

XX Habanos Festival

THE XX HABANOS FESTIVAL COMES TO A CLOSURE WITH A GALA EVENING DEDICATE TO PARTAGÁS

- During the evening the new Línea Maduro of Partagás brand was presented
- A total of 1,485,000 euros were raised in the traditional Humidors Auction
- The renowned Orishas group provided the music backdrop to an evening that gave the final touch to the 20th Anniversary of the Habanos Festival
- Among the main guests in the Gala, highlighted the internationally renowned actor Demián Bichir, with an Oscar nomination for Best Actor for his performance in the film A Better Life in 2012

Havana, March 3rd 2018

The Festival has come to an end with the celebration of the Gala Evening in tribute to a very special edition of the 20th Anniversary Habanos Festival. It's the final touch to a week full of activities and events for the world's best tobacco enthusiasts from more than 70 different countries. The new Línea Maduro of Partagás brand was presented during the ceremony, incorporating two new vitolas characterized by the maduro wrapper.

Attendees were able to taste the new Maduro No 2 (55 x 120mm) and Maduro No 3 (50 x 145mm) vitolas. Also, the Maduro No 1 (52 x 130mm), launched for the first time in 2015 for La Casa del Habano network and that now joins the regular portfolio creating this new line. Their maduro wrappers, as a result of an extra period of fermentation, enhances their full-strength blend in line with Partagás traditional and intense flavour. These Habanos are made "Totalmente a Mano con Tripa Larga" - Totally handmade with Long Filler - with specially selected leaves from Vuelta Abajo zone*, the best tobacco-growing region in the world, in Pinar del Río*, Cuba*.

The Gala Evening featured performances by such renowned artists as Elaín Morales, Yasser Manzano, Carlos Varela and Edesio Alejandro. They shared the stage with emerging names in Cuban music as well as major internationally renowned artists such as Compañía de Irene Rodríguez, Compañía de Danza Contemporánea de Cuba, Habana Compas, Daymé Arocena, Idania Valdés, Yasek Manzano and Pedrito Calvo

The evening closure was featured by Orishas, the Cuban group who are highly regarded internationally and who delighted all the attending guests with their unmistakable rhythm and musical quality.

Traditionally, the Habanos Festival concluded with the Humidors Auction. In this edition has been auctioned 7 humidors. A total of 1,485,000 euros were raised, with all proceeds going as is customary, to the Cuban Public Health System.

The 2017 Habanos Awards prizes were given during the course of the evening. Franchesco Minetti received the award in the Communication Category. Ercan Hazar was awarded in the category of Business, in recognition for his work developing the Habano cigar market in Austria, and Viginio Morales, with a long track record dedicated to the tobacco industry in Cuba, was the winner in the Production category.

3 of March 2018



The winner of the XVII Edition of the International Habanosommelier Contest was the British representative Darius Namdar. The finalists were faced with a practical Habano cutting and lighting test and a descriptive tasting and pairing session with different beverages, including the most well-known international cocktails.

Finally, the winning couple of aficionados of the I Habanos World Challenge contest were Alexis Tsielepis and Raffi Der Gara Betian from Cyprus.

This special 20th Anniversary edition of the Habanos Festival has brought together over 2.200 participants from more than 70 different countries, who were able to enjoy a comprehensive activity programme and the latest Habanos launches.

*Protected Appellations of Origin (P.A.O.)

Corporación Habanos, S.A.

Corporación Habanos, S.A. is the world leader in the marketing of premium cigars, both in Cuba and in the rest of the world. To accomplish this, it has an exclusive distribution network operating on five continents and in over 150 different countries. For further information, please see www.habanos.com

Habanos, S.A. markets 27 premium brands made *Totalmente a Mano - Totally by Hand* and protected by the Protected Appellations of Origin (P.A.O.), including *Cohiba, Montecristo, Partagás, Romeo y Julieta, Hoyo de Monterrey* and *H. Upmann*. Habanos have been made *Totalmente a Mano* for over 200 years; a benchmark for the whole world since then.

For further information: www.habanos.com

For further press information:

Habanos, S.A.: Daymi Difurniao ddifurniao@habanos.cu Tel. 5372040513 ext. 565

Young & Rubicam: Carla Lladó press.habanos@yr.com Tel: +34 669 54 69 09