

# EXCELENCIAS

*from the Caribbean & the Americas*

No. 209 / 2024  
MONTHLY





# TRINIDAD'S YEAR



THE PRESTIGIOUS HABANOS BRAND CELEBRATES ITS 55TH ANNIVERSARY WITH THE PRESENTATION OF TRINIDAD ROBUSTOS EXTRA AND THE LIMITED EDITION 2024 TRINIDAD CABILDOS



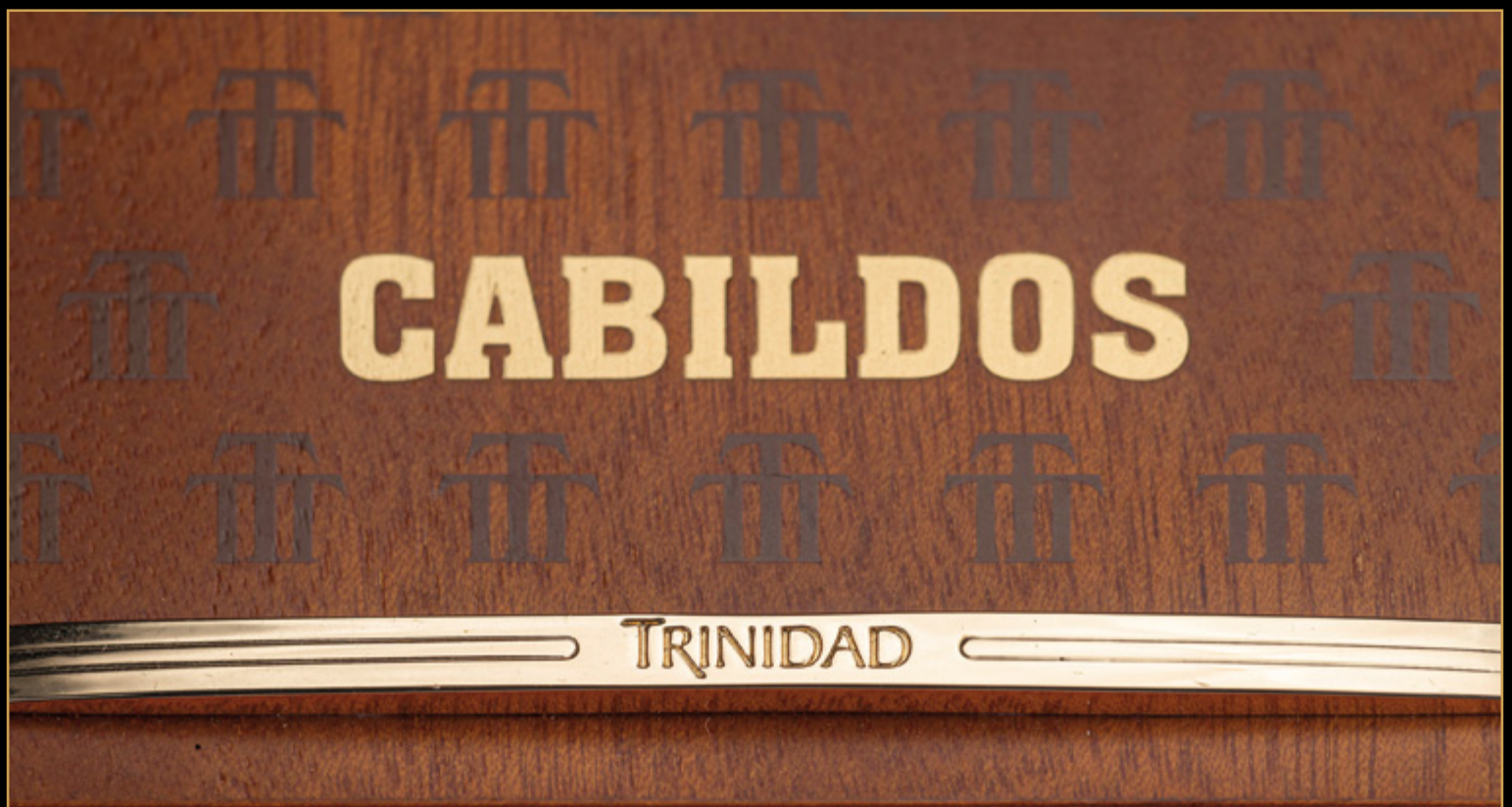


TRINIDAD

TFT  
TRINIDAD  
CUBA



# TRINIDAD CABILDOS LIMITED EDITION 2024



## BRAND

Trinidad

## MARKET NAME

Cabildos

## FACTORY NAME

Ilustres

## DIMENSIONS

46 ring gauge x 162 mm in length

## PRESENTATION

12-unit special

**C**abildos, from the Trinidad brand, is the vitola specially selected by Habanos, S.A for this 2024 Limited Edition.

The name of the Trinidad brand pays tribute to the Villa of the Santísima Trinidad in Cuba, declared a World Heritage Site. Cabildos is the name chosen for this vitola in homage to the richness of this famous town and as a tribute to one of the first cabildos founded during the colonial era in Cuba.

These 12 Habanos have been made "Totally handmade with long filler", after a careful selection of leaves coming from the Vuelta Abajo\* plantations, where the considered world's best tobacco is produced in the region of Pinar del Río\*, Cuba\*, and have been aged for at least 2 years. 🍷

**\*Protected Appellations  
of Origin (P.A.O.)**



# TRINIDAD ROBUSTOS EXTRA

**T**he gala evening of the 24th Habano Festival will be the event marking the beginning of the Trinidad's Year. This evening will revolve around the 55th anniversary of this prestigious brand and its outstanding contribution to the Habano culture.

From its origins back in 1969, when it was produced exclusively as a gift from the Cuban State to international dignitaries visiting the island, Trinidad has been conquering the most demanding aficionados, to become the elegant and exclusive brand it is today.

Trinidad Robustos Extra is the vitola selected by Habanos, S.A. to enrich its standard portfolio. It is a vitola of unique dimensions, first introduced in 2004 and took up for the successful Trinidad Robustos Extra travel humidor, designed exclusively for Duty Free and Travel Retail channels in 2020. With this vitola, the brand continues to reinforce its thick ring gauge Habanos, which have been so successful.

Robustos Extra will be marketed in two formats, a special package containing 12 units and a gift box of 3 units, both with a new foot ring and, for the 55th anniversary year production, an additional commemorative band, which makes this vitola unique.

These Habanos have been made "Totally handmade with long filler", after a careful selection of leaves coming from the Vuelta Abajo\* area, where the world's best tobacco is produced, in the region of Pinar del Río\*, Cuba\*.

**\*Protected Appellations of Origin (P.A.O.)**



## BRAND

Trinidad

## MARKET NAME

Robustos Extra

## FACTORY NAME

Dobles

## DIMENSIONS

50 ring gauge x 155 mm in length

## PRESENTATION

12-unit special case and  
3-unit gift box





TRINIDAD

HABANA - CUBA



# BEING EXCLUSIVE IS A VIRTUE

**W**e tee off the year 2024 with closed anniversaries that, since the founding of Habanos, S.A., have not ceased to be perpetuated as years of success in brand awareness and, above all, with the pleasant sensation of talking about a company that produces luxury and exclusivity.

The desire to stand out from the crowd has been a human goal throughout history. Habanos, S.A. has made available to many people a tool to differentiate themselves: the *Excelencias* magazine, which has the honor of accompanying this prestigious company since its birth in 1997, which has made us strive for excellence in this editorial and photographic work, where design has always been paramount.

Having surpassed the 25th anniversary since our founding has encouraged us to find and make visible the excellence of this world, in all areas, so we grow and move forward. We follow in the footsteps of Habanos, S.A. with these very special issues, in which we show what our readers are looking for, the very select information on a luxury product, and whose exclusive contents and quality of support reach, first of all, the people who attend the incredible and elegant Habanos, S.A. dinner auction, the culmination of each Habano Festival, where men and women from all over the world witness the wonderful artistic humidors to be auctioned, totally exclusive, because they are and will be unique and unrepeatable works of art.

Those who buy them will feel the marvelous experience of sharing their contents, because they keep the best vitolas of the most refined selection of those Habanos, so that, when we open the humidor, we would think that what is natural can be perfect. That's what the cigar rollers do when they handpick the best leaves for the

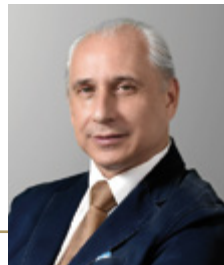
finish, with the selection of the wrapper, which is the one that covers the Habano. This last leaf is carefully selected so that its color is homogeneous, which sharpens our senses: the sight gives us the sensation of beauty because of its uniformity, and the smell, its enthralling aroma.

Who can be more exclusive than the one who owns one of these works of art, who can be more sybarite than the one who can delight in its aroma and taste? If in turn we know that the proceeds from the auction of these works of art will go directly to Cuban health care, the lucky human beings who take part in this contest are privileged not only for that, but also because they can enhance their distinction as hosts by sharing those marvelous Habanos with their friends, while they become magnanimous by benefiting anonymous people who deserve it.

At *Excelencias* we work every year to be able to share and showcase the uniqueness of feeling like a Habano Woman or Habano Man all over the world, both in our paper and digital versions; the former only within the reach of those few people around the globe who, because they are so exclusive, can enjoy all the activities surrounding this one-of-a-kind event. But its dissemination is globalized in the digital version, designed according to the latest resources.

An exceptional cycle is closed if we harmonize an excellent meal, a unique wine, an exquisite Cuban rum and the joy of a celebration, and that's why the *Excelencias* International Gastronomic Seminars always have a day dedicated to the harmonies between Habanos and distilled beverages, chocolates, wines, coffees, always with the participation of the best Habanosommeliers in the world, supporting the training of people who love this exclusive way of life.

Watching time go by with a Habano between our fingers and reading an *Excelencias* magazine is a privilege that will make us feel Exclusive. 🍷



*José Carlos de Santiago*



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# EXCELENCIAS

from the Caribbean & the Americas

No. 209 / 2024

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**20 HISTORY**  
A Breath of History and  
Exclusivity



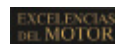
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**MARITZA CARRILLO  
GONZÁLEZ**  
COPRESIDENT OF HABANOS, S.A.

**W**elcome to the 24th edition of the Habano Festival, historically the most special time of the year in the world of premium cigars.

For a week, distributors, specialists and aficionados from all over the world gather in Havana to enjoy, learn and celebrate the Habano culture. A unique moment for the company in which we showcase all the efforts made during the year, with the goal of continuing to surprise attendees with the best performances, the highest-quality cultural content and, of course, exclusive presentations of the long-awaited launches.

2024 is a special year for Habanos, S.A. as we celebrate our 30th anniversary. When we look back in time and see what has been achieved in each Festival held, we are proud to say that the loyalty of our fans to the Habano culture is still intact. It is an honor to have traveled all this journey hand in hand with them, because they encourage us to



continue creating, innovating and surprising without forgetting the standards of quality and authenticity that make us world leaders in the marketing of premium cigars.

In the framework of our anniversary, we have designed, with particular care, a calendar of activities to meet the needs of our fans. In addition to the Trade Fair, visits to the plantations and product novelties that you will be able to see first-

hand at the city's Habanos factories, and to continue learning about the Habano culture with seminars and master lectures given by top-level speakers.

We are proud to be able to celebrate another year as a company and to do it together with aficionados from all over the world within the framework of a Habano Festival that will undoubtedly be unforgettable. 🍷





## LUIS SÁNCHEZ – HARGUINDEY PARDO DE VERA

COPRESIDENT OF HABANOS, S.A

we have reached a portfolio of 27 premium brands "Totally handmade" and protected as Protected Appellations of Origin (P.A.O.); we have more than 100 different (factory names) and around 400 references (market names), of which more than 340 belong to the standard portfolio. These are figures that define our history and show us the importance of innovating, always keeping the aficionado at the center.

We are happy to have celebrated 30 years of life and we want to toast to the past, present and future together with our fans. In this edition, we want to pay a special tribute to them and, as a company, we want to make proud of all those who, in one way or another, have contributed to this history, taking Habanos to every corner of the world. 🍷

2024 is undoubtedly a year full of satisfaction and pride for all of us who love and share a common passion: Habanos. The Habanos, S.A. corporation celebrates 30 years of life, and with it, iconic brands such as Trinidad, Quai D'Orsay and San Cristóbal de La Habana are also celebrating their anniversaries. These commemorations along with the launches define in a

special way the celebration of the 24th edition of our beloved Habano Festival.

For three decades, premises such as quality, authenticity, tradition and craftsmanship have made us count on a loyal community of aficionados that help and motivate us to keep working for excellence. In these years we have seen the increase of our presence in the five continents to reach 140 countries;



# Habanos s.a.

## 30 ANIVERSARIO



# HABANOS, S.A. reaches its SILVER AGE

BY / IVETTE FERNÁNDEZ  
PHOTOS / RAUL ABREU, EXCELENCIAS ARCHIVE  
AND COURTESY OF HABANOS, S.A.

**CORPORACIÓN HABANOS, S.A.,  
FOUNDED IN 1994, HAS  
MANAGED TO BECOME A KEY  
PLAYER IN THE PROMOTION  
AND MARKETING OF  
PRESTIGIOUS HABANOS,  
CONSIDERED BY MANY AS  
THE BEST IN THE WORLD, IN  
JUST THREE DECADES**

**F**or some experts in the field, the launching of Cohiba's one-of-a-kind Linea Behike has been the most significant achievement in the 30 years of existence of Habanos, S.A. Corporation.

For others, the greatest of its milestones lies in the celebration of epic festivals in which the best premium cigars repeatedly summon loyal smokers and enchant new ones from all over the world.

Criteria aside, the truth is that the company's successes today are so many and so solid that it is almost impossible to mention them all, or even to try to rank them in a hierarchy.

## **IT IS HARD TO WRAP UP 30 YEARS OF HISTORY**

Corporación Habanos, S.A. was founded in 1994 in an effort to consolidate and control the marketing of Habanos.

The company set out to unify its brands under a single commercial structure, setting a constant standard of excellence and exclusivity.

There is an undeniable truth about the company: since its foundation, it has maintained a firm commitment to quality and craftsmanship in the making of Habanos, known for their distinctive flavor and meticulous production, from the selection of leaves to maturation, which is done entirely handmade.

Three decades after the establishment of Habanos, S.A., Excelencias set out on a mission to unveil the secrets that allowed the company to raise the prestige and preference of aficionados for Habanos.

Those summoned for that mission were, first of all, the company's co-presidents Maritza Carrillo González and Luis Sánchez-Harguindey Pardo de Vera.

According to what they confessed, one of the secrets is to always keep the focus on the Habano aficionado and lover.



LUIS SÁNCHEZ-HARGUINDEY PARDO DEVERA. COPRESIDENT OF HABANOS, S.A.

"To maintain the exclusivity that has characterized Habanos for so many years, it is necessary to have a team of committed professionals who understand the essence and character of our product and all that the Habano culture entails."

"Habanos, S.A. is a global group, so spreading the Habano culture around the world is also in our DNA, as well as continuing to expand globally and create unique experiences for customers and Habanos aficionados", they revealed.

Both Mrs. Carrillo and Mr. Sánchez-Harguindey assured that the work is based on a premise to build loyalty among Habanos enthusiasts, which consists of not varying the quality and authenticity standards of its 27 brands.

On this point, they mentioned the care they take to help the industry in every step of the production process, from the selection of tobacco leaves to the handmade making of the cigars.

One of the most effective pillars, they acknowledged, is the expansion of the product portfolio, introducing lines of Habanos with different strengths and flavor profiles to meet the preferences of all aficionados.

They also stressed how Habanos, S.A. and its brands are the market leaders, which entails a great responsibility.

"To this end, and as a fundamental premise, we actively work to improve



the various security codes and to protect our trademark worldwide, thus fighting against counterfeiting and piracy. This ensures that consumers get authentic, quality products", the co-presidents remarked.

### INTERNATIONAL EXPANSION

As Mrs. Carrillo and Mr. Sánchez-Harguindey admit, the loyalty of Habanos enthusiasts is the result of passionate and constant work.

"With more than 500 years of tradition and 30 years of history, today Habanos, S.A. has a presence in the five continents and more than 140 countries, with a portfolio of 27 premium brands made 'Totally handmade' and covered by Protected Appellations of Origin (P.A.O.), more than 100 formats and around 400 market names or references, of which more than 30 belong to the standard portfolio.

"It has a solid international distribution network as well as different retail concepts based on the highest specialization in service, product offerings and experience that attract hundreds of aficionados: La Casa



del Habano, Habano Specialists, Habanos Points, Habanos Terrace / Lounge and Cohiba Atmosphere", they told Excelencias.

Specialized training and the expansion of the culture around the world of Habanos are key to this internationalization strategy. "At Habanos, S.A. we also educate and train our distributors, retailers and consumers, contributing to a better understanding of the world of Habanos and fostering customer loyalty through knowledge", they said.

Smoking a Habano is something completely different, a unique experience, something that transcends the senses... that is why we take care of every detail and make each "Habano moment" unique, they said.

### SECRETS OF A SYMBOL

So does Fernando Domínguez, CEO of Tabacalera, the exclusive distributor for Habanos based in Spain and partner of the Tabacuba Group, both 50% owners of Corporación Habanos, S.A., who we also asked to join us in this retrospective exercise.

Words like talent and inspiration are not lacking when it comes to defining



the team behind the success of this company, because in his opinion the main secret always lies, ultimately, in hard work and enthusiasm.

"And also the love and respect for Habano, for its history, for the land where it grows and for the people who create it", he adds, "we close the circle of success".

When we asked him what is the key to stay at the top, his answer was simple: "We have what is considered the world's best cigar and that distinction will always be

with us. We have the best brands, we set trends through innovation and we have the best team. And we are passionate about what we do".

Among Habanos, S.A.'s most notable achievements in these 30 years, he mentioned the maintenance of a very solid strategy.

He considered the global brands to be the flagship, since they are the best known and most visible worldwide and the great ambassadors of Habanos. That is why they are the ones that lead



**MARITZA CARRILLO**  
COPRESIDENT OF HABANOS, S.A.

"We understand that the quality and worldwide recognition of Cuban tobacco is part of national pride, so contributing to its success is our way of preserving and promoting Cuban culture around the world."



**FERNÁNDO DOMÍNGUEZ**  
CEO OF TABACALERA

“My life would not be understood without Habano (...) Thank you for your enormous contribution, for your commitment and for your enthusiasm. Thirty years ago we received a unique legacy and throughout this time we have contributed to make Habano's history bigger.”

innovation, he said, the ones that set the tone, the ones with the broadest portfolio.

This concept, in his opinion, is a good example of how the company has organized its brand portfolio.

In terms of product, we have developed new concepts, such as Limited Editions, Reservas, Gran Reservas..., he said.

What do you think has been the key to Habanos, S.A.'s continued success in the collaboration among shareholders, Excellences asked the specialist.

First of all, he pointed out mutual respect, the willingness to understand each other, to grow together, to have a common horizon.

"Each one of them has contributed all their talents. At the beginning, Tabacuba clearly contributed its extensive knowledge of the product, both in the field and in manufacturing, and Tabacalera's know-how in marketing and business development was a differential. But over the years, knowledge and talent have been homogenized throughout the organization and we are a solid, cohesive and versatile team", he said.

For Marino Murillo, president of Tabacuba, the Cuban company

that manages everything related to the agricultural and manufacturing aspects of tobacco on the island, Habanos, S.A. plays a key role in the economy, both in the tobacco sector and in the country itself.

Regarding the prospects for the 2023-2024 tobacco agricultural campaign, he commented that they expect to finish it successfully, with an increase in the volumes of raw material, in accordance with the types of tobacco they expect to obtain.

He also mentioned that the work guidelines include strengthening the tobacco infrastructure, maintaining strict rigor in product quality and excellence, and continuing to focus on science and innovation in all production processes.

#### **AN EXCLUSIVE FESTIVAL AND WHAT'S NEW FOR 2024**

Except for the impasse generated by the Covid 19 pandemic, the annual celebration of the Habano Festival has been another achievement worth





highlighting. Year after year, connoisseurs, producers, retailers, specialized press and world celebrities gather in Havana to attend events, visit Habano plantations and factories, take part in the launching of Limited Editions, Reservas and Gran Reservas of their favorite brands, and close those days with a gala evening that auctions off humidors filled with exquisite Habanos and raises funds for Cuba's Public Health system.

That's why, since it's one of the most iconic moments in the world of premium cigars, it was mandatory to spend a few minutes to find out more about it.

Maritza Carrillo and Luis Sánchez-Harguindey consider the event to be the Habano festival and the most important in our sector. There is currently no other similar event of such high quality and that gathers so many aficionados and specialists in the same place.

They agreed on the fact that 2024 is special for Habanos because of its 30th anniversary, but it is also special for some of the brands. That's why Trinidad and Quai D'Orsay, which commemorate their 55th and 50th anniversaries, respectively, as well as San Cristóbal de La Habana,



MARINO MURILLO. PRESIDENT OF TABACUBA

**“Habanos, S.A. has not only managed to consolidate worldwide the knowledge of the factors that define the unquestionable quality of Cuban tobacco, but also its culture and history, rich in tradition and symbols of national identity.”**

which reaches its quarter-century, will be highlighted during this year.

"Throughout 2024, 'Trinidad Year,' we will surprise aficionados. At the Habano Festival, we will exclusively announce the new products", they declared.

Likewise, they went on, new vitolas will be announced. They pay tribute to Quai D'Orsay's 50th anniversary and San Cristóbal de La Habana's 25th anniversary, two commemorative specialties that will be sold in limited quantities. Romeo y Julieta Short Churchills Reserva Cosecha 2019 and the Habanos San Cristóbal de La Habana Colección Reinas will be other highlights for 2024.

As Habanos, S.A. celebrates its three decades of existence, full of significant achievements and advances, committed to technological development and innovation in all spheres of production, it also faces new challenges and opportunities in the global marketplace. Increasing regulation and changing consumer demand are factors that the Corporation does not lose sight of. Corporación, its commitment to quality and authenticity remains unwavering, suggesting a bright future for this iconic Cuban company.



# REASONS TO

# CELEBRATE

**Habanos** s.d.  
**30 ANIVERSARIO**

## **FOUNDATION OF HABANOS, S.A.**

Habanos, S.A. was founded in 1994 to undertake the commercialization of hand-rolled cigars and smokers' articles under the Cuban tobacco brands, both in Cuba and in the rest of the world. This Cuban joint venture is equally owned by Cubatabaco, a Cuban company belonging to Grupo Empresarial Tabacuba, and ITI Cigars S.L., a Spanish company owned by Tabacalera S.L. It is a world leader in the marketing of Habanos.

## **GUARANTEE AND AUTHENTICITY PROTECTION STAMPS**

In 1999, modifications were made to the brand's guarantee seal, with the addition of a red serial number and an emblem that is visible only under ultraviolet light (the previous ones date back to 1931). Since 2009, a new version has included a hologram on each seal and an individualized barcode that allows tracking each box of Habanos from production to marketing. In 2010, holographic details were added to the rings as a guarantee of authenticity, and in 2012, additional security elements were added.

## **FOUNDATION OF THE REGULATORY COUNCIL FOR THE PROTECTED APPELLATIONS OF ORIGIN (P.A.O) HABANOS**

Habanos are protected by the Protected Appellations of Origin (P.A.O), the only Cuban product with this status. The Regulatory Council for the Protected Appellations of Origin (P.A.O) Habanos, created in 2009, is the body that brings together all the organizations responsible for guaranteeing the standards of tobacco production in Cuba, from the tobacco plantations to the finished boxes of Habanos.







## FOUNDATION OF THE LA CASA DEL HABANO (LCDH) FRANCHISE

Habanos, S.A. established the "La Casa del Habano" international network of franchised stores worldwide. The first one was inaugurated on December 1, 1990 in Cancun, Mexico. This opened new promotion routes for Habanos and gave birth to an innovative concept that has become very successful. Today, there are more than 155 of these boutique stores in more than 60 countries, which function as an effective means of direct connection between the company and the end consumer.

## INTRODUCTION OF THE RESERVA AND GRAN RESERVA CONCEPTS

In December 2002, the first Habanos Reserva, made from tobacco leaves aged for three years, was introduced. The market launch was made in a selection of five vitolas. As a continuation of this project, but with the qualitative addition of five years of ageing, 2009 saw the release of the Cohiba Siglo VI Gran Reserva. Both concepts were introduced by the most innovative brand: Cohiba.

## EXPANSION OF HABANOS POINTS OF SALE AND THE RETAIL CONCEPT

After several decades, the retail concept, in full expansion, is a key point in the business, based on specialization, exclusive products and good service. By the end of 2022, Habanos had almost 4,770 points of sale worldwide, as announced during the 23rd Habano Festival. Of these, 17 were Cohiba Atmosphere, 1,264 Habanos Specialist, 2,744 Habanos Point and 587 Habanos Terrace. These spaces, which had their starting point with the La Casa del Habano concept, are the place par excellence where to buy, smoke, exhibit and enjoy the tradition and history of Habanos.

## THE GREAT HABANO CELEBRATION

The Habano Festival was held for the first time in 1999, on the threshold of the new millennium. After 23 successful editions, the event is positioned as the most important of its kind in the world. Every year it is the stage where Habanos, S.A. presents its new products, celebrates the anniversaries of its brands and presents the renowned Habanos Awards. Many novelties brought to this space have become benchmarks in the cigar industry, such as the Reserva, Gran Reserva, Añejados or Ediciones Limitadas concepts. One of the most awaited moments is the auction of humidors, unique works of art.





### COHIBA LINEA BEHIKE LAUNCHING

Habanos, S.A. introduced in 2010 the Linea Behike line, considered one of the most exclusive and premium in its portfolio. These Habanos stand out for including a fourth leaf in their blend, known as medio tiempo, with a very limited availability. The thicker formats of its three vitolas, its own blend, the exclusive design of its precious wood and lacquered cases, and the first-ever use of holographic embossed paper for authentication on its rings, made these Habanos a collector's and cult object. They still are today.

### LAUNCH OF NEW BRANDS AND VITOLAS

In these 30 years of the company's existence, new brands have been introduced, such as San Cristóbal de La Habana (1999); others, such as Quai D'Orsay and Trinidad, have been successfully introduced in the international market; the regular portfolio of global and regional brands has been systematically expanded with vitolas and lines such as Romeo y Julieta Línea de Oro, Montecristo Línea Open, Cohiba Maduro, Partagás Línea Maestra, among others, as part of a solid commercial strategy.

### SPECIAL PRODUCTS AND LIMITED EDITIONS

Special Series, Limited Editions and products for Travel Retail and Duty Free, Habanos, S.A.'s very exclusive channels. In all cases, these are very limited productions characterized by their exquisite manufacture and design. Special series can only be found in the La Casa del Habano Franchise Network, while limited editions may be unique releases, exclusive vitolas, among other features. Some of the unique releases are also the Coleccion Habanos, antique replica humidors and special commemorative humidors.



### BRAND DIVERSIFICATION

This strategy has been pursued in alliance with other premium brands for the production of smoking accessories, watches, beverages, perfumes and coffees. Some of these alliances, the first of which took place in 2003 between the renowned accessories brand S.T. Dupont and the equally famous Cohiba, have brought together true luxury institutions such as Martell, Zenith, Havana Club, among others. Zenith has collaborated with brands such as Trinidad, Romeo y Julieta with Suchel Camacho S.A., or Cubacafé with Montecristo.





### **HABANOS WORLD CHALLENGE, THE CONTEST EVERYONE WANTS TO WIN**

In 2018, during the 20th Habano Festival, the first edition of the Habanos World Challenge was held, a contest that would certify the couple with the greatest knowledge about the world of Habanos worldwide, both on a theoretical and experiential level. The Habanos World Challenge crowns the Habanos Academy's efforts in the timely, adequate and accurate transmission of knowledge about Habanos. It is the first competition of its kind for aficionados that Habanos, S.A. has organized.

### **HABANOS WORLD DAY, INNOVATION AND PROXIMITY**

In 2021, during the Covid-19 pandemic, Habanos World Day was born virtually as a way to keep Habanos enthusiasts connected and updated in a context of isolation and the cancellation of massive events, such as the Habano Festival. This historic first edition lasted three days, from May 4th to 6th, and its protagonist was the Cohiba brand, celebrating its 55th anniversary that year. Although it was born in an atypical context, Habanos World Day is here to stay, because in 2024 a new edition will be held in a face-to-face format.

### **CREATION OF THE HABANOS ACADEMY**

The initiative was launched in 2011, conceived as a three-level training system -Master, Senior and Junior- aimed at spreading a uniform message about Habanos (P.A.O.) and also seeks to reinforce communication about this exclusive product among the staff of Habanos, S.A.'s exclusive distributors around the world and, through them, among retailers and staff of the different sales channels and even end customers. For Cuba, training is reserved for the Master category, whose graduates are certified as Trainers and can organize Junior and Senior courses in their respective markets.

### **PREMIERE OF THE HABANOS AGED CONCEPT**

The presentation took place at the XVII edition of the Habano Festival, in 2015, with the launch of aged Romeo y Julieta Pirámides and Montecristo Churchill añejados. The presentation of both vitolas brought to the international market products that have been aged in Cuba between five and eight years. This condition has nothing to do with the aging of the tobacco leaves, but with the period of conservation of the Habano -in perfect conditions of temperature and preservation-. 🍷





TRINIDAD

HABANA - CUBA

MYSTERIES  
OF  
HABANO TRINIDAD



**THE  
CELEBRATION  
OF THE 55TH  
ANNIVERSARY  
OF THIS ICONIC  
BRAND KEEPS  
INTACT THE  
UNFATHOMABLE  
SECRETS  
OF ITS  
IRRESISTIBLE  
SEDUCTIVE  
POWER**

BY / LEONEL NODAL PHOTOS / COURTESY OF HABANOS, S.A.

**A**n atmosphere of solemnity surrounds the moment a Habano Trinidad is lit. Its admirers turn it into a sacred rite, an evocation of thanksgiving to its divine powers.

The unique aroma of a Habano Trinidad reveals centuries-old wisdom that covers the atmosphere with a magical spell.

Delight takes over the senses, recalling its smooth, soft skin that envelops a body molded entirely by handmade, formed by a unique blend of leaves of the world's most prized tobacco.

A colonial village touched by the dazzling magic of its ancestry, impeccably preserved more than five centuries after its foundation, covers Habanos Trinidad with its fantastic legend.

No wonder renowned Habanosommelier Fernando Fernández attributes to it "one

of the most interesting and captivating stories of all Habanos brands".

Its atypical or uncommon vitolas, he says, "exude exoticism and great aromatic richness."

A mysterious veil of exclusive privacy shrouded the origins of Habanos Trinidad, produced starting in 1969 in very limited quantities, under strict quality control measures and used only as official gifts from the Council of State and the Ministry of Foreign Affairs.

For a long time, they were made in El Laguito, the emblematic factory where the most prestigious brand in the world of Habanos, Cohiba's historic factory, is produced. Nowadays, the medium-strength and highly aromatic blend of the different Trinidad vitolas is distinguished for having been made "Totally Handmade with Long Filler", after a careful selection of wrapper,



**Humidor Casa de Campo**

**Trinidad Fundadores**

**The medium-strength  
and highly aromatic  
blend of the different  
Trinidad vitolas is  
distinguished for having  
been made "Totally  
Handmade with Long Filler"**

filler and binder leaves from the best plantations in the Vuelta Abajo\* area, in the region of Pinar del Río\*, Cuba\*.

The very exclusivity of its origin, destined for high dignitaries, monarchs, heads of state and government, kept the appetites of connoisseurs and aficionados latent. The brand's entry into the international market in February 1998 was hailed as the most exciting revelation in the world of premium Havana cigars on the threshold of the third millennium.

One of the protagonists in the development and achievement of that original combination of strength and aroma in the Trinidad blend was the late specialist Raúl Valladares Díaz, distinguished in 2009 with the Habano of the Year Award in the Production category. He told me that that feat combines all the wisdom and experience accumulated in the cultivation and factories by generations of men and women who devote themselves to cult work.

A unique and unrepeatable atmosphere of celebration took over the legendary Ambassadors Room of the Habana Libre Hotel, setting for the Gala Dinner of the Habanos Festival that night of February 20, 1998, where more than 400 attendees tasted the elegant Trinidad Fundadores, which from that moment on were breaking into the international market.

"After midnight" -I wrote in the midst of that celebration- "the white banners with the name Trinidad inscribed in golden letters floated in a bluish cloud of smoke, which those men

## HABANOS TRINIDAD

### REGULAR VITOLA STOCK

#### COLONIALES

Factory name: Coloniales  
44 ring gauge x 132 mm in length

#### FUNDADORES

Factory name: Laguito Especial  
40 ring gauge x 192 mm in length

#### REYES

Factory name: Reyes  
40 ring gauge x 110 mm in length

#### VIGIA

Factory name: Torres  
54 ring gauge x 110 mm in length

#### CASILDA

Factory name: Sobresalientes Nro. 2  
53 ring gauge x 185 mm in length

#### ESMERALDA

Factory name: Dinoras  
53 ring gauge x 145 mm in length

#### LA TROVA (CDH)

Factory Vitola: Cañonazo Especial  
52 ring gauge x 166 mm in length

#### MEDIA LUNA

Factory name: Marinas  
50 ring gauge x 1115 mm in length

#### TOPES

Factory name: Topes  
56 ring gauge x 125 mm in length



On the 50th anniversary, three new vitolas were launched: Esmeralda (53 ring gauge x 145 mm in length), Media Luna (50 ring gauge x 115 mm in length) and Topes (56 ring gauge x 125 mm in length)



and women who came from all over the world exhaled with the satisfaction of those who attend a peculiar rite of consecration tinged with distinction, joy, peace and universal harmony.”

One of the most exciting moments was the auction of a cedar humidor with a silver and ivory decorated lid, loaded with 100 Trinidad Fundadores, one of them with an 18-karat gold ring, which went to one of the most beautiful ladies of the evening, the Swiss Noelle Levy, who acquired it in a tight bidding for 100 thousand dollars. Overflowing with joy, she confessed to me that it was a very balanced Habano, with excellent combustion, one of her favorites because of its taste and aroma.

After that triumphant entry into the elite of Habanos, the brand continued to expand its portfolio. In 2003, with the launch of Reyes, Coloniales and Robustos Extra. In 2009, the Trinidad Robustos T was introduced.

On the 50th anniversary, three new vitolas were launched: Esmeralda (53 ring gauge x 145 mm in length), Media Luna (50 ring gauge x 115 mm in length) and Topes (56 ring gauge x 125 mm in length). All of them have kept their own character of medium strength and great aroma.

Experts say that Habanos are unique because of their aroma, flavor and strength, the result of a special combination of climate, soil characteristics and the experience of growers and cigar rollers.

The mere mention of the Trinidad brand arouses expectation. Its name holds secrets comparable to those of this Holy Trinity transformed into a marvelous city, stopped in time, at the moment of its greatest splendor.

The singular ring that surrounds its body, adorned by the combination of its initial letter in a suggestive trio, covers with its mysteries those who wield it in their hands.

The celebration of the 55th anniversary of Habanos Trinidad keeps intact the unfathomable secrets of its irresistible power of seduction, the product of the most intimate, loving and pleasurable relationship between human beings and nature. Undoubtedly, Trinidad makes the difference. ☘

**\* Protected Appellations of Origin (P.A.O.)**

**The mere mention of the Trinidad brand arouses expectation. Its name holds secrets comparable to those of this Holy Trinity transformed into a marvelous city, stopped in time, at the moment of its greatest splendor**

HISTORY

# A BREATH

of HISTORY and  
EXCLUSIVITY



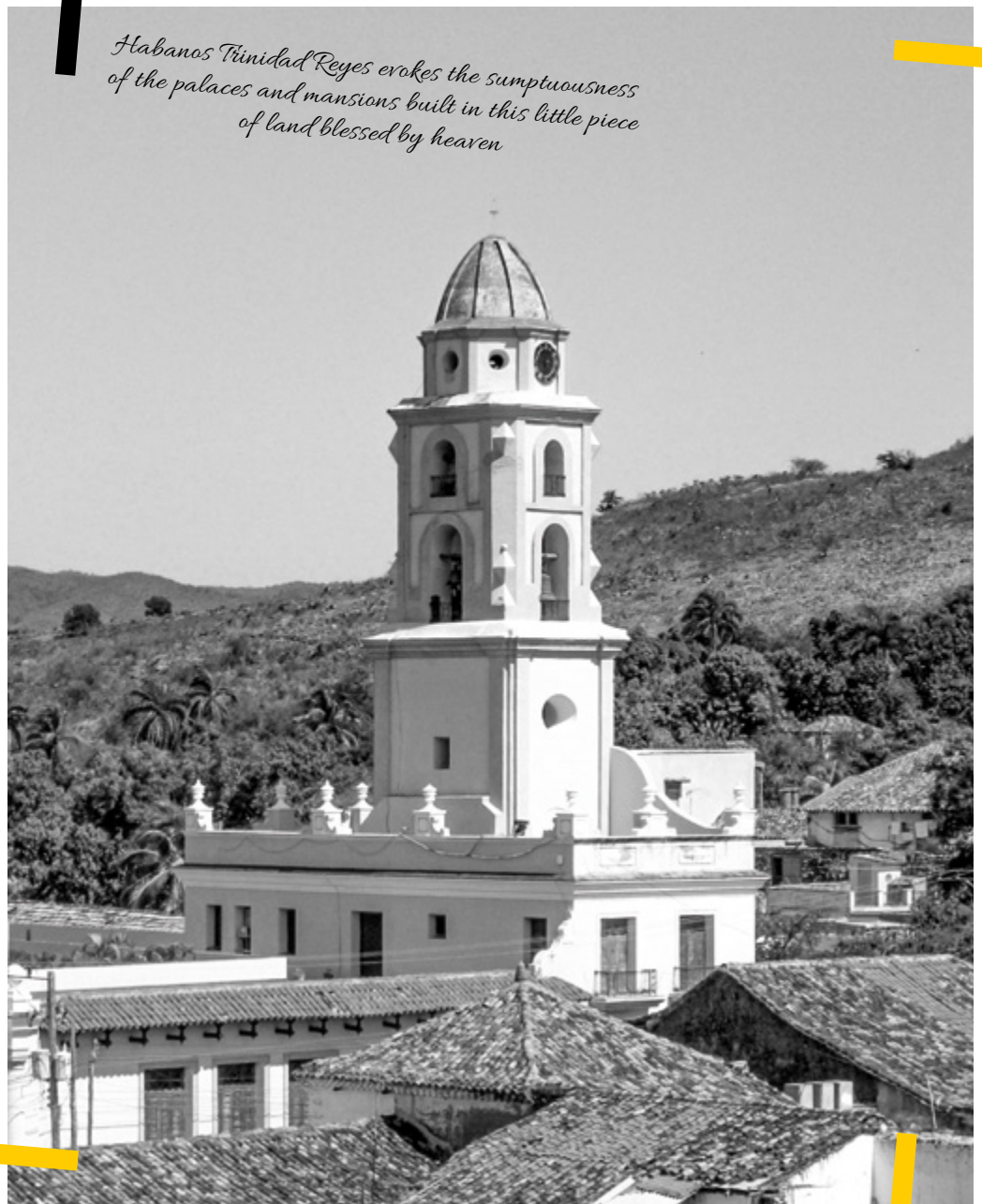
*Habanos Trinidad Reyes evokes the sumptuousness of the palaces and mansions built in this little piece of land blessed by heaven*

BY RADELEX VLADIMIR CARTAYA MATAMOROS. GENERAL DIRECTOR OF THE OFFICE OF THE CURATOR OF THE CITY OF TRINIDAD AND VALLE DE LOS INGENIOS; KAREN REYES ARÓSTICA. SENIOR SPECIALIST OF THE EDITORIAL GROUP OF THIS INSTITUTION  
PHOTOS / COURTESY OF HABANOS, S.A. AND OFFICE OF THE CURATOR OF THE CITY OF TRINIDAD AND THE VALLE DE LOS INGENIOS.

**C**osmopolitan and exclusive, the city of Trinidad, in south-central Cuba, has much more than its well-known patrimonial values to offer as an attractive tourist destination. Beyond the magic and romanticism of its colors, the excellence of its handicrafts and the euphoria produced in visitors by the music and dance customs of the third village founded by the Spaniards in the Caribbean, the Trinidad brand appeals to the exquisite taste of smokers.

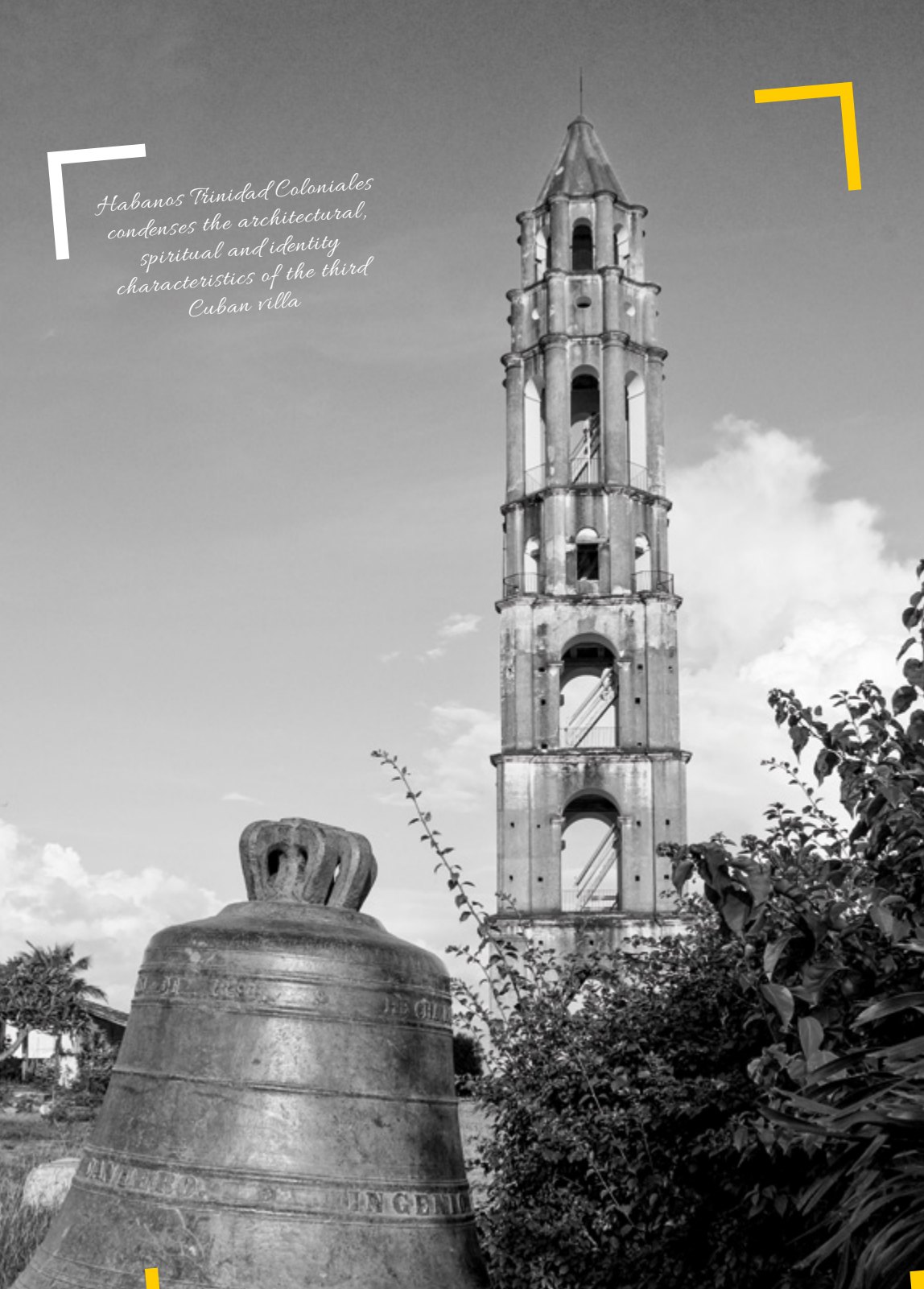
But to reach the current wonder of exhaling Edenic breaths has in the beginnings of the village its foundations. It is Trinidad de Cuba, a scenario of authenticity everywhere, which summarizes from its cobblestone streets to its most beautiful architecture, a lifestyle marked in turn by entrepreneurship. It has been known as a great producer of coffee and sugar from sugar cane plantations, but tobacco cultivation also dominated the third Cuban village; it was part of its economy.

Also traded were wax, bait, indigo, soap, cocoa, cotton and corn, according to a 1779 record. Such was the development achieved in tobacco planting that by 1775 there were 104 tobacco plantations, most of them on the banks of the Agabama River.



**BEYOND ITS WELL-KNOWN HERITAGE VALUES AS UNDISPUTED TOURIST ATTRACTIONS, THE THIRD VILLAGE FOUNDED BY THE SPANIARDS IN THE CARIBBEAN APPEARS IN THE EXQUISITE TASTE OF SMOKERS OF THE TRINIDAD BRAND. BUT THE CURRENT MARVEL OF EXHALING EDENIC PUFFS HAS ITS FOUNDATIONS IN THE BEGINNINGS OF THE TOWN**

*Habanos Trinidad Coloniales  
condenses the architectural,  
spiritual and identity  
characteristics of the third  
Cuban villa*



position, isolated by the mountains in south-central Cuba, and by the ports, wharves and the route of the Agabama River, which was navigable to the center of the Valley.

Tobacco was displaced in its counterpoint with sugarcane in the first half of the 19th century, while other secondary crops did not suffer the same fate. Coffee developed at the same time, due to the use of the highlands of the mountain range, in addition to having capital from French immigration from Haiti.

In the mid 1840s, the Trinidadian crisis began in the economically strongest sector, which had previously allowed the construction of beautiful country houses, which were palatial mansions comparable to the magnificent buildings in the city.

The fruit of this splendor was also the creation of a Deputation of the Economic Society of Friends of the Country in 1813, the appearance of the first local newspaper in 1820, and the creation of the Philharmonic Society in 1842, by which time Trinidad already had consular representation from several nations. Did tobacco contribute to this much wealth?

Unlike other industries, in tobacco processing in Cuba no technical reforms

Although it was displaced from these areas by the sugar plantations, the valley of Los Ingenios maintained 175 vegas in its fertile lands until a little more than 1851. According to the chroniclers of the time, in the 18th century, in spite of the scarce population in Trinidad, good tobacco and sugar were made and traded with Cartagena and Portobello.

In the last 40 years of the 18th century, several events boosted Trinidad's productive and commercial capacities,

the basis for the original accumulation of capital. Along with sugar cane, tobacco plantations proliferated. Trinidad's wealth led it to be named Capital of the Central Department of Cuba, a rank that made it the third largest city in the country due to its administrative and political importance.

For two hundred years Trinidad maintained uninterrupted commercial links with the entire Caribbean and the mainland, favored by its geographical

**Although it has been known as a great producer of coffee and sugar from sugar cane plantations, the truth is that tobacco cultivation also dominated the lands of the third Cuban village**



were introduced to increase labor productivity, and even in the smaller cigar sector, where there was a significant technological introduction since 1853, the massive employment of workers continued. This productive expansion, which for decades supported annual exports of 100 and 200 million cigars, was based on the extensive use of the labor force.

In 1860, the tobacco industry in Havana alone had 15,000 workers, and by that time there was a growing trend towards the concentration of workers' conglomerates in much larger establishments, with factories that could employ an average of fifty or more workers.

Between 1857 and 1866 there was a severe crisis that caused the landowners' economy to decline and ruined the lending institutions. During 1869 and 1870 more than half of the tobacco plantations disappeared. It was the time of confrontation between colonialist forces and the Cuban mambises.

The durability of small and medium-sized tobacco production spurred by the existence of significant domestic consumption and favored by the absence of technological elements, leads us to think that the springs of competition were basically oriented in another direction.



*Trinidad Robustos Extra is the expression of resilience squeezed in layers*

**Although it was displaced by the sugar plantations, the valley of Los Ingenios maintained 175 vegas in its fertile lands until a little more than 1851**

The existence of a sector of the industry, which accumulated greater resources and capital and became involved in larger and larger businesses, was more closely linked to production credit, focusing on a marked struggle for the acquisition of brands that would legitimize the quality of the merchandise and guarantee its safe production.

The productive expansion of processed tobacco had given rise to a growing speculation on brands, which was nothing more than the expression of the growing competition in the sector. The texts of the numerous provisions that were promulgated and the countless lawsuits that existed show this trend.

The concentration of the brands in a small sector indicates the concentration of production, since it was of little importance where the tobacco was produced, but rather in whose name the profits were held. In practice, the brand owner had at his disposal the production produced in his own facilities and all the production he could acquire to prove it.

Since then and up to date, the tobacco tradition in the city has come and gone according to the taste of the population,



although the tobacco twisting trade was continued and maintained.

### THE STRENGTH OF A NAME

The appearance of the Trinidad tobacco brand, the first to take the name of a Cuban city, turned the eyes of premium cigar enthusiasts to the town, known for its heritage values and less for its link with the cigar industry.

It stands out for the exclusivity of its use in the early years, since it was not made available to smokers with a single vitola, Fundadores, until 1998. Previously, it was part of the unique protocol for high-ranking foreign dignitaries, just like its counterpart Cohiba. Habanos Fundadores had the mission, just like the vintage villa, to pave the way and lay the groundwork for its future.

Subsequently, its vitola stock was expanded with Reyes, Coloniales and Robustos Extra, and in 2009 Trinidad Robustos T was added, which became the missing jewel in the crown.

Each of these vitolas has a direct relationship with local history. Reyes, for example, evokes the sumptuousness of the palaces and mansions built in this little piece of land blessed by heaven. In Coloniales, the express relation of Havana cigars condenses the architectural, spiritual and identity characteristics of the third Cuban villa. But Robustos Extra mimics the strength of the people who in different times have had to reinvent themselves despite having been a "ghost town", having been left out of the communication routes or having lost the sugar industry as the epicenter of opulence. This vitola is the expression of resilience squeezed in layers; it is to taste all the power of reinventing oneself at the tempo of a single puff of the best Havana cigar.

In 2014, the Vigía vitola was added, making direct reference to the emblematic Loma de La Vigía. From Vigía you can see the entire Caribbean Sea, which embraces the southern

**Each of the names used to complete the Trinidad brand's showcase tells the history of this city**

coast of Cuba and in particular the delicate feet of the city, and it is linked to the exceptional sensation obtained when Casilda reaches the smoker's mouth -in allusion to the town of the same name. An experienced customer can let himself be carried away to the backwater of the smell of saltpeter and sun-tanned bodies, just as the leaf of his cigar is tanned. A sensation that alternates between the freshness and the typical drowsiness of small coastal

enclaves, magical and almost forgotten in the world.

Topes, Media Luna and Esmeralda will complete in 2019 the Trinidad brand's regulative showcase. Topes: green and paradisiacal, slender and artistic with all the exclusivity of a monumental set to be discovered in the Escambray hills, where the Night of Tomas Sánchez and other paintings of the early years of painters like Zaida del Río rest; the last two alluding to streets of the city.

And the fact is that each of the names used to complete the showcase tells the story of this city, which also has a tradition of tobacco rolling and cigar production, with several factories and tobacco shops in the territory. Each of these names reinforces the strong historical influence and enhances the values of the heritage city, declared World Heritage in 1988 and Creative City in handicrafts and popular arts in 2019. ●●







# COHIBA BEHIKE

*Habana, Cuba*



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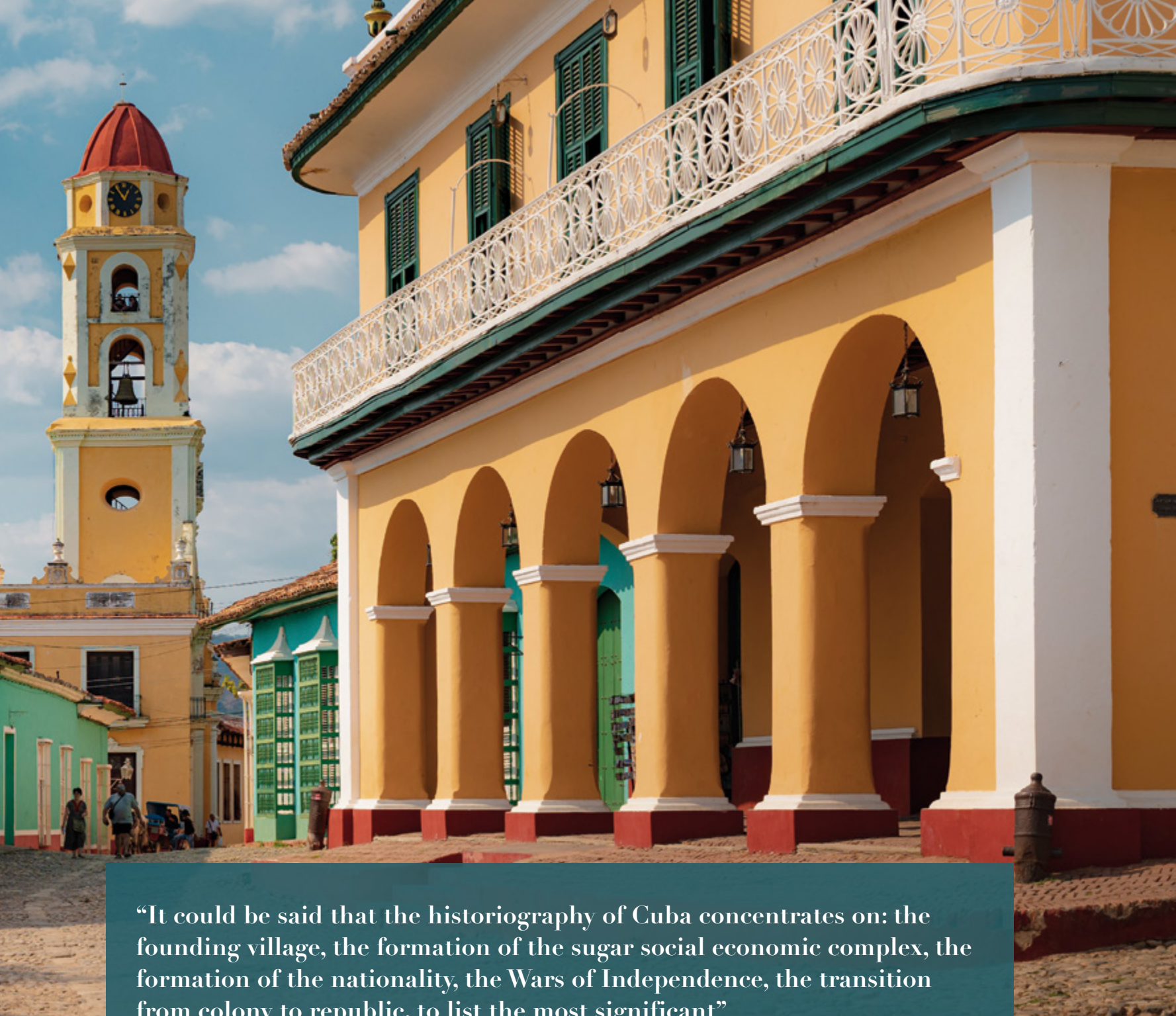
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# HISTORIANS FALL IN LOVE WITH TRINIDAD'S COLONIAL PAST

FOR BÁRBARA VENEGAS ARBÓLAEZ, OFFICIAL HISTORIAN OF THE SO-CALLED MUSEUM CITY OF THE CARIBBEAN, THE PRESERVATION OF THE BUILT HERITAGE IS ONE OF ITS IDENTITY MARKS, BUT IT IS IN THE HISTORY OF THE REGION WHERE ITS GREATEST TRANSCENDENCE AND DURABILITY LIES





“It could be said that the historiography of Cuba concentrates on: the founding village, the formation of the sugar social economic complex, the formation of the nationality, the Wars of Independence, the transition from colony to republic, to list the most significant”

BY / EXCELENCIAS EDITORIAL  
PHOTOS / COURTESY OF THE TRINIDAD AND VALLE DE LOS  
INGENIOS CURATOR'S OFFICE AND EXCELENCIAS ARCHIVE

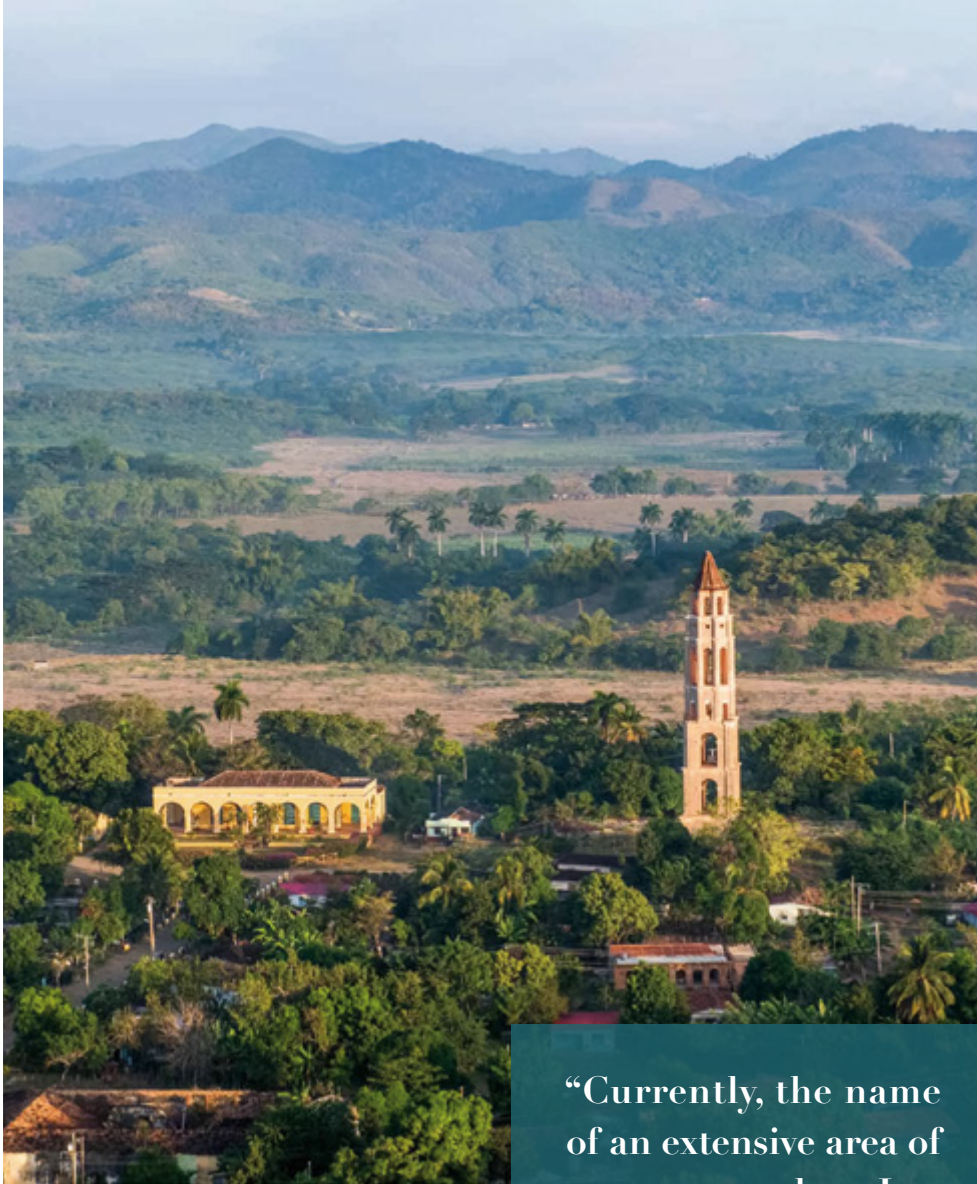
Although it is known of its indissoluble links, the documentation of the history of tobacco in Trinidad, the third village founded in Cuba, is still a pending subject, an unfinished subject, a matter with enough mysteries to want to enter fully into it. And this is just one of many...

This is clear from the words of Bárbara Venegas Arbólaez, Trinidad's first female Official Historian, who for over a year has been in charge of continuing the illustrious legacy that precedes her, with names such as Francisco Manuel Villafuerte, Manuel de Jesús Bécquer Medina, Carlos Joaquín Zerquera y Fernández de Lara and Manuel Lagunilla Martínez, who for decades contributed to weave and give meaning to a heritage so powerful in the nation's history as few others.

The city, declared a World Cultural Heritage Site and currently the only one to hold the titles of Creative City in Crafts and Folk Arts, awarded in October 2019 by UNESCO, and also that of Craft City of the World, in 2018, owes its particular spell to a distinctive architecture, strong and deep-rooted traditions, and unparalleled heritage values.

His proverbial rapture inspired, in the late 1960s, a Habano with a similar name. As in times gone by, when prestigious Cuban brands took universal literary





**“Currently, the name of an extensive area of crops such as Las Vegas del Arenal is maintained in its toponymy, and the road to Las Vegas still exists and is still used”**

figures as references; noble surnames of their founders, independence heroes or meccas of the best tobacco leaves; on that occasion, for the first time, a city in this insular geography was chosen to give its name to a product of such high ancestry. But why?

The names given to the Habanos that make up its regular showcase give us clues in that sense: Fundadores, Reyes, Coloniales, Media Luna, Vigía, Casilda... are direct references to its colonial past.

"Its history in itself gets you involved", admits Venegas Arboóaez, who provides Excelencias with some clues to understand the tremendous influence of this territory in south-central Cuba and its importance from a historiographic standpoint.

"Trinidad is exciting because it is very old and several things have happened, it could be said that the historiography of Cuba concentrates on: the founding village, the formation of the sugar social economic complex, the formation of nationality, the Wars of Independence, the transition

from colony to republic, to list the most significant".

Immersed in events that take place in a place that seems to have stopped in time, the historian defines the essence of this city founded in 1514, and to which nationals and foreigners alike are attracted.

"It is Cuba's colonial city par excellence, not only because of the preservation of its built heritage and urban environment, which undoubtedly gives it a peculiar visual and environmental attraction, but in the history of the region lies its greatest transcendence, its durability; we could say that this history sustains spiritual values

and a very rich imaginary, whose greatest strength lies in the events of the colonial period".

"Maybe that's why we historians fell in love with the history of Trinidad in the colony", says this woman who has already dedicated 35 years of her life to a profession-obsession, which she defines as her love at first sight.

In the patient and meticulous path of researching bibliographic sources, putting together puzzles with scattered and fragmented elements in time, stringing together meanings and finally constructing the story, the expert has had to deal with the creation of legends with no scientific basis. "The strongest thing I have faced is the legendary and distorted vision of characters and events in the history of Trinidad, which is present in both popular and specialized versions, which makes it very difficult to get people to assimilate an updated version in the light of the historical research that is being done today", she says.

More than three decades have borne fruit in books and essays on the founding of the town, among them the books Trinidad, aboriginal and colonial, La fundación de Trinidad. Its relationship with Sancti Spiritus, 500 Trinidad and Trinidad: Pre-Columbian and Colonial.

Thus, the study of the conformation of the Trinitarian identity -rural and cosmopolitan at the same time-, and other topics such as the relationship of the territory with the tobacco plantations, are a constant passion for the historian.

On this last aspect, you acknowledge that there's still a lot of looking into to do.

"Today, the name of an extensive area of crops such as Vegas del Arenal remains in its toponymy, and the road to Las Vegas still exists and is still used, which says a lot about the relevance of tobacco for our region. This history needs to be written and made known".

Trinidad is resounding and proud, ancestral and throbbing. Vital in just about everything, it is the key piece in the conformation of a regional and national identity. Captivating for its visitors, sage for its residents, obsession of its scholars, and also, for more than half a century, part of the history of another of the protagonists of the great Cuban concert: the Habano. 🌀



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FRENCH HERITAGE  
CUBAN ORIGIN

QUAL  
D'ORSAY

UNIVERSAL CHARACTER

AS IT TURNS ITS 50TH ANNIVERSARY, ONE OF THE MOST INTERESTING BRANDS IN THE REGULAR HABANOS PORTFOLIO IN RECENT YEARS CONTINUES TO SURPRISE AND DELIGHT AFICIONADOS OF WHAT IS CONSIDERED THE BEST PREMIUM CIGAR IN THE WORLD



Quai D'Orsay Imperiales (47 ring gauge x 178 mm in length)



Its smoothness distinguishes the Quai D'Orsay brand in the Habanos, S.A. portfolio, with a symphony of notes of precious woods and pastry such as honey, vanilla and hazelnut

BY / ROLANDO PUJOL  
PHOTOS / COURTESY OF HABANOS, S.A.

From the very beginning, Quai D'Orsay has been a brand that Habanos-loving smokers have fallen in love with. The brand was inspired by the very particular tastes of the French market. So French in its genesis that a well-known Parisian avenue that runs along the Seine River, Quai D'Orsay, lent it its name, so that there would be no doubt about the Gallic heritage and spirit contained in a Versaillesque yet tropical work of art that treasures the sun, the breeze and the fertile essences of the land where it is grown.

According to Valéry Giscard d'Estaing, France's Minister of Economy and Finance in the 1970s and later President of the

nation, the country was known for the glamor of its perfumes, dresses, the quality of its wines and art, but it lacked one detail: a luxury cigar that would honor all those traditions. It was up to SEITA, the French state-owned tobacco company, to make the project a reality.

It was Gilbert Belaubre, SEITA's Marketing Director, who defined the concept that a luxury cigar such as the one aspired to, could only be made by hand and with

Cuban tobacco leaves. That was the origin of the elegant and exclusive Habano. The idea of the brand's name comes from the street where SEITA is located and by which the French Ministry of Foreign Affairs is known, which left open the possibility that Quai D'Orsay was, at first, distributed by French embassies and their diplomats.

Very exclusive, the first Quai D'Orsay cigars appeared in France in 1974. It was an epicurean experience for the French and for all those who have been able to taste this Habano over the years. It is considered a true rarity because of its unique flavor, singularity and hermeticism, where the Coronas Claro vitola stands out, a favorite of the brand's select club

In the 19th Habano Festival, two new vitolas were presented: Quai D'Orsay No. 50 and Quai D'Orsay No. 54, which joined the Coronas Claro vitola. The No. 54 vitola, named Edmundo Grueso, was considered a novelty in Habanos, S.A.'s regular portfolio

of confreres. But thanks to Antoine Bathie (now co-CEO of Coprova S.A., Habanos' distributor for France), who felt that this jewel for select smokers should fly higher, like the mythical Phoenix, the idea of creating a Regional Edition was born, a Robustos announced and presented in 2011, which added new worshippers to the brotherhood.

Its smoothness distinguishes the Quai D'Orsay brand in the Habanos, S.A. portfolio, with a symphony of notes of precious woods and pastry such as honey, vanilla and hazelnut, with the elegance of a bouquet of dried flowers and the amenity at the end, with earthy notes.

The year 2017 would mark the beginning of a new stage for the brand. The 19th Habano Festival would be the ideal occasion for its international launch, which would be accompanied by the

Quai D'Orsay No.54 (54 ring gauge x 135 mm in length)



## REGULAR VITOLA STOCK

### CORONAS CLARO



Factory Name: Coronas  
42 ring gauge x 142 mm in length

### No.50



Factory Name: D No. 5  
50 ring gauge x 110 mm in length

### No.52



Factory Name: Lanzas  
52 ring gauge x 156 mm in length

### No.54



Factory Name: Edmundo grueso  
54 ring gauge x 135 mm in length

presentation of two new vitolas: Quai D'Orsay No. 50 (50 x 110 mm) and Quai D'Orsay No. 54 (54 x 135 mm), both in presentations of 10 and 25 units, and which joined the Coronas Claro vitola. The No. 54 vitola, named Edmundo Grueso, was considered a novelty in Habanos, S.A.'s regular portfolio.

Like any great event, the presentation to the world of this jewel of the senses deserved the best finery, so for the occasion a new and updated visual appearance was unveiled, which as a distinctive line enriched the printing



technique of the rings, increased their size, modernized their design and added the name of each vitola to them. The brand's origin also gained presence and visibility, with the mentions "Habana" and "Cuba" in the center and on the sides of the ring, and new markings reinforced the presence of the drawers.

In 2022, the brand would add to its regular portfolio a new vitola, Quai D'Orsay No. 52 (52 Ring Gauge x 156 mm in length). In a sort of return to the origins, with the most glamorous backdrop, the Hôtel de La Marine, its World Premiere presentation took place in Paris. "A Habano that evolves in complexity in a balanced way, ideal for smoking in company and to end with a refined meal", as described by Enrique Babot, now Coprova S.A.'s co-CEO. Half a century later, Quai D'Orsay continued to surprise and delight French aficionados.

Already on its anniversary, and protagonists of special celebrations during the 24th Habano Festival, where there will be no shortage of exclusive vitolas and limited-edition products, Quai D'Orsay remains elegant and discreet with a new launch to commemorate its 50th anniversary. Especial D'Orsay is the vitola chosen for this limited-quantity launch, which, as its very name suggests, will make Habanos and brand aficionados live a very special experience when they enjoy it. Its universal temperament is validated by the acceptance it is gaining today in other international markets, climbing to the top of the list of smokers' favorites who appreciate a good Habano as much as they admire the finest of jewels. 🍷



Tobacco Research Institute

# Tradition, Science and INNOVATION

COUNTLESS KEY PLAYERS ARE INVOLVED IN THE LONG AND PAINSTAKING PROCESS OF OBTAINING A UNIQUE PIECE OF ART SUCH AS A HABANO. AMONG THEM, ONE THAT HAS BEEN LEADING SCIENTIFIC RESEARCH AND THE EXTENSION OF ITS RESULTS TO THIS FIELD FOR MORE THAN HALF A CENTURY





BY / LEYANIS INFANTE CURBELO  
PHOTOS / RAÚL ABREU AND EXCELENCIAS ARCHIVE

**W**hat does it take to roll a Habano? How is it possible to maintain quality standards over time at every stage of its production, achieving a balance between tradition and innovative techniques?

Undoubtedly, to answer these questions, although it is not the only key player, it is impossible not to turn to the Tobacco Research Institute (IIT), a unique institution of its kind in Cuba, whose main objectives include caring for the Cuban tobacco tradition and providing it with the benefits derived from scientific-technical advances, in terms of the development and quality of tobacco production.

Although a Tobacco Experimental Station had been operating in San Juan y Martínez, Pinar del Río, since 1937, and another one in Cabaiguán -currently

Sancti Spíritus province- since 1940, it was the inauguration of this Institute -formerly the Tobacco Experimental Center- that allowed the creation of a national network of studies for tobacco care in Cuba, with an integrating criterion of its basic fronts: biology, agronomy and industry, says José Luis Rodríguez Carrasco, former Scientific and Development Director.



Located at the Tumbadero farm in San Antonio de los Baños, south of Havana, it currently employs 396 workers, with a total of 39 researchers. These specialists have been essential to maintain the quality and international leadership of Cuban tobacco by obtaining varieties resistant to the main diseases that affect its cultivation: black shank (*Phytophthora parasitica* Dast var. *nicotianae* Breda de Haan), blue mold (*Peronospora hyocymii* de Bary), tobacco mosaic

**SEED PRODUCTION CLOSES THE RESEARCH & DEVELOPMENT CYCLE FOR NEW TOBACCO VARIETIES. AND IT IS ANOTHER OF IIT'S IMPORTANT MISSIONS**



In the refrigerated chamber of the Pelletizing Center, the benefited seeds are preserved.

virus (VMT) and environmental necrosis, while maintaining all the essential organoleptic characteristics that are part of the identity of Cuban dark tobacco. This, undoubtedly, has been its greatest challenge and where the most significant results have been obtained.

#### **A RACE AGAINST TIME**

Both directors and researchers of the center do not hesitate to affirm that the cornerstone of the institute's work in recent years has been genetic improvement in the search for greater resistance to pests, climate change and higher productivity. These are the areas where the bulk of the research projects currently underway are

located, both at its main headquarters and at the Experimental Stations of San Juan and Martínez and Cabaiguán.

But why introduce new commercial varieties of Cuban tobacco when the existing ones have proven their effectiveness?


The answer is simple. "A variety can withstand about ten or perhaps fifteen years, but in the end the disease defeats any type of resistance scheme that is achieved", says Rodríguez Carrasco. For this reason, despite having about 20 resistant varieties in all types of tobacco produced in Cuba (Nego, Virginia and Burley), they have continued working in this direction.

"We have yet to resolve the fact that the type of resistance we have achieved is an evolutionary resistance, that is, the variety becomes more resistant as it grows, but the plants are still susceptible in seedlings, in the early periods", he adds.

For Senior Researcher Verónica Toledo, who is currently leading four projects in this area, technological discipline in the production bases is fundamental for any variety to last: crop rotation, monitoring of soils and their adequate preparation, as well as respect for the technological charter that indicates to producers and companies what to do with each variety.

**THE OPENING ABOUT FIVE YEARS AGO OF THE SEED PELLETTIZATION CENTER, ONE OF THE FEW OF ITS KIND IN THE WORLD, HAS BEEN A STEP IN THE DIRECTION OF OPTIMIZING AND IMPROVING THE PROCESS OF PROCESSING CERTIFIED COMMERCIAL SEEDS RECEIVED FROM ALL OVER THE COUNTRY**



A close-up photograph of a person's hands holding a glass Erlenmeyer flask. The flask is filled with a clear, yellowish liquid. The person is wearing a white lab coat, and their hair is visible in the background. The background is softly blurred, focusing attention on the flask and the hands.

**BOTH DIRECTORS AND RESEARCHERS AT THE CENTER DO NOT HESITATE TO AFFIRM THAT THE CORNERSTONE OF THE INSTITUTE'S WORK IN RECENT YEARS HAS BEEN GENETIC IMPROVEMENT IN THE SEARCH FOR GREATER RESISTANCE TO PESTS, CLIMATE CHANGE AND HIGHER PRODUCTIVITY**

#### **SEED PRODUCTION**

Seed production closes the Research & Development cycle for new tobacco varieties. And it is another of IIT's important missions. Guaranteeing the quality of the basic seeds that will be delivered to farmers for the production of commercial seeds in certified farms is a process in which the research teams that created each variety work directly. The basic normal and basic hybrid seeds that will be used each year in the tobacco campaign are produced there, said Rodríguez Carrasco.

For some years now, IIT has been closing the seed production cycle, as it has also taken on the seed processing (cleaning and classification) process, which was previously carried out in each company, and its commercialization, he adds.

The opening about five years ago of the Seed Pelletization Center, one of the few of its kind in the world, has been a step towards optimizing and improving the processing of certified commercial seeds received from all over the country.



Tobacco seedlings grown in floating tray system.

It also introduces a new technology, pelletization, which solves one of the most cumbersome problems of work in the field, the planting and shelling of seedbeds, because tobacco seeds are among the smallest in the world, their handling is difficult and large quantities must be used, acknowledges Edwin Pérez Hernández, director of the UEB de Semilla.

With pelletizing, a coating is added to each seed, which significantly increases its size and allows it to be handled individually. From 166 grams of naked seed, 9.94 kilograms of pelleted seeds are obtained, which can be used to plant 49.8 hectares, according to information provided by Ministry of Agriculture authorities.

An additional element that makes this technology more attractive, says Pérez Hernández, is that fertilizers, insecticides and fertilizers are added to each pelleted seed to contribute to its better germination and growth.

The intention is to extend pelletization, starting with the socialization of the method among producers, so that they will demand this type of seeds over traditional ones.

#### **EXTENSIONISM, A KEY ELEMENT**

Bringing technological innovation to its recipients and making this a two-way street has been a priority for IIT, which has a structure for this purpose, the high point of which in recent years has been the creation of the Directorate of Extensionism.

Its director, Jesús Carlos Baños Neira, recognizes that one of his most important tasks in the tobacco world today is the dissemination and introduction of all the advances, both in technology and varieties. Attending to producers, getting closer to them, has led to a high rate of technological discipline in the different processes of tobacco production, which is



fundamental in the results per harvest and the quality of the raw material, he values.

To this end, the Extension Department has 18 specialists, organized into groups in the Experimental Stations and the Institute's Headquarters, who work with 147 supervisors, who serve 250 leading producers and 8055 producers in total, covering in a special system of work the thousands of tobacco fields that are planted in the country.

Supervisors, in addition to facilitating access to the most efficient knowledge and practices for all producers, control their work and are an indispensable entity in the control of aspects related to the tradition and quality of Habanos, such as the type of tobacco planted, the soil under cultivation, the climate of the area where the harvest is located and the man's productive experience.

Currently, Baños Neira explains, among its main objectives are the generalization of four new varieties: "Corojo 2020", "Criollo 2018", "Criollo 2016", and "Criollo 2021".

#### **OTHER SERVICES**

The IIT is not only a center for research and knowledge production, but also offers numerous services to other companies of the Habanos, S.A. Company, as well as to third parties. It has four laboratories, three of them located at the San Antonio de los Baños headquarters and one at the San Juan y Martínez Experimental Station. Among the services provided are finished product analysis, nutrition and crop diagnosis, application of microelements, minimum chlorophyll requirements, certification of seed areas, chemical analysis of soils, substrates and water, and calibration of the Hygropalm moisture meter.

Other services include consultancy for the implementation of quality, environmental and innovation



**Senior Researcher Verónica Toledo leads several projects in the area of genetic improvement.**

management systems, training and evaluation of the Sensory Commission (Tasting), among others, says María de los Ángeles Barbería Blanco, head of the Scientific and Technical Services Group.

IIT is also involved in the process of making the blend of Habanos, S.A.'s new products. A team of specialists, certified for this purpose, reviews the raw material, tobacco weight and sensory evaluation, and issues a final report reflecting the blend and the ideal consumption standard.

Between 2019 and 2022, it has been involved in the development of 73 new products, including Reserva and Gran Reserva.

Visiting an institution like the IIT gives the impression that it is impossible to cover so much work. Like a large umbrella, this reference center guides each of the processes, no matter how small, that make up Cuban tobacco production, ensuring its quality, raising its yields and preserving its tradition and prestige. ●●

**THE IIT IS NOT ONLY A CENTER FOR RESEARCH AND KNOWLEDGE PRODUCTION, BUT ALSO OFFERS NUMEROUS SERVICES TO OTHER COMPANIES OF THE HABANOS, S.A. COMPANY, AS WELL AS TO THIRD PARTIES. IT HAS FOUR LABORATORIES, THREE OF THEM LOCATED AT THE SAN ANTONIO DE LOS BAÑOS HEADQUARTERS AND ONE AT THE SAN JUAN Y MARTÍNEZ EXPERIMENTAL STATION**

**BRAND**

Romeo y Julieta

**MARKET NAME**

Short Churchills

**FACTORY NAME**

Robustos

**DIMENSIONS**

50 ring gauge x 124 mm in length

**PRESENTATION**

Special series of 5,000  
numbered cases of 20 units  
and 3-unit gift box







# RESERVA COSECHA 2019

## ROMEO Y JULIETA SHORT CHURCHILLS



**T**his Reserva Cosecha 2019, from Habanos, S.A., pays tribute to Short Churchills, one of the most emblematic vitolas in the Romeo y Julieta brand's portfolio.

The leaves of these Habanos (wrapper, filler and binder) from the

area where the world's best tobacco is produced, Vuelta Abajo\*, in the Pinar del Río\* region, have been specially aged for at least 3 years.

Romeo y Julieta Reserva Cosecha 2019 has been made "Totally handmade with Long Filler". Romeo y Julieta

Short Churchills is designed for the most demanding smokers with 5,000 numbered cases, with 20 Habanos each. 🍷

**\*Protected Appellations of Origin (P.A.O.)**







**COLECCIÓN HABANOS**

**EDICIÓN 2024**



**20 Reinas**



# COLECCIÓN HABANOS

## SAN CRISTÓBAL DE LA HABANA REINAS



THE COLECCIÓN HABANOS CONTINUES TO BE ONE OF THE MOST EAGERLY AWAITED SPECIAL PRODUCTS EVERY YEAR. THIS TIME IT IS DEDICATED TO SAN CRISTOBAL DE LA HABANA, WHOSE NAME PAYS TRIBUTE TO THE LONG HISTORY OF THE CITY OF THE SAME NAME

**S**an Cristóbal de La Habana was the original name given to Havana when it was founded in 1519, and commemorated its 500th anniversary in 2019. The brand was launched in 1999 as a tribute to the city's long history at the dawn of a new millennium.

The San Cristóbal de La Habana brand was presented for the first time to the market with four vitolas, whose names correspond to the names of the fortresses built between the 16th and 18th centuries by the Spaniards to defend the city from possible aggressions.

The brand's portfolio is characterized by vitolas whose names pay tribute to well-known streets in the historic center of the city, Old Havana. An example of this, is the vitola Prado, 2018 Limited Edition, which refers to an emblematic avenue of Havana, the avenue that best preserves and tells the history and splendor of the architecture of the capital of Cuba.

### COLECCIÓN HABANOS

Volume XIX of the B Series of the Colección Habanos is dedicated to San Cristóbal de La Habana on its 25th anniversary, a brand that pays tribute to the city that inspired its name: Havana.

Habanos, S.A., inspired by the spirit of giving gifts to its most loyal aficionados, offers a new opportunity for enjoyment with this new Colección Habanos San Cristóbal de La Habana Reinas, a limited production of 3,000 copies with 20 Habanos each. A unique production to satisfy aficionados and collectors alike.

This product will only be available in the international network of La Casa del Habano franchise stores.

Colección Habanos is a limited series made by artisans of the group Artema S.R.L., Pinar del Río, Cuba. Editions of the Colección Habanos Series 2001-2021.

### SAN CRISTÓBAL DE LA HABANA REINAS

San Cristóbal de La Habana Reinas (55 ring gauge x 175 mm in length), named after an emblematic Havana street, is a new vitola of even format with interesting dimensions created for the occasion. A Habano to enjoy and stimulate the senses.

Reinas, under San Cristóbal de La Habana brand, have been made "Totally handmade with Long Filler", with leaves coming from the Vuelta Abajo\* area, in the Pinar del Río\* region, where the world's best tobacco is produced.

These mild-to-medium strength Habanos offer a distinguished aroma that will continue to captivate both experienced smokers and newcomers to the world of Habanos.

**\*Protected Appellations of Origin (P.A.O.)**

#### BRAND

San Cristóbal de La Habana

#### MARKET NAME

Reinas

#### FACTORY NAME

Maravillas No. 5

#### DIMENSIONS

55 ring gauge x 175 mm in length

#### PRESENTATION

20-unit special case

# LIMITED EDITIONS

## MAGNUM FINITE

### AN H. UPMANN EXCLUSIVITY



**H**. Upmann's Magnum Finite has been one of the vitolas specially selected by Habanos, S.A. for the 2024 Limited Edition. H. Upmann Magnum Finite, with its Singulares factory name, a first in the Habanos portfolio, will be presented to the market in a case designed exclusively for the occasion. A "finite" and unique production, due to its limited production, for those who enjoy the brand's recognizable flavor and mild-to-medium strength. The latest Edición Limitada - Limited Edition in the brand was presented in 2018,

H. Upmann Propios an also unique vitola within the medium ring gauge Habanos'portfolio.

These 25 Habanos, in a totally new format, have been made "Totally handmade with Long Filler", after a careful selection of the wrapper, filler and binder leaves coming from the Vuelta Abajo\* plantations, where the world's best tobacco is produced, in the region of Pinar del Río\*, Cuba\*, and have been aged for at least 2 years.

\* **Protected Appellations of Origin (P.A.O.)**

#### BRAND

H. Upmann

#### MARKET NAME

Magnum Finite

#### FACTORY NAME

Singulares

#### DIMENSIONS

53 ring gauge x 130 mm in length

#### PRESENTATION

25-unit special case





LIMITED EDITION 2024

# RAMÓN ALLONES ABSOLUTOS

**BRAND**

Ramón Allones

**MARKET NAME**

Absolutos

**FACTORY NAME**

Nuevos

**DIMENSIONS**

49 ring aguge x  
156 mm in length

**PRESENTATION**

20-unit special case



**T**here's nothing better to satisfy the most demanding tastes than the novel

Limited Editions that Habanos, S.A. presents in this 24th Habano Festival edition.

The exclusivity of Habanos Limited Editions seduces premium Habanos enthusiasts every year. Varied strengths and flavors and renewed presentation formats make up unique, distinctive proposals that make a difference while seducing amateurs and professionals alike.

Absolutos, under the Ramón Allones brand, is one of the vitolas specially selected by Habanos, S.A. for this 2024 Limited Edition.

Ramón Allones Absolutos is a new reference with a thick ring gauge and a unique length within the brand's portfolio. It will be presented to the market in a special packaging with 20 Habanos, representing the brand's excellence and offering to all aficionados the strength and intensity of Ramón Allones for an "absolute" moment of pleasure.

These 20 Habanos have been made "Totally handmade with Long

Filler", after a careful selection of the wrapper, filler and binder leaves coming from the Vuelta Abajo\* plantations, where the world's best tobacco is produced, in the region of Pinar del Río\*, Cuba\*, and have been aged for at least 2 years.

\* Protected Appellations of Origin (P.A.O.)

With ITS OWN  
SPEECH  
and Cuban  
QUIRKS



*“There is no better definition of self, precisely; that the one by which he is what the language says in many ways”.*

**Umberto Eco**  
*Semiotics and Philosophy of Language, 1984*

BY / JORGE MÉNDEZ RODRÍGUEZ-ARENCEBIA, ASSISTANT PROFESSOR, FACULTY OF TOURISM, UNIVERSITY OF HAVANA.  
PHOTO / EXCELENCIAS ARCHIVE

**T**he present work assumes as a starting point the following quote: "Professions are the result of social division. The material conditions of life, as a consequence of each profession, have been creating a special environment for each work group. And in each group a character, a temperament, a way of being and acting in the face of life has been formed"(1) This is the case with the wide range of workers in agriculture and the tobacco industry, who have a particular lexicon. What less can be expected from an occupation -and, rather, a whole field of knowledge- that presupposes the execution of more than five hundred steps/processes, from the time the coveted *Nicotiana tabacum* plant is cultivated until its final product reaches the hands of its consumers. Especially when it comes to a plant species that has

COUNTLESS  
EXAMPLES OF WORDS  
RESULTING FROM THE  
SECULAR DEDICATION  
IN ONE OF THE MOST  
REPRESENTATIVE  
PRODUCTIVE SECTORS  
IN THIS BIG ISLAND,  
ARE CURIOUSLY  
LINKED TO THE  
HISTORICAL  
EVOLUTION AND  
SOCIO-CULTURAL  
CHARACTERIZATION  
OF THE COUNTRY

had such a strong influence on a country's sense of nationality.

On the other hand, the study of the forms of expression of different human groups sheds light, as it surprises and stimulates curiosity, given their singularities in communicating. In short, something can be learned from everyone, and even familiarity can be found.

Several examples of words resulting from a secular dedication to one of the most representative productive sectors in this Big Island are curiously linked to the historical evolution and socio-cultural characterization of the country. And in more than a few cases, their meanings and similarities with the Cuban variant of the Spanish language show a certain prevalence of conceptions, equally autochthonous, as the result of a secularly stratified eclecticism.

With a similar meaning to that used in architecture and construction, still used among Spanish speakers in the Caribbean, the meaning of ***aposento*** coincides with that of room in dwellings and spaces or compartments that are enabled on both sides of the corridor of the rustic constructions used to cure tobacco leaves, colloquially called ***tobacco houses*** (v). The horizontal spaces between the rooms are called ***falsos***, as they are also called, in Cuban popular speech, to those who are not very loyal and dishonest.

With good humor, usually based on hyperbolizing people, things and facts, in the rural speech of the western region of Cuba, men and women of tall stature used to be compared to ***tobacco houses*** - "He's taller than a tobacco house!"- because of their similarity to the high vertical dimension they had. That said, as a result of the consistent application of science and technology, these constructions are currently designed with greater width and lower elevation



# MATUL

While **matul** names the set or bundle of tobacco leaves, which varies in quantity depending on whether they are layers or guts, in its associative version it is equivalent to luggage. Hence, the phrase "Pick up your matules and go!"



of their roofs, as they are considered more effective for such a decisive process of the future smoking leaves.

And to more crossed appreciations entails the customary expression of popular wisdom, when a sick person manages to balance his body temperature, "he is already sweating the fever", since the perspiration indicates it. Such an association of ideas is found in the so-called **barrel fever**, consisting of the fermentation of the leaves of the prized solanaceous,

a treatment that takes place when they are deposited for 15 to 30 days inside a cedar barrel, as part of the preparation to "soften" its strength.

## VERNACULAR AND UNIVERSAL

In order not to lose the habit of appealing to everything that is possible to laugh in company, among Cubans **bonche** is assumed as amusement, mockery, "tirar a relajo" or "a choteo", in short, "bonchear", regarding certain physical or behavioral characteristics of people, as well as equivalent to doubt or skepticism, before approaches of dubious credibility or unburdened analysis on them. The same name is given to the mold used to shape, in cylindrical form, the cured tobacco leaves used to manufacture cigars, constituting the set of such leaves that are wrapped inside the **binder**. In gardening, they are also called **bonches** to small portions of land planted with the same species of ornamental plants.

Probably, in allusion to the action of inserting, tightly, tobacco stubble in the pipes for smoking, which in Cuba are called **cachimbas**, the expression "Me tiene llena la cachimba!" is used when a person or situation bothers too much. It is also called this way, in automotive electricity, to a piece of angular shape with holes in its ends, destined to connect circuits.

Saving chronological distances and with apologies for how dehumanized the name may sound, although the **cepo**

# FIEBRE DE BARRIL

**Barrel fever**, consisting of the fermentation of the leaves of the prized solanaceous, a treatment that takes place when they are deposited for 15 to 30 days inside a cedar barrel





# CACHIMBA

Probably, in allusion to the action of inserting, tightly, tobacco stubble in the pipes for smoking, which in Cuba are called **cachimbas**, the expression "**Me tiene llena la cachimba!**"



inevitably recalls a cruel instrument for the captivity and torture of prisoners and slaves, in the select lexicon discussed here it consists of a utensil used to measure and classify the length and width of the **vitola** of a Habano. And so as not to escape another healthy sarcasm, the vitola being the set of physical characteristics that a Habano possesses after being made (or **rolled** by the master **cigar rollers**), the comparative expression ¡Parece una vitola! was used in Cuba to indicate a very tall and thin woman.

Formerly understood as a small workshop where cigars were manufactured and sold at retail, by extension the Creole term **chinchal** or **chinchalito** continues to be used to identify a very small dwelling or workplace, usually with very modest conditions.

Exaggerated even to love, Cubans compare **despalillar** -or also, "plucking"- to the attitude of those who, under a well theatricalized infatuation or with a waste of skills as merchants, are capable of obtaining money and other goods from those who approach them. It comes, precisely, from the action of removing the nerve, central vein or rachis of the tobacco leaves; commonly, also called **stick**. For the layers, it is completely removed; and for the filler, only two or three quarters of its length, prior to the twisting process.

As a synonym of harmonious conjunction, the blend of tobacco leaves that are combined to twist and shape a Habano with the required organoleptic characteristics is called **liga** or **ligada**.

**Except in Cuba, cigar is the name given to tobacco or Habano, which is the name given to what in the rest of the world is identified as cigarettes (small, thin cylinders of tobacco, wrapped in paper)**

And, what a curious coincidence, Cubans assume "ligar" to be a popular word to allude to the amorous triumph of a suitor or to obtain something desired.

**Esos dos siempre andan enmancorna'os!**

a phrase of provincial origin, used to indicate two people who usually walk together; just like a couple that likes to embrace each other publicly or walks holding hands. Well, nothing more similar to a **mancuerna** to name in agricultural terms the set of two or more leaves attached to the stem of the tobacco plant by its stalks.

Full of diverse expressive attributes, almost with a separate dictionary, the Cuban way of speaking has words for all communicational tastes. While **matul** names the set or bundle of tobacco leaves, which varies in quantity depending on whether they are layers or guts, in its associative version it is equivalent to luggage. Hence, the phrase "Pick up your **matules** and go!



## DESPALILLAR

It comes from the action of removing the nerve, central vein or rachis of the tobacco leaves; commonly, also called **stick**. For the layers, it is completely removed; and for the filler, only two or three quarters of its length

# TRABUCO

A **trabuco** is the name given to an ancient firearm with a thick barrel. And, with all intention, both in the language of old tobacco growers and in the Creole speech, a twisted tobacco of big and thick vitola is called this way.



## WHEN IT COMES TO NAMING...

It would be inevitable to waste terms and expressions to express the wit and the healthy mischievousness of a people with a clear vocation for sympathy. From this, the popular sentence "*Andullo, andullo, let go of what is not yours!*", while accusing possession of something that does not belong, also names the set of tobacco leaves, with previous special preparation and subjected to pressing, which is consumed for chewing and is known as **andullo**. This habit, by the way, is not very common in Cuba nowadays.

Except in Cuba, **cigar** is the name given to tobacco or Habano, which is the name given to what in the rest of the world is identified as **cigarettes** (small, thin cylinders wrapped in paper). And, regarding the name, there is a historical version of this word,

**The popular sentence "Andullo, andullo, let go of what is not yours!", insofar as it accuses possession of something that does not belong, also names the set of tobacco leaves, with previous special preparation and subjected to pressing, which is consumed for chewing and is known as andullo**

which dates back to the first tobacco crops planted in Seville, which were said to attract **cicadas**, insects of the Cicadidae family, also known as chicharras, **chiquilichis**, cocoras and **cocorrines**, of large size, which emit a boisterous and deafening sound at night.

Fortunately, there is a relative balance of Cuban expressions to convey affection or to denote jokes. **Mabinga** has several meanings in Cuban vernacular: in the eastern region, it is the name given to **tasajo** or **cesina**; also, it is a preparation based on dried meat with vegetables. And also, to refer to excrement or a bad person: "This is a son of mabinga!" It cannot be missing in the lexical richness that concerns us: poor quality tobacco.

More similes, hyperboles and Cuban things. A **trabuco** is the name given to an ancient firearm with a thick barrel. And, with full intention, both in the language of old tobacco growers and in Creole speech, this is the name given to a twisted tobacco of large and thick vitola. Also, it was heard to say **aldaba** (thick piece of metal to knock on doors of great size) and **Santiago - Havana** (old line of buses that covered the long trip from Havana to the eastern provinces).

**Zorullo** is the name given to a badly twisted, botched tobacco; but also, to the set of leaves that make up the **tripe**, prior to wrapping with the **cape** and **cape** that make it up. And as if there were no lack of **cubanadas**, the same qualifier is given to wrinkled clothes,

sloppy clothing and badly folded or wrapped things.

Apparently, it was profitable to name, in the early days of Spanish colonization, the current capital of the largest Antillean Island as San Cristóbal de la Habana. It not only derived the name of **habaneros** for those born in this geographic location. Equally famous is the musical genre known as **habanera**, about which it is debated whether its paternity is Cuban or Spanish. And what a coincidence: the segment by which connoisseurs quickly identify an emblematic operatic piece by Frenchman George Bizet is the "habanera de Carmen". And Carmen, its main protagonist, is a cigar maker from Seville... There are plenty of reasons, then, to assume **Habano** as the generic name given to tobacco produced in Cuba. It is attributed to the fact that most of the shipments to foreign countries were made through the Port of Havana.

Many more terms, expressions, meanings and interpretations correspond to the distinctive speech of those who dedicate their lives and work to the only national product with a Protected Appellations of Origin (P.A.O.), a legitimate child of Creole history and tradition. There is also an endless list of hundreds of brands of cigars and cigarettes; many that existed and others that continue to bring prestige and attract the world to the inevitably curious identity of Cubans. 🍷

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ENJOY RESPONSIBLY



The blend of two extraordinarily  
..... RARE RESERVES .....

HABANOS WORLD DAYS  
A SUCCESSFUL  
EXPERIENCE





**REINVENTING ITSELF  
WITH ELEGANCE  
DURING THE COVID-19  
PANDEMIC WAS THE  
GREATEST CHALLENGE  
HABANOS, S.A. TOOK  
ON IN 2021, WHEN IT  
LAUNCHED THE FIRST-  
EVER VIRTUAL  
HABANOS WORLD  
DAYS, DEDICATED TO  
THE "COHIBA YEAR".  
THE EVENT RETURNS  
IN 2024 UNDER  
A NEW FORMAT**

**BY/ CAMILA FONSECA  
PHOTOS / COURTESY OF HABANOS, S.A.**

**M**aking history has always been a constant for Habanos, S.A., a company that makes what are considered the world's best tobacco and a benchmark of excellence in the premium tobacco industry.

It was not going to be the covid-19 pandemic, with its long consequence of closures, closures and suspensions, that would break with the tradition of innovation and surprise associated with each Habano Festival, a highly exclusive event that takes place during the first months of each year in the Cuban capital and that in 2021, for the first time in more than two decades, had to be canceled, as a consequence of the global health situation.

That's why, with the new year came the launching of the first-ever Habanos World Days to Habanos enthusiasts around the globe, as a way to keep them updated with the Habano universe. "Everyone will be connected to the prestige, the tradition, the exclusivity, the passion" is how this virtual meeting was promoted.



From May 4th to 6th, the event was held as an unprecedented opportunity to commemorate the 55th anniversary of the most prestigious brand in the Habanos, S.A. portfolio, Cohiba, and to learn about some of the most anticipated releases for the new annual cycle. For the first time, for free, without restrictions and from their own homes anywhere in the world, connoisseurs, aficionados, professionals and a wide range of users could access a deluxe program that was brimming with surprises from start to finish.

In the words of Luis Sánchez-Harguindey, copresident of Habanos, S.A., it was three days to enjoy and share experiences. Three days that brought together 9,000 registered users from more than 140 countries, 200 press media and more than 75,000 visits to the event's platform.

As part of the welcome, he recalled that it was "Cohiba Year", a brand that deserved a special celebration, keeping "the passion for that which, even at a distance, unites".

The Cohiba Year would have a trajectory of celebrations and surprises that culminated in Havana in 2022 with the grand Gala Dinner for the brand's 55th Anniversary.

Invited to discover the proposals for 2021 were the Commercial Vice President of Habanos, S.A., and the Vice President of Development, who highlighted the significance of the celebrated brand. "To say Cohiba is to talk about luxury, it is to talk about success", they agreed.

"Everyone knows that the Habano is a unique product that can be enjoyed alone, but also in good company. We have discovered that even when we are alone in our homes we can be more connected and accompanied than ever, and share great moments together, and that is why we are here today, to share with you the novelties that Habanos, S.A. has prepared", they said.

**The Cohiba 55th Anniversary Limited Edition was one of the special moments of the year. Cohiba Ideales was the vitola chosen for the occasion, with 20 Habanos of even format and unique dimensions**



#### NEWCOMERS TOO HARD TO PASS UP

If we are talking about special moments, these three releases associated with Cohiba grabbed the attention: The Cohiba 55th Anniversary Limited Edition, the presentation of Cohiba Ámbar and the Colección Habanos, with the Cohiba Ideales vitola, of unique dimensions in the brand's vitolarío and designed especially for the occasion.

Two other limited editions were also unveiled: Hoyo de Monterrey No. 4 and Bolívar Regentes.

A character reserve was launched: Partagás Gran Reserva. Partagás Serie E No. 2 Gran Reserva 2015 Vintage, with more than 5 years of ageing, was presented in 5,000 numbered boxes of 15 Habanos, which could be enjoyed by the most experienced and demanding aficionados.

In addition, one of the most emblematic lines -Montecristo Wide Edmundo- was expanded to include new attributes to identify the Edmundo line, such as the band with the name of the market name.

As part of the Habanos Premiers space, with the most exclusive videos/presentations of the event, the firm S.T. Dupont, with a long history of collaborations with Habanos, S.A., presented a luxurious tribute to Cohiba's 55th anniversary, an exquisite series of

accessories for smokers that included its iconic lighters, cigar cases, among others.

In keeping with the requirements of the occasion, a Virtual Fair was held, with the participation of important companies from the premium tobacco, accessories and luxury goods sectors. In this context, the Zenith Cohiba 55th anniversary watch was presented, an item with only 55 numbered units produced for the celebration.

#### EXPERTS AT HOME

Learning from the best experts in the world was possible thanks to the space

dedicated to pairings, carried out by renowned Habanosommeliers, where Habano Cohiba was once again the protagonist. The demonstrations could be enjoyed through videos available on the platform created for the occasion.

Thus, among other specialists, the renowned Cuban Habanosommelier, "Maestro de Maestros", Juan Jesús Machín, and winner of the first edition of the Habanosommelier contest of the Habano Festival, led a tasting between Cohiba Behike and Havana Club Máximo. In his own words, "a real luxury for the senses". Meanwhile, Spain's Manuela Romeralo, the first female winner of this contest,







presented the combination of Cohiba Robustos and Havana Club 15 años. The paths that unite a Cohiba Maduro 5, Genios, and a Cognac Martell Cohiba were retraced by Daylin López Aguilar, Habanosommelier and finalist of the Habanos World Challenge International Competition.

### 360° EXPERIENCES

Since attendees would have to do without the fabulous in-person visits to the factories and plantations, 360 videos were prepared with the guarantee of an immersive experience that allowed them to observe every detail and, through 3D

infographics, enjoy an unprecedented recreational and educational experience. A virtual tour of La Casa del Habano was planned. A lecture on the origin of the Cohiba brand and its evolution to success was also included.

The already popular Habanos World Challenge contest for amateurs, highly popular among Habano aficionados, had a shortened version for the occasion and, as a golden closing, the nominees for the 2020 Habanos Awards were announced.

After the closing, media from all over the planet reviewed the words of the copresidents of Habanos, S.A., who

### Learning from the best experts in the world was possible thanks to the space dedicated to pairings, carried out by renowned Habanosommeliers

announced that, despite the economic downturn suffered everywhere, sales of Habanos had reached \$507 million. The increase in consumption in the Chinese market, the largest single country for Habanos sales for the first time, played a major role.

The first Habanos World Days, in short, turned out to be a crucial platform that brought together experts, producers, distributors and aficionados, evidencing the industry's ability to reinvent itself in a changing environment. It became a true global meeting point, facilitating the exchange of knowledge, experiences and perspectives, beyond any physical boundaries, and maximized a celebration as special as Cohiba's 55th Anniversary.

The 2024 brings among its novelties a new edition of this event, now in a face-to-face format. We will have to stay tuned for the surprises that its organizers are preparing for this special occasion. 🍷





BETWEEN BURSTING  
BUBBLES AND  
WAFING SMOKE  
A TOAST TO  
SUCCESS





BY / JUAN JESÚS MACHÍN GONZÁLEZ (ASC PRESIDENT AND MASTER OF MASTERS HABANOSOMMELIER).  
PHOTOS / COURTESY OF CHAMPAGNE TAITTINGER, COURTESY OF HABANOS, S.A. AND EXCELENCIAS ARCHIVE

Generally in the world of sports, finance and successful events, there are celebrations that bring with them two products of high value and recognition, the Habano and Champagne. They are almost always worthy witnesses in these events.

The Habano, already known in pre-Columbian America, with a history of 5,000 years before Christ, marks a legendary culture that feeds back on its travels back and forth. Symbol of religious evocation, brine and energizing in its beginnings, this solanaceous plant became part of international consumption as a product integrated into commercial exchange in the form of anglerfish, chewable sherbet or twisted leaves; 539 processes from seed to cigar, with more than 500 years of tradition; its current form of elaboration is a guarantee of respect, dignity and identity.

This Habano is the only Cuban product with a Protected Appellations of Origin (P.A.O.), which covers the best brands made in Cuba with the most demanding requirements established by the Regulatory Council, with cigars grown only in certain areas of the island also protected as Appellations of Origin.

In Cuba, the area of Vuelta Abajo\*, in Pinar del Río\* -in the westernmost region of the archipelago- particularly the locations of San Luis\* and San Juan y Martínez\* present unique characteristics that give Habanos, from the growth of the plant and in its drying process, unrepeatable peculiarities that are not found anywhere else in the

## COMBINING HABANOS AND WINES FROM THE CHAMPAGNE FAMILY CAN BE A UNIQUE EXPERIENCE OF PLEASURE THAT WE INVITE YOU TO DISCOVER

world, even within Cuba. A Habanos enthusiast will recognize a Habano produced in San Luis\* & San Juan y Martínez\* at a first puff.

Likewise, a wine from the Champagne family, undoubtedly the most famous of its range, does not go unnoticed by connoisseurs of wine culture. Its P.D.O. alludes to the Champagne vineyards, which extend west of the Paris basin on a permeable calcareous base rich in minerals, giving



### SOME OF ITS TYPOLOGIES ACCORDING TO THEIR SUGAR CONTENT

**Brut Natural:** dry without added sugar

**Brut:** up to 15 grams of sugar / liter

**Dry:** between 17 - 35 grams of sugar / liter

**Semi-dry:** between 35 - 50 grams of sugar / liter

**Sweet:** above 50 grams of sugar / liter

### TYPES OF CHAMPAGNE ACCORDING TO THE RAW MATERIAL USED:

**Rose:** light pressing of the red grapes and short stay of the skins with the must

**Blended:** base wines from different vintages for blending

**Vintage:** exceptional harvest

**Cuvée:** the crème de la crème, the first 2050 liters obtained from pressing the first 4,000 kgs of grapes.

**Cuvée Prestige:** the highest quality of Vintage





Following the efforts of the Comité Champagne, any use of the name Champagne that exploits the reputation of this exquisite product has been forbidden

it a proverbial finesse. Its cellars dug into the rock also guarantee optimal aging of the bottles.

Acquired in 1936, the defense of this appellation by its producers goes back much further. Today it has been significantly expanded and, following the efforts of the Comité Champagne, any use of the name Champagne that exploits the reputation of this exquisite product, with a curriculum of more than 300 years, which enhances the wine culture, has been forbidden.

From the end of the 17th century and the beginning of the 18th century, several monks, including that great of the Benedictine order, Dom Perignon, brought new knowledge to the manufacture of sparkling wine (Champagne), the second fermentation in bottles with native yeasts and cork; The second fermentation in bottles with indigenous yeasts and the cork; essential element to retain this fabulous blend of red and white grapes, Pinot Noir to give it body and depth, Pinot Meunier to age the young wines and the queen of white grapes, Chardonnay, for the touch of elegance in the blending. Its bubbles forming a fine crown, with a diameter of 0.5 mm each and more than 49 million of them inside a bottle with 5 or 6 atmospheres, are some of the essential characteristics of this work of art, once preferred by kings Louis XV and Louis XVI and present in all European courts.

It is not surprising that two centuries-old institutions of expertise, exclusivity and tradition, with a wide range of possibilities in terms of harmony with other products, intertwine their paths to delight the senses and create unique experiences.



## HABANOS TO TAG ALONG WITH THESE GREAT CHAMPAGNES

"La Bohemia". If you like history and an approach to Parisian bohemia, there is nothing better than visiting the "City of Light" and enjoying the breeze coming from the Seine in the company of Taittinger Brut Reserva with a sensational vitola, the Quai d'Orsay No.50 (50 ring gauge x 110 mm in length), where creaminess and expressions of dried fruits and floral notes merge excellently with this sparkling wine. You could also experience this union from the incredible views of our "Wonder City", Havana. This Habano, with its smooth, pleasant and elegant Cuban tobacco flavor that characterizes the brand, is made with Tripa Larga, with leaves from the Vueltabajo\* region.

Visiting Havana? Then we invite you to our rooftop spaces to breathe our sea breeze together with the natural light of our celestial vault and experience the glamor of the sparkling bubbles of Champagne Taittinger Brut Reserva together with the charming sensation of a Trinidad Media Luna (50 ring gauge x 115mm in length), enabling a balance and equilibrium with toasted expressions of roasted coffee, precious wood and some touches of clove. With the brand's own blend, where the wrapper, filler and binder leaves are selected from the Vuelta Abajo\* area, of medium strength and great aroma, it is a vitola with excellent dimensions for those aficionados who like Habanos of thick formats and short length.

"At sunset, with the beautiful view of the city, waiting for the hour of the cannon shot in the company of the La Fuerza vitola (50 ring gauge x 141 mm in length), foundational of the San Cristóbal de la Habana brand,



## HABANOS AND CHAMPAGNE ALWAYS A SPECIAL MOMENT

**MR. CLOVIS TAITTINGER**  
President of Champagne Taittinger

For Clovis Taittinger, who heads one of the most prestigious champagne houses in the world, the pairing of wines with other products is a complex process, where the key is to find the perfect match. He acknowledges that when this moment between a great Habano and a champagne takes place, "time stands still". The young French businessman, the continuator of a centuries-old tradition of craftsmanship and savoir faire, talked to Excelencias about the elements that unite the two and the pleasant experiences these iconic representatives of the premium concept offer when they come together.

### What sets your brand apart from the rest?

Drinking champagne is always a magical moment. When you taste a bottle of champagne you immediately realize that above all it is a great wine that, sharing a story and through the work of men, becomes a special moment in our daily lives.

Champagne has the power to take us on a journey. Champagne Taittinger, with its high proportion of chardonnay and our long aging, offers consumers a wine of rare quality.

**Drinking Champagne and smoking a Habano are already sublime sensations in themselves. How would you define the experience of combining these two**

we propose to make a sablage of Champagne Taittinger Brut Reserve just at 9:00 pm and you can enjoy a soft to medium taste territory on the palate, herbaceous notes, with subtle hints of wood and pepper among the lively bubbles of this excellent champagne.

In short, the enjoyment of Habanos and champagne is a chance for two great cultures to meet while respecting their identity. 🍷

**\*Protected Appellations of Origin (P.A.O.)**

### **exclusive products of the Protected Appellations of Origin?**

Both products are very prestigious. Cigar tasting is the same process as wine tasting. Like food and wine, pairing is very important. When you find the perfect pairing between a great Habano and a great champagne, time stands still.

### **What does the alliance between Habanos and Champagne mean to you?**

Champagne and Habanos have a lot in common. The history of famous men and women who consume them. Also the story of craftsmen who, thanks to their know-how, create an exceptional product. In a complex world, these two products are the product of refuge. It is a work of savoir faire, the pursuit of perfection.

### **Both Champagne and Habanos are made under careful parameters and precise timing that give them their particular exquisiteness. In your opinion, what other characteristics do both products share?**

When you smoke a great Habano or when you drink a beautiful bottle of Taittinger, this moment is always special. These products bring people together in a magical moment.

### **Would there be other Champagne proposals that could be paired with Habanos in the future?**

Every champagne has its Habano and every Habano has its champagne. That is why tasting them together is a magical experience. For example, a champagne with more years of aging will be tasted with a more powerful Habano.

### **Habanos, S.A. celebrates its 30th anniversary in 2024. Would you dedicate a few words to it?**

Habanos, S.A. has enabled millions of customers around the world to discover many great Habanos brands. They are an essential part of the education of this wonderful product. Congratulations to them, but most of all, congratulations to all the women and men who continue the legacy. We are very proud to be part of this celebration. 🍷

## 24th HABANO FESTIVAL

# HABANOS-CHAMPAGNE TAITTINGER



### Taittinger Brut Réserve

Taittinger Brut Réserve is a blend of Chardonnay (40%), Pinot Noir and Pinot Meunier (60%) wines from more than 35 different vineyards and vintages matured to perfection. This high proportion of Chardonnay, unique among non-vintage fine champagnes, and a minimum aging of three years in the cellars, make Taittinger Brut Réserve a delicately balanced champagne. It is a delicate wine with flavors of fresh fruit and honey. It is the champagne for any occasion.



### Taittinger Prestige Rosé

Taittinger Prestige Rosé is immediately distinguished by its intense and bright pink hue, whose secret lies in the fact that it is a blend, the elaboration of which is more complex and costly. The high proportion of Chardonnay (30%) that completes the blend brings elegance and finesse. This wine can be summarized on the palate in four words: lively, fruity, fresh and elegant and can be enjoyed both at the beginning and at the end of the evening.



### Taittinger Vintage Brut 2015

Taittinger Vintage Brut is made exclusively from first pressing wines, blended with 50% Chardonnay and 50% Pinot Noir. The Grands Crus represent a significant proportion, 70%, while the other selected villages are classified as Premiers Crus. Aged in the cellar for 5 years for better development. The nose is both precise, pure and fruity. On the palate, the attack is energetic, precise and concentrated. This vintage contains all the finesse and maturity of the terroir.





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# OPORTOS HARMONIES from THE DOURO VALLEY

THE RICH VARIETY OF  
PORT WINE STYLES,  
EXPERIENCED THROUGH  
THE PROPOSALS OF TWO  
GREAT AND ANCIENT  
PRODUCERS, WILL BE  
ONE OF THE ALLURES  
OF THE 24TH EDITION OF  
THE HABANO FESTIVAL





BY / EXCELENCIAS NEWSROOM  
PHOTOS / COURTESY OF HABANOS, S.A. /  
EXCELENCIAS ARCHIVE

One of the oldest and most beautiful wine-growing areas in the world is the Douro Valley, in northeastern Portugal. Wine has been produced there for over two thousand years, being the cradle of one of Europe's great classics: Port wine.

Although its production centers are located in the interior of the Portuguese country, the prestigious beverage took its name from the port city located on the Atlantic coast, from where it has been traditionally exported.

The unique association of climate, soil, grape variety and tradition are its hallmark, as the unique terroir of the Douro region and its extraordinary wines cannot be replicated anywhere else in the world. The vineyards dedicated to ports became the first legally demarcated wine-growing areas in 1756, where mainly native varieties such as Touriga Nacional, Touriga Franca or Tinta Barroca are cultivated.

Among the oldest and best known producers are Taylor's and Croft, famous for owning some of the best and most emblematic vineyard estates in the



### CROFT FINE TAWNY

Croft Fine Tawny is made from a reserve of hardwood Ports that have aged for up to three years in seasoned oak barrels, each containing about 650 liters of wine. The individual wines are then blended to ensure uniformity of quality and house style. Bottled for immediate consumption.

#### Tasting Notes

Rich and perfumed on the nose, with aromas of ripe fruit and notes of honey and oak. Full-bodied, velvety palate and long, flavorful finish.

#### Pairing Suggestions

A delicious dessert wine, it pairs especially well with flavors of almonds, fruits of the forest or dark chocolate. It is excellent at the end of a meal, as the finishing touch to an enjoyable evening, served on its own or with a plate of nuts or toasted almonds.



### CROFT RESERV TAWNY

Croft Reserve Tawny is made from wines selected for their smoothness and mellow character. They are aged for up to seven years in oak barrels in Croft's cellars in Vila Nova de Gaia. The wines are then blended a few months before bottling to achieve a balanced and complete wine.

#### Tasting Notes

Light brick red, with amber hue. On the nose, rich red fruits, notes of caramel, raisins and cloves. On the palate, cardamom, spices, caramel and elegant currant, intertwined with attractive aromas of dried fruits. Smooth and round on the palate, full of delicious strawberry jam flavors and an elegant finish.

#### Pairing Suggestions

This is a delicious dessert wine, and pairs especially well with flavors of almonds, berries or dark chocolate. It can also be enjoyed as an accompaniment to rich blue-veined cheeses. It is excellent at the end of a meal, as the culmination of a pleasant evening, on its own or with a plate of nuts or toasted almonds.



The experience of tasting these fortified wines, bearers of a tradition of several centuries, introduces our guests to a world of wide variety of flavors, styles and strengths

region and for maintaining for centuries a high standard of quality and innovation in their proposals. Products from both wineries can be tasted by those attending the 24th Habano Festival.

From the first, Taylor's Fine Tawny, especially popular in continental Europe, where it is mainly drunk as an aperitif. From the second house comes the Croft Fine Tawny, made from a reserve aged for three years; and the Croft Reserve Tawny made from wines selected for their smoothness and mellow character and aged for up to seven years in oak barrels.



The experience of tasting these fortified wines, bearers of a centuries-old tradition, introduces our guests to a world of a wide variety of flavors, styles and strengths, where the opportunities for harmonization are endless. 🍷



## TAYLOR'S FINE TAWNY

Taylor's Fine Tawny Port is especially popular in continental Europe, where it is drunk mainly as an aperitif. For those who prefer a lighter style, this versatile Port can also be enjoyed after meals.

### Tasting Notes

Pale russet color with a broad amber rim. Soft nose of succulent ripe berries, with aromas of butterscotch, figs and prunes, intertwined with attractive aromas of dried fruit and spice. Smooth and round on the palate, full of rich strawberry jam flavors.

### Pairing Suggestions

Taylor's Fine Tawny is a delicious dessert wine, pairing especially well with almond, berry or dark chocolate flavors. It can also be enjoyed as an accompaniment to rich blue-veined cheeses. It is excellent at the end of a meal, as the culmination of an enjoyable evening, on its own or with a plate of nuts or toasted almonds.





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# A Moment for HABANO

BY / JORGE MÉNDEZ RODRÍGUEZ-ARENCIBIA, ASSISTANT PROFESSOR, FACULTY OF TOURISM, UNIVERSITY OF HAVANA.  
PHOTOS / EXCELENCIAS ARCHIVE

**S**moke, by its very condition as a product of combustion caused by fire, has been interpreted -and used- by man for the so-called architecture of the senses. Its ethereal and incorporeal aspect, usually associated with dreamlike sensations and hedonistic comparisons, makes its

presence felt in unexpected or specially provoked environments, together with the whimsical fragrances it generates. And, likewise, when inhaled, giving rise to infinite tactile and gustatory sensations in the mouth and the entire nasopharyngeal cavity, it becomes an inevitable stimulus to the imagination, which often seeks the best way to mitigate realities. Or, at least, to achieve coexistence with the circumstances.

Texts such as *Historia general y natural de las Indias, islas y Tierra-Firma del Mar*

*Océano*, by Gonzalo Fernández de Oviedo y Valdés, refer to how African slaves learned to cultivate and smoke tobacco from the Antillean natives "because they say that when they stop working and take tobacco, their tiredness is removed".

As a natural consequence of the aforementioned perceptions, both of the smoke and of the materials that originate it, it has been inevitable to attribute to it a good load of mythical-religious properties, as well as curative and for philosophical and social differentiations.





FOR THOSE  
 ATTENDING THE  
 HABANO FESTIVAL,  
 EXPERIENCING THE  
 MYSTERY OF THE  
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 ALLIANCES OF  
 HABANOS WITH  
 OTHER PRODUCTS IS  
 ONE OF ITS GREATEST  
 PLEASURES

Aromas, on the other hand, derive one of the most striking and lasting impressions on the affective memory, as well as being a subtle form of sensory stimulation. These effects have been harnessed, since time immemorial, to influence states of consciousness. Likewise, these experiences are suggestively interwoven to "construct" sensory impressions that propitiate a certain psychological predisposition, resources usually employed in diverse religious practices since antiquity, having incense and essential oils as antecedents.

**DELIGHT FOR THE SENSES**

Generally, food and beverages are carriers of genuine cultural identity. And gastronomy, as a great ambassador of harmony, presupposes the full enjoyment of every moment of drinking and eating. The modern customer, more than a receiver of products and services, has become a consumer of experiences. And in more than a few cases, they have become culture hunters.

The increasingly hectic existential dynamics calls for providing spaces for calm, tranquility and the encouragement





of human relations, which is why the after-dinner meal is considered the ideal context and pretext for these purposes, a space opportunely used by gastronomy professionals to suggest the consumption of this sort of premeditated communion of sensoriality: high-quality coffees, select spirits, appropriate Habanos for every occasion and, with a relatively recent incorporation, chocolate. Each one of them provides aromatic and taste sensations in common, resembling each other, almost in unison, with notes of spices, sweet, bitter and acidic flavors, woods and fruits. It is precisely the harmony achieved between these attainments that gives rise to what is technically called pairing.

For those attending the Habano Festival, a unique event of its kind in the world, experiencing the mysteries of the riskier,

**THE MODERN CUSTOMER,  
MORE THAN A RECEIVER  
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THEY HAVE BECOME  
CULTURE HUNTERS**

more exclusive or unlikely pairings of Habanos with other products, is one of its greatest pleasures.

Many of them consummate hedonists, the exaltation of the senses that an event like this one proposes is reason enough to succumb.

Since its introduction until now, el the Habanos Moments at the Habano Festivales have been one of the activities that arouse the most interest among those attending the event dedicated to what is considered the best premium cigar in the world. The pleasure of witnessing the perfect pairing of emblematic vitolas and ultra-premium beverages becomes an experience that lasts long after the last echoes of the festival have faded away, and that the most demanding aficionados value to the extent that it brings new sensations, due to the novel proposals of the brands and experts invited.

There seem to be no limits to building bridges between Habanos and beverages. Constant innovation from both sides and the vocation for study and research of specialists like the Habanosommeliers guarantee endless pairing possibilities. Thus, the protagonists of these spaces have been an exquisite





Montecristo Linea 1935 Maltes in combination with a Ron Santiago Extra Seco Añejo and a Ron Cubay Remedios 500; a Habano from the Le Hoyo Series, from Hoyo de Monterrey, in dialogue with a Ron Tributo 2020; or white distillates such as Pisco El Gobernador, from Chile, and Beluga Vodka, from Russia, in counterpoint with a Doble Corona from Hoyo de Monterrey.

A Chivas Regal Royal Salute 21 year old whisky from Scotland, a tribute to Queen Elizabeth II crowned in 1953, and a Cohiba Robustos; a luxurious Treasure Island rum, paired with a Cohiba Espléndidos, in honor of the brand's 50th anniversary.

In this 24th edition of the Habano Festival, surprises will not be fewer as the purest delight is already reserved for its attendees, who will be able to enjoy the pairings of a Partagás Origen and Montecristo L' Esprit, Le Crépuscule, La Nui and L' Aurora wines;

a Hoyo de Monterrey Double Coronas or Prominentes with the exquisite ports Croft fine tawny Port, Croft Reserve Tawny Port and Taylor's Fine Tawny Port. enthusiasts of Cuban rums will be able to taste a Ron Caney Añejo Centuria in perfect combination with the Wide Churchill vitola of Romeo y Julieta, and a Habana Club Tributo paired with Montecristo Leyenda. Ramón Allones Specially Selected Gigantes and Prominentes vitolas will be paired with Agave Gila Tequila.

So, during this time of ode to the communion of senses, the attendees gathered for the occasion move from individual enjoyment to social exchange, from introspective and personal delight to the elegant enjoyment of conversation, and vice versa. Where the Habano and its essences, even with guests, rule.

Because smoking Habanos, in short, is a way of accepting the natural and

externalizing states of consciousness. The exhalation of smoke frees doubts, diluting them in complacency, while it acquires the most unpredictable and fleeting of forms, in inevitable route to the heights, without claiming more attention than that of the spirit of the one who provokes it or to whom it is dedicated. Without missing an inevitable evocation of Cubanness. 🍷

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# A TRIBUTE TO ELEGANCE AND EXCLUSIVITY



**COLLABORATIONS BETWEEN S.T. DUPONT AND HABANOS, S.A. ALWAYS AUGUR EXQUISITE SURPRISES FOR ENTHUSIASTS OF COLLECTING AND THE BEST PREMIUM CIGARS IN THE WORLD; THEY REPRESENT A FUSION OF HISTORY, QUALITY AND REFINEMENT THAT ELEVATE THE RESULTING PIECES TO WORKS OF ART**





**ALAIN CREVET**  
CEO OF S.T. DUPONT

**BY / IVETTE FERNÁNDEZ SOSA**  
**PHOTO / COURTESY OF S.T. DUPONT AND HABANOS, S.A.**

A luxury item on its own is considered a priceless asset. But if two iconic brands decide to merge, then a mythical work of art is created that transcends the barriers of time. That's how magical the alliances between S.T. Dupont and Habanos, S.A. tend to be. Their collaborations always promise exquisite surprises for collectors and enthusiasts of what are considered the world's best tobacco.

For more than two decades, these partnerships have been making an unparalleled contribution to the ritual of enjoying a good cigar. As Alain Crevet, CEO of the prestigious French accessories brand, has commented on several occasions, the key to creating these emblematic cobrandings lies in knowing the value of Habanos, understanding that it is a fundamentally different experience, an attitude towards life, and thus being able to honor the elegance and tradition of that universe from the history of hundreds of years of craftsmanship and innovation they count on at Dupont.



**“It was an honor for S.T. Dupont to receive a product created on the occasion of our 150th anniversary by such a prestigious brand as Montecristo”**

manage to create successful partnerships, offering products that are unmatched in terms of quality and sophistication. These products go beyond mere materiality to become works of art and sensory experiences”, he says.

**The collaboration with the Montecristo brand, which included not only S.T. Dupont's unique accessories, but also**

**the presentation of an exclusive Habanos product in tribute to the 150th anniversary of the S.T. Dupont brand was iconic. Can you tell us about the importance of this collection for your company?**

It was an honor for S.T. Dupont to receive a product created on the occasion of our 150th anniversary by such a prestigious brand as Montecristo, an iconic brand associated

He talked exclusively to Excelencia about how a smoking accessory is elevated to the category of a work of art, the inspiration behind its creators' inspiration and the novelties this solid alliance has recently unveiled.

In his opinion, it's first and foremost the teamwork, the constant human commitment associated with the creativity expressed through the emotion conveyed by their products that makes their compatibility and partnerships successful.

"Through the combination of these elements -teamwork, constant human commitment over several years and emotional creativity- S.T. Dupont and Habanos, S.A.





**Certainly, beyond its  
utilitarian purpose,  
the artistic value  
achieved through the  
collaborations between  
S.T. Dupont and Habanos,  
S.A. is undeniable**

with Habanos. Receiving a product that pays tribute to our own brand is a profound vote of confidence in S.T. Dupont, which validates the image of quality and sophistication that we embody.

This iconic collaboration underscores the trust that S.T. Dupont maintains renowned brands, especially in the luxury tobacco arena. It reinforces our position as a major player in the luxury industry, while raising awareness of

Habanos, a global reference in the world of premium cigars. Ultimately, this collection represents the fusion of history, quality and refinement, while highlighting Habanos' renown, further reinforcing our image and our commitment to excellence.

**S.T. Dupont's most recent collaboration with Habanos brands was with the legendary Partagás brand, on the occasion of its new Master Line. How was the perception of accessory enthusiasts? Do you have other collaborations in the offing?**

The perception of accessory enthusiasts was extremely positive, especially among fans of the Partagás brand. The product required a delicate balance in communication, as it introduced new blue colors, while paying homage to the rich history and origins of this famous brand through the representation of the tobacco factory.

The response from Partagás aficionados was very enthusiastic, as they appreciated the addition of the new blue tones, which added a fresh and contemporary touch to the accessories, while staying true to the Partagás legacy. The representation of the tobacco factory served as a powerful





**“We have observed that, while a cigar smoker may only need one lighter, many people have taken to collecting the various lighters in our collaborative collections”**

reminder of the brand's heritage, resonating with those who have a deep appreciation for the traditions and craftsmanship associated with Partagás.

As for future collaborations, we are continually exploring opportunities to associate our commitment to quality and sophistication. While I cannot disclose specific details at this time, you can be assured that we are dedicated to creating more exceptional collaborations that will delight accessories and luxury enthusiasts in the future.

**To what extent does the prestige and history of Habanos contribute to inspire the design of S.T. Dupont's luxury items?**

All Habanos cigars have a rich history and soul, which makes them an endless source of inspiration for our designers. We are delighted to announce that in 2024, we will present a new story with the Trinidad collection at the Habano Festival. This collection will showcase our commitment to incorporate the heritage and essence of Habanos into our luxury products, creating a truly unique and inspiring line for our most discerning customers.

**Besides the utilitarian contribution, there is no denying the great artistic value achieved in the alliances between S.T. Dupont and Habanos, S.A. Do you think this alliance has an impact on the cultural sphere and on collecting?**

Certainly, beyond its utilitarian purpose, the artistic value achieved through the collaborations between S.T. Dupont and Habanos, S.A. is undeniable. This alliance has a remarkable impact on the cultural sphere and the world of collecting. We have observed that, while a cigar smoker may only need one lighter, many people have taken to collecting the various lighters in our collaborative collections. These pieces represent a fusion of the craftsmanship and artistry of both brands, making them highly sought after by collectors and aficionados alike. The collaborations between S.T. Dupont and Habanos, S.A. have gone beyond mere functionality, elevating cigar accessories to the realm of cultural and collectible art.

**If you had to briefly define the items born from the joint work between S.T. Dupont and Habanos, S.A., how would you do it?**

As the embodiment of a shared passion for craftsmanship and history. These creations perfectly combine the artisanal expertise of both brands and pay tribute to the rich traditions and stories that inspire them. 🍷





# Habanos s.a.

## 30 ANIVERSARIO

*Totalmente a mano*





KNOWLEDGE  
AND PASSION  
AWARD



## THE CONTEST THAT HAS BEEN SUMMONING PAIRS OF AFICIONADOS FROM ALL OVER THE WORLD SINCE 2018, GAINS FOLLOWERS AND EXCITES LOVERS OF THE BEST PREMIUM CIGARS

BY / IXCHEL FUENTES  
PHOTOS / COURTESY OF HABANOS,  
S.A. AND EXCELENCIAS ARCHIVE

**A**lthough many call themselves experts, they will never be certain of being great connoisseurs of Habanos if they do not dare to participate in the Habanos World Challenge (HWC) contest.

The contest, which has been summoning pairs of aficionados from all over the world since 2018, gains followers and excites enthusiasts of the best premium cigars in the orb.

Participants strive to reach 100 points in a dispute that includes four fundamental tests: a knowledge test, blind tasting, cutting and lighting demonstration and a proposal for pairing a Habano with a drink.

The contest consists of two phases. In the first stage, each country holds a local contest to select the winning couple that will represent them, while in the second stage the jury selects the winning couple from among all the duos that make it to the grand



finale in the Cuban capital, which takes place within the framework of the Habano Festival.

In the end, the winning couple is the one with the best and most theoretical knowledge about Habanos and who, coincidentally, prove to be loyal and passionate aficionados.

For Phoenicia Trading T.A.A., exclusive distributor of premium cigars for the Middle East, Africa and Europe, the contest has contributed to the increased demand for Habanos in the region.

"HWC is a driving force for aficionados to become even more passionate about Habanos within their area", revealed Walid Saleh, CEO of the company.

The promotion of the HWC contest, he assured, has contributed to several results, but the most verifiable one is the increase in knowledge about the world of Habanos.

Also, the camaraderie among Habanos aficionados has strengthened, the list of cigars chosen by aficionados has

expanded, including references of brands that previously might not have been of their choice, he said.

Phoenicia has supported from the beginning each duo participating in the challenges, which has resulted in 3 victories by teams from the area, out of the 4 finals held to date.

The momentum of the victories, the interviewee assured, together with the motivation and support provided, gave the winning countries an additional tool to raise awareness about Habanos, as well as about the HWC.

For Argentina's Puro Tabaco distribution company, too, holding the competition is vital. "Having a global competition differentiates Habanos from other cigars, and generates interest in participating in different markets. It arouses consumers' interest in learning more about Habano culture and encourages customers to take part in the activity as a way of bonding with them", said Fabio Palazzi, its General Manager.



**Fans travel from one city to another just to watch the contest, the pairing presentations surprise us more and more and we see excellent feedback, both with the stores and with the aficionados in general**

The increase in the number of couples entering the contest every year is also an unmistakable indicator of the success of the proposal and Habanos, S.A.'s wise decision to fill a space for amateurs that did not exist until then.

Since 2021, Colombia also joined this contest for aficionados, a decision that has rapidly influenced the overall growth of the market, the fight against product counterfeiting, and achieving greater closeness with the smoker.

"Interest in our market has increased 100 percent", reveals Javier Velazco, of Caribe Imports S.A.S., exclusive distributor of Habanos, S.A. in this country. "Fans travel from one city to another just to watch the contest, the pairing presentations surprise us more and more and we see excellent feedback, both with the stores and with the aficionados in general", he adds.





## GENUINE CHAMPIONS

The latest winners of the HWC, held in 2023, were the Greek duo of Antonis Pasparakis, a marketing specialist for Phoenicia Fereos Hellas, and Efthimios Karachristianidis, who works in the field of technology.

Both agreed to talk to *Excelencias* about the gratification their victory brought them.

Although the HWC is full of unforgettable moments, the two said, the most memorable one was the announcement of the victory when they beat the Kuwaiti team.

"We remember looking at each other and saying: 'We did it, we're the champions!'"

When asked what qualities are necessary to participate in this kind of competition, they revealed that the first requirement is to love Habanos and enjoy every moment they have with them. They also recommended studying everything related to Habanos and knowing how to handle pressure, because the contest has a lot of it.

The approach to the world of the best premium cigars in the world came at different times in their lives. Efthimis, for instance, felt infected by the pleasure cigars gave his father. "When I was younger, I would watch my father smoke cigars and I was always attracted to the ritual he did before and after smoking them."

Antonis, on the other hand, gravitated towards them a decade ago, while sharing with some friends who explained about Habanos and offered him to try them. "While enjoying the aromas of the smoke, I was intrigued and tried it for the first time. I understood my friends' passion at that very moment of the first puff", he told *Excelencias*.



**Being in Cuba for the first time, and especially at the Habano Festival, is something unique. Every Habano aficionado should visit Cuba and enjoy a Habano there. You will be surprised how different it is**

Although each of them approached Habanos differently, when it came to choosing their favorite, they decided on the same one: H. Upmann Sir Winston.

Both competitors also highlighted how stimulating it was to take part in the 2023 edition of the Habano Festival.

"Being in Cuba for the first time, and especially at the Habano Festival, is something unique. Every Habano aficionado should visit Cuba and enjoy a Habano there. You will be surprised how different it is. Every minute in Cuba is a Habanos moment."

"As for the competition, it is a great honor to represent Greece. We wanted

the country's first participation in the contest to be perfect. Well..., we did our best!!!", declared the champions.

The question of how they prepared turned out to be mandatory in the conversation.

"We started with how a Habano is made. From the seed to the final cigar. Reading the book "The World of Habanos" helps a lot. Then we started with the brands. One brand at a time. First the book, then magazines, the Internet, articles from local Habano distributors and, of course, conversations with aficionados, either smoking together or over the Internet", they assured.



They also appealed to the new technological tools available such as the Habanos World Challenge app, which is a platform developed by Phoenicia with thousands of questions and offered free of charge.

They revealed that they also had a mentor from Phoenicia to guide them, both before the HWC and at every step of the competition in Havana.

**The first requirement is to love Habanos and enjoy every moment they have with them. They also recommended studying everything related to Habanos and knowing how to handle pressure, because the contest has a lot of it**

At this point, they stated that they loved the spirit of camaraderie and cultural diversity at the competition.

"This competition gave us the opportunity to meet people from all over the world, who we probably wouldn't be able to meet otherwise, and to make new friends, exchange ideas, knowledge, cultural experiences and, of course, interesting local pairings for Habanos", they explained.

**How did they face the challenge of studying all Habanos brands, bearing in mind that some may not be in their market?**

Both: Fortunately we have almost all the brands in our market. Others came into our hands through our trips to different countries. Every Habano aficionado, when traveling abroad, should visit La Casa del Habano. It is the place where aficionados know they will find something special.





As for the study, we always suggest starting with the global brands and when you feel confident that even with a blind tasting you can identify them, then you move on to the rest.

**What advice would you give to aspiring HWC winners in the future?**

Both: First and foremost, study! Being well prepared and in a good mood will help them a lot in the competition. Also, they have to control their anxiety and enjoy the moment. They should not be disappointed no matter what the result is. Even if they don't win, participating in the competition is a great victory. 🍷



2018



**RAFFI DER GARABEDIAN  
and ALEXIS TSIELEPIS**

WINNERS OF THE FIRST HABANOS WORLD CHALLENGE

**Both:** The presentation (one of the tests) is the opportunity one has to show the judges how we smokers enjoy Habanos in our daily lives. It is the underlying philosophy of why we are so passionate about Habanos, and ultimately the purpose of this wonderful competition.

2019



**AURELIO TUFANO  
and GIULIO AMATURÒ**

WINNERS OF THE SECOND HABANOS WORLD CHALLENGE

**Both:** Every time we smoke or talk about a Habano we are making culture and we are showing others a way of thinking and living, often different from our own. The HWC is the moment when each participant and team shows their love for this world.

2020



**TAREK GAMAYEL  
and FADI HAMMAD**

WINNERS OF THE THIRD HABANOS WORLD CHALLENGE

**Tarek:** I am very happy that I was able to represent the United Arab Emirates, participate and win the competition, and maybe, hopefully, one day all the multi-year winners will be able to compete against each other again.

**Fadi:** The biggest prize is to be recognized within the international smoking community and also to be an ambassador for the promotion of Habanos culture.

2023



**ANTONIS PASPARAKIS  
and EFTHIMIOS KARACHRISTIANIDIS**

WINNERS OF THE FOURTH HABANOS WORLD CHALLENGE

**Both:** Being in Cuba for the first time, and especially at the Habano Festival, is something unique. Meeting so many people from around the world and having the opportunity for a whole week to enjoy this incredible country with them.

# THE NEVER-ENDING SPIRIT OF A CITY



A QUARTER OF A CENTURY AGO, AT THE DAWN OF THE NEW MILLENNIUM, THIS BRAND WAS BORN, THE SECOND IN HABANOS, S.A.'S EXTENSIVE VITOLARIO TO HONOR A CUBAN CITY WITH ITS NAME

**PHOTOS** BY / ANA MARÍA DOMÍNGUEZ  
/ COURTESY OF HABANOS, S.A.  
AND EXCELENCIAS ARCHIVE

**F**rom soft to mild strength, with a unique aroma and a contribution to the palate of various nuances. Elegant and eye-catching. Each Habano of the San Cristóbal de La

Habana brand lives up to it. Each one is like a piece of the beautiful Cuban capital, which was honored in 1999 with the launching of this delicacy. It is a special product made entirely by hand with long filler, with binder and wrapper leaves from the prestigious tobacco region of Pinar del Río. Everywhere it goes, it rewards that spirit.

According to experts, the habilitations that identify it are among the most beautiful, refined and distinguished of the lesser-known Habanos brands.

At the beginning of the new millennium, this brand debuted with a range of four vitolas: El Morro, La Fuerza, La Punta and El Príncipe. Their names correspond to those of the fortresses



# SAN CRISTÓBAL DE LA HABANA

Habana-Cuba



that delineate a large part of the city's image, built between the 16th and 18th centuries by the Spanish crown in the imperious certainty that it had to protect one of its most precious jewels.

El Morro, in allusion to the castle of the same name, stands on a high rock at the entrance of Havana Bay, and its lighthouse still serves as a guide for ships heading towards it or bordering its shores. It reaches 40 meters above sea level and has bastions and defensive projections. Designed and built by several generations of a famous family of Italian architects, it is the most iconic of a triad that is completed with the Morro de Santiago de Cuba and San Juan de Puerto Rico.

The Castillo de la Real Fuerza, the oldest of Havana's fortresses, was the residence of several governors. La Punta, very close to the sea, which defended the entrance to the city next to the Morro; and El Príncipe, guarding its limits to the south, are also traces of an era in which the renown of the current Wonder City was earned, among other reasons, by the extraordinary majesty of these and other similar buildings.

Thus, the great Spanish metropolis bequeathed to history the most impressive and complete defensive system of a city in Hispanic America. Today, it is an indissoluble part of Havana's identity. What more reasons to decide to extend this halo of eternity and preeminence by linking it to another

San Cristóbal de La Habana El Príncipe  
(42 ring gauge x 110 mm in length).

## MORRO MURALLA

Factory Name: Paco  
49 ring gauge x 180 mm in length.

Factory Name: Rodolfo  
54 ring gauge x 180 mm in length.

## EL PRÍNCIPE OFICIOS

Factory Name: Minutos  
42 ring gauge x 110 mm in length.

Factory Name: Dalias Cortas  
43 ring gauge x 135 mm in length.

## LA FUERZA

Factory Name: Gordito  
50 ring gauge x 141 mm in length.

## PRADO

Exclusive at La Casa del Habano  
and Habanos Specialist

## LA PUNTA

Factory Name: Campanas  
52 ring gauge x 140 mm in length.

Factory Name: Pettit Pirámides  
50 ring gauge x 127 mm in length.

## MERCADERES

Factory Name: Hermoso No. 1  
48 ring gauge x 167 mm in length.

## XX ANIVERSARIO

Exclusive at La Casa del Habano

Factory Name: Capuleto  
52 ring gauge x 162 mm in length.





San Cristóbal de La Habana 1519 (57 ring gauge x 170 mm in length)

century-old history, also Cuban-Spanish, that of the Habano?

In 2004, other vitolas would follow up on this counterpoint with the foundational history of the seventh village to name some of the most populous and well-known streets of its original layout: Mercaderes, Oficios and Muralla (Merchants, Trades and Walls). In the first of them lived those who had that profession, one of the most prosperous in an important port like Havana; in the second, numerous artisans and Muralla, in the sixteenth century, was the most important of the four existing streets at that time; its name came from the defensive work that protected the ancient city by sea and by land and whose main gate led. These vitolas made up the Calles Series, designed as an exclusive product for the La Casa del Habano franchise

network. Prado was added more recently, also for exclusive distribution.

#### LUXURY, INNOVATION, EXCLUSIVITY

As has become a tradition, every year Habanos, S.A. promotes novel and limited-edition productions for different brands, unique details destined for the specialized store networks under the La Casa del Habano franchise and other distribution channels.

Their anniversaries, for instance, become ideal pretexts to surprise aficionados and Habanos enthusiasts with those jewels worthy of collectors' spirits. On the 10th anniversary of the one that pays tribute to Havana, Special Series productions and cigar humidors designed and crafted exclusively by Cuban artisans were presented. Habanos, S.A. then launched volume IX of the

## THE CONDE DE VILLANUEVA INN

The Conde de Villanueva Inn, on Mercaderes Street in Old Havana, was inaugurated on February 24, 1999, during the first edition of the Habano Festival. It was precisely at that event that the San Cristóbal de La Habana Brand was launched.

The former mansion of Claudio Martínez de Pinillo, Count of Villanueva, was built in 1714 around a beautiful square inner courtyard.

Turned into a charming lodging, the Hostal Conde de Villanueva was designed for Habano lovers. Its nine rooms are named after some of the most famous tobacco plantations in the country. In its premises we find a Casa del Habano, where the most renowned brands are sold in a variety of vitolas and there, in a private lounge, they can be tasted, with personalized service and in a cozy atmosphere.

A curious note in which the reason for this identification of the inn with the Habano is found is that its former owner was a true promoter of the sales of this product and of the introduction of the railroad in Cuba, in 1837, for the service of transportation of sugar.

This Havana inn is an ideal space for the enjoyment of one of the most internationally renowned local products, while the beautiful stained glass windows, period decorations and colonial beauty allow us to connect emotions and feelings in perfect harmony with the city that inspired the delight of San Cristóbal de La Habana.



**San Cristóbal de La Habana 20th Anniversary (52 ring gauge x 162 mm in length), was launched in 2019, during the 21st edition of the Habano Festival**

Colección Habano, made up of a special case called Estuche O'Reilly Elegante, with the O'Reilly vitola (56 ring gauge x 160 mm in length), specially designed for this series of 1,000 replicas, with 20 units.

A decade later, the coming of age of this brand would coincide with the great celebration of the five centuries of the emblematic city that surrounds it. The presentation of an edition of 500 luxurious San Cristóbal de La Habana 20th Anniversary humidors, each containing 100 Habanos of the San Cristóbal de La Habana 1519 vitola (52 ring gauge x 162 mm in length), made for the occasion and never before seen in the brand's portfolio, as well as the incorporation of the special San Cristóbal de La Habana 20th Anniversary vitola, were part of the tributes that would be lavished on this aged lady of the insular Caribbean during the 21st edition of the Habano Festival.

On this new anniversary, the Habano Festival is once again the stage chosen to pay tribute to the brand with the presentation of a limited and exclusive production of 5,000 "25th Anniversary" humidors that will be marketed worldwide. Inside 50 Habanos of unique dimensions within its portfolio (54 ring gauge x 164 mm in length), made for the occasion.

And what is there left to say about this tribute-inspiration that has become a cult work for smokers and Habano enthusiasts, if not that it has been an open portico to a large, intimate and seductive inner courtyard, the promise of an evocative and nostalgic, romantic and glamorous journey, always returning to the warm bosom of Noble Havana? 🍷

**\*Protected Appellations of Origin (P.A.O.)**



# ROMANCE IN HAVANA TEMPO

BY: LEONEL NODAL

PHOTOS: COURTESY OF HABANOS, S.A. AND EXCELENCIAS ARCHIVE

**I**t'll be captivating to discover that legend, step by step, as you stroll Havana's streets. All you have to do is go deep into the colonial city and start that journey back in time from the Temple, the foundational site.

First relevant fact: it was in 1519, on November 16, St. Christopher's Day. The new settlement, on the western shore of the bay, received its name, but the surname "de La Habana" came with the passage of time, from the nearby chiefdom of Habaguanex.

Today, a brand of seductive Habanos consecrates the name of what was then still unknown that, almost a century and a

**APPROACHING THE HABANO IN HAVANA IS A UNIQUE AND FASCINATING EXPERIENCE. IT DOESN'T MATTER IF YOU SMOKE OR NOT. THE RELATIONSHIP OF THIS UNIQUE PAIR OF ENTHUSIASTS WILL BE PEPPERED WITH SO MANY CURIOUS EPISODES THAT VERY FEW CAN RESIST THE DESIRE TO KNOW THEIR STORIES AND REVELATIONS**







**Craftsmanship of universal scope. A sign of a nation's identity. Habanos will become conquerors of the distant European regions of the first discoverers of their secret powers**

half later, it would receive the royal title of capital of the colony.

After a long and legendary relationship, tinged with moments of conflict and reconciliation, the city, captivated by the indescribable pleasures of the aromatic leaf, will take it to its chambers and give its name to a prodigal son of that union with the men who cultivate it in faraway fields and who transform it into works of handmade art on their urban estates, sometimes on the sly.

Craftsmanship of universal scope. A sign of a nation's identity. Habanos will become conquerors of the distant European regions of the first discoverers of their secret powers. As centuries went by, they would invade the halls of their royal palaces and any social venue boasting the highest touch of distinction to top off the most sublime dinner or social gathering.

Going for a walk through the narrow streets and squares of Old Havana, stopping at the book and antiques fair near the Plaza de Armas, peeking into the handicraft stores, bars and cantinas, some of them world-famous like La Bodeguita del Medio or El Patio, and others of a familiar character, will allow you to gather the living testimony of the arrival to the thriving port city of the bundles of tobacco leaves packed in palm leaves, to be shipped to the factories of the Metropolis, initially owner of the monopoly of world trade and invoicing.

The traces are there, in the tiles on the walls that indicate the existence of a Tobacco Museum, or a Bar-Restaurant





From the village of San Cristóbal de La Habana, Habanos set out to conquer the world.

installed in what used to be the Leaf Warehouse, next to the docks; or perhaps in a small palace converted into a thematic Inn, where a Habano twister at the entrance welcomes you.

And above all, you will see it in the hands of distracted old people absorbed in their memories, seated in the parks or at the tables set up in the portals and squares; or on the lips of men and women of distinguished bearing, who are having their after-dinner conversation at the end of a delicious Creole dish.

If you look closely, you'll notice that those men and women you've seen indulging in a Habano treat it like a cherished item, almost a cult object. They observe it, examine its combustion,

caress it between their fingers and lips, savor it, gently draw until the smoke fills their mouths, and then they hold it—not inhale—savoring it like a sip of wine or coffee. They exhale slowly, in a ritual akin to that of deities, a matter of faith. An exercise of free will. This is how the most seasoned Habano enthusiasts in Havana engage with it.

Musicians, singers, visual artists, novelists, poets—in all arts, the mysterious leaf sprouts with its natural subtlety.

Despite growing to fullness in the western Pinar del Río, it earned its title of nobility in the port city of departure to the world. It flooded its streets, transformed houses and stately residences into cigar shops, hand-rolling workshops, where men and women pour skill, love, and passion into a craft that is an unparalleled universal art—a pleasure for the wise, world leaders, doctors, creators, or simple admirers of its qualities, evoking a city bathed by the sea that enamors at first sight. 🍷

**Musicians, singers, visual artists, novelists, poets—in all arts, the mysterious leaf sprouts with its natural subtlety. Despite growing to fullness in the western Pinar del Río, it earned its title of nobility in the port city of departure to the world**







## When Excellence Marks Your Days

*What better scenario than the 24th edition of the Habano Festival to present the new Cohiba Cigarrillos in its most select Original and Embajador versions*

### COHIBA CIGARRILLOS

flows to the rhythm of the new times under the seal of Empresa Mixta Brascuba Cigarrillos S.A. and reaches the consumer with a refined and minimalist visuality of packaging and tip, which reinterprets the conventional codes of the brand to offer us a sharper set of elements, where color prevails and the iconic Cohiba Indian is highlighted as an indelible seal of authenticity and elegance.

Inside, a recipe made with 100% Cuban raw material from the Pinar del Río region, jealousy selected by expert hands, which, after an exquisite process of refinement and the magic of perfect blenders, is transformed into a product of proven international quality.

Cohiba Original, in dark and elegant packaging with beveled edges, represents the experience in the elaboration processes of this exquisite cigarette, while preserving the unmistakable aroma of black notes and the authentic Cuban flavor.

Meanwhile, Cohiba Embajador, with its delicate tropicalized blond flavor, becomes a classic world-class cigarette, which exhibits in all its expression the new orange design, in stark contrast to the brand's iconic black Indian.

To achieve such attributes, the new versions are the result of the most exquisite market research to identify those opportunities in terms of image and recipe that make Cohiba cigarettes today, sensorially superior products and

designed for the taste of our most select customers.

In this way, Cohiba Cigarrillos plans to expand its global visibility as the leading brand in Brascuba Cigarrillos S.A.'s export portfolio, a trajectory that has been consolidated since the granting of the license to use the brand by Corporación Habanos, S.A. and its first launch in the Mexican market in 2003.

Its market channels are constantly expanding, backed by the Authorized Economic Operator certification that accredits Brascuba to strengthen ties in a secure international trade environment. Nations such as Mexico, Vietnam, Qatar, China and Spain join more than twenty traditional clients in Europe, Asia and the Middle East.

The authenticity and refinement of this cigarette also make it the perfect experimentation for tourists who enjoy the eclectic Cuba, with its classic essences and modern vision.

For those who persist in the search for uniqueness, the route is Cohiba Cigarrillos: a perfect balance of excellence and enjoyment that distinguishes every day.

Credit: Brascuba Cigarrillos S.A.

  
**HECHOS DE  
CUBA**



**FOR OVER THREE DECADES, THE CASAS DEL HABANO HAVE BEEN KEY IN THE MARKETING OF THE MOST VALUED PREMIUM CIGARS IN THE WORLD AND IN THE INTERNATIONAL PROMOTION OF THE CULTURE THAT SURROUNDS THEM**

# THE PLACE THE ART THE ART OF GOOD SMOKING CALLS HOME

**BY: CAMILA FONSECA**  
**PHOTOS: MAYKEL ESPINOSA, EXCELENCIAS ARCHIVE**  
**AND COURTESY OF HABANOS, S.A.**

A piece of the world's best vegas dwells in the more than 150 luxury boutiques known as Las Casas del Habano (LCDH), present in more than 50 nations, where they are appreciated as sanctuaries of the most authentic traditions associated with Habanos.

The most important concentration is found, in this order, in Europe -where Habano consumption is more loyal- and the Americas, followed by the Middle East and Africa, and then Asia, a market where the taste for this product has rapidly grown with a lot of potential. Cuba leads the world with the largest number of franchises, as it owns about 12% of the total, with a presence in six of the country's provinces and in some of the main tourist resorts.

On a date as special as the celebration of the 30th anniversary of Habanos, S.A., it is essential to take a look at the history of these good-smoking establishments,





HABANO





with a successful business model and a total commitment to Habano aficionados from all over the world, because they have become a key element in the expansion of the prestige of one of the most famous brands in the world with a denomination of origin.

Everything at LCDH gives the sensation of having arrived at a special place. The same light, the same comfort and the same elegance mark the style of each one, wherever the Habanos enthusiast asks for them.

The six global brands: Cohiba, Montecristo, Partagás, H. Upmann, Hoyo de Monterrey and Romeo y Julieta preside over the wide selection of Habanos available, where you can also find Regional Editions for some markets, Special Productions for the franchise network, Habanos Special Productions, as well as the rest of the standard portfolio.

Inside, the most attractive spaces include the Tasting Room, where you can enjoy the product in comfort; the store, where, in addition to Habanos, there are accessories for smokers and other 100-percent Cuban products such as coffee and several brands of rum; and the walk-in humididor, where Habanos are kept in optimal temperature and humidity conditions.

There is also a locker area for those who need to keep their Habanos safe for a while, and some of them have private VIP lounges and bar service.

One of the great experiences at many LCDHs is to enjoy the presence of a cigar roller on site. You talk to them, interact with them, and some customers even try to learn the art of leaf twisting.

The overall identity of Casas del Habano includes specialized attention to the consumer. In the opinion of many experts in this business model, Habanos lead the way.

The LCDHs are also the places par excellence to launch the industry's novelties aimed at consumers in mature or emerging markets where knowledge can still grow.



## Casas del Habano have played a key role in the expansion of the prestige of one of the world's most famous brands with an appellation of origin

### ALSO GOOD BUSINESS

There is a consensus that the franchise system, through its work in promoting Habanos, has been vital in boosting Cuba's place in the world's gourmet ecosystem. Through the promotion of this Cuban artisanal jewel, it has contributed to position its planting, processing and production areas as a must-see destination for anyone visiting the island.

In terms of commercial strategy, the network of specialized centers has made it easier for Habanos, S.A. to reach consumers directly, making it possible for Habanos, S.A. to delve deeper into market demands and trends in terms of brands and formats. This is an element that experts in the field, such as

Néstor Varela, former director of the franchise, value as one of its greatest successes.

In addition, it has managed to strengthen communication channels with the so-called retailers, considered the most important players in its market, due to their experience in the retail marketing of premium tobacco, with a loyal and expert clientele.

Added to all this is the importance of franchises for Habanos, S.A.'s network of Exclusive Distributors, who consider them as their most important customers and have them as a priority for the purchase of Habanos, S.A.'s portfolio novelties, in addition to the products designed exclusively for them.

When you ask a retailer why he would bet on a project like this one, his answers include a sentimental and intimate component, which seems to be the powerful motive for ultimately embarking on this kind of adventure: reverence for a unique product in the world, capable of weaving a universe of complicity, experiences and alliances around itself.

This is the belief of Mohammed Mohebi of LCDH in Dubai, for whom the Habano, more



than a product, is an emotional extension of everyone, there for moments of success and celebration, but also for less fortunate ones.

Alain Proietto, from LCDH in Lugano ST. Moritz, Switzerland, defined these stores as "a dream come true, the fruit of a deep passion and a great love for Cuba and Cuban tobacco". José Miguel Salvador, founder of the franchise in Chile, sees the network as "a family that is highly respected worldwide", "that cooperates with each other and helps each other".

Love for Cuba, its tradition and its Habanos would also be the driving force behind the first LCDH, founded on December 1, 1990 in Cancun, Mexico, by Max Gutmann and Rodolfo Velasco, two friends who shared among their complicities a declared weakness: enjoying a good Habano.

Gutmann, who admits he was impressed by Habanos when he first tried a Partagás Lusitania Doble Corona and then a Hoyo de Monterrey Epicure 2, describes that first place as "small in size, but big in content", a space that would make up for the lack of Habanos in Mexico at that time and his passion for them. He did not imagine then that by taking on this challenge he was opening a new route for Habano in the world.

The project has had to overcome other challenges over the years, among them maintaining the line of exclusively selling Cuban products, which at some point in the 1990s was questioned in several markets, or the increasingly strict anti-smoking measures, which directly limit the business model, focused on offering visitors a unique experience of acquiring and enjoying Habanos in enclosed spaces.

However, the number of openings is increasing every year.

Each Casa del Habano around the world is a piece of Cuba surrounded by a few walls, from which visitors will take not only the smell and taste of tobacco or the taste of Havana Club rum, but also the unforgettable sensation of having been in a place designed for them and to which they will definitely have to return. 🍷



# Habanos s.a.

## 30 ANIVERSARIO



HABANA CUBA  
1974 - 2024

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## THANKS


Habanos, S.A. would like to especially thank everyone who provided their esteemed and valuable collaboration in the celebration of the Habano Festival.



# SAN CRISTÓBAL DE LA HABANA 25 ANIVERSARIO



**25** Aniversario is an exclusive and very limited production of 150 humidors marketed in honor of the 25th anniversary of the San Cristobal de La Habana brand. This vitola, with a thick ring gauge and unique dimensions within the brand's portfolio, is presented to the market in a humidor designed exclusively for this launch.

These 50 Habanos have been made "Totally handmade with Long Filler", after a careful selection of wrapper, filler and binder leaves from the most prestigious area, Vuelta Abajo\*, in the region of Pinar del Río\*, Cuba\*. 

**\*Protected Appellations of Origin (P.A.O.)**





**BRAND**

San Cristóbal de La Habana

**MARKET NAME**

25 Aniversario

**FACTORY NAME**

Sublimes

**DIMENSIONS**

54 ring gauge x 164 mm in length

**PRESENTATION**

50-unit special humidor



# D'ORSAY SPECIAL

## IN HONOR OF THE BRAND'S 50TH ANNIVERSARY



**D**'Orsay Special is an exclusive production in limited quantities marketed worldwide in tribute to the 50th anniversary of the Quai D'Orsay brand.

This is a vitola with a thick ring gauge and unique dimensions within its portfolio, which will be presented in a special 20-cigar box designed exclusively for this commemorative launch. In addition, a gift box of 5 units will also be available for sale, also designed for the occasion and in limited quantities.

The Especial D'Orsay vitola not only pays tribute to the brand's legacy, but also encapsulates the dedication to quality that has distinguished Quai D'Orsay throughout its

five decades of existence. This vitola not only celebrates the past, but also symbolizes the brand's ongoing promise to deliver unique and exceptional experiences. Each Habano thus becomes a living testament to half a century of artisanal perfection and a tribute to Cuba's rich tobacco heritage that has been the source of inspiration for Quai D'Orsay's excellence.

These Habanos have been made "Totally Handmade with Long Filler", after a careful selection of the wrapper, filler and binder leaves from the most prestigious area, Vuelta Abajo\*, in the region of Pinar del Río\*, Cuba\*.

**\*Protected Appellations of Origin (P.A.O.)**

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#### BRAND

Quai D'Orsay

#### MARKET NAME

Especial D'Orsay

#### FACTORY NAME

Sobresalientes

#### DIMENSIONS

53 ring gauge x  
153 mm in length

#### PRESENTATION

20-unit special case and  
5-unit gift box



50  
ANOS  
QUAL  
D'ORSAY

HABANA CUBA

1974 - 2024