

Habanos

HECHO EN CUBA

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NEWSLETTER

EXCLUSIVELY PRESENTED BY

KALIMAN CARIBE

PREMIUM CIGARS & TOBACCO VELINGRAD

Premium Cigars & Tobacco Velingrad is already at a new location in the spa capital of Bulgaria — 1A Yundola Str. The new home of Cuban cigars in Velingrad is more spacious, with a summer garden with 10 seats. Visitors may taste Cuban coffee and cocktails in the sophisticated atmosphere of the boutique while enjoying their favorite Habanos. As well as all shops of Premium Cigars & Tobacco, this in



Velingrad also provides a full range of totally hand made Habanos cigars, tobacco for pipe and cigarettes, smoking accessories, gifts and gourmet products — Cuban coffee and rum, as well as selection of French and Spanish wines. Premium Cigars & Tobacco Velingrad is open from 08:30 to 20:30, every day.

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LAUNCHING

VEGUEROS

MANANITAS



ENTRETIEMPOS



TAPADOS



BRAND:	Vegueros	Vegueros	Vegueros
COMMERCIAL NAME:	Mananitas	Entretiempos	Tapados
FACTORY NAME:	Mananitas	Petit Edmundo	Mareva Gruesa
LENGTH:	100 mm	110 mm	120 mm
RING:	46	52	46
PRESENTATION:	Metal tin of 16 pieces and cardboard pack of 4 pieces	Metal tin of 16 pieces and cardboard pack of 4 pieces	Metal tin of 16 pieces and cardboard pack of 4 pieces

Vegueros is a cigar totally made in Vuelta Abajo, the land of the best tobacco of the world. The solid building where this high-quality trade mark is manufactured was built in 1868. At the beginning this building had the function of a hospital of the Spanish colony, since 1870 as a prison and later in 1959 the School of Arts was established there. In 1961 it became into the Cigarettes Factory „Francisco Donatien“. It is a tradition in the Vuelta Abajo region for the vegueros (farmers) to make their own cigars. Visitors to this part of Pinar del Rio province often want to try these cigars made in the land where

the best tobacco in the world is grown.

Today, history and a good taste offer a new jewel to the most demanding and experts persons. The Vegueros brand is a creation which pays tribute to all the generations of farmers who have cultivated tobacco in Pinar del Rio. After more than 15 years of existence, Habanos s.a. is completely transforming the brand, whose name is so evocative and closely tied to the tobacco's roots.

The vitolas that originally made up the brand

are being replaced by 3 innovative formats that will make this brand an appealing option for those seeking Habanos with these characteristics at an intermediate segment positioning. Vegueros has been redone with a new look, new blend, new prices and new sizes. The three new sizes are Macanitas, a small petit belicoso, the Entretiempos, a robusto-style size and the Tapados, which is the longest of the trio. All of the brand's vitolas are produced totally hand made, long filler- with a Medium to Full flavour blend. The vitolas are available in metal tin of 16 pieces and cardboard pack of 4 pieces.

KALIMAN CARIBE

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

PREMIUM CIGARS & TOBACCO SOFIA RING MALL

Premium Cigars & Tobacco Sofia Ring Mall is already open! At the opening, our clients enjoyed the Happy Habanos Saturday — a day full of good feelings — a demonstration of hand-rolling cigars by torcedor Judith Perez from Cuba, a special discount for gourmet products and accessories and tasting of premium French and Spanish wines. In Premium Cigars & Tobacco Sofia



Ring Mall, customers can enjoy our full portfolio of products — handmade cigars Habanos, high-quality gourmet proposals from Cuba and a wide range of smoking accessories.

Address: Sofia, bul. Ring Road 214
Opening hours: 10:00 — 22:00

LAUNCHING

SAN CRISTOBAL JARRA TORREON



BRAND:	San Cristobal
COMMERCIAL NAME:	Jarra Torreon
FACTORY NAME:	Geniales
LENGTH:	150 mm
RING:	54
PRESENTATION:	Porcelain jar with 25 pieces



San Cristobal is a current post-Revolution brand, launched in late 1999. The full brand name is San Cristobal de la Habana, named after the original name for Havana and in honor of Christopher Columbus.

The range comprises light to medium-strength cigars, using tobacco from the premium Vuelta Abajo region. This brand is not related to a pre-Revolution brand of the same name.

The original 1999 release cigars were named after forts that protected old

Havana in the Spanish Colonial days. Special Releases commenced in 2004 with the release of the 5th Anniversary Humidor. Each of these cigars was named after an ancient street in old Havana.

The San Cristobal de la Habana Torreon Jar has been produced in 2000 pieces. The Jar is ceramic and shows off the San Cristobal de la Habana Jarra logo. The jar comes with its own ashtray. The cigar is a new shape, the Torreon (54 x 150 mm) which will suit the rich San Cristobal blend. Each jar contains 25 cigars and is numbered.

The San Cristobal de la Habana Torreon Jar is the newest edition to the Habanos jar collection and exclusive to Habanos Specialists.

Only 2,000 of this exclusive porcelain jar were created. This includes 25 of the „Torreon“ cigar, the newest vitola added to the San Cristobal brand and only available in jar format. This beautiful jar includes a removable ashtray that sits on top of the jars lid and a humidifier.

Like all previous jars released by Habanos, this is sure to become a collectors item.

BLITZ INTERVIEW

Penka Georgieva is a real Habanos Connoisseur!

She is owner of lingerie shop La Diva and believes that the products there perfectly matched with the philosophy of cigars — beauty, luxury and delightful.



Penka Georgieva

My first Cuban cigar

My first encounter with Habanos was about 6-7 years ago. I'll never forget it because it was connected with the love of a man who knew a lot about cigars and lived for them. Since then, I started to like the company of Her Majesty — Cigar. It's impossible to spend my leisure time well without it!

What most impresses me in Habanos...

I believe that the Habanos Cigars are filled with style and character. I could not imagine dinner at a nice restaurant without my beloved friends, good cigar and after party.

My favorite cigar is...

The good cigar, of course! I like Cohiba, but also I have other favorite brands — Montecristo, Romeo y Julieta, Trinidad etc.

Time for a cigar...

Well this is my time and my favorite! I have a habit that gives me a great pleasure — I love to feel the flavor of the cigar, a long time before you light it and proceed to smoke. I love the cigar's scent and finesse.

My favorite store

Premium Cigars & Tobacco in Paradise Center is my

favorite. But — please, ask me for my favorite bar in the summer — it's the wonderful jewel La Casa Del Habano, next to Hotel Radisson. There I smoke with great pleasure, listening the sound of Cuban music.

My personal recommendation to the way a cigar lovers

The Cigar is really something special and extraordinary, but I can't give advice — it's something that encounter you along the way and become a couple with you. Actually, I have a recommendation — good meetings!

HISTORY

THE TABACCO

We do not know when it was first grown, or smoked, but we can be pretty certain that the inhabitants of Europe were unaware of tobacco until after Columbus's epic voyage of 1492.

Two of his sailors reported that the Cuban Indians smoked a primitive form of cigar, with twisted, dried tobacco leaves rolled in other leaves such as palm or plantain. In due course, Spanish and other European sailors caught the habit, as did the Conquistadors, and smoking spread to Spain and Portugal and eventually France, most probably through Jean Nicot, the French ambassador to Portugal, who

send tobacco leaves to Queen Ekaterina Medici — as a gift which she treats her migraines. A little bit later Nicot gave his name to nicotine. Later, the habit spread to Italy and, after Sir Walter Raleigh's voyages to America, to Britain.

Smoking was familiar throughout Europe — in pipes in Britain — by the mid-16th century and, half a century later, tobacco started to be grown commercially in America. Tobacco was originally thought to have medicinal qualities, but there were already



Jean Nicot



some who considered it evil and it was denounced by Philip II of Spain, and James I of England. The word cigar originated from sikar, the Mayan-Indian word for smoking, which became cigarro in Spanish, although the word itself, and variations on it, did not come into general use until the mid-18th century.

Cigars, more or less in the form that we know them today, were first made in Spain in the early 18th century, using Cuban tobacco. At that time, no cigars were exported from Cuba. By 1790, cigar manufacture had spread north of the Pyrenees, with small factories being set up in France and Germany.

Continued >>

HISTORY



The Dutch, too, started making cigars using tobacco from their Far Eastern colonies. But cigar smoking only became a widespread custom in France and Britain after the Peninsular War (1808-14), when returning British and French veterans made fashionable the habit they had learned while serving in Spain.

Production of „segars“ began in Britain in 1820, and in 1821 an Act of Parliament was needed to set out regulations governing their production. Because of an import tax, foreign cigars in Britain were already regarded as a luxury item.

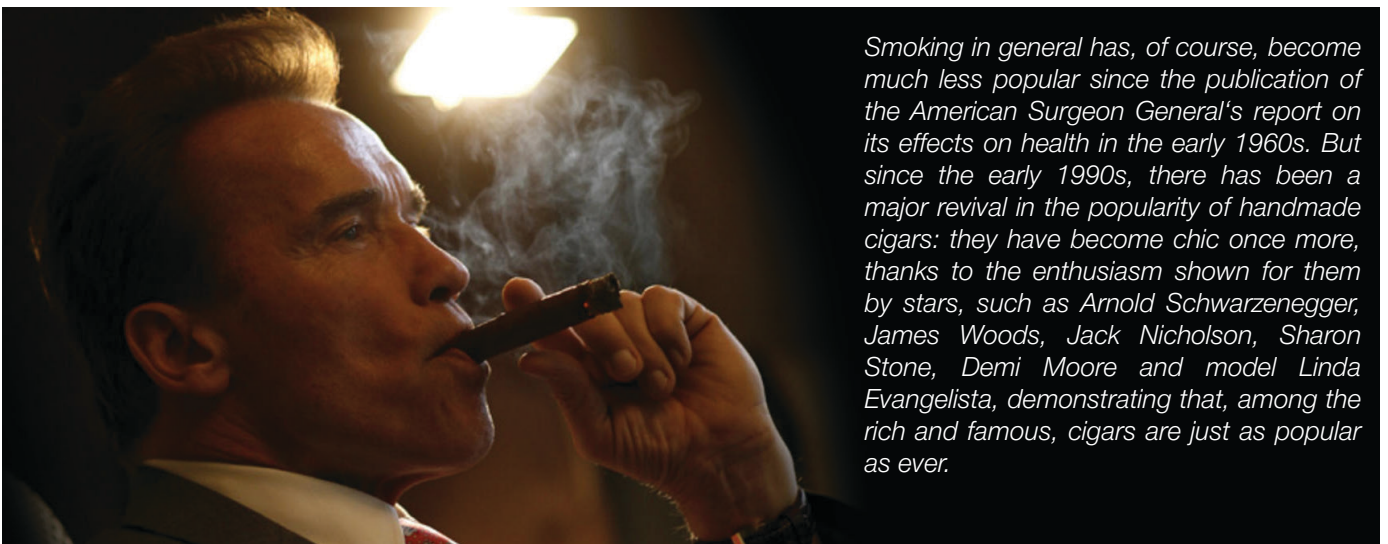
Soon there was a demand for higher quality cigars in Europe, and Spanish cigars were superseded by those made in Cuba, which was then a Spanish colony, where cigar production had started during the mid-18th century. The cigar probably arrived in North America in 1762, when Israel Putnam, later an American general in the American War of Independence (1774-1778), returned from Cuba, where he had served in the British army. He came back to his home in Connecticut, where tobacco had been grown by settlers since the 17th century, with a selection of Havana cigars and large amounts of Cuban tobacco seed. Cigar factories were later set up in the Connecticut area, processing the tobacco grown from the Cuban seed. In the



early 19th century American domestic production started to take off and Cuban cigars also began to be imported in significant numbers. But cigar smoking did not really boom in the United States until around the time of the Civil War in the 1860s, with individual brands emerging by the late 19th century. By then the cigar had become a status symbol in the United States.

During the same period, cigar smoking had become so popular among gentlemen in Britain and France that European trains introduced smoking cars to accommodate them, and hotels and clubs boasted smoking rooms. The after-dinner cigar, accompanied by glasses of port or brandy, also became a tradition. This ritual was given an added boost by the fact that the Prince of Wales, the future Edward VII and a leader of fashion, was a devotee, much to the annoyance of his mother, Queen Victoria, who disliked smoking.

Cigarettes, or paper cigars, first appeared on the scene in the early 19th century as a cheap alternative to cigars. The introduction of cigarette-making machines, in the 1880s, accelerated the growth in popularity of this form of smoking, which had become dominant by World War I.



Smoking in general has, of course, become much less popular since the publication of the American Surgeon General's report on its effects on health in the early 1960s. But since the early 1990s, there has been a major revival in the popularity of handmade cigars: they have become chic once more, thanks to the enthusiasm shown for them by stars, such as Arnold Schwarzenegger, James Woods, Jack Nicholson, Sharon Stone, Demi Moore and model Linda Evangelista, demonstrating that, among the rich and famous, cigars are just as popular as ever.