
Cuban Montecristo Cigars Conquest Southern Cone

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The Montecristo Media Corona, Montecristo Petit No. 2, and Montecristo 80th Anniversary cigars conquered today due to their exquisiteness the cigar market in the Southern Cone, to which the Montecristo Churchills Añejados especially joined. "They have a huge acceptance," Abdelasis Pita, corporate director of Pure Cigar S.A. and representative of Habanos S.A. for Argentina, Chile and Uruguay, told Prensa Latina.

Media Corona, Petit No. 2, 80th Anniversary and Churchills Añejados are the Montecristo cigar bands that were new features this year in the trading network of those three southern countries, to which Partagas Maduro No.1, H. Upmann Magnum 56, and Romeo y Julieta Wide Churchills Reserve are joined, the executive stressed on the latest events in this specialized market.

Pita stated that as an additional offer, the Ramon Allones Club brand is also available in Chile.

Pure Cigar S.A. is the exclusive distributor of Habanos S.A. for Argentina, Chile and Uruguay since the company was founded in 1990. It is responsible for importing and marketing the famous Habano cigars in those three countries, covering the domestic market and the Duty Free shops, its corporate director explained.

"We commercialize the vast majority of Habano cigars' brands in all formats, and we are the leading company in the sector, covering 79 percent of market share," Pita said. He was accompanied by his Argentine partner, Favio Ivan Palazzi, general director of Pure Cigar S.A., in conversation with Prensa Latina.

The company has more than 400 points of sales, including two Casa del Habano franchise in Buenos Aires and another in Santiago de Chile, eight specialists in Habano cigars and six Habanos Point.

Both executives commented that as part of the marketing work, they develop promotional activities, always within the framework of the Anti-smoking Law, which allows them to interact with their customers "and make them participants of the pleasure of smoking cigars."

The corporate director of Pure Cigar S.A. said that a Regional Edition for 2016 will be presented for the first time in the history of the company.
