

March 4<sup>th</sup> 2017

19<sup>th</sup> Habano Festival

## MUSIC, GLAMOUR AND THE MOST EXCLUSIVE MONTECRISTO STAR IN THE CLOSING GALA OF THE 19<sup>TH</sup> HABANO FESTIVAL

- The gala evening included the presentation of the **Línea 1935**, with three new vitolas, making it the prestigious brand's most premium offer yet
- A total of 1.265.000 euros were raised at the traditional Humidores Auction marking a high point in the festival's closing ceremony
- **Ara Malikian** and his musicians along with internationally acclaimed Cuban artists provided the music and artistic virtuosity during the Gala Evening

*Havana, March 4<sup>th</sup> 2017*

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

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

The Habanos in this new line have been carefully made *Totalmente a mano con Tripa Larga* (Totally by Hand with Long Filler) following a selection of exquisite filler, binder and wrapper leaves from the grassy plains of Vuelta Abajo\* (Pinar del Río\*), the land where the best tobacco in the world grows. The **Línea 1935** comes with a **full strength flavour** blend for the first time in the Montecristo brand, and complements the medium to full strength flavour of its Línea Clásica and Línea Edmundo lines as well as the medium strength flavour blend of its Línea Open.

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

The traditional Humidores Auction once again provided the finishing touches to a highly successful Festival. On this occasion the usual humidified cigar boxes put up for auction from brands such as Cohiba, Montecristo, Romeo y Julieta, Partagás, Hoyo de Monterrey and H. Upmann, were accompanied by an exquisite Bolívar-branded humidified cigar box, commemorating its 115<sup>th</sup> anniversary. The auction of seven lots raised a total of €1.265.000, which will be donated in full to the Cuban Public Health System.

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The **2016 Habano Awards** prize giving ceremony was also held during the course of the evening. **Gordon Mott**, journalist and freelance writer for the *Cigar Aficionado* magazine received the award in the **Communication** category. **Edward Sahakian** was awarded in the **category of Business**, in recognition for his work developing the Habano cigar market in the UK, and **Josefa Acosta Ramos**, with over 60 years' dedication to the tobacco industry in Cuba, was the winner in the **Production category**.

**Puro Tabaco** (Chile), with its representative **Felipe Rojas**, was unanimously voted the winner of the **XVI Edition of the International Habanosommelier Contest**. **Slavomir Marek Bielicki** (United Kingdom) and **Krystian Hordejuk** (United Arab Emirates) were the runners-up in second and third place respectively. The finalists were faced with a practical Habano cutting and lighting test and a descriptive tasting and pairing session with different beverages, including the most well-known international cocktails, following in the footsteps of last year's 2016 special edition.

This yearly event celebrating the world's finest tobacco has reached **a milestone in its history, reuniting in its 19<sup>th</sup> edition more than 2,000 participants from over 50 countries**, who were able to see and experience the most significant global launches of Habanos first hand.

## **Corporación Habanos, S.A.**

**Corporación Habanos, S.A.** is the world leader in the commercialisation of premium cigars both in Cuba and the rest of the world. It has a network of exclusive distributors present in five continents and in over 150 countries.

Habanos, S.A. commercialises 27 *Premium* brands made *Totalmente a Mano-Totally by Hand-* under the **Protected Denomination of Origin (D.O.P.)**, including important brands such as **Cohiba, Montecristo, Partagás, Romeo y Julieta, Hoyo de Monterrey and H. Upmann**, among others. After over 200 years, Habanos continue to be made *Totalmente a Mano- Totally by Hand* and have been a benchmark for the entire world ever since.

For further general information: [www.habanos.com](http://www.habanos.com)

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