

## **Cohiba, the world's most emblematic tobacco brand**

### **1. The origins of a legendary and emblematic brand**

The first time that Europeans saw the inhabitants of the New World smoke tobacco was in 1492. Soon, the tobacco would extend across Europe and from there, to the rest of the world.

The first *Escuela de Torcedoras* – cigar rollers, was created in 1964. A small centre to train a group of women in the art of rolling cigars. Back then, it wasn't usual for women to carry out this task, so this was considered to be very innovative for those times. A year later, in 1965, the French Mandatary Charles De Gaulle, became one of the first personalities who was able to enjoy one of the new cigars made by this group of women.

These first milestones constituted the beginnings of the Cohiba brand that was born as such in 1966.

### **2. The choice of name**

Cohiba was not a name chosen at random. The choice of name goes back to the original island inhabitants, the Taino Indians, who used the word to define the rolled tobacco leaves they smoked and that Christopher Columbus first saw in Cuba in 1492. From that moment on, COHIBA would become the symbol of Cuban tobacco.

### **3. El Laguito, from *Escuela de Torcedoras* to an iconic premium cigar factory**

The original location of the *Escuela de Torcedoras* became too small and in 1965 was transferred to an ancient residential mansion built in the 1920s in Cubanacán, one of Havana's most beautiful neighbourhoods. In 1970, it became the current *Fábrica de Tabaco Torcido El Laguito*, the most iconic premium cigar factory in the world and the Cohiba brand's exclusive factory. *El Laguito* is one of the most renowned symbols of Cuban tobacco and encloses all the production and development secrets of the Cohiba brand.

### **4. An internationally successful brand**

For many years the Cohiba brand was used for corporate gifts only. The Cohiba brand was first launched worldwide in 1982. Spain was the country chosen, since in those years it was the biggest Habanos market in the world, and this was the first step to becoming a reference brand worldwide.

Since then, Cohiba has been available around the world to be enjoyed in small quantities by the most demanding smokers.

## 5. 50<sup>th</sup> Anniversary of the brand

To celebrate the brand's 50th anniversary, Cohiba launched three new releases: Cohiba Medio Siglo (52 ring gauge x 102 mm length), that was incorporated into the brand's regular line and two Special Editions: Cohiba 50 Aniversario humidor cabinet (60 ring gauge x 178 mm length), and the Cohiba Majestuosos 1966 exclusive case (58 ring gauge x 150 mm length). The Special Edition "**Cohiba 50 Aniversario**" is without doubt the most exclusive in the history of Habanos. For the very first time, the 60 ring gauge (23.80) was introduced to the range of sizes of Habanos, with a unique format (60 ring gauge x 178 mm length), that has been especially designed for this brand special celebration with a limited production.

This commemorative edition also stands out for its presentation in an exclusive luxury cabinet, made of different precious woods, including Makassar ebony, sycamore and Guarea Cedrata or Scented Guarea.

## 6. The Cohiba universe

Cohiba's success is based on its exclusive and innovative qualities. Throughout its history, the brand has expanded its portfolio with special and unique products, with which it has built its legend among smokers all around the world.

Following Cohiba tradition, the leaves used in producing the Cohiba brand have been meticulously selected from the finest fields in the tobacco-growing districts of San Juan y Martínez and San Luis in the Vuelta Abajo\* area in Pinar del Río\*, in Cuba.

All the vitolas of the brand are made "Totalmente a Mano con Tripa Larga"- *Totally by Hand with Long Filler*. Cohiba is distinguished because it is the only brand of Habanos in which three of the four types of leaves used undergo additional fermentation.

## 7. Cohiba's 4 Lines

The **Línea Clásica**, created in 1966 and currently made up of 7 vitolas. This line's vitolas combine classic forms with other more innovative ones. Lanceros (38 ring gauge x 192 mm length), Esplendidos (178 mm length x 47 ring gauge), Panetelas (115 mm length x 26 ring gauge), Pirámides Extra (54 ring gauge x 160 mm length), Robustos (124 mm x 50 ring gauge), Seoane (126 mm length x 33 ring gauge) and Coronas Especiales (Laguito No.2, 38 ring gauge x 152 mm length).

The **Línea 1492** was launched in 1992 to commemorate the 500<sup>th</sup> anniversary of the arrival of Christopher Columbus to the island. It is made up of 7 vitolas: Siglo I (40 ring gauge x 102 mm length), Siglo II (42 ring gauge x 129 mm length), Siglo III (42 ring gauge x 155 mm length), Siglo IV (46 ring gauge x 143 mm length), Siglo V (43 ring gauge x 170 mm length), Siglo VI (52 ring gauge x 150 mm length) and Medio Siglo (52 x 102 mm length).

The **Línea Maduro 5** was presented in 2007. It incorporates a mature wrapper aged for 5 years. This is composed of 3 vitolas: Mágicos (52 ring gauge x 115 mm length), Genios (52 ring gauge x 140 mm length) and Secretos (40 ring gauge x 110 mm length).

In 2010, **Cohiba Behike** was introduced. This is the most exclusive line and which for the first time incorporated the *Medio Tiempo* leaf in the blend of its three vitolas. Medio Tiempo is a very rare leaf that comes from the top two leaves of the tobacco plant, offering exceptional character and flavours. It has 3 vitolas: BHK56 (56 ring gauge x 166 mm length), BHK54 (54 ring gauge x 144 mm length) and BHK52 (52 ring gauge x 119 mm length).

## 8. Innovations

Cohiba is a cutting edge brand that leads all the trends in the world of the Habano, and was the first to introduce a Reserva in the year 2002 and a Gran Reserva in 2009. Both were elaborated using tobacco leaves aged for a minimum of 3 and 5 years respectively, before reaching the hands of the *Torcedores*.

Other innovations that stand out include the El Siglo VI (150 mm length x 52 ring gauge), a format that is exclusive to this brand of Habanos. It has become an icon of the world of tobacco.

In 2012 Pirámides Extra (160 mm length x 54 ring gauge) was presented – the first *figurado* of the Cohiba range. One of its visual characteristics is its ring incorporating holographic elements that highlight its image of exclusivity.

## 9. Limited Editions.

The Limited Editions are characterised by the fact that their vitolas do not form part of the brand's regular portfolio. They are produced in limited quantities, by the most expert Cuban *Torcedores* after an extremely careful selection of leaves (the *capa*- wrapper, the *capote*- binder, the *tripa*- filler) that are then aged for at least two years. The Limited Editions are very sought after by lovers of Cohiba and of all Habanos in general, as they offer a unique and exclusive experience.

Since 2000, the year in which the concept was presented, until now in 2017, Habanos, SA has launched 58 Limited Editions to the market, 7 of them through the Cohiba brand, including Cohiba Talismán Limited Editions 2017, which was presented internationally in London by Hunters & Frankau, the exclusive distributor for Habanos S.A. in the United Kingdom.