

CUBA: REGISTRATION FOR THE HABANOS FESTIVAL OPENS

- From 14 January only through the website www.habanos.com

Havana, 13 January 2014.- At the end of February, Cuba will once again provide the setting for this prestigious international event, which pays tribute to the best tobacco in the world and to the 27 *Totalmente a Mano* –Totally hand made- premium brands of Habanos. The **XVI Habanos Festival will begin on Monday 24 February**, an extraordinary week in which thousands of people from more than 80 countries around the world share their passion for the Habano in the presence of **250 accredited international journalists**. The event will take place until **Friday 28 February**, with all the usual activities along with some new additions and exclusive evenings. All individuals who wish to participate by travelling to the birthplace of this unique, centuries-old Cuban tradition and discovering its secrets will be able to register from **14 January via the Habanos website: www.habanos.com**

Hoyo de Monterrey, Partagás, Trinidad and H. Upmann are the brands that will be taking centre stage at the latest edition of the Festival. Participants will be able to enjoy a full programme of activities and will have an exclusive chance to sample the main launches from Habanos s.a. for 2014 which, as always, include the **Cohiba and Montecristo** brands. A new feature of this edition will be the **Alliance of Habanos with some of the world's best and most exclusive beers**, which will be conducted by Belgian sommelier and beer expert **Ben Vinken**. Also taking place will be the **first Contest to get the longest ash**, a unique event that will amaze guests, as well as some fascinating Master Conferences on Habanos in the cinema, Habanos Vintage, the origins of the H. Upmann brand, and the factors influencing the combustion of Habanos.

Guests will also have the opportunity to enjoy the usual anticipated activities that each Festival offers: visits to the **Vuelta Abajo* tobacco plantations in Pinar del Río*** and the historic **Habanos* factories**, the **"Totalmente a Mano –Totally hand made-"** cigar rolling Master Class, the famous **Habanosommelier International Contest**, which celebrates its thirteenth edition this year, and also the **III International Contest Habanos in Images**.

The **Welcoming Evening** will take place on **Monday 24 February** at the Habana Club, a unique setting in which to enjoy an unforgettable evening that will pay tribute to the **Hoyo de Monterrey and Partagás** brands. **Haute cuisine and Habanos come together again** at this event, with the participation of **renowned double Michelin-starred Dutch chef Ron Blaauw**, alongside the famous **sommelier Cuno Van't Hoff**. Both will delight guests with a very special dinner in tribute to the **Trinidad brand**, on **Wednesday 26 February**.

This unforgettable week will close on **Friday 28 February with the much-anticipated Gala Evening**. **Guests will be able to taste the first H. Upmann Reserva**, enjoy exclusive performances and attend the traditional **Humidors Auction** to the benefit of the **Cuban Public Health System**. The **Habanos 2013 Awards** will also be given in their different categories: **Production, Communication and Business**.

As usual, there will be international celebrities from a variety of fields, brought together by their common passion for the Habano.

*(D.O.P.) Protected Denomination of Origin.

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For more information on registration please visit: www.habanos.com

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