

February XX, 2017

XIX Habano Festival

THE XIX HABANO FESTIVAL PRESENTS A COMPLETE PROGRAM DEDICATED TO THE KNOWLEDGE AND ENJOYMENT OF THE HABANOS

- At La Habana everything is ready to welcome the attendees for the XIX edition of the Festival
- The attendees will have the opportunity to visit two recognized Habano factories: La Corona and H. Upmann
- This year the International Habanosommelier Contest celebrates its XVI edition with the participation of outstanding Habanosommeliers from all around the world

La Habana, February 20th 2017

Only one week to the opening of the **Habano Festival**, the organization it's preparing the last details for its 19th edition, full of activities and initiatives so that the attendees can learn more about the Habano culture and enjoy the latest news about this product. All this, with the participation of outstanding national and international musical stars. For five days, from **February 27th to March 3^{er}**, this annual event dedicated to the Habanos will bring together attendees from more than 50 countries. The participants will be able to see the world's most important releases for this year in a select and inspiring environment.

The Festival will have its most festive beginning with the Welcome Evening, dedicated to **H. Upmann** and its **Gran Reserva Cosecha 2011**. Founded in 1844, this is the first Gran Reserva from this prestigious brand. The evening, will be celebrated in the beautiful and historic venue, Club Habana, which it's located at the ocean's edge, on the west coast of the city. During the evening, international artists will perform musical presentations.

The middle of the festival will be the **Dedicated Evening to Quai D'Orsay**, the brand with French name and Cuban origin and flavour. During this evening the brand will present important releases to its regular product portfolio. This event will be celebrated on March 1st in the El Laguito Reception Hall.

The closing event will be the **Gala Evening** dedicated to the **Montecristo** brand and its important releases to its product portfolio. This event will be celebrated on March 3^{er} at Pabexpo, this evening will conclude with the presentation of the **Habanos Awards 2016** and the traditional **Humidors Auction**, in which all proceeds are donated to the Cuban Public Health system.

This year the **International Habanosommelier Contest** celebrates its XVI edition. This is one of the most representative activities during the Habano Festival, in which Habanosommelier from all around the world will demonstrate their knowledge and skills with the Habanos.

Also, the participants of the XIX Habano Festival will have the opportunity to attend the **International Seminar** that as all festivals, will include interesting conferences about the Habano.

Also in this edition the attendees will have the opportunity to visit the tobacco plantations in Vuelta Abajo, Pinar del Río, this plantations are part of Protected Denominations of Origin "Habanos". Additionally, during this visits it will be explain the Habano elaboration process *Totalmente a Mano - Totally by Hand*, at the outstanding **La Corona and H. Upmann**.

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About 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. Habanos are the only cigars that, after over 200 years, continue to be made *Totalmente a Mano- Totally by Hand*, and have been a benchmark for the entire world ever since.

Para further information: www.habanos.com

For further press information:

Habanos, S.A.:

Daymi Difurniao (ddifurniao@habanos.cu; Tel.: 5372040513, Ext. 565)

Young & Rubicam:

Cristina Andreu
Alberto Jiménez

Tel: 609 46 44 05
Tel: 683 70 15 64

press.habanosfestival2017@yr.com
press.habanosfestival2017@yr.com