

## Habanos celebrates 25th anniversary at Cannes show with exclusive launches

By **Mary Jane Pittilla** on October, 7 2019 | Spirits & Tobacco



Habanos releases the H. Upmann Magnum 56 jar with a limited production of 10,000 jars exclusively in travel retail

Habanos, S.A. celebrated its 25th anniversary at the TFWA World Exhibition in Cannes by introducing a new jar in the H. Upmann brand, specially designed for the duty free and travel retail channels.

This elegant and exclusive jar has a limited production of 10,000 jars. Magnum 56 under H. Upmann brand is the vitola selected for this exclusive edition.

Habanos, S.A. created the jar for Habanos enthusiasts, as well as for the collectors.

H. Upmann Magnum 56 is aimed at those who like a light to medium flavor Habano and thick ring gauges.

The 20 Habanos Magnum 56 of H. Upmann have been totally handmade with long filler, using a selection of leaves from the Vuelta Abajo zone, in the Pinar del Río region, the most prestigious

tobacco area in Cuba, and produced by expert Cuban rollers.

In other product news, Habanos is releasing three new Trinidad brand vitolas which are incorporated into the regular Habanos portfolio, to celebrate the brand's 50th anniversary.

Of the three vitolas, two are unprecedented: Esmeralda (53 ring gauge x 145mm length), and Media Luna (50 ring gauge x 115mm length), while Topes (56 ring gauge x 125mm length) was released as a limited edition in 2016 and was very well received. Now, Topes incorporates the 56 ring gauge for the first time into the brand's regular portfolio.

These three new vitolas are presented with Trinidad's classic blend, of medium strength and a great aroma, and are totally handmade with long filler.

They are presented in the brand's classic Semi Boîte Nature (SBN) varnished box, which contains 12 units.



Trinidad Topes incorporates the 56 ring gauge for the first time into the brand's regular portfolio

Trinidad Esmeralda, Media Luna and Topes are released to give a new and sophisticated option for smokers who like heavy ring gauges in a short smoke.

Also new is a special edition humidor commemorating Trinidad's 50th anniversary. Only 100 numbered ebony humidors are available, each with 50 Habanos.

Other main product launches for 2019 include Hoyo de Monterrey Double Coronas Gran Reserva Cosecha 2013. This is the brand's first Gran Reserva in its iconic double coronas vitola. The filler, binder and wrapper leaves have undergone a long and careful five-year ageing process.

In line with current trends for a short smoke, Punch introduces the new Short de Punch (50 ring gauge x 120mm length) vitola, which incorporates the 50 ring gauge for the first time.

Habanos is also presenting the 2019 Limited Editions Montecristo Supremos, Allones No. 2 by Ramón Allones and Quai D'Orsay Senadores. They are distinguished by their carefully selected leaves – wrapper, filler and binder – which have been aged for no less than two years.

Finally, Habanos, S.A. is presenting two new production launches for La Casa del Habano network of specialist stores, one of which will also be sold by establishments with the Habanos specialists rating.

Both the Cohiba Novedosos and the San Cristóbal de La Habana 20 Aniversario Habanos are totally handmade with long filler.