

February 11, 2016

ONCE AGAIN HAVANA HOSTS THE MAJOR ANNUAL EVENT OF THE WORLD'S FINEST TOBACCO, THE HABANO

- **The Cohiba brand, celebrating its 50 Anniversary in 2016, will be the strongest player of this event**
- **Recent releases of the year from brands such as Hoyo de Monterrey, Cuaba or H. Upmann, among others, will also be announced**
- **The Habanos Festival expects to host more than 1.500 attendees from over 50 countries**

Havana, Cuba. February 11, 2016

Havana is preparing to host the **XVIII edition of the Habanos Festival**, that will be held from **February 29 to March 4**, and will present the most important launches for 2016. This year, **Cohiba**, the world's most distinguished and exclusive Habanos brand, will play a special role because of its 50 Anniversary. To celebrate this milestone, new launches are going to be featured, including special editions and new product releases in the regular portfolios. The **Hoyo de Monterrey** brand will also have a significant presence during the Festival, with the presentation of Reserva Cosecha 2012. The **Cuaba** brand, celebrating its 20 Anniversary, will be launching an exclusive special edition for La Casa del Habano and the **H. Upmann** brand will introduce a significant addition to its regular line.

Also, the Festival will reveal the **2016 Limited Editions** of Montecristo, Romeo y Julieta and Trinidad brands. Finally, the **Habanos Añejos** product line will announce two recent releases: Partagás Coronas Gordas Añejados and Hoyo de Monterrey Hermosos N°4 Añejados.

For five days, the guests attending the XVIII Habanos Festival will enjoy a full agenda focused on the world's best tobacco. The Festival will begin with the Trade Fair, on February 29, that will attract more than 1.500 attendants from over 50 countries. Later in the day, the **Welcome Evening** will take place in the Old Tobacco and Wood Warehouse, in the San José area. This beautiful setting overlooking the stunning bay of Havana will be the chosen location for the presentation of **Hoyo de Monterrey Reserva Reserva 2012**.

An intense week, fully focused on Habano will then begin. In this regard, the **International Seminar**, on March 2, will feature master classes and lectures led by recognized experts in the world of Habano and the meeting point for Habanos and exclusive gastronomic products. For example, with the Alliance full of flavor, authenticity and *cubanismo* between **Habanos and the rum Havana Club**. Another highlight will be the celebration of the traditional **Habanosommelier International Competition**, reaching this year its fifteenth edition, that will feature a special format to select the "Master of the Masters". The competition for the longest ash, going into its third edition, is another of the most significant initiatives that will take place at the Palacio de Convenciones.

Two of the Festival's special moments will be the visit to the **plantations in Vuelta Abajo*** in **Pinar del Río*** region, considered the world's best land for the production of tobacco, and to the factory **El Laguito**, home of the Cohiba brand, as a tribute to the brand's 50 Anniversary.

On Wednesday night, March 2, the Salón de Protocolo of El Laguito, will host the **Tribute-Night to the Habanos Cigar Roller**, in a special and intimate evening dedicated to this emblematic figure, key for the industry, and also to all those professionals that enable the manufacturing of Habanos in the Cuban factories.

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On the last day, Friday, March 4, the final of the **Habanosommelier International Competition** and the closing of the Seminar and Trade Fair will take place. Finally, the **Gala Evening** will be a true and literally speaking "finishing touch" for the XVIII Habanos Festival, with a tribute to the Cohiba brand in its 50 Anniversary, and an evening full of surprises and a selected musical cast. The evening will come to an end with the **Habanos Awards** and the traditional **Humidor's Auction**, which will feature major developments and the proceeds, as is tradition, will go entirely to the Cuban Public Health system.

*(P.A.O) Protected Appellations of Origin; (D.O.P.) Denominación de Origen Protegida

Corporación Habanos, S.A.

Corporación Habanos, S.A. is a world leader in the commercialisation of "Premium" cigars both in Cuba and across the world. It has a network of exclusive distributors in five continents and more than 150 countries. To find out more, visit www.habanos.com Habanos, S.A. commercialises 27 Premium brands, all *Totalmente a Mano* (Totally hand made) and covered by the **Protected Appellations of Origin (P.A.O.)**, which include **Cohiba, Montecristo, Romeo y Julieta, Partagás, Hoyo de Monterrey and H. Upmann**, and many more. Habanos are unique, *Totalmente a Mano* (Totally hand made) for more than 200 years, and have become a world reference.

For more information: www.habanos.com

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