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## The Habanos Festival Returns

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Once again, from February 24 to 28, Cuba's capital city will play host to the Habanos Festival, an event devoted to the world's greatest cigars.

The festival attracts the curiosity of thousands of cigar aficionados, interested not only in cigar collecting but also the production, culture, and marketing of the best of the premium cigars the planet has to offer.

On this occasion at its traditional venue, the Havana Conference Center, the festival will focus on the enthusiastic acceptance of the Partagás brand, founded in 1845, accompanied by the Hoyo de Monterrey, Trinidad and H.Upmann cigars, among a wide portfolio of new offerings, always eagerly anticipated by cigar smokers.

A glimpse inside the entrepreneurial world surrounding a product as emblematic for Cubans as tobacco will be offered through visits to factories, plantations in the western province of Pinar del Río, and introductions to business executives, sommeliers, tasters, and artists.

Attendees at the event will also have the opportunity to taste the best cigars on offer from the international corporation organizing the event, Habanos S.A., a leader, par excellence, in the tobacco market.

The Festival also hosts a journey that is highly sought after by tourists, and the crowning event in the expectations of many participants.

It consists of a tour of the tobacco plantations by the nearly one thousand aficionados attending the Festival.

The Pinar del Río Hotel hosts scores of cigar lovers, visiting the region for the simple purpose of enjoying good cigar brands and delighting in a cocktail prepared with Guayabita del Pinar, a beverage unique to the region.

The tobacco farm of the man who founded the Hoyo de Monterrey cigar in 1860, the Spanish José Gener, is a

legendary attraction for delegates and tourists alike. The site has been in the hands of a number of different

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