

Havana gears up for world's top event dedicated to premium cigars



The Habanos Festival, the most prestigious event in the world dedicated to Premium Cigars, will be celebrating its 22nd Edition in the Cuban capital from February 24th through the 28th.

The event's welcome night will be this time dedicated to the Bolívar brand. The intermediate night will commemorate the 30th anniversary of the La Casa del Habano franchise network and the 85th anniversary of Montecristo, and the Gala night will feature Romeo y Julieta --one of the most acclaimed brands within the Habanos portfolio, also celebrating its 145th Anniversary.

2020 will be a year of great commemorations for Habanos, with several brands celebrating anniversary. Romeo y Julieta and Bolivar are amongst the brands with a special leading role this Festival together with Montecristo, one of the most recognized brands around the world.

In this 22nd Edition all in attendance to the Habanos Festival will have the opportunity to learn first-hand about the latest Habanos S.A's novelties for 2020, while enjoying a wide program of activities related to the knowledge of the Habanos. These include visits to tobacco plantations in the Partido Zone (P.D.O.), tours to the most famous Habanos factories, International seminars with interesting lectures and practical sessions, The Habanos Alliance with P.D.O Wineries and the acclaimed Habanos World Challenge.

The closing of the 22nd Habanos Festival will take place on Friday 28th February, with a glamorous evening full of exclusivity and passion for the Habanos.

The traditional Humidor's auction will close the evening, with exclusive pieces handcrafted by the most skilled Cuban artists. All proceeds will be donated to the Cuban Public Health System. The night will end with an exclusive concert of an internationally recognized group.

Source: Habanos

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