

Habanos

HECHO EN CUBA

ISSUE 27 | 2017

NEWSLETTER

EXCLUSIVELY PRESENTED BY

KALIMAN CARIBE

LAUNCHING

27 FEBRUARY 2017, HABANA, CUBA

Traditionally Havana hosted the XIX Habanos Festival — the largest international event for lovers of the best tobacco in the world.

This year, accent products were new members of H.Upmann, Montecristo and Quai D'Orsay brands and introduced important innovations in their portfolios.

MONTECRISTO LÍNEA 1935



The main launch for this year is the new Linea 1935 from Montecristo. This new line takes its name from the year of this legendary brand foundation being the premium line of the Montecristo brand. Linea 1935 has three vitolas, Maltes (53 x 153 mm), Dumas (49 x 130 mm), and Leyenda (55 x 165 mm). The first two vitolas are brand new vitolas in the Habanos portfolio, and the third one takes the form of the special limited edition Montecristo 80 Aniversario, launched in 2015 to commemorate the brand's 80th Anniversary. The Habanos of Montecristo Linea 1935 have a new and differentiated presentation and a full strength flavor blend for the first time in this brand.

H. UPMANN SIR WINSTON GRAN RESERVA



One of this year main releases is the launch of H. Upmann Sir Winston Gran Reserva 2011 (47 x 178 mm), in which the filler, binder and wrapper leaves used have undergone a long and careful five-years aging process. This is the first Gran Reserva by H. Upmann, and is presented in a unique and exclusive selection of only 5,000 numbered cases. The Welcome Evening of the XIX Habanos Festival was dedicated to H. Upmann Sir Winston Gran Reserva 2011.

QUAI D'ORSAY



The new design of the Quai D'Orsay brand was also presented in the XIX Habanos Festival. It includes two new vitolas in its portfolio, No 50 (50 x 110 mm) and No 54 (54 x 135 mm), in order to create an attractive brand portfolio that will be available worldwide through the Habanos international distribution network.

The brand Romeo y Julieta presents Petit Royales (47 x 95 mm), a totally new vitola that will join this product portfolio, with a heavy ring gauge and short length, a format that is increasingly appreciated by the current Habano lovers.

A RECIPE FOR A GREAT TASTE COMBINATION FROM HABANOS SOMMELIERS

The prestigious Brandy de Jerez has combined four of the most representative products with two of the most appreciated Habanos cigars by the consumers worldwide. Trinidad Vigia and Partagas Serie D N4. The brandies are: Lepanto Solera Gran Reserva (Gonzalez Byass), Cardenal Mendoza Carta Real (Bodega Sanchez Romate Hnos.), Fundador Exclusivo (Bodegas Fundador) and Carlos I Imperial (Bodegas Osborne). The Festival implements the notorious Alianza Habanos (Habanos Alliance) to offer special partnerships between Habanos and most exclusive drinks and spirits in the world.

KALIMAN CARIBE

HONORED TO REPRESENT THE HABANOS MASTERPIECES

Albania, Armenia, Bosnia & Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Montenegro, Romania, Serbia, Slovenia

HABANOS WORLD

MUSIC, GLAMOUR AND THE MOST EXCLUSIVE STAR IN THE CLOSING GALA OF THE 19TH HABANOS FESTIVAL

A TOTAL OF 1.265.000 EUROS WERE RAISED AT THE TRADITIONAL HUMIDORES AUCTION
ARA MALIKIAN AND HIS MUSICIANS ALONG WITH INTERNATIONALLY ACCLAIMED CUBAN ARTISTS
PROVIDED THE MUSIC AND ARTISTIC VIRTUOSITY DURING THE GALA EVENING



The 19th Habano Festival, the biggest international event bringing together lovers of Habano tobacco comes to a close following a week packed with activities and events, with the Gala Evening event providing a fitting end to a highly successful festival that saw the presentation of the new Linea 1935, the brand's most premium offer to date.

Guests at the evening celebration could taste the three vitolas of the novel and innovative Linea 1935, two of them brand new to the Habanos portfolio: Maltes (53 x 153 mm) and Dumas (49 x 130 mm), while the Leyenda (55 x 165 mm) takes the form of the Montecristo 80 Aniversario, launched as a special limited edition in 2015 to commemorate the brand's 80th anniversary.

The Habanos in this new line have been carefully made Totalmente a mano con Tripa Larga (Totally by Hand Made with Long Filler) following a selection of exquisite filler, binder and wrapper leaves from the grassy plains of Vuelta Abajo* (Pinar del Rio*), the land where the best tobacco in the world grows. The Linea 1935 comes

with a full strength flavour blend for the first time in the Montecristo brand, and complements the medium to full strength flavour of its Linea Clasica and Linea Edmundo lines as well as the medium strength flavour blend of its Linea Open.

The evening's festivities included performances from internationally acclaimed Cuban artists such as Latin Grammy winner Haila, David Torrens, and the Ballet de Litz Alfonso, one of Cuba's most prestigious international dance companies that last year celebrated 25 years on the dance floor. The Hispano-Lebanese violinist of Armenian origin Ara Malikian together with his musical ensemble closed proceedings with a final performance charged with innovation and musical energy.

The traditional Humidores Auction once again provided the finishing touches to a highly successful Festival. On this occasion the usual humidified cigar boxes put up for auction from brands such as Cohiba, Montecristo, Romeo y Julieta, Partagas, Hoyo de Monterrey and H. Upmann, were accompanied by an exquisite

KALIMAN CARIBE

HONORED TO REPRESENT THE HABANOS MASTERPIECES

Albania, Armenia, Bosnia & Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Montenegro, Romania, Serbia, Slovenia

HABANOS WORLD



Bolivar-branded humidified cigar box, commemorating its 115th anniversary. The 2016 Habano Awards prize giving ceremony was also held during the course of the evening. Gordon Mott, journalist and freelance writer for the Cigar Aficionado magazine received the award in the Communication category. Edward Sahakian was awarded in the category of Business, in recognition for his work developing the Habano cigar market in the UK, and Josefa Acosta Ramos, with over 60 years' dedication to the tobacco industry in Cuba, was the winner in the Production category. Puro Tabaco (Chile), with its representative Felipe Rojas, was

unanimously voted the winner of the XVI Edition of the International Habanosommelier Contest. Slavomir Marek Bielicki (United Kingdom) and Krystian Hordejuk (United Arab Emirates) were the runners-up in second and third place respectively. The finalists were faced with a practical Habano cutting and lighting test and a descriptive tasting and pairing session with different beverages, including the most well-known international cocktails



KALIMAN CARIBE

HONORED TO REPRESENT THE HABANOS MASTERPIECES

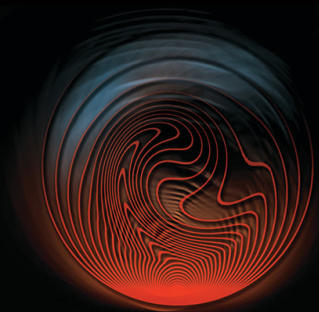
Albania, Armenia, Bosnia & Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Montenegro, Romania, Serbia, Slovenia

ANNOUNCEMENT

Habanos D.O.P.
MOMENTS
TERRA MAGICA

CROATIA

If you have a business or personal trip to Croatia in early June, be sure to be part of the exclusive event: launching of the regional cigar edition of Terra Magica.



ZAGREB/ISTRIA CROATIA
1ST-4TH OF JUNE 2017

camelot
25 Anniversary

For more information about the event please contact the Marketing Department of Kaliman Caribe +359 878 936 094.

HABANOS WORLD

KALIMAN CARIBE ORGANIZED THE FIRST MONTHLY MEETING WITH HABANOS AFICIONADOS IN PRISHTINA



On 10th March Premium Cigars&Tobacco Prishtina invited all Habanos enthusiasts at the prestigious Puro restaurant to the first monthly meeting outside Bulgaria.

The ten-years tradition of the admirers of the masterpieces of Cuba spread from Sofia and Plovdiv, and now seems to be an

awaited date for all hand made cigar lovers in Kosovo too.

The guests enjoyed a traditional Cuba Libre cocktail and the tempting H.Upmann Majestic cigar. Racing adrenaline caused the competition for the longest cigar ash in which each of the attendees had the opportunity to show their skills.

HABANOS BULGARIA

COHIBA ATMOSPHERE, SOFIA



**COMING
SOON**



COHIBA
ATMOSPHERE

**COMING
SOON**



VINOPOLY - THE NEW HABANOS SPECIALIST IN SOFIA AND PLOVDIV



Vinopoly, Sofia



Vinopoly, Plovdiv

The newly opened Vinopoly boutiques quickly gained recognition and spotted themselves among the most favorite places not only for the Habanos enthusiasts, but also among lovers of wine. In the cozy atmosphere one may undoubtedly chill to unwind and calm after a busy day with great choice of variety of

drinks and a cigars. The walk-in humidors in Vinopoly tempt with rich and diverse portfolio of Habanos products, and the wine brands are continuously up to date and satisfy even the most distinguished tastes.

Vinopoly in Markovo Tepe Mall became a host for the monthly meetings with

Habanos aficionados in Plovdiv. In addition to the cigars presentations guests may enjoy exclusive tastings of Bulgarian and internationally known wines. Vinopoly Markovo Tepe promises wonderful moments for the spring and summer time when the spacious terrace would be open as well.

Vinopoly - 5 Paprat Str., Dragalevtsi, Sofia

Vinopoly - Mall Markovo Tepe, 54 Ruski Blvd., Plovdiv