

# Habanos

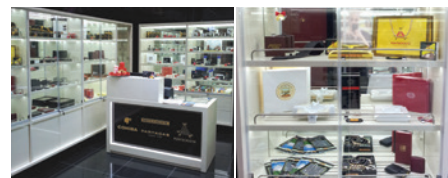
## NEWSLETTER

EXCLUSIVELY PRESENTED BY

# KALIMAN CARIBE

ISSUE 18 | NOVEMBER / DECEMBER 2013

**Premium Cigars & Tobacco Burgas Airport** opened its doors at the end of December 2013 and supplement the store chain under number 26. Like the boutique of the Varna Airport it offers the full range of hand made Habanos cigars, tobacco for pipe and cigarettes, smoking accessories, Cuban gourmet products and exquisite gift suggestions for travelers in the passenger terminal. Works according to the schedule of the flights throughout the week, M. +359887508150.



## LAUNCHING

### MONTECRISTO DOUBLE EDMUNDO



- Habanos s.a. presents Montecristo Double Edmundo, a new vitola in the Linea Edmundo, offering a longer Edmundo for those seeking the full Montecristo flavour without time constraints.
- Double Edmundo incorporates the new Montecristo ring as well as other innovative elements in the brand's image.

**BRAND:** Montecristo  
**COMMERCIAL NAME:** Double Edmundo  
**FACTORY NAME:** Dobles  
**LENGTH:** 155 mm  
**RING:** 50  
**PRESENTATION:** Box of 10 and 25 units

Montecristo, created in 1935, is one of the best known Habanos brands all over the world, internationally considered by many the reference of Habanos flavor.

In 2004 a new vitola was introduced into the Montecristo brand: Edmundo which was aimed at satisfying the demand for heavy ring gauge vitolas, and a shorter version, the Petit Edmundo, followed two years later.

This year, 2013, the Linea Edmundo grows with the arrival of the new vitola: Double Edmundo (length 155 mm and ring 50). This

Habano will allow the classic blend of the Linea Edmundo full spectrum of aromas and flavours to be enjoyed in a smoking time of around an hour.

Montecristo Double Edmundo is available at different points of sale in most of countries.

This vitola is an offering to those who are able to enjoy their cigars at a more leisurely pace.

All Montecristo cigars are made "Totalmente a mano con tripa larga" - Totally handmade, long filler - with selected leaves coming from Vuelta Abajo, Pinar del Rio, Cuba.

Montecristo Double Edmundo incorporates the new Montecristo ring, which being innovative in its design keeps at the same time the classic look of the brand.

The boxes of 10 and 25 units also carry a new protective bufeton (protective leaf of paper inside the box) as well as a papeleta (rectangular seal on the side of the box) in their presentations so that they can be easily identified in the shelves.

These enhancements of the image will gradually be incorporated into the rest of the vitolas and packaging of the Linea Edmundo.

### MONTECRISTO PETIT N2



- Habanos s.a. presents Montecristo Petit N2, a new vitola that enriches the historic Linea Clasica of Montecristo and designed for those who love the brand's figurados - tapered at one end-formats can savour the Montecristo flavor in less time.

**BRAND:** Montecristo  
**COMMERCIAL NAME:** Montecristo Petit N2  
**FACTORY NAME:** Petit N2  
**LENGTH:** 120 mm  
**RING:** 52  
**PRESENTATION:** Box of 3, 10 and 25 units

Montecristo's classic range initially only comprised vitolas numbered from 1 to 5, gradually expanding to cater for the varied tastes of Habano lovers.

This is the first addition in the Linea Clasica in many years. Montecristo Petit N2 (length

120 mm x ring 52) is a figurado -tapered at one end- shape in keeping with the brand's tradition, the classical Montecristo N2 being considered one of the references for the figurado category.

The Habanos Montecristo Petit N2 cigars

are "Totalmente a mano con tripa larga" - Totally handmade, long filler" like the rest of the Montecristo range.

Petit N2 incorporates the new Montecristo band (also shown in the new Double Edmundo same time launched), which being innovative in its design keeps at the same time the classic look of the brand.

# HABANOS BULGARIA

## VII GRAND PARTY HABANOS NIGHT PROVED THE CUBAN PRESENCE IN BULGARIA WITH THE LATEST CIGAR EDITIONS FROM HABANOS FOR 2013

On November 28, 2013 **Kaliman Caribe** held the **VII Grand Party Habanos Night** for Bulgaria. During the evening more than 300 aficionados of the Cuban cigars once again had the opportunity to experience the authentic culture of Cuba and exclusively to get acquainted with the new cigar editions of the prestigious Habanos S.A. for 2013.

The event was held in Terra Residence, Sofia where guests were welcomed with true Cuban atmosphere with lots of smiles, latin rhythms and dances and merry mood with thematic corners, complementing the spirit of Havana.



The focus of the evening was the presentation of the updated Montecristo ring in one of the most successful series Edmundo — the vitola Montecristo Double Edmundo, and a new figural presence in Linea Clasica — Montecristo Petit N2. The exclusive cigar releases for the evening were seven, supplemented with the Limited Editions of 2013 Hoyo de Monterrey Grand Epicure EL 2013, Punch Serie D'Oro N2 EL 2013, Romeo y Julieta Romeo Deluxe EL 2013 and Bolivar Libertador Only La Casa del Habano.



Strong interest cause the presence of tersedor 9th grade from the factory Pinar del Rio in the area Vuelta Abajo in Cuba. Niurka Hernandez confirmed her exceptional experience with rolling dozens of cigars for a short time for a demonstration in front of the astonished guests.



The group Tumbaito with Kalin Velyov and Sylvia Moneva entertained guests with Latin music and the dancers from Pambos Dancing Centre lifted the mood with dance show including a large part of the presented Habanos lovers.



As always the ceremony **HABANOS AWARDS** held the breath of all guests who were waiting for their grateful reward for their contribution to the development of the Habanos culture in Bulgaria.



### THE WINNERS FOR 2013 ARE:

#### HABANOS CONNOISSEUR

Ivaylo Valkov  
Angel Tenev  
Krasimir Kolev

#### HABANOS AFICIONADO

Dimitar Petrov  
Dejan Enchev  
Angel Popov

#### HABANOS LADY

Mariana Braga

#### HABANOS COMMUNICATION

Momtchil Mondeshki  
Nikolai Hadjidonchev

#### HABANOS AMBASSADOR

Vladislav Denkov

#### HABANOS EMPLOYEE

Spaska Badzhakyan

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



## BLITZ INTERVIEW

CFO at an international investment fund, traveler, connoisseur.

**HABANOS LADY 2009**

**HABANOS LADY 2012**



Emilia Karadocheva

### My first Cuban cigar

11:00 am, cafe, on the road from Havana to Varadero, live Cuban music, happily smiling and positive people, can not remember the cigar...

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

Cigars with nature can be a good companion only if you know what you want from them.

### The time for cigar is

Your personal time.

### The best combination is cigar with

The pleasant company, the comfort zone and the enough time. Aged Cuban rum and single malt Scotch whiskey would just make it even better.

### My favorite cigar

Partagas Culebra.

### The style of the Habanos aficionado features

They would light a cigar only if the case is important, not just because it is a smoking place.

They are happy to share their cigar but only with a dedicated person. Not leaving on time without their favorite cigars that are in good condition, even at the risk to miss an important flight.

### My personal recommendation to novice cigar smokers is

I would not define the cigars smokers as beginners and advanced, but rather as connoisseurs and posers. Better be a connoisseur!

## HABANOS BULGARIA

### TORSEDOR AND CATADOR NIURKA HERNANDEZ ROLLS CIGARS AT PREMIUM CIGARS&TOBACCO SHOPS



Niurka Hernandez is a professional tersedor (cigar roller) and catador (taster and cigar quality control) from Cuba. She visits Bulgaria exclusively in November - December 2013 on the invitation of La Casa del Habano and Premium Cigars & Tobacco chain stores for live cigar rolling demonstrations in Bulgaria and Macedonia. She comes from Pinar del Rio, Vuelta Abajo — the region with the best tobacco in the world. Niurka Hernandez is a 9th grade tersedor — the highest qualification in the field. The factory she is working in produces some of the most famous cigar brands — Montecristo, Romeo y Julieta, Hoyo de Monterrey, Vegas Robaina.

### Niurka, tell us about your work as a tersedor (cigar roller) at the Pinar del Rio factory?

I work already more than 15 years as a tersedor. The factory is about 40 minutes with bus away, that I travel every day. I roll cigars of different brands - according to the season and needs to be produced. Having ninth grade I am permitted to roll all kinds of cigars including figurado. Like all tersedors - we have a norm that should fulfill each

day. My work is challenging and doesn't bore me as most of other people jobs do.

### Is it hard to become tersedor in Cuba?

I chose the profession because I like it. I did a training course at the factory, which generally lasts for 9 months. I was able to graduate much earlier - in 5 months, covering all exams excellent. And now my work is well appreciated by the management of the company — you see, I show this art to the world.

### How do you see yourself as Habanos representative to present the tersedors craftsmanship to the world?

I am extremely excited! I just can not describe how emotional I am when traveling abroad. I visit Bulgaria and Macedonia for a first time. Meeting different people and cultures is amazing. I am happy that all the people I meet are very kind to me. They greet me for my professionalism. I am convinced that I cover the expectations towards me and all are satisfied with my visits.

### What impressed you most during your visit in Bulgaria?

This is the first time I saw snow! I was not prepared for the cold weather and it surprised me. I had to buy warm clothes and shoes. In Cuba doesn't snow. People are very friendly with me and it also makes me very happy too. I was impressed by the organization of the Habanos Night in Sofia, where I could roll cigars for demonstration live — the theme was very much like as the mood you could get as in Havana. I wanted to dance too, but I was working.

### Your wish for all Kaliman Caribe customers?

First I want to thank "Kaliman Caribe" for the invitation and the friendly attitude to me. I am grateful to them for everything they did for me in this month of my stay. To the whole team and to all the customers I want to wish a good health, dreams come true and a great mood through out all of the new 2014. Hope to see you all very soon again!

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## HABANOS WORLD

### HABANOS FESTIVAL 2014

From Monday, February 24th to Friday, February 28th, 2014, Cuba will again be the venue of the largest international meeting for the enthusiasts of the best cigar in the world: the Habano. On this occasion the event will be paying tribute to four of the most prestigious Habanos brands: Hoyo de Monterrey, Partagas, Trinidad and H.Upmann.

The last edition of the Habanos Festival was attended by more than 1,200 delegates from almost 80 countries.

The Commercial Fair will again be celebrated during the week of the Festival. In 2013, the Fair was attended by 72 exhibitors from 8 countries - Germany, Canada, China, Switzerland, Spain, Italy, Panama and Cuba - and received over 2,000 visi-

tors from the world of cigar, luxury products and business. This year a total of 273 journalists and cameramen from 142 press bodies from more than 30 countries sent live transmissions covering the event, which continues to have an ever growing echo in the five continents.

During this 16th Edition of the Habanos Festival, the attendants - which always include first rank international personalities - will have the pleasure of tasting in exclusive the new vitolas that will be launched to the market in 2014 by Habanos s.a., and will have the possibility to discover the roots and the secrets of a century-old tradition of cigar culture in Cuba. Habanos, s.a. invites you to enjoy a delightful week among friends that have one thing in common: the passion for Habanos.

THE PROGRAM OF THE HABANOS FESTIVAL MAINTAINS ITS TRADITIONAL ACTIVITIES DURING THIS UNFORGETTABLE WEEK:

- Visits to the best tobacco plantations in Vuelta Abajo, Pinar del Rio
- Visits to emblematic Factories of Hand-Made Cigars
- Commercial fair
- Seminar
- Tastings and Marriages with the best gastronomy and drinks
- Habanosommelier International Contest
- Master class on the Cigar Hand Rolling Technique
- First contest to obtain the longest ash

On Wednesday, February 26, there will be a special and emotive Dinner in tribute to the Trinidad brand, with

participation of the prestigious chef Ron Blaauw from The Netherlands, awarded with two Michelin stars, and of sommelier Cuno Van't Hoff in the selection of the menu and marriages.

The closing of the Festival will take place on the evening of Friday, February 28, with a Gala Dinner in tribute to H.Upmann and the Traditional Humidor Auction for the benefit of the Cuban Public Health System.



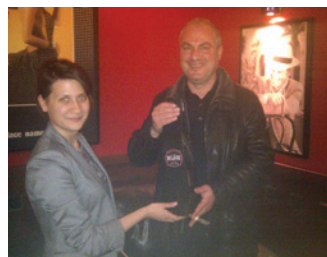
The cost to participate in all activities of the Festival is about 950 EUR. Does not include airfare and accommodation. For more information and details about the organization, please contact **Kaliman Caribe** Ltd. The service is exclusively for clients of the company and do not charge fees.

### NEW YEAR MEETING OF HABANOS AFICIONADOS IN TIRANA

At the end of December 2013 in the bar of **La Casa del Habano Tirana** the most dedicated Habanos aficionados gathered. It was attended by over 30 people, including the new Consul of the Republic of Croatia, the Consul of Montenegro, some Bulgarian diplomatic parties and many new guests. With quality drinks



and fine cigars guests wished for the new 2014 to be even more successful and **Kaliman Caribe** to continue to



be always so welcoming to the new cigar releases and interesting event formats. Compliment among all par-



ticipants won Akli Fundo who did not hide his pleasure of enjoying the great sparkling rose Belaire.