

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 Vía (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 27<sup>th</sup>, 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 3<sup>rd</sup>**, 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.

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## 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](http://www.habanos.com)

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