

20th Habano Festival begins in Cuba



Havana, Feb 26 (RHC)-- The 20th Habano Festival, the largest international meeting for enthusiasts of the best cigars in the world, began Monday, February 26th, at Havana's Conventions Center, with the participation of delegations from over 50 countries.

The event began with the opening of the Commercial Fair, a space for Cuban and foreign experts to meet and exchange on the latest productions and to sign agreements.

The welcoming night is devoted to the emblematic Cohiba brand, with the launching of the Cohiba Robusto Cosecha 2014 –a limited issue of roughly 5000 numbered boxes.

Other novelties this year include the launching of a new line --Linea Maduro-- of yet another emblematic brand, Partagas.

The Habanos World Challenge Contest premieres at this year's festival, along with the already traditional Habanosommelier Context. There will also be master lectures and conferences by renowned Cuban and

foreign experts.

The Festival program includes visits to Vueltaabajo, in Pinar del Rio, where the best tobacco grows, as well as to La Corona and H.Upmann factories, where participants will learn first-hand how the famous Habanos have been hand-rolled for over two hundred years.

The event will end on March 2nd with the presentation of the Habanos 2017 prizes and the traditional auction of humidors and products, whose proceeds will go, as always, to the Cuban healthcare system.

The event is organized by Habanos, S.A., a joint venture between Cuba's company Cubatabaco and Altadis, a Spanish company owned by the British firm Imperial Tobacco Group PLC.

With an exclusive distribution network in more than 150 nations, Habanos, S.A. is the leader in the

commercialization of Premium cigars in Cuba and throughout the world.

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