
An Auction of Havana Cigars in Cuba Surpasses One Million Euros

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Havana, Feb 23 (Prensa Latina) An auction of Premium Cuban cigars collected one million 505 thousand euros this Saturday during the closure of the XXI Habano Festival, which was attended by 2,200 people from 70 countries.

The event closed in the early hours of the morning, and the participants had the opportunity to bid for seven lots of beautiful humidors made of cedar, loaded with the best high royalty tobaccos of the moment, an event that took place at the Pabexpo fairgrounds.

The humidor dedicated to the San Cristobal brand in Havana raised 175 thousand euros, followed by H.Upmann with 150 thousand. In the case of Romeo and Juliet, the bid ended at 200,000 euros, and that of Montecristo at 220,000.

The most attractive and high-priced were those of Trinidad and Cohiba, with 300,000 euros each. The closing night was dedicated to the 50th anniversary of the Trinidad brand.

This edition of the Festival had among its fundamental aspects the brand San Cristobal de La Habana, because this 2019 all the meetings here point to the 500 years of the capital, to be held next November 16.

During the night and closing dawn, the Habano of the Year Awards were also presented, which for this opportunity had a predominance of Cubans, when Justo Emilio Luis Rodriguez, Gabriel Estrada Business and Zoe Nocado Communication achieved it in Production.

The final data of this smoke festival indicated that Cuban companies accumulated the greatest number of prizes delivered in the Convention Palace of this capital (hours before) during the closing of the XXI Trade Fair.

This was also the moment to recognize the winning team of the second World Challenger International contest, the team from Italy, a contest that proves knowledge about Premium Cuban cigars.

The Prize in the category of Modular Design Stand went to Tecnoazucar and the Mention to La Estancia S.A., in terms of Free Design Stand the primordial position was for Brascuba Cigarrillos S.A., and the mentions to Promocigar and Havana Club International.

In addition, the organizing committee recognized the company Arca, Empresa de Envases para el Tabaco (Tobacco Packaging Company) of this country.

As for the Most Visited Stand, the award was won by Comercial Iberoamericana and the Integral Communication Award went to the extra Cuban hotel company Palmares S.A.

During the words at the conclusion of the Fair, the co-president of the international corporation Habanos S.A., Inocente Nuñez, pointed out as a final fact that 260 exhibitors from 12 countries were present at the Commercial Fair of the Festival, a figure that surpasses previous editions.

The organizers qualified this meeting as the one with the highest attendance, and they hope that in the future the participation and interest of firms from all over the world will increase. The XXII edition of the Festival will take place from 24 to 28 February 2020 in this city as well.

Havana cigars are known by those who understand them as the best Premium cigar on the planet due to the triple condition of the soil, climate and experience of the producers.
