

# Press Release

March 5th, 2016

## INTERNATIONAL STARS AT THE CLOSING OF THE XVIII HABANOS FESTIVAL

- Chucho Valdés, Estrella Morente and Jorge Drexler join this final celebration to pay tribute the Cohiba brand
- Up to 320.000 euros were raised in the auction of the first humidor of the exclusive special series "Cohiba 50 Aniversario"
- Juan Jesús Machín from Cuba won the "Maestro de Maestros" title in final of the XV International Habanosommelier Contest

Havana, March 5th, 2016

Cuba was witness once again to the largest annual international event celebrating the Habano culture. The festival has come to an end with the celebration of the **Gala Evening** that paid tribute to the Cohiba brand on its 50th Anniversary, with exclusive tastings of its new releases. The gala hosted 1,200 guests that enjoyed live performances by Cuban pianist and composer, **Chucho Valdes**; the Spanish flamenco singer, **Estrella Morente**; and the Uruguayan singer-songwriter **Jorge Drexler**.

This year the traditional humidor auction of seven collector items reached a total of 865.000€ that will be entirely donated to the Cuban Public Health System. This edition has been especially unique thanks to the auction of the **first humidor** (01/50) of the **exclusive special series "Cohiba 50 Aniversario"**, which raised 320.000 euros. This humidor is an authentic work of art and a unique collector's item, and heralds a true innovation in terms of traditional craftsmanship and technical design and development.

The piece that was auctioned is part of a unique and exclusive series of 50 humidors, with 50 Habanos each, all custom designed and individually numbered. This unique humidor is made of different precious woods such as Makassar ebony, sycamore and *Guarea Cedrata* or *Scented Guarea*. The innovative external marquetry decorating its doors is the result of a long process of experimentation in which carefully selected authentic "ligero" Vuelta Abajo leaves are coated with 24-carat gold leaf. This delicate work, carried out by expert Parisian artisans from Elie Bleu, offers a new and captivating view of the world's finest tobacco.

During the evening, the "Maestro de Maestros" was chosen in the **XV International Habanosommelier Contest**. The winner was Juan Jesús Machín from Cuba. Luis Manuel García Urrea (United Arab Emirates) and Pedro Tejeda (Cuba) were runners-up in second and third place respectively.

Finally, the **20th Edition of the Habanos Awards 2015** was held. Valerio Cornale received the award in the Communication category. Dominique Gyselinck was awarded in the category of Business and Manuel Tuero was the winner in the Production category.

This yearly event celebrating the world's finest tobacco has reached a **milestone in its history, reuniting in its 18th edition more than 2,000 participants from over 60 countries**, who were able to see and experience the most significant global launches of Habanos first hand.

# Press Release

March 5th, 2016

## About 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.

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

## **For further information for the press:**

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

Young & Rubicam Group: Mónica Perpiñá-R. (monica.perpina@yrbrands.com; Tel.: +34 620735355)