

## Habanos launches world preview of the new Prado vitola

By **Steve Pawlett** on October, 9 2018 | Spirits & Tobacco



The new Prado vitola is designed exclusively for Las Casas del Habano and Habanos Specialists stores

Habanos, S.A has launched its world preview of the new Prado vitola (ring gauge 50 x 127 mm length), of the San Cristóbal de la Habana brand. A vitola that takes the name from one of Havana's most famous streets "Paseo del Prado" is distributed through its exclusive distributor for Bulgaria and other regions, Kaliman Caribe Ltd, and comes in the brand's classic 10-unit regular box.

The presentation of the San Cristóbal de la Habana Prado was held October 4 in Sofia, Bulgaria, at the legendary Boyana Residence. Throughout the evening, aficionados of the world's best tobacco were able to taste this new Habano, as well as enjoy other experiences designed to stimulate their senses: a selection of gourmet products from several Premium brands, an exciting show, with music, dancing, famous artists, etc. All in all, a sophisticated event that brought together the senses and passions of Habano aficionados around the world.

The new vitola owes its name to the emblematic Paseo del Prado, the avenue that best preserves and

tells the story of Cuba's rich architectural history.

The new Prado vitola extends the San Cristóbal de la Habana portfolio, whose vitolas are made "Totalmente a Mano con Tripa Larga - Totally by Hand with Long Filler" - by expert, Cuban cigar rollers with filler and binder leaves from the finest tobacco plantations in Vuelta Abajo. This Habano is distinguished by the soft to medium flavor of its blend.

The San Cristóbal de la Habana brand was sold for the first time in 1999 with a range of four vitolas, whose names correspond to the city's fortresses, built between the 16th and 19th Centuries by the Spaniards to defend the main square from likely attacks: El Morro, La Fuerza, La Punta and El Príncipe. The first two correspond to Vitolas de Galera that can only be found in this brand.

In 2004, the brand incorporated new vitolas such as Mercaderes, Oficios, and Murallas, all names of very famous streets located in the old city, La Habana Vieja.

La Casa del Habano is an international network of franchised stores that specialize in selling Habanos and where the most discerning smokers can enjoy the universe that surrounds these renowned cigars. These exclusive Habano boutiques stand out for their outstanding personalized service, advising consumers according to their preferences.

Kaliman Caribe is the exclusive Habanos distributor for - Albania, Armenia, Bulgaria, Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Romania, Serbia, and Slovenia. Ten Casas del Habano and two Cohiba Atmosphere lounges operate in this region.