

# Habanos unveils world premiere Montecristo cigar



Montecristo Supremos Limited Edition (55 ring gauge x 130mm in length) is presented in a special case

Habanos, through its exclusive distributor for Italy Diadema S.p.A, has launched the world premiere of the Montecristo Supremos Limited Edition in Italy.

This release (55 ring gauge x 130mm in length) is presented in a special case designed with the brand's characteristic colors.

It includes 25 Habanos made "Totalmente a Mano con Tripa Larga" - Totally Handmade with Long Filler, following a careful selection of the wrapper, filler and binder leaves from the Vuelta Abajo region.

The Montecristo Supremos presentation took place on July 6 at the Lanciano Forum, in the Italian region of Matélica. Around 450 guests experienced this new Montecristo Habano Limited Edition.

This will be the second world premiere Habanos launch has hosted in Italy; in 2016, Romeo and Julieta Capuletos were first released in this country.

Montecristo Supremos is the heaviest ring gauge ever launched by the famous cigar brand.

The Montecristo brand owes its name to the novel “The Count of Montecristo” by Alexandre Dumas.

This Habanos flavor was introduced in the Cuban magazine "Habano" in 1935. It is prized for its aroma and Long Filler vitolas made totally by hand with leaves from the Vuelta Abajo region.

Today, the brand has vitolas ranging from the Montecristo A - described by Habanos as “majestic” - to smaller formats such as the Montecristo Joyitas.

Diadema S.p.A., the Italian leader in premium cigar marketing, has a distribution network in Italy with over 2,000 tobacconist shops, including three La Casa del Habano and 100 Habanos specialist stores.