

Habanos

HECHO EN CUBA

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NEWSLETTER

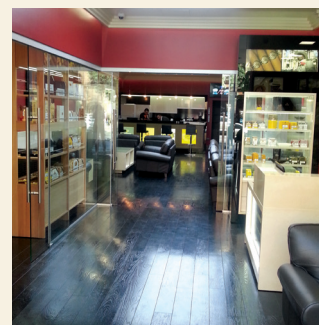
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KALIMAN CARIBE

„KALIMAN CARIBE“ PRESENTS LA CASA DEL HABANO YEREVAN

Expansion of „Kaliman Caribe“ chain of stores continues with the first La Casa del Habano in Armenia opened for the Habanos aficionados in the Armenian capital. This is the fifth boutique from the chain under the Habanos license after three La Casa's in Sofia and the one in Tirana. And the new one is great in size — 130 square meters, with 27 seats in the smoking area and the garden, with innovative interior design and a variety of proposals for tobacco products, accessories and beverages.

In addition to the full range of classic cigar lines from Habanos the shop offers the visitors the advantage of purchasing and Only La Casa del Habano limited cigar editions. The team of „Kaliman Caribe“ invests in building Habanos culture and locally upcoming activities on a proven model from Bulgaria, Macedonia and Albania to



form a community of fans of Cuban cigars in Armenia as well.

La Casa del Habano Yerevan is located at 4/7 Aramyan Str., Yerevan, and is open from 10:00 to 24:00 every day, T. +37411550444.

LAUNCHING

MONTECRISTO PETIT N2



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| BRAND: | Montecristo |
| COMMERCIAL NAME: | Montecristo Petit N2 |
| FACTORY NAME: | Petit N2 |
| LENGTH: | 120 mm |
| RING: | 52 |
| PRESENTATION: | Labelled Box of 25 units or 10 units |



Montecristo is the best known and probably the most appreciated of all the Habanos brands since it was created in 1935. It's considered by many enthusiasts the flavor reference by which all other Habanos are measured.

Montecristo's exquisite blend of tobaccos has been exclusively produced using selected leaves from Vuelta Abajo zone, Pinar del Rio, Cuba, land of the best tobacco in the world. The original blend of the Linea

Clasica, with a medium to full flavor offers a distinguished aroma that continues to captivate both experienced smokers and novices alike.

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 (ring gauge 52 x 120 mm in length)

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.

Montecristo Petit N2 is a vitola designed for those who love the brand's figurados — tapered at one end formats can enjoy the Montecristo flavour in less time. The Habanos Montecristo Petit N2 is „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 recently launched), which being innovative in its design keeps at the same time the classic look of the brand.

Montecristo Petit N2 will be available in the brand's classic labelled box of 25 and 10 units, as well as packs of 3 units. The packs will arrive to the markets shortly after the labelled boxes are available.

KALIMAN CARIBE

Exclusive distributor of Habanos S.A. for Bulgaria, Macedonia, Albania, Armenia

LAUNCHING

ROMEO Y JULIETA ROMEO DE LUXE EDICION LIMITADA 2013



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| BRAND: | Romeo Y Julieta |
| COMMERCIAL NAME: | Romeo De Luxe |
| FACTORY NAME: | Capuleto |
| LENGTH: | 162 mm |
| RING: | 52 |
| PRESENTATION: | Special varnished box of 10 units with protector |



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 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.

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 ranges 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 — Limited edition, 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 (D.O.P) plantations and aged at least 2 years.

The factory name of Romeo de Luxe (ring gauge 52 x 162 mm in length) is Capuleto 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 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 — by some of the most expert rollers of Cuba in order to create this very exclusive Habano.

Romeo de Luxe Edicion Limitada — Limited edition will be available in special box of 10 units.

LAUNCHING

PARTAGAS LUSITANIAS GRAN RESERVA COSECHA 2007



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| BRAND: | Partagas |
| COMMERCIAL NAME: | Gran Reserva Lusitanias Cosecha 2007 |
| FACTORY NAME: | Lusitanias |
| LENGTH: | 194 mm |
| RING: | 49 |
| PRESENTATION: | 5000 exclusive individually numbered cases of 15 units each |



- Habanos s.a. presents the first Gran Reserva of Partagas, in the vitola Lusitanias, the most emblematic of the brand.
- With a limited production of 5000 numbered boxes of 15 units each, all the leaves have been aged for at least 5 years.

Partagas created in 1845 is one of the most widely recognized brands of Habanos among the most demanding smokers. Habanos s.a. is pleased to present the first Gran Reserva of Partagas.

This new Gran Reserva digs deeper into the unique character of Habanos as Protected Appellation of Origin. For the production of this Gran Reserva of Partagas, the best tobacco leaves were selected from Vuelta Abajo, Cuba, Cosecha 2007. These leaves have been subjected to a long and meticulous five-year ageing process.

These were no less than 5 years of care, control of the evolution of the aging of these precious leaves that, finally, in the master hands of the experienced cigar rollers in the Partagas factory take shape to create a unique Habano to satisfy the

pleasure of the most demanding smokers. The symbolic Lusitanias vitola has been chosen for this unique production that makes the Gran Reserva of Partagas. A Partagas is instantly recognizable by its rich, intense flavour.

Lusitanias (ring gauge 49 x 194 mm in length) is the majestic vitola that enhances the richness and aroma that characterize the Partagas blend. The Ligero leaves used in the blend of this first Gran Reserva, comes from the San Juan y Martinez Tobacco district, where the rich San Juan soils provide the blend with the Partagas brand's distinctive strength. The Seco leaves, meanwhile, have been selected from the San Luis Tobacco district, which provides an unparalleled aroma to its Tobacco, a reason to be famous in Cuba and around the world. The extremely meticulous work in selecting leaves from the Cosecha 2007 for these Lusitanias were carried out by

the legendary Ligador Master Blender at the Partagas Factory under the supervision of the Instituto del Tabaco — Tobacco Institute.

All the Habanos in this first Gran Reserva of Partagas have been produced Totalmente a Mano Tripa Larga — Totally handmade long filler, by the most experienced torcedores, cigar rollers.

The Gran Reserva Partagas Lusitanias, conceived with enthusiasts in mind, has a single production of 5,000 individually numbered cases each containing 15 units.

The Gran Reserva Partagas Lusitanias brings news in the brand image, it incorporates new elements as code QR in its boxes and also incorporated in the back side of the band.

These enhancements of the image will be changing every year and it will be informed in each launching accordingly.

HABANOS ADVISES

One of the missions of Kaliman Caribe is to educate clients about the finer points of cigar smoking and to provide the most complete and accurate information possible to help smokers further their enjoyment of cigars. In no particular order, here are answers to 10 of the most commonly asked questions about cigar smoking. If you're new to cigars, you will find this section invaluable, and if you've been smoking for years, you may learn some things you had not previously considered.

MY CIGARS ARE OVERHUMIDIFIED. WHAT CAN I DO TO RESTORE THE HUMIDOR TO OPTIMAL CONDITIONS? CAN THE CIGARS BE SAVED?

In most cases, the cigars can be saved. Overhumidification is a problem, especially prevalent during summer

or in warmer, more sultry climates. But there are ways to combat it, and to ensure that your humidor stays in top shape year-round.

Adding cedar strips to the humidor — you'll find these in many cigar boxes — will help maintain optimum moisture levels. Put a strip or two on the bottom of the humidor, a strip

in the middle, and another on top, and you'll watch the humidity reading drop as the cedar absorbs the humidor's extra moisture. Just keep an eye on the cigars, and add or remove cedar until you've reached the desired humidification.

The one thing you should not do is simply leave the lid of the humidor open — this

can lead to wild fluctuations in humidity, and turn cigars that are too moist into dried-out cigars in a short time. Another thing to consider is the number of cigars in your humidor; if you have a very large box containing few cigars, the smokes may absorb more than their proper share of humidity.

Continue >>

HABANOS ADVISES

ALTHOUGH I GENERALLY USE GUILLOTINE CUTTERS, I WAS RECENTLY GIVEN A STYLISH WEDGE CUTTER. WHAT'S THE DIFFERENCE, AND WILL I DAMAGE MY CIGAR?

Wedge cutters were conceived decades ago, when the average cigar was much thinner than it is today. They were designed to open up a larger opening to channel the smoke, which is a consideration for lonsdales and coronas but generally not an issue for thicker cigars such as robustos. As a general rule, we prefer guillotines, as cigars cut with wedge cutters can accumulate tars that do not build up when using a straight cut. Also, wedge cutters tend to be imprecise in comparison with straight cutters, and you run the risk of damaging the cigar.

The third type of cutter that has become popular is the bullet, or lance, cutter. This type of cutter makes a circular hole in the head of the cigar, and it, too, has its drawbacks. First, it is easy to pierce the cigar too deeply, creating a tunnel near the head that makes the cigar burn hot. Also, as with a wedge cutter, the bullet hole left in the cigar's head allows tars to build up near the mouth of the smoker, frequently altering or souring the cigar's taste.

MY TOBACCONIST SELLS MANY BOX-PRESSED CIGARS. WHY DO MANUFACTURERS DO THIS? IS THERE AN ADVANTAGE TO BOX-PRESSED SMOKES OVER ROUND CIGARS?

Box pressing is a stylistic decision, and it neither makes a cigar better nor worse than a round cigar. Lots of people favor the feel of a box-pressed smoke, and some manufacturers feel box pressing can correct potential

construction flaws. But it is an aesthetic decision as to whether you prefer this style of cigar. Box pressing says nothing about the quality of the cigar, nor of the person who smokes it.

WHAT IS THE BEST WAY FOR ME TO AGE MY CIGARS?

Many collectors choose to age their cigars in boxes, keeping like cigars together. Also, it's a good idea to age cigars at a slightly lower temperature and humidity level than normal, and then to move the aged smokes to a desktop humidor when you're ready to begin smoking them. Many cigar brands, especially Cuban brands, are available in cabinet presentation, where the cigars are banded together with a ribbon in a format that makes them ideal for aging and long-term storage. While aging boxed cigars is certainly acceptable, these cabinet-packed smokes make even more attractive aging candidates, and therefore frequently command higher prices at auction.

MANY CIGARS ARE SOLD IN INDIVIDUAL CELLOPHANE OVERWRAPS. SHOULD I REMOVE THE CELLOPHANE PRIOR TO PLACING THE CIGARS IN MY HUMIDOR? WHAT ABOUT TUBES AND BANDS? ARE CIGARS BEST STORED „NAKED“?

Cellophane serves several purposes on a cigar — in states that require each cigar to have a warning label, it makes this notification much easier to accomplish, and it prevents damage to the cigars from excessive handling in cigar shops. But once you've bought the cigar and are placing it in your humidor, we recommend you remove

the cellophane. Cellophane will prevent humidity from reaching the cigar, and you'll find the cigars will respond to humidification better if the overwrap has been removed. The same holds true for cigar tubes, whether glass or aluminum; these tubes will completely close off a cigar to humidification if left on. However, if you intend to transport your cigars (such as in a coat pocket), it may be a good idea to keep a few tubes or cellophane overwraps handy to protect the cigars during transport. As far as bands are concerned, it's a matter of personal preference. Some people like to remove them, but when possible, we generally choose to keep the brands on (outside of our tasting procedures, of course). First, it makes identifying the cigars much easier, and it also prevents inadvertent damage to the cigar's wrapper that can occur while removing the band.

CAN I USE MY ZIPPO LIGHTER TO LIGHT A CIGAR?

It's probably not your best option. We suggest using wooden matches or, better yet, strips of cedar called spills. These will light your cigar without imparting to it the taste or odor of the oil found in lighter fluid. If you wish to use a lighter for your cigars, we recommend one that uses butane as its fuel, as these types of lighters are odorless. However, some smokers insist on using their old Zippo lighters, which may have sentimental value. If you're one of these people, just make sure that when lighting your cigar, the flame of the Zippo does not touch the cigar's foot. Once the cigar is lit, you may also choose to give the cigar one (and only one) outward puff, to clear it of any impurities caused by the lighter fluid.

MY GRANDFATHER ALWAYS DIPS HIS CIGARS IN COGNAC OR RUM. IS THIS A GOOD IDEA? WHY DOES MY TOBACCONIST WARN ME AGAINST IT?

Your grandfather probably started doing this decades ago, when cigars were shipped drier and humidification technology was not what it is today. Dipping the cigars in those years helped impart moisture to a dry cigar. Today, however, cigars are generally shipped and stored in optimally humidified conditions, and dipping a cigar in Cognac or rum will only serve to make your cigar soggy. What's more, the smoke will not taste like what it was dipped in, another reason we strongly recommend leaving the Cognac or rum in a glass, and enjoying it alongside your cigars.

I'VE BEEN TOLD YOU SHOULD ONLY SMOKE A CIGAR HALFWAY. IS THIS TRUE? HOW CAN I TELL WHEN A CIGAR IS DONE?

The golden rule here is that a cigar is done whenever you're no longer enjoying it. But as a general maxim, we smoke our cigars about half to two-thirds of the way down. The reason is that a cigar gets hotter and more powerful the further down you smoke it, and its flavor changes as tars and moisture build up near the cigar's head. Smoke it too far, and you risk ruining the great flavor you've been enjoying. But this is simply a suggestion — if you're still enjoying the cigar as its lit end is about to burn your fingertips, go right on smoking it. Cigar smoking, after all, is about enjoyment.