

## LAUNCHING

### SAN CRISTOBAL DE LA HABANA PRADO



NAME OF GALLERY: Petit Piramide  
LENGTH: 127 mm  
RING: 50  
PIECES IN BOX: 10

San Cristobal de La Habana was established in 1999 and offers a tribute to the city of Havana (which initially bears the name San Cristobal de la Habana). Although being a small part of the Habanos' portfolio, it enriches the taste palette with its charm of its own, challenging the real tobacco aficionados with its smooth, delicate and

unique wood flavor. The gallery name is Petit Piramide (127 mm x 50) and the 10 short Cuban masterpieces are in cedar box with lid. The cigar is offering great opportunities for combination with a drink. Smoking time 40 min.

### MONTECRISTO 1935 LINEA



**DUMAS**

Prominente Corto  
130 mm  
49  
20



**MALTES**

Sobresalientes  
153 mm  
53  
20



**LEYENDA**

Maravillas N2  
165 mm  
55  
20

The name Montecristo originates from the famous novel "Count Monte Cristo", 1844. Two of the names of the vitools are also inspired by the book. „Dumas“ refers to the family name of the author of the novel, Alexander Dumas. „Maltes“ is the nickname of the main

character in the book „The Maltese Sailor“, and „Leyenda“ in Spanish means „legend“. Two of the three vitools are completely new to Habanos' portfolio. These are Maltes and Dumas, and Leyenda takes the format of the special limited edition Montecristo 80

Anniversario, dedicated to the anniversary of the brand. The new Montecristo line 1935 is presented in extremely elegant boxes with 20 cigars each. In Bulgaria, the exclusive products of the line were presented at Cohiba Atmosphere Sofia.

## KALIMAN CARIBE

HONORED TO REPRESENT THE HABANOS MASTERPIECES

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

# HABANOS WORLD, BULGARIA

## AN EXHIBITION OF PICTURES FROM SOFIA AND HAVANA RECREATES THE SPIRIT OF BOTH CAPITALS AT „THE BRIDGE OF LOVERS



August 22, 2018, Sofia. „Kaliman Caribe“ organized the exhibition „Atmosphere from Sofia and Havana“ with inspirational sights and interesting comparisons of landmarks from both capitals in a cultural parallel. It symbolically marks the 500<sup>th</sup> anniversary of Havana and the pride of the ageless Sofia. The opening was done in the presence of the Ambassador of Cuba in Bulgaria, His Excellency Pedro Pablo San Jorge Rodriguez, representatives of institutions and guests.

The 60 photos from Bulgaria and Cuba bring the atmosphere of both cultures showing the similarities between them in natural, architectural and social terms. „Etudes of Sofia“ by the photographer Ivan Shishiev highlight the national accents and the photographs from the Cuban Culture Fund of Havana recreate the spirit of the „Island of Freedom“ in Sofia, making a bridge of ideas between both countries. The initiative of the company is supported by the Sofia Municipality and the Cuban Embassy in Bulgaria.



Reaffirming its positions as exclusive distributor of the Cuban hand-rolled cigars Habanos for Bulgaria and 10 other countries, the goal of Kaliman Caribe is to enrich the culture of its clients



in social terms and to lure their interest in the treasures of old Havana.

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# HABANOS WORLD, BULGARIA

## SAN CRISTOBAL DE LA HABANA PRADO GLOBAL LAUNCH IN BULGARIA

### SOFIA BECAME THE WORLD CAPITAL OF HABANOS WITH AN EXCLUSIVE CIGAR PREMIERE



#### KALIMAN CARIBE PRESENTED SAN CRISTOBAL DE LA HABANA GLOBALLY

October 4, Sofia. The global launch of one of the newest Habanos brand cigars, named after the iconic Prado Boulevard in Havana, took place in the elite setting of Boyana Residence. Kaliman Caribe, exclusive distributor of the Habanos cigars, was proud to host the launch of the San Cristobal de la Habana Prado cigar. For the first time, Bulgaria had the honour to be the global venue of a product launch.

Mr. Rodrigo Gonzales, Habanos Strategic Marketing Director,

and Mrs. Olya Docheva, the company's Bulgarian Managing Director, introduced the new exquisite cigar before more than 500 guests. The audience came from many different parts of the world: "Cuban gold" aficionados, partners and distributors from Spain, Cuba, Switzerland, Italy, the USA, China, France, Venezuela, Cyprus, Armenia, Albania, Romania, Macedonia, Croatia, Slovenia, Kosovo, etc. >>



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HABANOS WORLD, BULGARIA



>> Boyana Residence had the look and feel of the Havana Boulevard from which the cigar took its name. Cuban-style vintage cars gave rides to the entrance. The attendees were entertained by Banda Del Padre's performances of Buena Vista Social Club's and other Cuban classics.

Miro, the special guest performer, raised the mood with his greatest hits. The evening culminated in bachata and other Latin beat dance animations. The guests had the chance to enjoy a special selection of beverages and gourmet catering, and, of course, the taste of the new cigar before it hits the international markets.

The launch of the San Cristobal de la Habana Prado coincides with two important anniversaries. In 2019 Havana is celebrating its 500 years as capital, and the San Cristobal brand will mark its 20<sup>th</sup> anniversary as well.



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# HABANOS WORLD, BULGARIA

## THE LONG-AWAITED LINE OF MONTECRISTO 1935 WITH A DEBUT IN BULGARIA

AUGUST 23, 2018

The launch of the Montecristo 1935 line took place at Cohiba Atmosphere Sofia, where the guests enjoyed the unity of sensations: music for the soul and tasting delights of a cigar and a drink. The choice of drinks was given to the hands of each guest according to their individual tastes and preferences.

To lift up the mood of the clients a singer performed live and added extra value to the evening's experience for all the lovers of the Cuban cigars Habanos and especially the Montecristo brand.



After the exclusive premiere, the three vitolas of the line are now available to be purchased throughout the retail chain of Cohiba Atmosphere Sofia, La Casa del Habano and Premium Cigars & Tobacco. All happy cigar enthusiasts joyfully boasted in the social networks that they had already tried the three vitolas and even casted their favorite among them in the face of Leyenda. No matter that symbolical leadership, the 2 other vitolas — Dumas and Maltes, were very well appreciated too.

## COHIBA ATMOSPHERE PROUDLY HOSTED A RIESLING NIGHT



On November 15<sup>th</sup>, the elite club of Cohiba Atmosphere Sofia held an impressive master class. Guests enjoyed a special Riesling tasting evening with wines from the German cellar Heymann - Lowenstein. The guest lecturer was personally the owner of the cellar, Mr. Reynard Lowenstein, who led the participants through the mystical and specialties of the production process of the famous wines.

At the end of the tasting, guests enjoyed delightful Habanos cigar, which is always a good idea for a pleasant end of the evening.

## COHIBA ATMOSPHERE SOFIA CELEBRATED 1 YEAR SHARED ENTHUSIASM IN THE HEART OF THE CAPITAL



December 20<sup>th</sup>, just before the Christmas holidays Cohiba Atmosphere Sofia celebrated its first year on the international cigar stage. Special guests at the event were among the biggest fans of the club. They were cheering the shared passion for Habanos and the formation of the society of "atmospheric" cigar enthusiasts.

In the spirit of the upcoming festive evenings, the guests took their piece of the traditional loaf



with a lucky draw for the New Year's Eve and found thematic gifts under the Christmas tree.

Everyone chose their preferred cigar to celebrate the event with, along with a gourmet finger food.

In the past year, Cohiba Atmosphere Sofia was established as the center of Habanos culture in Bulgaria.

Apart from its regular guests, the club enjoys



the attention and interest of cigar fans all over the world. When visiting the city they don't miss to please themselves and smoke their favorite habano in the coziness and inimitable atmosphere of Cohiba Atmosphere.

For 2019 we raise the bar even higher and promise to continue to bring a professional service and attitude, a unique selection of Habanos masterpieces and even more interesting themed events and cocktails.

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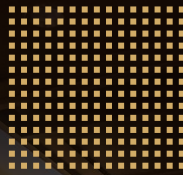
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HABANOS WORLD

LEONOR DEMONSTRATES THE COMPETENCY AND THE WORMANSHIP OF THE TORCEDOR PROFESSION TO THE BULGARIAN, MACEDONIAN AND ARMENIAN PUBLIC



LA CASA DEL HABANO



COHIBA  
ATMOSPHERE  
SOFIA

Premium  
CIGARS & TOBACCO

KALIMAN CARIBE  
HONORED TO REPRESENT  
THE HABANOS MASTERPIECES

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Leonor Garcia Calderin began her career in the tobacco industry in 1988.

For 12 years she has gained the necessary experience to be able to roll vitovals within the 9<sup>th</sup> category.

Her endeavor is appreciated and she has been in a leading position in the factory for 2 years. She taught her remarkable skills as an instructor in courses of students starting this profession, and she is now a 9<sup>th</sup> grade torcedor with the right to roll up figurado cigars.

With more than 20 consecutive years in the Tobacco sector, Leonor became a medalist with Carlos Balino prize, as well as having several diplomas.

Traditionally a master torcedor is invited by Kaliman Caribe in Bulgaria. This year, all cigar lovers had the opportunity to experience the demonstration techniques by an outstanding professional with years of experience in the field. Cohiba Atmosphere Sofia was the first stop of the torcedor tour

that continued through the glamorous international presentation of San Cristobal de la Habana Prado in Sofia. Followed stops at all the boutiques in Sofia and selected cities in the country. Leonor's visit ended in Armenia and Macedonia, where she took part in the local Habanos Nights.

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HABANOS WORLD



The presence of a torcedor is of great importance for the popularization of the culture of the Cuban cigars, and the attention and diligence that led to the cre-

ation of the „Cuban gold.“ The detailed knowledge of the product helps to better understand it and receive the highest rating of the cigar enthusiasts and most of

all it causes emotion, which is one of the most important goals of the nice cigar. To create comfort and moments of relaxation and sharing.



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# HABANOS WORLD

## HABANOS NIGHTS „KALIMAN CARIBE“ HELD ANNUAL EVENTS IN ARMENIA, MACEDONIA AND ALBANIA



On **November 29** at The Alexander Luxury Collection Hotel in Yerevan, Armenia was held the annual Habanos Night. The event was in partnership with Vivaro, Chronograph, and the drinks were catered by the importers of the Tsar Tigran 12 YO Armenian Cognac — an excellent choice for a cigar accompaniment.

Very interesting accent was the Cuban-style retro car parked just before the entrance of the hall. More than 60 guests enjoyed the delight of the selected beverages, the elite atmosphere, the pleasant music and the masterpieces of Habanos.



The joyful events moved to Macedonia, where a meeting of local Habanos enthusiasts was held on **5 December**. During the day Leonor entertained all the fans of the art of the torcedor at Premium Cigars & Tobacco in Skopje with skillful cigar rolling presentations.



Similar was the program in Albania, where demonstrations took place in La Casa del Habano, Tirana, and the evening event on **December 7** gathered the devoted followers of the Cuban culture in the country.



## XXI HABANOS FESTIVAL

DO NOT MISS THE FESTIVAL AND BE PART OF  
THE MOST SIGNIFICANT EVENT IN THE WORLD OF CIGARS

18-22 FEBRUARY 2019

With the leading role of the San Cristobal de la Habana brand celebrating its 20<sup>th</sup> anniversary, and Havana's 500<sup>th</sup> anniversary as a city, along with the special announcements of the Hoyo de Monterrey and Trinidad brands.

Main Activities of the Festival:

Visits to the tobacco plantations in the Vuelta Abajo area  
Tours to the most popular Habanos factories  
Lectures and Practical Lessons at an International Seminar  
Wines tastings within the „Alliance Habanos“  
The Habanos World Challenge  
Gala Dinner and Humidor Auction

The full program of the Festival is at [www.habanos.com](http://www.habanos.com)

