

19 February 2018



20th Festival del Habano

A UNIQUE PROGRAMME TO CELEBRATE THE 20th ANNIVERSARY OF THE HABANOS FESTIVAL

- Havana has everything ready to host the biggest global event dedicated to the best tobacco in the world
- During its 20th anniversary, attendees will be able to enjoy visits to the plantations and manufacturing sites of Habanos cigars, as well as attend the International Seminar
- For the first time, the Habanos World Challenge will take place, joining the International Habanosommelier contest that is celebrating its 17th edition

Havana, 19th February 2018

A week before the start of the **20th Habanos Festival**, everything is ready in Havana for the hosting of this international gathering dedicated to the best tobacco in the world. From 26th February to 2nd March, lovers of Habanos cigars from more than 50 countries will be able to enjoy a full programme of activities that will allow them to get to know, first hand, every aspect of the production and consumption of this unique product. Throughout the Festival the most prestigious brands will offer new releases in a very special 20th anniversary edition.

The Festival opens with the **Welcome Night** on 26th February which will be held in the Salón de Protocolo El Laguito. In the evening, guests can enjoy the launch of Cohiba's 2014 Reserva Cosecha, a singular and exclusive run of 5,000 numbered boxes.

28th February sees the celebration of the **20th anniversary of the Festival del Habano**, marking the mid-point of this gathering. Guests can celebrate this very important date in the history of the Festival in the Teatro Martí and the Gran Teatro de Habana function room.

The event will close with a **Gala Night** which will be dedicated on this occasion to Partagás Línea Maduro, on 2nd March in Pabexpo, and celebrated in the company of a performance from the renowned group Orishas. Finally, and as dictates tradition, the Premio Habanos 2017 award will be presented, as well as the Humidors Auction, which will provide the finishing touches to a gathering devoted to the world of Habanos. As on previous occasions, all funds raised will go to the Cuban public health system.

Again, the Habanos Festival highlights the talent of the Habanosommeliers, who will have the opportunity to demonstrate their knowledge and skills in order to win the traditional **International Habanosommelier Contest**, which celebrates its 17th edition this year. In addition, and for the first time, the **Habanos World Challenge will be celebrated** (official Rules published in www.habanos.com). The contest consists of two phases: in a first stage, each country will hold a local competition to select the winning pair to represent them and who will go to the grand final in the Cuban capital, where a jury of experts will choose the best pair of amateurs to win the first Habanos World Challenge.

In addition, the programme features master classes and lectures, led by recognized experts in the Habanos world, and brought together at the **International Seminar**, which will be inaugurated on Wednesday 28th February.

The Festival holds **visits to tobacco plantations** in Vuelta Abajo*, in the region of Pinar del Río*, considered as the world's best land for the cultivation of tobacco; as well as visits to the factories producing this year's main launches.

Press Release

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*(D.O.P.) Denominaciones de Origen Protegidas (Protected Designation of Origin)

Corporación Habanos, S.A.

Corporación Habanos, S.A. is a world leader in the marketing of Premium cigars, both in Cuba and in the rest of the world. To this end it has an exclusive distribution network present in all five continents and in more than 150 countries. For more information, see www.habanos.com

Habanos, S.A. markets 27 Premium brands made *Totalmente a Mano (Totally by Hand)* and covered by the **Protected Designation of Origin (D.O.P.)** including **Cohiba, Montecristo, Partagás, Romeo y Julieta, Hoyo de Monterrey and H. Upmann**, among others. After more than 200 years, the Habanos are still being created *Totalmente a Mano (Totally by Hand)* and are a benchmark all over the world.

For more general information: www.habanos.com

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