

Habanos, S.A. unveils Vitola Cohiba Siglo de Oro cigars for Lunar New Year



The cigars were presented at multiple events held simultaneously in several Asian countries

To celebrate the Year of the Rabbit, premium tobacco company [Habanos, S.A.](#) unveiled its new Cohiba Siglo de Oro vitola. This novel product from the Cohiba brand, the most prestigious in the world of Habanos, also honors the 30th anniversary of the Linea 1492, one of Cohiba's most successful.

The presentation of the new Cohiba cigar took place in an exclusive event held simultaneously in several Asian markets, organized by The Pacific Cigar Co, the exclusive distributor of Habanos, S.A. in Asia-Pacific and Infifon HK, the exclusive distributor of Habanos, S.A for Mainland China. Events were hosted in Macao, Thailand, Malaysia, Cambodia, Japan, Singapore and Hong Kong.

Cohiba Siglo de Oro is presented in a limited-edition box containing 18 Habanos handmade with Long Filler. The wrapper, filler and binder leaves have been carefully selected from the most prestigious area, Vuelta Abajo, in the region of Pinar del Río, Cuba. Cohiba Siglo de Oro will also be the first Habanos, S.A. vitola to incorporate an NFC chip into its cases that aficionados can scan to verify the product's authenticity and learn more details about it.



These vitola cases are the first to incorporate NFC technology

"At present, China is the most important market in value for our business, and Cohiba is the most recognized Habanos brand worldwide," states a news release from the brand dated 19 January, 2023. "That is why we wanted to take advantage of this occasion to present such a special vitola as Cohiba Siglo de Oro, and to showcase the implementation of NFC technology to make the experience for aficionados even more complete."