

Habanos SA revamps and relaunches website



Habanos is much more than a brand or a vitola, it also involves tradition and culture. It is a unique product guaranteed by its Protected Appellation of Origin

Habanos, S.A. has revamped and relaunched its website. The design of this renewal has been created based on suggestions from distributors and aficionados. The website offers a more attractive and intuitive look and feel, with a user-friendly approach that allows visitors to easily find out about all the latest news, brands, events and highlights. With direct access to the Habanos' brands from the home page, visitors will always have the information they consider most relevant. Categorization has been simplified in order to facilitate any search, and navigation will be easy from any device, thanks to its optimization for mobile devices.

The website's new Authenticity Check, one of the tools aficionados use the most, has been improved, helping the peace of mind of Habanos' enthusiasts, and the "Where to buy/smoke" section will help aficionados to locate dealers and places where the Habanos can be enjoyed, all over the world.

After its launch, Alex Fernandez - Blanco Barrero, Deputy Director of Operational Marketing of Habanos, S.A., stated: "Habanos, S.A. has opted for a much more visual style, faithful to its elegant and exquisite essence, trying the Habanos aficionados to find everything they need and enjoy browsing and learning more about the rich culture surrounding this exclusive product."