

February 29th 2020

22nd Habanos Festival

LA CASA DEL HABANO CELEBRATES ITS 30TH ANNIVERSARY

The event welcomed 1,200 guests and hosted the Habanos Awards as well as the traditional Humidors Auction

The famous singer Gloria Gaynor performed in the final evening concert, marking a glittering end to the XXII Habanos Festival

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The XXII Habanos Festival culminated this edition with the Gala Evening, marking a glittering end to a week packed with activities for lovers of the world's best tobacco, arriving from 60 different countries around the globe.



In this year's edition of the traditional Humidors Auction five humidors from some of the most prestigious Habanos brands were auctioned, together with a special humidor donated by Simon Chase family to Habanos. The auction has raised the historic amount of 4.270.000 € with all proceeds going entirely to the Cuban Public Health System. For the first time in this traditional auction a humidor from the Cohiba brand reached 2.400.000 €.

The Gala Evening, which marked the end of the Festival, paid tribute to the 145th Anniversary of the Romeo y Julieta brand, presenting its three new vitolas in a new line, Línea de Oro. Attendees had the chance to taste, exclusively, the three new vitolas that make up the brand's most Premium line: Hidaigos (57 ring gauge x 125 mm length), Nobles (56 ring gauge x 135 mm length) and Dianas (52 ring gauge x 145 mm length).

Throughout the evening, held in Pabexpo in the city of Havana, over 1,200 guests enjoyed an outstanding musical line-up headed by the famous international artist and pop icon, Gloria Gaynor, as well as other performances including Camerata Guido López and the Maestro Patterson Orchestra, Director of the Cuban Radio and Television Orchestra. In addition, there were artistic performances in different genres by major talent, including the Company led by Santiago Alfonso, winner of the 2006 Cuban National Dance Award, and the great Vengsay Valdés, Director and first dancer of the Cuban National Ballet.

The closing ceremony also hosted the Habanos Awards with Alexander Avellar receiving the prize in the Communication category, Jean Claude Reichling winning the award in the Business category and Servilio Jesús Córdova Torres in the Production category, respectively.

Also, the winning couple of aficionados of the III Habanos World Challenge International Contest were Tarek Gamaye and Fabi Hammad, from the United Arab Emirates.

***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

For further information for the press:

Burson Cohn & Wolfe: press.habanos@yr.com

Izaskun Martínez

Carla Lladó

Tel: +34 670 09 40 74

Tel: +34 669 54 69 09

Habanos, S.A.: Habanos Comunicación habanoscomunicacion@habanos.cu Tel. 5372040513 ext. 565