**XIX Habanos Festival**

**The habanos festival is almost here; the year's biggest event for the best tobacco in the world**

* **The H. Upmann, Montecristo and Quai D’Orsay brands will be the main stars of the event, with major new launches**
* **The event starts on 27th February with a Welcome Evening held at Club Habana and concludes on 3rd March with the traditional Gala Dinner**
* **A comprehensive program full of activities and devoted to the knowledge and enjoyment of Habanos will take place for one week, to be enjoyed by enthusiasts from over 50 countries**

Havana, 6th February 2017

Havana is preparing to host the **XIX Habanos Festival**, to be held from **27th February** to **3rd March**, which will unveil the biggest new developments for 2017. New launches will be presented this year both regarding products for the regular portfolio as well as specialties, which attendees will be able to find out all about and taste, exclusively, throughout the event. The **H. Upmann** brand will be starring with the presentation of its first **Gran Reserva Cosecha 2011**, as will **Montecristo**, which is incorporating a full new product line into its portfolio, to become the brand's most premium and exclusive line. The **Quai D’Orsay** brand will also have a major role at the XIX Festival, beginning a promising new stage by launching a new design and presenting two new vitolas.

Attendees at the XIX Habanos Festival will enjoy a comprehensive five-day program to find out about the origin, production and various aspects concerning the culture of Habanos. This will be a week entirely devoted to the knowledge and enjoyment of the Habanos, and a meeting point between the Habanos and the most exclusive products in the world. The Festival includes tours of plantations in Vuelta Abajo\*, Pinar del Río\*, considered to be the best land in the world for growing tobacco, as well as a tour of the La Corona and H. Upmann factories, responsible for producing the biggest launches this year. Other highlights include three evenings of the best live music from renowned international artists, the finest gastronomy in Cuba and the opportunity to try an array of food and drink from different corners of the earth.

The **Trade Fair** and, particularly, the **Welcome Evening**, will mark the start of the Habanos Festival on 27th February. The Trade Fair is the meeting and interchange point for professionals in the tobacco industry worldwide, exhibitors from luxury goods manufacturers as well as craftspeople, artists and manufacturers of smoking accessories and gourmet products. The Welcome Evening will be held at the beautiful Club Habana on the city's west coast, where guests will be able to enjoy the launch of the Gran Reserva Cosecha 2011 from the H. Upmann brand.

The program 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, 1st March. Another of the most representative activities of the Habanos Festival is the traditional **International Habanosommelier Contest**, with the 16th edition being held this year. As is customary, outstanding Habanosommeliers from all around the world will take part to have the opportunity to demonstrate their knowledge and skills and to receive this prestigious award.

On Wednesday evening, 1st March, the El Laguito Reception Hall will host the **Quai D’Orsay Evening**, dedicated to the Habanos brand with a French name, which is beginning a promising new stage from this Festival on.

Held on 3rd March, the **Gala Evening** will be the grand finale to the XIX Habanos Festival and will be dedicated to Montecristo, specifically, to the presentation of the brand's most premium series. This is going to be an evening full of surprises, with an outstanding musical line-up. The event will conclude with the **2016 Habanos Awards** and the traditional **Humidors Auction**, with all proceeds going to the Cuban Public Health System, as is customary.

**\*(D.O.P.) Protected Denominations of Origin**

**Corporación Habanos, S.A.**

 **Corporación Habanos, S.A.**  is the world leader in marketing premium cigars, both in Cuba as well as around 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 Denomination of Origin (D.O.P.)**, 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/)

**For further press information:**

**Habanos, S.A.:** **Daymi Difurniao** (ddifurniao@habanos.cu; tel. 5372040513 ext. 565)

**Young & Rubicam:**

**Cristina Andreu** Tel: 609 46 44 05 press.habanosfestival2017@yr.com

**Alberto Jiménez** Tel: 683 70 15 64 press.habanosfestival2017@yr.com