

26 February 2018



## XX Habanos Festival

### THE XX HABANOS FESTIVAL KICKS OFF WITH AN EVENING DEDICATED TO COHIBA ROBUSTOS RESERVA COSECHA 2014

After the success of its first Reserva Cosecha 2003, Cohiba launches the new Reserva Robustos Cosecha 2014

Other featured releases include those presented by the Partagás, Hoyo de Monterrey and Vegueros brands

The turnover of Grupo Habanos reached 500 million dollars in 2017, representing a 12% growth at fixed exchange rate, compared to the previous year

La Habana | February 26th 2018

Today sees the opening of a very special edition of the Habanos Festival, since this year it is celebrating its 20th anniversary. This is the largest international gathering of lovers of the world's best tobacco, bringing them together in Havana. The XX Habanos Festival takes place from 26th of February to 2nd of March, a week in which participants from every corner of the world can enjoy the new launches of Cohiba Robustos Reserva Cosecha 2014, Partagás Línea Maduro, Hoyo de Monterrey Le Hoyo Río Seco and Vegueros Centrofinos.

At the press conference offered by Leopoldo Cintra González, Commercial Vice-President and Jose María López Inchaurre, Vice-President of Development, both at Habanos, S.A., the main launches of the year were presented, featuring Cohiba's Robustos Reserva Cosecha 2014. Robustos (50 x 124 mm), is without doubt one of the most popular vitolas among Habanos enthusiasts and the Cohiba brand again offers its new Reserva, the first since the launch of the Reserva Cosecha 2003. Cohiba Robustos Reserva Cosecha 2014 is unique because all the leaves used in its production (filler and binder) have been subjected to a long three years of ageing process. This new serie has been produced in very limited quantities, only 5,000 numbered boxes, each of 20 units, embodying the excellence and exclusivity of the most prestigious brand in the world of tobacco. This launch will be the star of the Festival's Welcome Night, which will be celebrated this evening in the Salón de Protocolo El Laguito, located in the municipality of Playa.

Another launch that will be presented in this Festival edition is Partagás Línea Maduro, which includes two new vitolas with maduro wrappers, the result of an extra period of fermentation and which emphasises its strongly flavoured blend. Maduro No 2 (55 x 120 mm long) and Maduro No 3 (50 x 145 mm long) join the vitola Maduro No 1 (52 x 130 mm long), presented in 2015 and produced for the network of specialised stores La Casa del Habano and Habanos Specialists. They will now form part of the brand's regular portfolio.

This 20th anniversary edition of the Festival will also feature the launch of the new vitola Le Hoyo Río Seco (56 x 140 mm long) from the Hoyo de Monterrey brand. This is a heavy ring gauge vitola which joins the Serie Le Hoyo to complete the historic line by increasing the range to include heavy ring gauge cigars, not represented in this brand until now. And Vegueros also has a new heavy ring gauge vitola that is joining the brand's current portfolio. This is the vitola Centrofinos (50 x 130 mm long), an attractive cigar for those who are looking for a medium to full-strength flavour blend that is accessible and modern.

During the Welcome Night, the watches Pilot Type 20 extra special Cohiba Maduro 5 Edition and Pilot Type 20 Chronograph Cohiba Maduro 5 Edition will also be presented as a result of the collaboration between Habanos, S.A and Zenith.

# Press Release

26 February 2018



## Information about the Grupo Habanos in 2017

As stated in the press conference, in the year 2017 the Grupo Habanos, which is responsible for the exclusive world marketing of 27 brands of Habanos, all produced "Totalmente a Mano con Tripa Larga –Totally by Hand with Long Filler-", achieved a turnover of 500 million dollars, with 12% growth at fixed exchange rate, compared to the previous year.

The programme of the XX Habanos Festival continues its traditional activities during the week of 26th of February to 2nd of March, including visits to the plantations and tobacco factories in Vuelta Abajo\* (Pinar del Río\*), the Commercial Fair, the International Seminar, as well as tastings and pairings with exclusive gastronomic products. Furthermore, this year the International Habanosommelier Contest reaches its XVII edition and is joined, for the first time, by the Habanos World Challenge.

This year features a special tasting of Habanos with Torres Brandy, pairing four of the most exclusive brandies –Torres 10, Torres 15, Torres 20 and Jaime I-, with two of the most select Habanos: Partagás Serie D No 4 and Romeo y Julieta Short Churchills.

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

**For general information: [www.habanos.com](http://www.habanos.com)**

**For further information for the press:**

**HABANOS S.A.:** Daymi Difurniao [ddifurniao@habanos.cu](mailto:ddifurniao@habanos.cu) Tel: +53 720 40513 ext. 565

**Young & Rubicam:** Carla Lladó [press.habanos@yr.com](mailto:press.habanos@yr.com) Tel: +34 669 54 69 09