

6 of February 2018

XX Habanos Festival

## THE HABANOS FESTIVAL KICKS OFF, CELEBRATING ITS 20TH ANNIVERSARY WITH MAJOR NEW LAUNCHES

- Cohiba, the legendary Habanos brand, presents Robustos Reserva Cosecha 2014, its most Premium offer yet
- Línea Maduro Partagás will be the other star of the show, with important new releases
- The Festival starts on 26 of February with a great Welcome Evening held at the exclusive El Laguito Protocol Hall and concludes on 2 of March with the traditional Gala Dinner.

*Havana, 6th of February 2018*

Havana is getting ready to host once again the **Habanos Festival**, which this year reaches its **20<sup>th</sup> anniversary**. The biggest international event for the world's best tobacco lovers, the Habano, will be held from **26 of February to 2 of March**. Enthusiasts of this unique product from all around the world will participate in a Festival that will highlight **Cohiba** and **Partagás** brands. They will both present important new launches in their portfolios.

Attendees at the XX Habanos Festival will enjoy a comprehensive five-day programme full of activities designed to explore the origin, production and other aspects of the Habanos culture. The entire week will be devoted to the knowledge and enjoyment of Habanos and other exclusive products. The Festival includes tours to plantations in Vuelta Abajo\*, in the Pinar del Río\* region, considered to be the best land in the world for growing tobacco, as well as visits to the factories responsible for producing this year's biggest launches. Other highlights include three evenings of the best live music from renowned international artists, the finest gastronomy in Cuba, Habanos tastings and a wide range of beverages from different corners of the world.

The **Trade Fair** and, particularly, the **Welcome Evening**, will mark the start of the Habanos Festival on 26 of February. The Trade Fair is the meeting and interchange point for professionals in the tobacco industry worldwide, exhibitors from other luxury goods manufacturers, as well as craftspeople, artists and manufacturers of smoking paraphernalia and gourmet products. The Welcome Evening will be held in a unique and exclusive space, at the El Laguito Protocol Hall on the city's west coast, where guests will be able to enjoy the launch of the Reserva Cosecha 2014 from the Cohiba brand.



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The programme will also feature master classes and keynote speeches, led by recognised experts in the world of Habanos at the **International Seminar**, to be opened on Wednesday, 28 of February. Another of the most representative activities of the Habanos Festival is the traditional **International Habanosommelier Contest**, with the 17th Contest being held this year. As is customary, outstanding Habanosommeliers from all around the world will take part in this opportunity to demonstrate their knowledge and skills and receive this prestigious award.

This year, for the first time, the inaugural edition of the **Habanos World Challenge** will be held, a new and original contest (see T&Cs at [www.habanos.com](http://www.habanos.com)) that has two different phases. During the first stage, each country will organize a local contest to select a winning couple that will represent them. In the second stage, a panel of judges will choose the winners amongst all the contestants that reach the big final in the Cuban capital, therefore becoming the first ever twosome of Cuban Habano lovers to win the Habanos World Challenge.

The **XX Habanos Festival Tribute Evening** will be held at the *Teatro Martí* and at the *Gran Teatro de la Habana* on Wednesday 28 of February, with an evening event dedicated to the history and success of these Festivals.

Held on 2 of March, the **Gala Evening** will be the grand finale to the XX Habanos Festival and will be dedicated to the Partagás brand, specifically to the presentation of the Línea Maduro. This will be an evening full of surprises, with an outstanding musical line-up. The event will conclude with the **2017 Habanos Awards** and the traditional **Humidors Auction**, with all proceeds going to the Cuban Public Health System.

\*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](http://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](http://www.habanos.com)

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