

Trinidad, a Habanos brand

1. The origins of a great brand

The origins of Trinidad, one of the Habanos brands, dates back to 1969. In those days, it was produced to be offered as a gift to foreign dignitaries.

In 1998 it was made available to all the world's Habanos cigar smokers with limited production, preserving its exclusivity.

2. The choice of name

The name Trinidad is a tribute to the town of Santísima Trinidad that was founded during the 16th century, declared a World Heritage site by UNESCO, and which is located on Cuba's south coast.

3. Where they are produced

In its early days, Trinidad manufactured their Habanos in the iconic El Laguito factory. Today production takes place in the world's most prestigious tobacco area, Pinar Del Río*, in Cuba*.

4. The characteristics of Trinidad

The Trinidad brand Habanos are made *Totalmente a Mano con Tripa Larga - Totally Handmade with Long Filler*. Expert Cuban *torcedores* (cigar rollers) make them by hand after a careful selection of the best leaves from the *Vuelta Abajo** area, in the region of Pinar del Río* (Cuba*), the world's most prestigious tobacco growing area. This means that the end result is of the highest quality, offering the most discerning smokers a unique flavour and aroma.

5. The development of the brand's portfolio

Initially Trinidad had only one vitola, *Fundadores (40 ring gauge x 192 mm length)*, but in 2003 it expanded its range with new vitolas: *Reyes (40 ring gauge x 110 mm length)*, *Coloniales (44 ring gauge x 132 mm length)* and *Robustos Extra (50 ring gauge x 155mm length)*. At this time the brand image was updated to modernize it and align it with the quality of the Habanos cigar portfolio.

Its commitment to continue offering new products to its most avid smokers led the brand to launch *Trinidad Robustos T (50 ring gauge x 124mm length)* in 2009, thus helping to build a full brand range.

6. Latest brand launches

The latest Trinidad launches are the reflection of a clear commitment to heavy ring gauge Habanos. In this line are *Trinidad Vigía (54 ring gauge x 110mm length)* and *Trinidad Topes*

Edición Limitada 2016 (**56 ring gauge x 125mm length**). The new Trinidad La Trova (**52 ring gauge x 166mm length**) will be available exclusively in specialized La Casa del Habano stores.

7. The products in its portfolio

The Trinidad range consists of the following vitolas: Coloniales (**44 ring gauge 132 mm length**), Fundadores (**40 ring gauge x 192 mm length**), Reyes (**40 ring gauge x 110 mm length**), Robustos Extra (**50 ring gauge x 155mm length**), Robustos T (**50 ring gauge x 124mm length**) and Robustos T Tubo (**50 ring gauge x 124mm length**).

La Casa del Habano

La Casa del Habano is the network of retail stores under franchise specializing in the sale of Habanos where the most select smokers can enjoy the universe that surrounds these prestigious cigars.

These exclusive Premium tobacco boutiques stand out for their outstanding personalized service, advising consumers according to their preferences. Their offer includes all the globally recognized Habanos brands: Cohiba, Bolívar, Montecristo, Partagás, Romeo y Julieta, Cuaba, San Cristóbal de la Habana, H. Upmann, Vegas Robaina and Trinidad, among others.

La Casa del Habano also has an extensive catalogue of accessories, highly sought after among habitual Habanos smokers: cutters, lighters, cigar holders, humidors, collectable ashtrays, matches and innovative, unique cases, which have good acceptance and recognition among the most loyal consumers. In addition, we also have Habanos gift items, as well as articles related to the art of good smoking.

These exclusive establishments feature an elegant meeting space in the form of a smoking lounge where attendees can purchase and taste the best tobacco in the world, Habanos.

Every year Habanos, S.A. carries out exclusive launches available only in La Casa del Habano, where lovers of these cigars can be the first to try these new products.

The first La Casa del Habano establishment was opened in Cancun, Mexico, in 1990, and currently, there are more than 145 luxury stores present in 65 countries.

Cohiba Atmosphere

Under the name of the most prestigious Habanos brand, Cohiba, the Cohiba Atmosphere spaces provide the best standards of service when enjoying a wide range of varieties of Habanos brands and vitolas, combined with a wide selection of drinks to pair with them, and the offer of an haute cuisine service in some of them.

Habanos, S.A. currently has eleven Cohiba Atmosphere spaces around the world, including one in Cuba, which was inaugurated in June 2017.