

February 26th 2020

22nd Habanos Festival

LA CASA DEL HABANO CELEBRATES ITS 30TH ANNIVERSARY

- **La Casa del Habano, the Habanos, S.A. international network of franchised specialist stores present in more than 60 countries, celebrates its 30th Anniversary this year.**
- **Juan López Selección Especial, is the vitola selected by Habanos, S.A. in 2020 in commemoration of the 150th years of the brand and the 30th anniversary of creation of La Casa del Habano franchise network.**
- **The Habanos Festival reaches its halfway point and Habanos, S.A. presents Montecristo Herederos on the brand's 85th anniversary.**

La Habana | February 26th 2020

The XXII Edition of the Habanos Festival commemorates a very special date this year: the 30th anniversary of the birth of La Casa del Habano, the highly specialized international chain of stores in the sale, preservation and promotion of Habanos and their culture. For this reason the Festival's second outstanding evening, marking the halfway point of the event, is dedicated to celebrating these three decades of existence. The Laguito Protocol Hall will host this tribute with a gala dinner for its guests. The evening will be dedicated to ensuring the thorough enjoyment of aficionados attending, and will be accompanied by the finest Cuban gastronomy, with performances from renowned international artists.



To celebrate this anniversary, Habanos, S.A. present Juan López Selección Especial (ring gauge 52 x 170 mm length) has been specially released with 25 Habanos of unique dimensions and a pleasant smoke. All made Totalmente a Mano con Tripa Larga, - Totally Handmade with Long Filler, after a careful selection of the wrapper, filler and binder leaves from the famed vegas of the most prestigious area of Vuelta Abajo*, in the region of Pinar del Río *, Cuba* and produced by expert Cuban torcedores- cigar rollers. Juan López Selección Especial will only be distributed in the La Casa del Habano Franchise network.

In addition, during this evening event, we will also pay tribute to the Montecristo brand, one of the most recognized brands within the Habanos portfolio, in commemoration of its 85th Anniversary, with the presentation of the new Herederos vitola (ring gauge 47 x 162 mm length), which is presented in a special box of 20 Habanos exclusively for this chain of specialized La Casa del Habano and Habanos Specialists stores.

La Casa del Habano is the international network of specialized stores under franchise, dedicated to the enjoyment and culture of Habanos. The network, present in more than 60 countries, has 155 stores that constitute a platform for launching new products and that play a key role in the development of emerging markets.



***Protected Appellations of Origin**

Press Release

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Corporación Habanos, S.A.

Corporación Habanos, S.A. is the world leader in the premium cigar market (Handmade cigars), sells Habanos in both Cuba and the rest of the world. To this end, it has an exclusive distribution network, with presence in more than 150 countries across the five continents.

Habanos, S.A. markets 27 Premium brands produced Totalmente a Mano (Totally Handmade) and covered by the Protected Appellations of Origin (A.O.P.), including Cohiba, Montecristo, Romeo y Julieta, Partagás, Hoyo de Monterrey and H. Upmann, among others. Habanos cigars have been made Totalmente a Mano (Totally Handmade) for more than 200 years, and since the beginning have been a benchmark for quality all over the world.

For more information, please visit:

www.habanos.com

https://www.instagram.com/habanos_oficial/

https://twitter.com/Habanos_Oficial

https://www.youtube.com/channel/UCstGLy96wdZG7eCM4855_DA

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