

Royal Agio Cigars and Dubai Duty Free partner in limited-edition cigar promotion



A Dubai Airport promotion for Royal Agio Cigars' Balmoral Añejo XO Gran Perfecto FT Limited Edition cigars at Terminal 3 in CB West duty free shop

Royal Agio Cigars has partnered with Dubai Duty Free in a high-profile Balmoral Añejo XO campaign.

To celebrate Chinese New Year at the airport, Royal Agio Cigars selected 50 boxes of its premium Balmoral Añejo XO Gran Perfecto FT Limited Edition. The promotion resulted in a 40% sales upswing for the premium Balmoral Añejo XO cigar range.

The campaign targeted travelers during the airport's Chinese New Year festival month, taking place from February 5 to 19. All selected cigar boxes featured the number eight, symbolizing prosperity and good fortune in Chinese culture.

The limited-edition boxes, containing 10 handmade cigars, were placed on an eye-catching display, manned by a dedicated brand ambassador.

Royal Agio Cigars Global Travel Retail Manager Gertrude Stormink said: "We were excited to launch Balmoral Añejo XO Gran Perfecto FT Limited Edition in global travel retail through an exclusive partnership with Dubai Duty Free. Dubai is an important international hub for global travel with more than 88 million passengers on a yearly basis.

"Over the past few years our partnership with Dubai Duty Free has helped build the premium hand- and machine-made cigars category in the region, so we're thrilled to have offered this special release."

exclusively to their customers.”

Saba Tahir, Senior Vice President - Purchasing, Dubai Duty Free, said: “We were delighted to offer limited production Balmoral Añejo XO Gran Perfecto FT Limited Edition premium handmade cigars in our duty free stores.

“As one of the world’s leading duty free international airports, we are committed to providing our shoppers with the latest and greatest products, and our partnership with one of the world’s leading cigar manufacturers, Royal Agio Cigars, supports this mission.

“It’s great to see our customers genuinely appreciate this premium, limited-edition handmade cigar, and we are looking forward to releasing more exciting cigar offerings in the future.”

The Añejo XO line has received high ratings from the internationally acclaimed Cigar Journal. It delivers sophisticated, complex notes of cedar, cacao and peppery spices that finish with a smooth, underlying natural sweetness.

A box of 10 handmade cigars retails at US\$150 per box at Dubai International Airport.