

WITHIN THE FRAMEWORK OF THE 520TH ANNIVERSARY OF TOBACCO DISCOVERY THE XIV HABANOS FESTIVAL WILL BE HELD

The event, taking place on February 27th till March 2nd, 2012, will pay special tribute to two prestigious Habanos brands: **Cohiba** and **Romeo y Julieta**.

On January 10th, 2012 the registration period will be opened to be done only at Habanos Website www.habanos.com

Havana, January 5, 2012- From February 27th till March 2nd, 2012, Cuba, once more, will be the venue of the largest international gathering of enthusiasts of the best tobacco in the world. In this occasion, the event will pay special tribute to two prestigious **Habanos*** brands: **Cohiba** and **Romeo y Julieta**.

The participants, coming from more than 60 different countries, will have the pleasure of enjoying in exclusive the new vitolas to be launched by **Habanos s.a.** in 2012, and of discovering the roots and secrets of centuries-long tradition in Cuban tobacco. **Habanos s.a.** invites you to enjoy a week of pleasure and delight among the friends who have one thing in common: the passion for **Habanos***.

The **Habanos Festival** program offers its traditional activities, the visits to the best tobacco plantations in **Vuelta Abajo***, **Pinar del Rio*** and to emblematic Habanos factories in **Havana***, seminars, tastings and marriages, the international Habanosommelier contest, the Master Class on the cigar rolling technique and the new Habanos blind tasting.

As a **novelty in this edition** the Habanos Corporation s.a. has announced the **International Contest "Habanos in Images"** addressed to producers of audiovisual work related to the Habanos. It is aimed at promoting the knowledge and spreading the work of tobacco farmers, cigar rollers and other professionals who take part in the process of Habanos making.

The **Welcoming Evening, dedicated to Cohiba brand**, will open this week with an exclusive concert at **Karl Marx theatre** by the prestigious Cuban singer **Augusto Enriquez with his international guests Phil Manzanera and Jack Bruce**, which will present a show called "ECLECTIC-US", a mixture of different influences and Cuban musical styles, *son, rumba, bolero, rock and Afro-Cuban jazz*.

The subsequent cocktail will take place at **Cristino Naranjo Club**, a privilege place next to the sea in which any event has taken place so far.

On Wednesday 29th there will be a dinner to commemorate the **520th Anniversary of the discovery of tobacco in Cuba** by the Europeans at the Museo de Bellas Artes. During this event it will be tasted the marriage of a Habano specially made for this occasion and the best gastronomy inspired in the exchange resulted of the cultures mixture from the discovery of 1492.

The closing of the Festival will take place on Friday evening, March 2nd, with the **Gala Dinner dedicated to Romeo y Julieta brand**. The event will be a tour for the history of this brand, originated in 1875, which in its more than 135 years of history has been adapted to the times to continue being one of the most appreciated. The **Humidor Auction for the benefit of the Cuban Public Health System** will closure this edition of the XIV Habanos Festival.

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*(D.O.P.) Protected Appellations of Origin.

For more information about the inscription please visit: www.habanos.com

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