

11 of February 2019



XXI Habanos Festival

THE XXI HABANOS FESTIVAL KICKS OFF

- **Havana, which celebrates its 500th anniversary, is ready to host the XXI Habano Festival, which will begin on February 18th with a great Welcome Evening and conclude on February 22nd with the traditional Gala Dinner.**
- **During the Festival, two undisputed stars: the Trinidad brand, celebrating its 50th Anniversary and the San Cristóbal de La Habana brand commemorating its 20 years.**
- **Hoyo de Monterrey presents its first Gran Reserva Cosecha 2013 with its iconic Double Coronas vitola.**

La Habana | February 11th 2019

Havana, the Cuban capital, considered wonder city and that is celebrating its 500th Anniversary, is getting ready to host once again the XXI Habanos Festival. The biggest international event for lovers of the world's best tobacco, the Habano, will be held from 18th to 22nd February. Enthusiasts of this unique product from all corners of the world will participate in a Festival that will see the San Cristóbal de La Habana, Hoyo de Monterrey and Trinidad brands taking centre stage.

Attendees at the XXI Habanos Festival will enjoy a comprehensive five-day programme full of activities designed to explore the origin, production and various other aspects of the Habanos culture. This will be a week entirely devoted to the knowledge and enjoyment of Habanos and other exclusive products, in which attendants from more than 60 countries are expected. The Festival includes tours of plantations in Vuelta Abajo*, in the Pinar del Río* region, considered to be the best land in the world for growing tobacco, as well as visits to the factories responsible for producing this year's biggest launches. Other highlights include three evenings of the best live music from renowned international artists, the finest gastronomy in Cuba, Habanos tastings and a wide range of beverages from different corners of the world.

The Trade Fair and, particularly, the Welcome Evening, will mark the start of the Habanos Festival on 18th February. The Trade Fair is the meeting and interchange point for professionals in the tobacco industry worldwide, exhibitors from other luxury goods manufacturers, as well as craftspeople, artists and manufacturers of smoking paraphernalia and gourmet products. The Welcome Evening, held in the Antiguo Almacén de la Madera y el Tabaco at the Havana port, will pay tribute to San Cristobal de La Habana brand for its 20 years, and to the city of Havana for its 500th Anniversary.

The programme will also feature master classes and keynote speeches, led by recognised experts in the world of Habanos at the International Seminar, to be opened on Wednesday, 20th February. The XXI edition of the Habanos Festival will organise, for the second year in a row, the Habanos World Challenge, that tests the general knowledge of the Habano in its different production phases, -from how it is grown, produced and later enjoyed-, based on a series of challenges that aficionados from different countries will have to overcome throughout all the contest's stages (competition rules published at www.habanos.com)

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The evening dedicated to Hoyo de Monterrey Gran Reserva Double Coronas Cosecha 2013 will be held at the El Laguito Reception Hall on Wednesday 20th de February, with a cocktail dinner for 800 guests in one of the biggest events designed for the enjoyment of aficionados of the most prestigious premium cigars in the world.

The Gala Evening, held on February 22nd, will be the grand finale to the Festival and will pay tribute to the 50th Anniversary of the Trinidad brand. This will be an evening full of surprises with an outstanding musical line-up. The event will conclude with the Hombre Habano Awards and the traditional Humidors Auction, with all proceeds going to the Cuban Public Health System, as is customary.

* Protected Appellations of Origin

Corporación Habanos, S.A.

Corporación Habanos, S.A. is the world leader in the commercialisation of Premium cigars both in Cuba as in the rest of the world. It has a network of exclusive distributors present in five continents and in over 150 countries. For further information, please see www.habanos.com

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.

For further information: www.habanos.com

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