

Habanos

HECHO EN CUBA

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NEWSLETTER

EXCLUSIVELY PRESENTED BY

KALIMAN CARIBE

LAUNCHING



COHIBA RESERVA COSECHA 2014 /20/



NAME OF GALLERY: Robusto
LENGTH: 124 mm
RING: 50
STRENGTH: Medium to full

Cohiba Robustos Reserva Cosecha 2014 Robustos (50 x 124 mm), is without doubt one of the most popular vitola among Habanos enthusiasts and the Cohiba brand again offers its new Reserva, the first since the launch of the Reserva Cosecha 2003.

Cohiba Robustos Reserva Cosecha 2014 is unique because all the leaves used in its production (filler and binder) have been subjected to a long three years of ageing process. This new serie has been produced in very limited quantities, only 5,000 numbered boxes, each of 20 units, embodying the excellence and exclusivity of the most prestigious brand in the world of tobacco.



KALIMAN CARIBE

HONORED TO REPRESENT THE HABANOS MASTERPIECES

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

LAUNCHING



The new limited editions for 2019 were presented on XXI Habanos Festival. Limited Edition are highly appreciated and keenly awaited by aficionados every year. They are characterised as such because their vitolas are not in the brand's regular portfolio. They are distinguished by their carefully selected leaves — wrapper, filler and binder-, which have been aged for no less than two years.

With these three 2019 Limited Editions - **Montecristo Supremos** (55 ring gauge x 130 mm length), **Allones No. 2 by Ramón Allones** (52 ring gauge x 140 mm length) and **Quai D'Orsay Senadores** (48 ring gauge x 157 mm length) - lovers and aficionados of what is considered to be the best tobacco in the world will have the opportunity to taste these Habanos of various strengths and flavours. For the first time these products will be available in special cases displaying the brand's colours with a renewed design and image.

This is also the first time that the **Quai D'Orsay** brand has been selected to be part of a Limited Edition.

All Habanos Limited Editions are made "Totalmente a Mano con Tripa Larga" - Totally Handmade with Long Filler - and their leaves are specially selected from the Vuelta Abajo area in Pinar del Rio, Cuba, in very small quantities. They are made by expert Cuban torcedores - cigar rollers - working painstakingly to meet the expectations of the most demanding Habanos aficionados.

THE BOOK MONTECRISTO GRAN PIRAMIDES 2017



Every new edition of the Colección Habanos is one of the most awaited special creations of Habanos S.A. by aficionados from all over the world.

The Book Montecristo Gran Pirámides 2017 succeeds the Book Romeo and Julieta Fabulosos No.2 (52 x 190 mm) of 2016. It is the second volume dedicated to the brand Montecristo. The first one was Maravillas No.1 (55 x 182 mm) of 2005.

The production is limited to 2'000 items and intended for Casa del



Habano shops. Each book contains 20 Gran Pirámides (57 x 160 mm). This vitola was specially created to pay tribute to one of the most emblematic cigars of the brand: Montecristo No.2.

The Gran Pirámides is a Habano to enjoy during the great moments of your life. Featuring an exquisite blend, this cigar was made "Totalmente a Mano con Tripa Larga" with leaves from Vuelta Abajo, in the region of Pinar del Rio, the best tobacco producing land in the world. This Figurado is of medium strength and offers fine aromas that will delight the palate of experienced smokers.

HABANOS WORLD, BULGARIA

HABANOS SPECIALIST



Premium Cigars & Tobacco's retail network added a new fashionable boutique at the Delta Planet Mall. All residents and visitors of Bulgaria's 'Sea Capital' can now choose from our broad portfolio of Habanos, smoking accessories and gourmet offerings.

The professional consultants in the boutique provide detailed advice for the selection of the optimal cigar, be it according to taste, strength, budget and size.

Premium Cigars & Tobacco is located on the first floor of the Delta Planet Mall and is open seven days a week, between 10 a.m. and 10 p.m. M. +359 884 440 543.

Premium Cigars & Wine offers a luxurious experience combining designer interiors and a selection of boutique wines of top producers from the international terroir.

The variety of products includes biodynamic, organic and kosher wines. Among the brands offered are Belaire, Montes, Valduero, Gerard Bertrand, Il Poggione, Luigi Bosca, Maily Champagne Grand Cru and many others. For lovers of gourmet experiences, the range is complemented by a Habanos Specialist walk-in humidor with hand made cigars from Cuba. The boutique offers premium lounge zone and terrace.

Premium Cigars&Wine, Albi Shopping Center, level 3., M. + 383 49 611 800.

COHIBA ATMOSPHERE SOFIA WELCOMES HABANOS WORLD EVENTS

COHIBA
ATMOSPHERE
SOFIA

Eighteen months after its launch, the club continues to excite its members and Habanos enthusiasts with various events and launches. Part of its policy is to develop the Habanos sommelier and enhance the cigar tastings with drinks of various flavours.

February, the month of love, launched a very exclusive and long-anticipated cigar. Bulgarian aficionados had the opportunity to experience the Cohiba brand's newest creation. Cohiba Reserva Cosecha 2014 was launched with classic cocktails and live piano music.

The month of March featured an event where the guests had to find the best drink to go with the Romeo y Julieta Capuletos Edicion Limitada 2016. Each attendee voted for their favourite among the three nominated whiskies—Highland Park 18, Woodford Reserve and The Macallan 12. The guests unanimously agreed that all three drinks have their rightful places with the tasting thirds of this cigar, which turned out to be quite conducive to long tastings and discussions.

The May event set off the summer and theme-based cocktails for the holiday spirit. Partagas Serie E N2 brought its rich sensual bouquet combined with the taste variations of The Glenrothes 12, The Macallan Classic Cut, Rum 1888, Diplomatico Exclusiva.

All events and announcements are available both at the club and in the calendar at www.cohibaatmosphere.bg.

HABANOS WORLD, BULGARIA

A HABANOS SOMMELIER FROM CUBA, INVITED BY KALIMAN CARIBE, VISITED BULGARIA FOR THE FIRST TIME

Ms Danays Sanchez, a professional Habanos Sommelier from Cuba, made an exclusive trip to Bulgaria to introduce some Habanos culture at the highest professional level. Her one-month schedule featured master classes, tastings and trainings meant to shed more light on the art and craft of blending and tasting. For the first time, the Bulgarian audience had the chance—and honour—to experience the finesse of a seasoned cigar sommelier.



The Cohiba Atmosphere Sofia and La Casa del Habano Intercontinental were the primary hosts of Danays and a place to meet the aficionados eager to learn exciting facts about this rare craft, share their real-life experiences and have an exquisite 'guide' in their cigar and drink tastings.

At a press event held at the Cohiba Atmosphere, Danays let the audience catch a glimpse of the Cigar Festival in Cuba. She demonstrated her skilful handling of a role-play situation with two persons she assisted in their choice of a cigar and a drink. Such role plays are part of the Habanos Sommelier competition which is traditionally held during the Festival.

The Habanos Sommelier Craft

'To be a Habanos sommelier is like having a wealth of knowledge

of senses and experiences,' said Danais. The professional sommelier leads the taster on a unique journey, mapping each taste, each nuance. The Habanos sommelier worships the cigar, always focusing on the Habano.

It All Starts in Cuba

In Cuba, good service and etiquette constitute an integral part of the profession of Habanos Sommelier. In 2019, the 7th special two-year training course, which is part of the educational system of the Cuban Ministry of Tourism, will be held. The Habanos sommelier is considered to be the highest level of cigar sommelier. It allows the sommelier to take a broader view, enhancing and expanding the knowledge of all types of drinks and possible combinations

with Habanos' wide-ranging portfolio. The craft teaches the way to fully experience the Habanos, including all steps from the choice of cigar, through the lighting, serving and tasting rituals.

The Tasting

The tasting goes through the three basic thirds. As a general rule, regardless of the brand and vito la of the cigar selected for tasting, the first third of the cigar is the lightest. The second third has a richer taste and is considered to be the most characteristic of the cigar, while the final third is the most intense. Different kinds of drinks can be recommended for each third, to go together well in terms of strength and variety. The general recommendation, however, is that stronger cigars go well with stronger drinks.

HABANOS WORLD, BULGARIA



The Competition

A special place within the world's greatest cigar event, the Habanos Festival, is reserved for the Habanos Sommelier competition. It is held since 2002 and includes written tests, 'blind tastings', questions and answers before a panel, as well as real-life situations with customers to assist in their choice of cigar and drink based on the taster's experience, personal preferences, available time and other specifics.



SECOND REGIONAL EDITION FOR BULGARIA

After the signature Bolivar 681—the Bulgarians' Code, which was pilot launched in 2011, the history of the 'Bulgarian' cigars continues. A Second Regional Edition for our country is expected in 2020, with an exciting cigar proposal.

Avid aficionados had the chance to complete a survey and select a brand, band, length, gallery and name for the cigar. They could also personally join the dedicated meeting at the Cohiba Atmosphere Sofia. A lot of amazing proposals were received for the name, each backed with facts and history worthy of the prestigious edition.

HABANOS WORLD, BULGARIA

KALIMAN CARIBE'S TEAM
TOOK HABANOS SOMMELIER TRAININGS



The members of our company's retail network team enjoyed the opportunity to strengthen and deepen their knowledge of the cigars and drinks to go with them, under the guidance of the certified Habanos Sommelier, Ms Danais Sanchez. The trainings were held as free discussions and tastings where the consultants could directly communicate with Danais and expand their knowledge with international experience and know-how.



HABANOS WORLD, BULGARIA

ANOTHER SESSION
OF THE HABANOS ACADEMY



The Junior and Senior level courses are part of Kaliman Caribe's annual programme within its Habanos Academy training division. All consultants must pass these trainings to apply the internationally established standards of the Habanos S.A. corporation. Kaliman Caribe is authorised to apply the first two levels, while the highest, Master's degree can only be achieved in Cuba.

Among the topics taught at the academy are Growing and Manufacturing, the Art of the Torcedor, Fake Cigars, Shapes, Sizes and Formats, Special Editions, etc. The last training was especially exciting, given the opportunity for our team to be guided by a professional sommelier on the best cigar and drink combinations, learn the world trends in this business and practice their cigar lighting and serving skills. And, last but not least, to taste a cigar of their choice.



HABANOS WORLD

**THE TRINIDAD BRAND
FEATURED IN
VESI BONEVA'S SUMMER HIT**



Bulgarian pop stars Vesi Boneva and Svetlin Kaslev featured the unique Trinidad Cuban cigars in the music video for their song Buratino. The lyrics are full of fun with playful Cuban cigar references. The track has a solid beat and is sure to score a summer smash hit.

The Trinidad brand fits perfectly in the music video and helps bring an authentic Cuban feel to the song. The brand was selected for a reason. 2019 marks the 50th anniversary of the Trinidad brand. The unique, artistic and colourful style of the brand is reflected in the music video as a perfect match to Vesi Boneva's elegance.

The beat of the track simply calls for some Trinidad Fundadores or Trinidad Vigia with a bottle of Bumbu.



**BALCÓN DEL HABANO:
KNOWLEDGE, TASTE
AND BROTHERHOOD**



Create a great harmony of dreams, fun and joy–this is the key to the perfect match of food and drinks. For 15 years now, the team of El Balcon del Habano, Bayamanaco, have been dreaming and living their dreams together. They have gathered a vast experience, satisfaction and new knowledge. This is why they celebrate. Starting this January, the company celebrates more than ten years dedicated to the passion for one of the signature Cuban products–the Habanos cigars.

The team meets at Havana's landmark Presidente hotel and gathers sommeliers, bartenders, manufacturers and other related parties. These gatherings attract great interest with the opportunity to get valuable expertise, recommendations and feedback.

Similar meetings are planned to be held at the Cohiba Atmosphere Sofia to carry the tradition to Bulgaria. They will feature trade professionals to discuss and taste various cigar and drink combinations and share information and recommendations.



HABANOS WORLD

**FEBRUARY 18-22:
THE XXI HABANOS FESTIVAL, AN INTERNATIONAL CELEBRATION
OF CUBAN CIGARS AND FUN**



The world stage of the greatest event was Havana, marking its 500th anniversary this year. The Festival featured the elegant and inspiring Trinidad editions, celebrating its 50th anniversary as a brand. San Cristybal de La Habana, another 20th anniversary, was also a special feature. Hoyo de Monterrey Gran Reserva Double Coronas Cosecha 2013, reserved for the real aficionados, was the surprise with its understated presence within the exclusive edition. There were more than 2,200 visitors from 70 countries.



The visitors of the XXI Habanos Festival enjoyed a packed five-day schedule of activities exploring the Habanos culture, knowledge and passion. The Festival featured special tours of the Vuelta Abajo tobacco plantations in the Pinar del Rio region, known to have the best tobacco-growing soil in the world. >>

HABANOS WORLD



>> Then, there were the visits to the factories where the most important cigars for the year were made. The trade show, as always, was the key networking venue for the world's tobacco industry. Each year, it features other manufacturers of luxury goods, arts and crafts, equipment and gourmet products.

The international workshop, with its conferences and tastings, is another permanent fixture in the agenda. The activities continued with master classes and presentations led by renowned Habanos World experts. The tastings and drink and cigar combinations are very popular with the visitors as a real feast for the aficionados and Habanos Sommeliers.



HABANOS WORLD

**HABANOS S.A. CONTINUES TO GROW ITS BUSINESS,
POSTING A RECORD REVENUE OF USD 537 MILLION IN 2018.**



The second Habanos World Challenge competition, testing the general knowledge of the Habano, was also held during the XXI Habanos Festival. It ended on the final day with the last battle between Mayli Mostaza and Daylin Lopez from Cuba and the Italians Aurelio Tufano and Giulio Amaturò. The Italian pair actually won the competition.

The daily activities culminated in the evening events, full of great live performances by international stars, the best Cuban cuisine, Habanos cigar tastings and a wide selection of drinks from many corners of the world. >>





>> The Welcome Dinner held at the Antiguo Almacen de la Madera y el Tabaco, at the Havana harbour, paid tribute both to the San Cristobal de La Habana brand for its 20th anniversary and to the 500th anniversary of the city of Havana.

The special evening event for the Hoyo de Monterrey Gran Reserva Double Coronas Cosecha 2013 was held at the reception room of El Laguito on Wednesday, with a cocktail dinner for 800 guests.

The gala event on the final day of the Festival celebrated the 50th anniversary of the Trinidad brand with a memorable, colourful performance.

Seven exclusive collector's humidors with San Cristobal de La Habana, H. Upmann, Hoyo de Monterrey, Romeo y Julieta, Montecristo, Trinidad and Cohiba cigars were sold for a total of more than EUR 1.5 million, which are traditionally donated to the Cuban healthcare system.

