

March 2nd 2017

QUAI D'ORSAY MARKS THE MID-POINT OF THE XIX HABANO FESTIVAL

- The Quai D'Orsay brand takes centre stage, marking a new and promising phase starting with an image redesign and the release of two new *vitolas*
- This year the Alianza Habanos brought together two universal denominations with a long tradition: Habanos and Brandy de Jerez
- The International Habanosommelier Contest's grand final will be held on March 3rd

Havana, March 2nd 2017

The **Habano Festival** has passed the mid-point of its **XIX edition** and continues its celebrations in a friendly and exclusive atmosphere with the Habano as the common theme uniting its visitors.

Yesterday, El Laguito's Protocol Hall was the venue for the **Tribute Evening dedicated to Quai D'Orsay**, a brand created in 1973 by Cubatabaco exclusively for the French market upon request of SEITA, the then state-owned tobacco company. Quai D'Orsay embarks on a new and promising adventure with the release of its new design, the presentation of two new *vitolas* and its international distribution network to major Habanos S.A. markets.

Visitors at the evening event were able to enjoy the brand's three *vitolas*: **Coronas Claro (42x142 mm)**, and the new **No 50 (50x110mm)** and **No 54 (54x135 mm)**, and also to delight in a *vitola* from its classic portfolio, **Quai D'Orsay Imperiales (47x178 mm)**, reedited exclusively for this ceremonial dinner. In addition, the evening featured an outstanding international Cuban musical line-up, with the presence of distinguished artists such as **Luna Manzanares**, **Geidy Chapman**, **Tanmy** and **Brenda Navarrete**. All of this with **Roberto Carcassés & Interactivo** providing the musical backdrop. **Mayko D'Alma** was in charge of the evening's finale performance with **Maestro Santiago Alfonso's company** providing all the choreographies.

Visitors attending the XIX Habano Festival were also able to enjoy the traditional **Alianza Habanos** that this year brought together two legendary denominations steeped in history whose products are the stuff of dreams for both sommeliers and Habano lovers around the world: **Habanos** and the prestigious **Brandy de Jerez**, from Spain. **Bodegas González Byass**, with Lepanto Solera Gran Reserva; **Bodega Sánchez Romate Hnos.**, with Cardenal Mendoza Carta Real; **Bodegas Fundador**, with Fundador Exclusivo and **Bodegas Osborne** with Carlos I Imperial paired their exclusive brandies with two of the most appreciated Habanos by consumers all over the world: **Trinidad Vigía (54x110mm)** and **Partagás Serie D No 4 (50x124mm)**.

One of the other most important and keenly followed activities at this Festival is the **XVI Edition** of the **International Habanosommelier Contest**. The finalists competing this year for this prestigious award are the following: Andrea Balzani (Italy), Slavomir Marek Bielicki (UK) and Felipe Rojas (Chile). In the preliminary phase, last February 27th, participants were asked to show their creative skills and knowledge of Habanos and faced a series of practical tests, with the presentation of a pairing of their own creation that was different and innovative as well as a blind tasting of Habanos and another of spirits. In the grand finale, to be held tomorrow, **Friday March 3rd**, participants will face a practical Habano cutting and lighting test and a descriptive tasting and pairing session with different spirits, including the most well-known international cocktails, following in the footsteps of last year's special edition.

The Festival will finalise its festivities tomorrow, Friday March 3rd, with the **Gala Evening** dedicated to the exclusive Línea 1935 from the Montecristo brand. The evening will also include the celebration of the **Habanos Awards** ceremony and the traditional **Humidor Auction**, the proceeds of which will be donated entirely to the Cuban Public Health System.

March 2nd 2017

Corporación Habanos, S.A.

Corporación Habanos, S.A. is the world leader in the commercialisation of Premium cigars both in Cuba and the rest of the world. It has a network of exclusive distributors present in five continents and in over 150 countries.

Habanos, S.A. commercialises 27 premium brands made *Totalmente a Mano-Totally by Hand* under the **Protected Denomination of Origin (D.O.P.)**, including important brands such as **Cohiba, Montecristo, Partagás, Romeo y Julieta, Hoyo de Monterrey and H. Upmann**, among others. Habanos are the only cigars that, after over 200 years, continue to be made *Totalmente a Mano- Totally by Hand*, and have been a benchmark for the entire world ever since.

Para further information: www.habanos.com

For further press information:

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

Young & Rubicam: press.habanosfestival2017@yr.com
Izaskun Martínez Tel: +53 521 243 89
Cristina Andreu Tel: +34 609 46 44 05
Carla Lladó Tel: +34 683 70 15 64