice from the Habanos S.A. portfolio.

### HOYO DE MONTERREY EPICURE N1

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Name of gallery: Corona Gorda  
Length: 143 mm  
Ring: 46  
Caliber: Medium  
Strength: Light to medium  
Price per piece: 22 BGN

Hoyo de Monterrey Epicure N1 is among the most popular representatives of the brand. This is the prototype of the long-awaited flagman line of Hoyo — Epicure Especial. Typical beginning: sweet, grassy, cocoa, slightly dull and very soft. This is one relatively illusory appearance, which hides a strong and intensive taste.

### HOYO DE MONTERREY EPICURE N2

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Name of gallery: Robusto  
Length: 124 mm  
Ring: 50  
Caliber: Large  
Strength: Light to medium  
Price per piece: 21 BGN

The brand offers a slight aroma and a large variety of formats. For many years until 1992, some of the Davidoff cigars were manufactured with the leaves of the Hoyo de Monterrey plantations. In 1970, the new Le Hoyo line was presented with an even more saturated aroma. This is the preferred brand of the big jazzman Dizzie Gillespie.

Hoyo de Monterrey Epicure N2 is among the best-selling representatives of the brand and of the Robusto format. It stands out with the tender texture of its leave and its perfect ending with a sweetish tropical aftertaste. Its main advantage is that it is light to medium which makes it suitable for any situation as well as for beginning cigar smokers. It is particularly suitable for ladies who find it hard to go for the larger formats. Exceptional depth, light timber flavor. Even combustion, rich aroma and taste, sweet tinge of cocoa, cinnamon and even nutmeg.

### Habanos aficionados monthly reunion

Cigar Bar Habana

24.04.2012

An unique testing delighted the aficionados of Cuban cigars at their last monthly meeting. Cigar Bar Habana was the place where attending aficionados displayed their sommelier qualities. The challenge they faced was to offer the best combination between a cigar and a drink: three chez d'oeuvres from the Ramon Allones brand with 12-year single malts.

Participants in the testing also were involved in a lottery where the happy winner earned a complimentary Cuban rum Varadero with the message to continue to discover the best combinations between the Habanos cigar and the relevant drink.

In the summer period, the venue for the traditional monthly meetings of the Habanos society in Bulgaria moves to Open Bar La Casa del Habano Radisson Blu Hotel.

### Cuban party in Plovdiv

5.05.2012



A special Cuban night was organized during the working visit of American soldiers at the Novotel Plovdiv hotel.

The Cuban rhythms, the special choreography of a dancing couple, and the Cuban cigars enthralled the attendants. To

some guests, this was the first encounter with the Cuban culture and products but for sure not the last. Habanos, for its part, won

among them yet new aficionados. As a recollection from the night, the guests brought presents to their homeland: the best kept secret, the Cuban treasure Cohiba Behike.

### Habanos — the Highlight of the Mister Bulgaria Competition After-party

15.05.2012

Esterhasi Bar hosted the after-party of all participants in the Mister Bulgaria 2012 competition. After the official ceremony, contestants for the prestigious title relished the stylish atmosphere of the Sofia club whereas to enjoy the pleasure to the full, they did not miss to relax in the company of Cuban cigars. The claimants for the title of the most beautiful man in Bulgaria did not resist the Habanos charms. Attendants observed the Habanos ritual with interest and never missed to get acquainted with the newest offerings from the Habanos portfolio, which were specifically selected to suit the refined style of Esterhasi Bar in Sofia.

Talented singer Rut Koleva kept the moods high whereas the aroma of Cuban cigars entirely enthralled the guests, which gave an elegant and elitist touch to the evening.



## MY FIRST CIGAR

Tell me about the first time you tried a Cuban cigar. Send us in free wording your personal story. The most interesting stories will be published in the Habanos newsletter whereas in the end of the year one of you would win our special award.

Send us your stories to e-mail: [contact@kaliman.bg](mailto:contact@kaliman.bg)

## CONTEST

## HABANOS NEWS **WORLD**

The golf tournament Montecristo Cup gathered almost 100 participants from more than 17 countries in Golf club Varadero, Cuba



Golf legend Tony Jacklin, who won the top spot in a multitude of tournaments, among which US Open and British Open, personally awarded the winners in each of the categories.

Among the surprises of this year's golf event which took place on April 19-21 was the exclusive degustation with classy drinks and products, which attendants welcomed with huge enthusiasm. Omar Eloy Alonso and Juan Manuel Betancourt, both proven Habanos sommeliers, took the lead at the event and never missed to underscore the advantages, the various combinations of cigars at the tasting. One of the combinations was Cherry Oloroso Espagnol of the Pedro Jimenez type in the company of Montecristo N2, the emblematic representative of the brand and among the best recognized references for Habanos.

The culmination of Montecristo Golf Cup was a glamorous dinner. After the official award ceremony, the evening surprised the guests





with the best of the Cuban gourmet cuisine within the historical context of the DuPont House.

Winners of Montecristo Golf Cup 2012:

First place: Jim Howards, Canada

Second place: Guillermo Herrera, Cuba

Tien Do of Vietnam headed the actual phase of the tournament .

The Varadero Golf Cup won Ania Blanco of Cuba and Ana Piquet of Spain.

## The tradition of the monthly meetings of Habanos aficionados already in Tirana

May 2012

The serial monthly meeting of the lovers of Cuban cigars was held in the middle of May at La Casa del Habano Tirana. Following the tradition the gathering was attended by regular customers of the boutique, who showed their interest about the newest products in the world of Habanos cigars under the accompaniment of nice Cuban music and with a Cuba Libre cocktail in hand.

The rich portfolio of the best cigars in the world available at La Casa del Habano Tirana was highly appreciated by the guests at the monthly meeting. Among the guests aficionados was the Consul of the Republic of Montenegro in Albania, who was

impressed by the First regional edition of Habanos especially for Bulgaria — Bolivar 681. As it done in Sofia, one of all the guests was the lucky winner to take the special prize of the evening.



## Bolivar 681 in recognition by France too

In the June edition of the prestigious French magazine L' Amateur de Cigare an article dedicated to the First Regional Cigar edition from Habanos exclusively for Bulgaria — Bolivar 681, is published.

A jury of three cigar sommeliers with international experience shared their impressions of the qualities of the vitola, highlighting its advantages with their positive



comments and reviews made during the blind tasting in May. Such an assessment published on the pages of the only French publication dedicated to the quality cigars and their lovers, is a proof of the high position of Bolivar 681 in the history of the world's cigar brands.

In its special issue (N° 88) the authors of the magazine published the most favorite in the world Top 100 cigars in 2012, identifying the best 20 of them to get Oscars from L 'Amateur de Cigare magazine.

