

Habanos cigar marks Year of the Tiger



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To celebrate Chinese New Year, The Pacific Cigar Co and Infifon Hong Kong, exclusive distributors of Habanos cigars in Asia Pacific and China, have presented the new H. Upmann Magnum 52 vitola in a virtual unboxing.

H.Upmann Magnum 52 (52 ring gauge x 148 millimeters length) is produced in limited quantities and will be available in all Habanos's markets. Smoking time of the medium strength cigar is about one hour.

This vitola is presented in a special box containing 18 handmade cigars with long filler. The wrapper, filler and binder leaves come from the Vuelta Abajo area in the Pinar del Río region of Cuba, which is considered where the world's best tobacco is produced.

Leopoldo Cintra González, Commercial Vice President, and José María López Inchaurre, Vice President of Development at Habanos S.A., said: "Considering that China was Habanos S.A.'s leading market in terms of sales volume in 2020, we are pleased to commemorate the Chinese New Year for the third consecutive year with a vitola such as Magnum 52 under the H. Upmann brand. We are convinced that Habanos aficionados will enthusiastically welcome this worldwide launch, which will be available in all markets, albeit in limited quantities as it is an exclusive production."

Dag Holmboe, CEO of The Pacific Cigar Company, said: "H. Upmann's Magnum 52 is a new vitola that manifests the refined character of the brand with mild to medium strength, and that offers its very

high quality and inimitable aroma. We expect a great reception from Habanos aficionados in the Asian market.”