

Habanos Corporation S.A. of Cuba celebrates its 30 years

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Havana, September 20 (RHC) The Habanos S.A. corporation celebrates this month its 30 years of creation in the Cuban tobacco industry.

Habanos is a world leader in the marketing of Premium tobacco. Founded on September 14, 1994, the Corporation became a global benchmark in the promotion and marketing of the famous Habanos, considered by many to be the best cigars in the world.

With a presence in more than 130 territories on five continents, Habanos, S.A. has 27 Premium brands that include the iconic Cohiba, Montecristo, Partagás, Romeo y Julieta, Hoyo de Monterrey and H. Upmann.

Since its beginning, Habanos, S.A. stood out for unifying its brands under a single commercial structure, establishing high levels of excellence and exclusivity. Their products are entirely handmade, from the selection of the leaves to the twisting.

Among the most notable milestones of Habanos is the presentation of the Behike Line of the emblematic Cohiba brand, considered one of the best creations in the world of Premium tobacco.

Furthermore, the Habano Festival, which began in 1999, is another of the most important successes for the company. This annual event brings together distributors, fans, experts and celebrities from all over the world, which makes it a key platform for the presentation of new products, exchange and celebration of activities and experiences around the Habano culture.

(Source: Prensa Latina)

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