

# *Habanos World Challenge national contest held in Cuba*

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The contest will allow the selection of the duet that will represent Cuba in the International Habanos World Challenge Competition of next year's Habano Festival

Havana, September 27 (RHC) Corporación Habanos, S.A., a world leader in the marketing of Premium cigars, will hold today the national Habanos World Challenge competition for the domestic market of Cuba.

As announced by the joint firm, it will be the first experience of this type on the island, with the participation of several pairs of competitors belonging to four entities, namely, Gaviota, Caracol, Cimex and Abel Cigar Lounge.

Based at the Gran Hotel Manzana Kempinski, the contest will allow the selection in Havana of the duet that will represent Cuba in the International Habanos World Challenge Competition of the 25th Habano Festival, in 2025.

This year, the festival ran from February 26 to March 1 and was attended by some 2,900 delegates from 108 countries and more than 160 journalists from different international media outlets from 17 nations.

Corporación Habanos S.A., founded on September 14, 1994, is present in more than 130 territories on five continents, and has 27 Premium brands; among them, Cohíba, Montecristo, Partagás, Romeo y Julieta, Hoyo de Monterrey and H. Upmann.

According to experts, the company's offerings stand out for their meticulous artisanal production, from the selection of tobacco leaves to twisting, a process that is carried out entirely by hand.

In 2023, it achieved a turnover of 721 million dollars, an increase of 31 percent compared to the previous year, according to company data, which also confirmed the location of China, Spain, Switzerland, Germany and the United Kingdom among the main markets. (Source: PL)

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