

THE TASTE OF TUSCANY TRAVELS TO CUBA

- **Habanos and Chianti wines will reveal surprising aromas and flavours in a unique pairing**
- **The Habanos Festival prepares other features like the performance by artist Descemer Bueno during the Welcome Evening**

Havana, 16th of February 2015.- One week away from the start of the Habanos Festival, the last details of the event are being released. The scheduled activities include the **Alliance between Habanos* and Chianti wines**** - a pairing that will bring together the rich nuances of the Habano and the unforgettable flavour of the Tuscany vineyards. The event will also host the performance of the renowned artist **Descemer Bueno**, the recent winner of the Latin Grammy.

Four Tuscan wine growers will take part in an Alliance that will be held for the first time in the Habanos Festival. The aroma and flavours of the Chiani Superiore D.O.C.G. "Cerretello" (2011) and Chianti Rufina D.O.C.G. Riserva "Lastricato" (2010) wines from the Pieve De' Pitti and Castello del Trebbio vineyards, respectively, will mix with the Montecristo Open Eagle, a less strong Habano than the other brand sizes, which makes it possible to enjoy all its nuances.

The wines Chianti Colli Fiorentini D.O.C.G. "Il Castelvechio" (2011), from the vineyard of the same name, and Chianti D.O.C.G. Riserva "Vigna 54" (2012), from the Azienda Agricola Pugliano, will then be tasted, together with Le Hoyo San Juan. This mild *vitola* played the main role in the Habanos s.a. 2014 launches.

The Habanos Festival prepares other features, such as the performances of national and international artists of renown. The Cuban artist Descemer Bueno will sing his greatest hits in the Welcome Evening, including 'Bailando', which won 3 Latin Grammy awards in 2014 in the Best Song of the Year, the Best Urban Performance, and the Best Urban Song categories.

Gastronomy will once again play a central role in the Festival, brought by the Belgian chef Anne Marie Lauwers, who will supervise the menu for the dinner celebrating the 25th Anniversary of La Casa del Habano and the Gala Evening. She will mix Asian, European, and Cuban flavours to surprise her guests. But gastronomy will also be present throughout the Festival in the samplings of a large number of Habanos together with exclusive products. From the classic medium flavour of Romeo y Julieta, through the new Gran Reserva Wide Churchills Cosecha 2009 and Pirámices Añejados, to the new 80 Aniversario and Churchills Añejados *vitolas* from the iconic Montecristo brand. Special editions will also commemorate the 25th Anniversary of La Casa del Habano, as well as other outstanding Habanos that are part of its extensive range of prestigious brands.

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

** D.O.C.G. (Denominación de Origen Controlada y Garantizada - Controlled and Guaranteed Denomination of Origin).

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.)**, among which stand out **Cohiba, Montecristo, Romeo y Julieta, Partagás, Hoyo de Monterrey and H. Upmann**, plus many more. Habanos are unique in that they continue to be *Totalmente a Mano* (Totally hand made) after more than 200 years, during which time the island's cigars have become a reference the world over.

For more information: www.habanos.com.

For more press information:

Habanos s.a.: Daymi Difurniao (ddifurniao@habanos.cu 5372040513 ext 565)
Ogilvy PR: Silvia Serrano (silvia.serrano@ogilvy.com +34669767147)
Inmaculada Vela (inmaculada.vela@ogilvy.com +34630568572)