

13 of February 2020



XXII Habanos Festival

THE XXII HABANOS FESTIVAL OPENS

Havana is getting ready to host the XXII Habanos Festival, which will begin on the 24th of February with a big Welcome Evening, and will end on the 28th of February with the traditional Gala Dinner.

The brands taking centre stage during the Festival will be; Bolívar, Montecristo, which celebrates its 85th anniversary, and Romeo y Julieta, for its 145th anniversary.

La Casa del Habano, the Habanos, S.A. international network of franchised specialist stores present in more than 60 countries, will celebrate its 30th anniversary this year.

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Havana is hosting the XXII Habanos Festival, the largest international event for aficionados of what is considered to be the finest tobacco in the world, Habanos, which will be held from the 24th of February to the 28th. The event will be attended by enthusiasts of this unique product from all over the world, with the Bolívar, Montecristo and Romeo y Julieta brands taking centre stage.

Attendees at the XXII Habanos Festival will enjoy a complete five-day activities' program for finding out about the origin, production and various aspects concerning the culture of Habanos. This is going to be an exciting week dedicated to the latest new products, as well as the knowledge and enjoyment of Habanos, with visitors from more than 60 countries expected to visit. This year, there will be plantation tours to the area of Partido*, San Antonio de los Baños*, in Artemisa, and tours of the La Corona and Partagás factories to learn more about the Habanos production process across its entire value chain.

Other highlights include three evenings of the best live music from renowned international artists, the finest gastronomy in Cuba and the opportunity to try Habanos and drinks from different corners of the world. The Trade Fair and, particularly, the Welcome Evening, will open the XXII Habanos Festival on the 24th of February.

The Trade Fair is the meeting and interchange point for tobacco industry professionals worldwide, exhibitors from luxury goods makers as well as craftspeople, artists and manufacturers of smoking paraphernalia and gourmet products. The Welcome Evening, which will be held at Club Habana, will pay homage to the Bolívar brand with the presentation of Bolívar Reserva Cosecha 2016.

The program will also feature practical sessions and keynote speeches led by renowned experts in the world of Habanos, meeting together at the International Seminar, to be opened on Wednesday, the 26th of February, with the illustrated speech "Habanos and their brands" by Ciro Bianchi.

The XXII Habanos Festival will organize the Habanos World Challenge for the third time. This contest will measure participants' general knowledge of Habanos across the various phases of the process, from cultivation and production to enjoyment, through a series of challenges that participants from different countries will have to overcome throughout all the stages of the competition (official rules published at www.habanos.com)

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The Evening dedicated to the 30th anniversary of La Casa del Habano and the 85th anniversary of the Montecristo brand will be held at the El Laguito Reception Hall on Wednesday, the 26th of February, with a dinner for 550 guests designed for the enjoyment of aficionados of the most prestigious premium cigars in the world.

On the 28th of February, the Gala Evening dedicated to the Romeo y Julieta brand will be the Festival's grand finale. This evening, full of surprises, will conclude with the Habanos Awards and the traditional Humidors Auction, with all proceeds going to the Cuban Public Health System.*Protected Appellations of Origin

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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.

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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