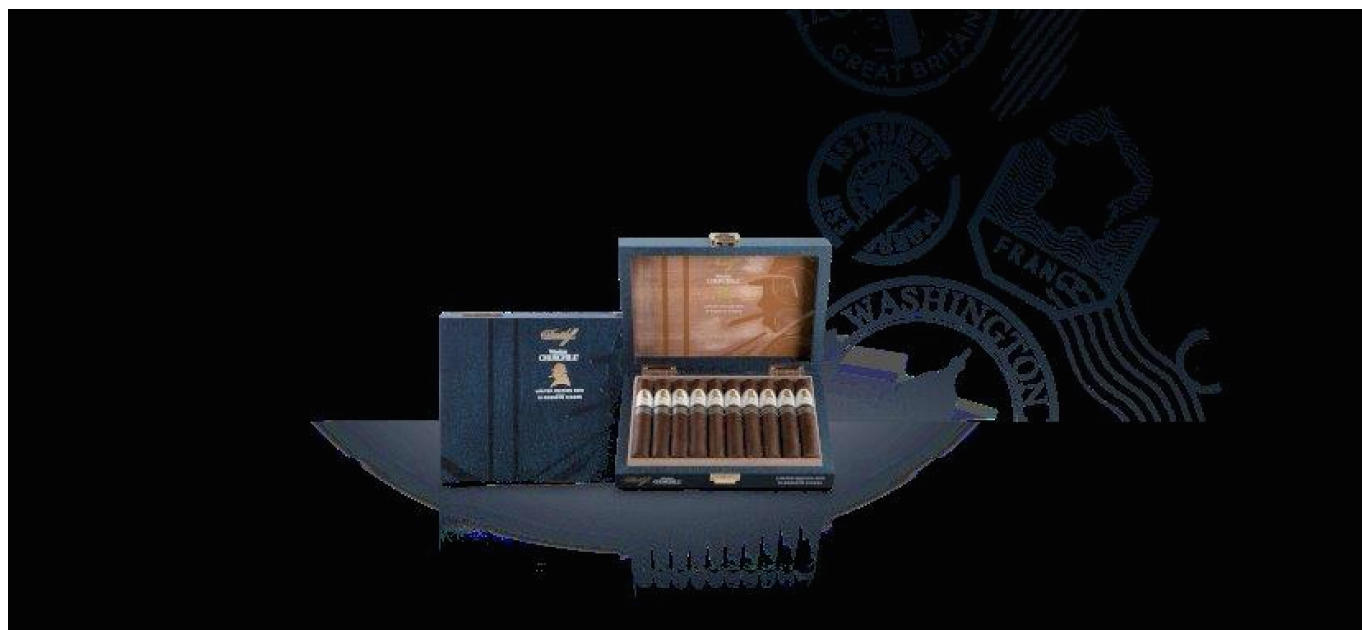


# Davidoff launches first duty free exclusive Winston Churchill limited edition



The limited-edition Winston Churchill cigar and accessories celebrate one of Churchill's multiple facets of character – The Traveller

Davidoff Cigars has introduced a Winston Churchill limited-edition cigar range for 2019 including its first duty free exclusive limited edition pack.

The Robusto cigar with tobaccos from Nicaragua, Mexico and the Dominican Republic will be available for a limited time and will be released along with limited-edition accessories, celebrating one of Churchill's multiple facets of character – The Traveller.

In addition, the brand will launch its first duty free exclusive limited edition, featuring five of the limited edition cigars in a special format and packaging.

"After the successful launch of the Winston Churchill The Original Collection in 2014, and the great success of the more intense The Late Hour line, with the industry's first, unique Scotch cask-aged blend, our Master Blenders have taken on the challenge to create another complex multi-origin blend inspired by Winston Churchill's rich character," said Sybille Johner, Head of Brand Marketing at Oettinger Davidoff AG.

"Sir Winston was an explorer, a traveler, all the time widening his horizons, exploring new places and trying new things. We wanted this limited edition to celebrate this facet of his character, and our Master Blenders have done an amazing job at crafting a beautiful, extremely balanced Robusto cigar that will take aficionados on an exciting sensory journey."

The Traveller cigar is crafted in a Robusto 50 x 5 format, providing multi-layered notes of wood and earth at the start, followed by sweet and spicy flavors. The cigar ends with complex aromas of wood and leather, complemented by salted caramel notes.

Limited to 8,000 boxes worldwide, the Robusto cigars come in boxes inspired by leather travel cases, and include a Boveda humidification device that turns them into travel humidors.

The icon applied to the cigar boxes reflects some of the key places that marked Churchill's path, including London, Washington and Marrakesh.

This icon is also applied to the 4,500 limited-edition packs of five Corona cigars, available exclusively at select duty free locations worldwide. While strength and flavors are the same as for the Robusto format, the aromas are slightly more intense due to the smaller ring gauge.

Davidoff is also releasing two humidors, an ashtray, a cutter and a cigar case celebrating Churchill's passion for traveling.

The humidors come in two popular sizes, Ambassador for 70 to 80 cigars and Primos for up to 35 cigars, and are made of reconstituted wood that is broken down and then reassembled to reveal new textures and colors for a unique look. They both carry the new Winston Churchill silhouette that highlights the places he used to travel to.

The limited and numbered ashtray also features the icon as the key design element, while the double-blade cutter is made of stainless steel. The pieces are made in Germany and carry the Winston Churchill silhouette, as well as passport stamps featuring Churchill's destinations of choice.

Stamps, comprising souvenirs from treasured locations, are laser-engraved on the XL-2 cigar leather case, completing the limited-edition accessories collection.

From January 2019, the Davidoff Winston Churchill Limited Edition cigars and accessories will be available at select Davidoff merchants and flagship stores.