

Habanos Festival XXIII canceled due to Omicron

Because of the current global reality in which the ability to travel freely in the world continues to be negatively affected by the new Covid-19 variant, the 23rd edition of the Habanos Festival has been canceled.

The company has expressed its regrets that this “unmissable” event will not take place for the second year in a row.

Again, Habano SA will focus its efforts on surprising and delighting its fans as it did in 2021, with such innovative events as **Habanos World Days**, the virtual event that allowed premium tobacco aficionados to share experiences and continue enjoying and learning about the rich culture that surrounds this exclusive, totally handmade, product.

Last year this virtual meeting was a great success. More than 9,000 aficionados from over 140 countries, 200 media outlets and more than 75,000 visits occurred over three days.

Habanos World Days virtual event included a visit to the Habanos, S.A. virtual stand where a special Humidor designed in commemoration of Cohiba's 55th anniversary was unveiled; the names of the nominees for the prestigious Habanos 2020 Awards, which recognize outstanding personalities for their work in the categories of Communication, Business and Production, were shared; and the winning aficionados were announced for the online version of the Habanos World Challenge International Contest, which measures general Habano knowledge in its various stages of the process, from cultivation and production to enjoyment.

More news will be announced as it is confirmed.