

# Habanos

HECHO EN CUBA

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## NEWSLETTER

EXCLUSIVELY PRESENTED BY

## KALIMAN CARIBE

### XVII HABANOS FESTIVAL

HABANOS PASSION IN FIVE DAYS,  
FILLED WITH REMARKABLE EMOTIONS AND UNIQUENESS

*“Los cubanos tenemos grandes amores. Y uno de ellos es el Habano.”*  
Maestro Ligador Valladares – creator of fragrant brand Trinidad

The most awaited meeting of lovers of the best cigar in the world — XVII Habanos Festival was held in Havana, Cuba in the period February 23 to 28.

The participants were over 1600 connoisseurs of cigars from over 60 countries and 250 accredited journalists and operators

from over 30 countries who traveled the distance to the exotic Cuba, to immerse themselves in the history of the origin of Habano and enjoy the special program, which traditionally includes exclusive dinners, visits to best tobacco plantation, the iconic tobacco factories, international seminar, trade fair, and special tastings

#### LAUNCHINGS



Habanos Festival this year was marked by two iconic brands — Romeo y Julieta and Montecristo, presented in special categories for Habanos:

- *Romeo y Julieta Gran Reserva Cosecha 2009 Wide Churchills, presented at Noche de Bienvenida*
- *Montecristo 80 Aniversario Vitola, presented at the Gala Dinner*

The new Anejados (aged Habanos) is represented by Romeo y Julieta Piramides Anejados and Montecristo Churchills Anejados. The cigars are made of aged under special conditions (between 5 and 8 years) old tobacco leaves. Aging is a process that adds extra softness and delicate woody notes. The new editions were tasted with a special selection of Cuban rums.

The 25th anniversary of Casa Del Habano chain of stores was celebrated with a special cigar edition under the Gloria Cubana brand. The vitola is a combination between Piramides and Robusto Extra.

#### EXCLUSIVE EVENINGS



##### *Noche De Bienvenida, 23 February 2015*

In the old tobacco warehouses from the 18th century, situated at the Habana port was the first special evening, which was held an emotional presentation of Romeo y Julieta Grand Reserva. The guests had the opportunity to immerse themselves in the unique Habanos flavor with the company of an aged rum selection and the special performance of the Descember Bueno — holder of three Grammy Awards.

##### *Noche de Casa Del Habano, 25 February 2015*

Salon de Protocolo de El Laguito was the place where was held the anniversary of La Casa del Habano chain of stores, which currently has over 140 stores located in 65 countries around the world. The first Casa Del Habano was inaugurated in Cancun, Mexico. Over the years, the concept evolved and CDH became a special meeting place for connoisseurs, collectors and lovers of the Habanos culture. Each store offers exclusive products — specialties of Habanos, perfectly conditioned in specially created conditions, personalized service, and accompanied by elegant sommelier in which ritual is traditionally reserved.

KALIMAN CARIBE

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

20 YEARS  
IN SERVICE  
OF Habanos  
MASTER PIECES

# XVII HABANOS FESTIVAL

## ANNIVERSARY



Kaliman Caribe is the exclusive representative of La Casa Del Habano chain of stores and managing 5 stores of the brand — three in Bulgaria, one in Albania and one in Armenia. Along with the anniversary of franchise network, Kaliman Caribe also celebrates anniversary — 10 years from the first LCH store inaugurated in Bulgaria and the 20th anniversary of the company — in the service of masterpieces of Habanos.

## HABANOS AWARDS



### *Gala Evening, 27 February 2015*

XVII Habanos Festival ended in Friday, 28 February with the traditional and magnificent Gala Dinner. This year it was dedicated to the iconic brand Montecristo and its 80th Anniversary of the brand's creation. On this occasion was presented the latest edition Montecristo Special Aniversario with specially created box and additional band in honor of the anniversary.

## OTHER ACTIVITIES



Emphasis at the program was the Habanos Moments Show, which presented many tasting combinations of cigars and excellent drinks — the Italian wines Chianti in the combination with Montecristo Open Eagle and Le Hoyo de San Juan.

The second edition of the longest ash competition was held in February 27. San Cristobal el Moro with ring 49, length 180 mm, burning time about 45 minutes was the cigar used in the activity. No time limit. The winner is Ali Alrami from Kuwait.

The Habanos sommelier contest was enthusiastically expected and shows that the number of connoisseurs who want the perfect selections assistance is growing. The winner is Brazilian Walter Saenz, who showed extensive knowledge of the portfolio of Habanos s.a and flair for the best combinations between a cigar and a drink, so as to satisfy the taste of each client.

During the festival was held Master Class — „How to roll a cigar by myself“ — the challenge this year was rolling a cigar of torpedo format.

Visits to La Corona and H. Upmann factories and special exhibition gallery with paintings dedicated to Cuban cigars also were part of the additional activities on the festival, which once again made the event a desirable destination for every Habanos admirer



Paris Hilton



Naomi Campbell



On the last evening were given the annual Habanos Awards 2015 in three main categories — production, communication and business. The event ended with the traditional humidor auction, where were presented 6 humidors. These jewelry editions departed with the new owners of Canada, Belgium, Sweden, Kuwait, Serbia, and there was a participant who bought two humidors. The total of auctions amounted to 740 thousand dollars, which will be used to support the Cuban health system. A furor with their appearance made VIP ladies Paris Hilton and Naomi Campbell.



## 20 YEARS KALIMAN CARIBE



In 2015, Kaliman Caribe celebrate a special Anniversarie — 20 years of the creation and growth of the company — in the service of the Habanos masterpieces.

On this occasion, on March 19 there was a party for all the colleagues and partners who have celebrated 20 years filled with challenges, enthusiasm and fond memories.

Special guest at the event was Mr. Pedro Pablo San



Jorge Rodriguez — Ambassador Extraordinary and Plenipotentiary of the Republic of Cuba. In a few sentences he gathered emotional warm greetings to all participants and expressed his gratitude to the team of Kaliman Caribe.

**20 YEARS**  
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MASTER PIECES

And because every start begins with first steps — in the evening were given special awards for appreciation to those who shared the philosophy of Kaliman Caribe — the first employees into three categories: clients service, human resources and IT.

Friendly and serene atmosphere, good hours of meetings, precious memories and dancing — all these filled the Kaliman Caribe evening. Sensuous Cuban music performed by Dolores Estrada and Latino rhythms of Pambos lit the flame of mood that lasted until the wee hours of the night.





## BLITZ INTERVIEW

Recently in Plovdiv was held the first meeting of the lovers of the aristocratic pipe. In the following lines you will meet Mr. Lyudmil Petkov — assistant professor of piano at the Plovdiv Music Academy and inspired admirer of the pipe and the mood that it brings.



### FIRST TOUCH WITH THE PIPE

The first pipe which I lit was during my student years in Sofia when the pipe smoking was an expression of exotic quirk. It was a result from my visit to the Weimar — Germany which left in my mind beautiful memories of stranger and seductive aromas.

The pipes and cigars were highly respected in the city of Goethe and Schiller. So day by day I enjoyed smoking pipes more and more. On my next longer visit to Germany I tried almost every known tobacco products on the market.

### THE TOBACCO

I don't use the term „beloved tobacco“, because it brings a limitation to the sorts. All depend on the occasion.

Sometimes even the literature you read can determine your choice. However, the combinations of black tobacco are priority for me. That technology is supreme and the taste is unique.



### THE CHOICE OF PIPE

The impressive in pipes is the variety of shapes, materials, size and design during implementation. The pipe brings to the smoker individual chic and the choice is strictly personal. It is hard to find „your“ pipe at first time.

### THE STYLE

I believe that pipe smoking is a perfect ritual, the processing of which requires a lot of time. Connoisseurs never remain only with a pipe available.

My favorite drink for the pipe is qualitative French cognac, but never on an empty stomach. The dogmas are just starting out, look in the right direction. The rules remain a fantasy.



### INTERESTING STORY

When I was traveling to France, in the years when the rules were hard to obey, many people were smoking cigarettes in the bus. At one point I could not resist and took a huge pipe — a relic. Within minutes, the cabin became full of smoke. After a hellish scandal we took a collective decision not to smoke to the end of our route.

### THE RECOMMENDATION

To our young pipe followers I have only one recommendation. Do not light the first pipe when you are barefoot.

