

Habanos S.A. ends 23rd Habano Festival with Partagás Línea Maestra launch



The Habano Festival Gala Dinner auction raised €11,220,000 (US\$12,029,000)

The 23rd edition of Habano Festival came to a close this week with a Gala Dinner held at the Pabexpo Fairgrounds. There were about 1,200 attendees in attendance for a night of music, dance and indoor fireworks. President of the Republic of Cuba, Miguel Díaz Canel, attended the Gala, along with other government officials.

The evening was also dedicated to the launch of [Habanos S.A.'s](#) Partagás Línea Maestra line.

The line includes three vitolas: Origen (46 ring gauge x 154 mm length), Rito (52 ring gauge x 168 mm length) and Maestro (56 ring gauge x 132 mm length). Each of these vitolas will reach the market in a special case containing 20 units. It marks the first collection in Habanos S.A.'s history to be made with 100% tobacco from San Luis.

Proceeds from the Humidor Auction totalled €11,220,000 (US\$12,029,000), which will be donated to the Cuban Public Healthcare system, according to the Habanos S.A. press release.

The Cohiba Humidor broke its own record once again, raising €4,200,000 (US\$451,115,000). This exclusive piece is made of wood, metals and semiprecious stones. It holds 500 Habanos, carefully selected from the prestigious lines of the Cohiba brand. On this occasion, the humidor was auctioned together with a unique Audemars Piguet timepiece that was donated by an anonymous individual for the auction.

"The Partagás' vitolario is characterized by a wide variety of formats, with more than 30 in its portfolio, which is constantly growing and innovating. Línea Maestra pays tribute to the unique "Origen" of what is considered the best tobacco in the world, the learning and tradition that turn enjoying an Habano into a "Rito" and to the "Maestros" who make it possible to create a "Master" work for Habano lovers," explains the press release.

Maritza Carrillo González and Luis Sánchez-Harguindey Pardo de Vera, Co-Presidents of Habanos, S.A., explained in a joint statement, "During these days we have celebrated and paid tribute to Montecristo, Bolívar and Partagás, three brands that are undoubtedly very dear and special to Habano aficionados. We have visited the Pinar del Río plantations and the Partagás and La Corona factories where some of our emblematic Habanos are made, all of them "Totally Handmade with long filler", and we have resumed our traditional Trade Fair and Seminar with products and experts from all over the world. We also attended the presentation of the new products that Habanos, S.A. has in store for 2023. We are firmly convinced that these new vitolas will maintain and, even further ignite, the passion for Habanos shared by all aficionados."

Winners of the Habanos World Challenge contest were also announced at the Gala Dinner. The 2022 winners are:

- Habano Award in Communication: Jasim Ahmed
- Habano Award in Production: Yoandi Rodríguez Porra
- Habano Award in Business: Blanca Alsogaray