
Cuba Protects its Cohiba Cigar Brand from Forgery

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In an effort to protect reiterated forgery of the Cuban cigar brand known as Cohiba Behike, a new hologram will be incorporated to the ring of each cigar.

The new hologram will allow identifying the original brand around the world and will also provide additional information on the distributor, the bill number and other details.

Since their presentation in 2010, the Cohiba Behike cigar rings have the head of an Indian and a security hologram on each of them. Cohiba, the most representative brand of Cuban Habano cigars, was established in 1966.

The name Cohiba refers to the bunches of tobacco leaves that Cuban aborigines used to smoke on the island.

Cohiba Behike cigars are produced in limited amounts and it is characterized by its blend with exceptional scent and taste.

Despite the world economic crisis and anti-tobacco campaigns, Cuba earned over 400 million dollars in terms of cigar exports in 2013. Major markets for the Cuban products are Spain, France, China, Germany, Switzerland, Lebanon, and the Arab Emirates.