



A COMPANY OF
EXCELLENCE



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- Improving the tobacco
- The making of a Habano
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WHAT IS **Habanos** S.A.

Habanos SA is a joint venture between Cuba Tabacco and ITG.

Habanos was established in 1994 but the joint venture took place between Cuba Tabacco and Altadis initially in 2000 but later ITG acquired Altadis.

Habanos is the exclusive distributor of all Cuban cigar brands, designations of origin and more specifically of all Cuban Premium cigars. It markets its products through a network of International Exclusive Distribution or sale contracts, being present on 5 continents and in over 150 countries.

INTRODUCTION

commercializes exclusively
unique Cuban tobacco brands.

is the world leader in the
commercialization of Premium cigars.

is present in five continents and
more than 150 countries.

Over 90% of the overall group turnover
comes from international activity.



D.O.P. HABANOS

FACTORS
THAT MAKE
IT THE BEST
IN THE
WORLD



- 1 Unique combination of sun, soil and climate in specific regions
- 2 Infinite attention to details.
- 3 Strict quality control.

The care and skill of everyone involved, key aspects in the development of a completely manual product.
- 4
- 5 100% Cuban Tobacco, from plantations in DOP Tobacco Regions



MAIN D.O.P. TOBACCO REGIONS



MAIN D.O.P. TOBACCO REGIONS



MAIN D.O.P. TOBACCO REGIONS

SAN LUIS

- Known for the cultivation of wrapper leaves.
- It has its own Denomination of Origin.
- The previously famous El Corajo Vega plantation was located here (now divided in many plantations). Cuchilas de Barbacoa is also located here (where Vegas Robaina is).
- It is one of the two tobacco growing districts from which leaves are selected for the Cohiba brand.

SAN JUAN Y MARTÍNEZ

- It has a particular reputation for the cultivation of filler and binder leaves.
- It has its own Denomination of Origin.
- It is located in the famous plantation known as Hoyo de Monterrey.
- It is the other tobacco growing district where the leaves are selected for the Cohiba brand.



Las condiciones de suelo y clima de la parte occidental de Cuba, especialmente en la zona tabacalera de Vuelta Abajo, son únicas en el mundo.

* DENOMINACIONES DE ORIGEN RECONOCIDAS POR EL CONSEJO REGULADOR DE LA DENOMINACIÓN DE ORIGEN PROTEGIDA (D.O.P.) HABANOS Y OTRAS TABACALERAS CUBANAS

CIGAR'S ANATOMY

1

FILLER (TRIPPA):

2-4 TYPES OF LEAVES THAT
CONTRIBUTE TO THE FLAVOR

Volado (light flavored, combustibility)

Seco (medium flavored, adds to the aroma)

Ligero (full flavored, adds to the strength)

Medio Tiempo (adds to the intensity)

Fortaleza 1

Fortaleza 2

Fortaleza 3

Fortaleza 4

2

CAPOTE
OR BINDER

3

CAPA OR WRAPPER
TO DELIGHT THE EYE



Growing



GROWING THE TOBACCO

Tobacco Negro Cubano

Habanensis

1907

Criollo

1941

Corojo

After
1950's

Criollo

2005

Seed planting



Preparing the soil to
be loosest possible
(ploughing fields)



Seedlings are grown to
special seedbeds



After 45 days
seedlings are planted
out and replanted the
same day (13-15 cm)



After 18-20 days the
soil is banked up
around the plant to
focus on the roots



The top bud is
removed to
concentrate growth on
larger leaves



Then side shoots
appear which have
to be removed



The Vegueros may be responsible for more than 500,000 plants, of which each one must be visited 150 times during the 2 months of the growing season



TYPES OF LEAVES

SHADE GROWN TOBACCO LEAVES

- Wrapper

SUN GROWN TOBACCO LEAVES:

- Filler
- Binder

Harvesting

Starts 40 days after the planting out of the seedlings

Lasts 30 days

- Vegueros pick 2 3 leaves per time from earth to top
- Every time has an interval of 3 days
- The arrange for the plant to have 18 leaves
- Shade grown (tapado) plants are taller with more leaves, so they require from vegueros more passings



Air Curing

- Leaves are sewn together in 25 pairs of 2 leaves
- Hung to dry on poles



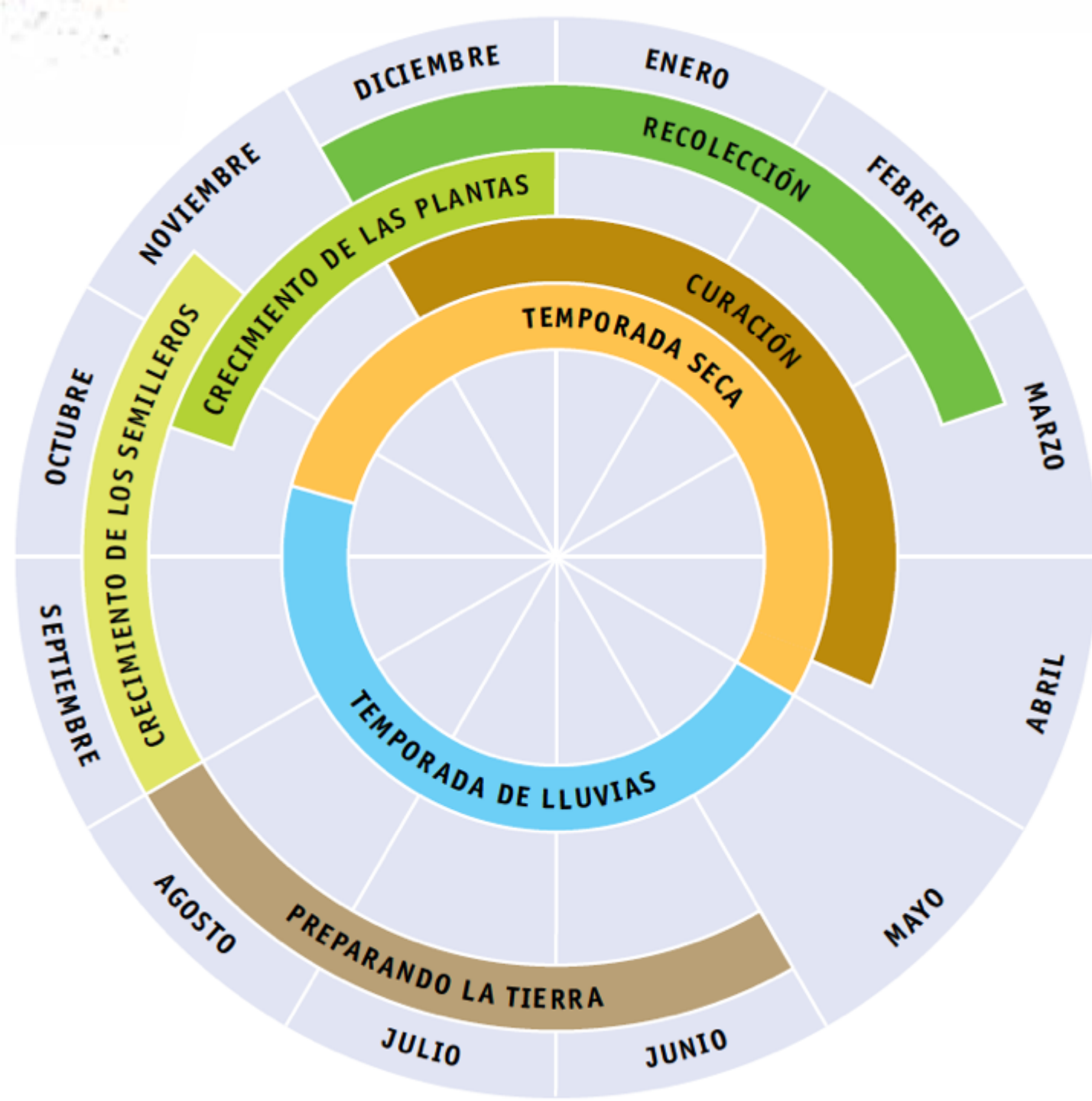


Khaled Hamad
Photography





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Improving







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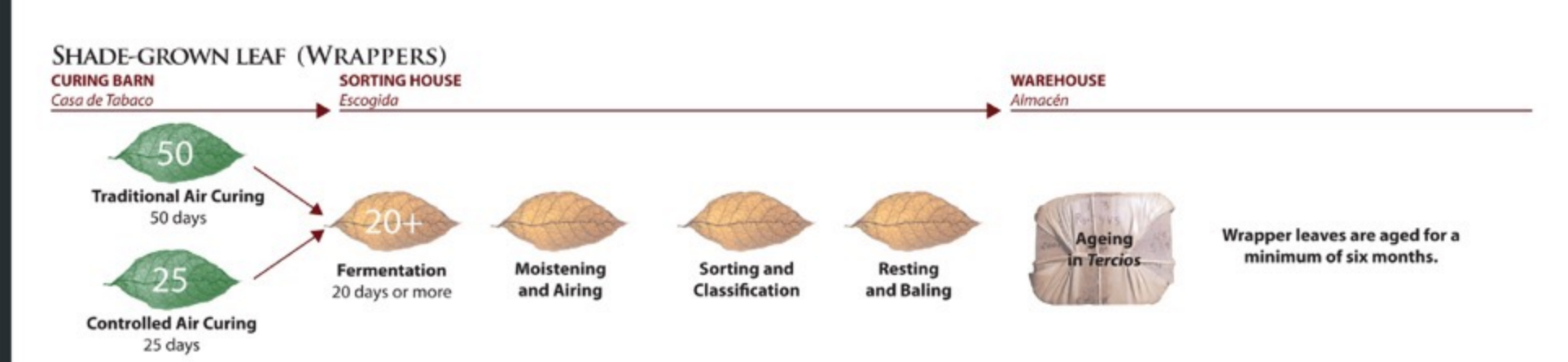
TYPES OF LEAVES

SHADE GROWN TOBACCO LEAVES

- Wrapper

SUN GROWN TOBACCO LEAVES:

- Filler
- Binder





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THE MAKING OF A HABANO

”

Preparing the wrappers.

(Aged by now, they need to be sorted, classified and stripped)



Removing wrappers from bales and separating them - zafado



Process of moistening (moja) to reach the condition required for stripping, sorting and finally wrapping.



Stripping – remove the entire central vein separating the leaf in half

Grading in 20 different finely distinguished sizes and shades



Storing of wrappers in batches

Preparing the binders and fillers.

Process of airing to add to the humidity or taken to the drying room to remove excess humidity



The blend is being selected by Tobacco Research Institute before the bails reach the factory. The Maestro Ligador (Master Blender) makes sure that the required criteria for each cigar are followed.



The Ligador directs which type of leaf will be put in the cigars in production and the blending department prepares for the production.



3 years (or more) down the road since the leaves were picked, they are about to become a Habano



HOW A Habanos D.O.P. IS MADE

Totally hand-made,
long filler

(Presentation by the
Torcedor)

Totally hand-made,
short filler



Checking Quality

Checking

- Weight
- Length
- Girth
- Consistency
- Construction
- Appearance
- Tightness of wrappers
- The finish of the caps
- The draw of the bunch (by suction)

Tasting

Catadores (Tasters) taste the cigars and score them for:

- Draw
- Burn
- Aroma
- Flavour
- Strength
- Overall Quality

Leaving cigars to rest

Escaparate (conditioning room – The Vault)

Minimum a week (the longer the better)

16 – 18 °C

65 – 70% relative humidity



Appearance

Sorting the colours

Main colour classifications:

Claro

Colorado claro

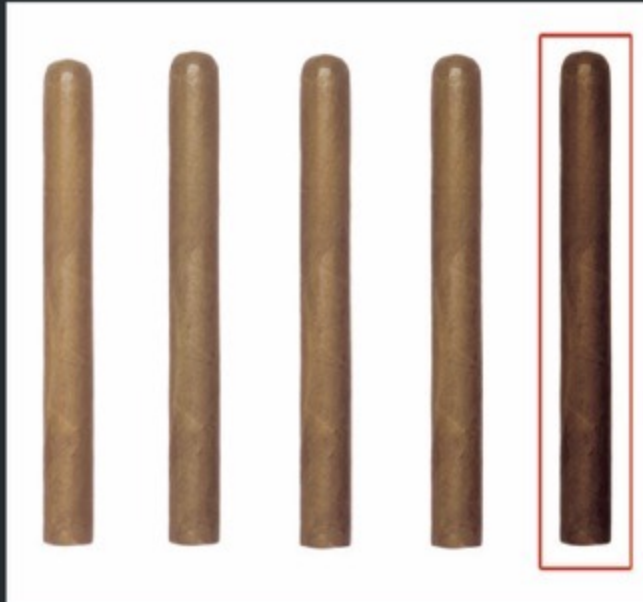
Colorado

Colorado Maduro

Maduro

Escogedor/es (Colour graders/Choosers)
select cigars of the same shade to fill a
box

More than 60 shades
Dark to Light – Left to Right
Reject cigars that do not look
good



Appearance

Bands

The Anilladora (Bander) applies the bands

Protect the white-gloved fingers of smokers from staining (Don Gustavo Bock – 1860's).

Differentiation between cigar brands
Fakes and imitations more difficult.



Dressing the box

Cuba was 1st to
introduce labelled boxes





“

CLASSIFICATIONS

”

Ring Gauge

HEAVY: 57 – Cohiba Robustos Supremos:
58 (Limited Edition 2014)

- Cohiba: Behike 56 (Laguito)
- Montecristo: Open Eagle, 54 (Geniales)
- HDM: Epicure No.2, Robusto Ring Gauge 50

MEDIUM: 44 – 40

- Juan Lopez: Petit Coronas, 42 (Marevas)
- RyJ: No.1, 40 (Cremas)

SLENDER: 39 – 26

- Cohiba: Lanceros, 38 (Laguito No.1)



Shape & Size

Vitolas FACTORY NAMES

MAREVAS

129 mm x ø 16,67 42

Bolivar	Bolivar Tubos N°2
	Petit Coronas
Cohiba	Siglo II
Diplomaticos	Diplomaticos N°4
H.Upmann	Petit Coronas
Juan Lopez	Petit Coronas
Montecristo	Montecristo N°4
	MontecristoPetitTubos
PorLarrañaga	Petit Coronas
Punch	Petit Coronas del Punch
	Royal selection N12
Rafael Gonzalez	Petit Coronas
Rey del Mundo	Petit Coronas
Romeo y Julieta	CedrosdeLuxeN°3
	Petit Coronas
Saint Luis Rey	Petit Coronas
Sancho Panza	Non Plus
Vegueros	Marevas

ROBUSTOS

124 mm x ø 19,84 50

Bolivar	Royal Coronas
Cohiba	Robustos
Hoyo de Monterrey	Epicure N°2
Juan Lopez	SeleccionN°2
Montecristo	Master (Linea Open)
Partagas	Série D N°4
Ramon Allones	Allones Specially selected
Romeo y Julieta	ShortChurchills

STRATEGY



STRATEGIC PILLARS

PRODUCT



- Unique High Quality - DOP
- Brands
- Releases and Rationalization
- Packaging and designs

COMMUNICATION



- Brand Communication
- Dissemination of Culture
- Public Relations Events
- Online Communication

PRICE



- Trademark Positioning
- Increase Profitability
- Fight anti-parallel market

DISTRIBUTION



- Network participation/distributors
- Habanos Specialist/Point Projects
- Casas del Habano
- Cohiba Atmosphere



STRATEGIC PILLARS PRODUCT



STRATEGIC PILLARS PRODUCT

What makes
the Habanos
highly
appreciated?



**UNIQUE COMBINATION OF
SUN, CLIMATE AND SOIL.**

**INFINITE ATTENTION
TO DETAILS**

**CONTINUOUS
QUALITY CONTROL**

**100% BLACK
CUBAN TOBACCO**

THE KNOW HOW

BRANDS

29 Premium
Habanos
Brands

SEGMENTATION



6 Global

4 Strategic
Value

3 Strategic
Volume

16 Other

GLOBAL BRANDS

- ▶ Cohiba
- ▶ Montecristo
- ▶ Partagás
- ▶ Romeo y Julieta
- ▶ Hoyo de Monterrey
- ▶ H. Upmann



STRATEGIC VALUE BRANDS

 Bolivar

 Ramon Allones

 Punch

 Trinidad

STRATEGIC VOLUME BRANDS

 Jose L. Piedra

 Vegueros

 Quintero

OTHER BRANDS

 Cuaba


 Flor de Cano

 Rey Del Mundo

 SCH

 SLR

 La G. Cubana

 Rafael Gonzalez

 Sancho Panza


 J. Lopez

 Por Larrañaga

 Vegas Robaina

 E.Dantes

 Fonseca

 Quai d'Orsay

 Diplomaticos

 La Escepción

TYPE OF PRODUCTS

**PREMIUM
PRODUCTS**
(Regular Portfolio)

GRAN
RESERVA

All leaves min
aging 5y

TRAVEL
RETAIL

RESERVA

All leaves aged
in bales at least
for 3y

**SPECIAL
PRODUCTS**

REGIONAL
EDITIONS

EDICIÓN
LIMITADA

All leaves (since
2007) are aged for
at least 2y

SPECIAL PRODUCTION
CASAS DEL HABANO

ANEJADOS

Aging 5y in the
box



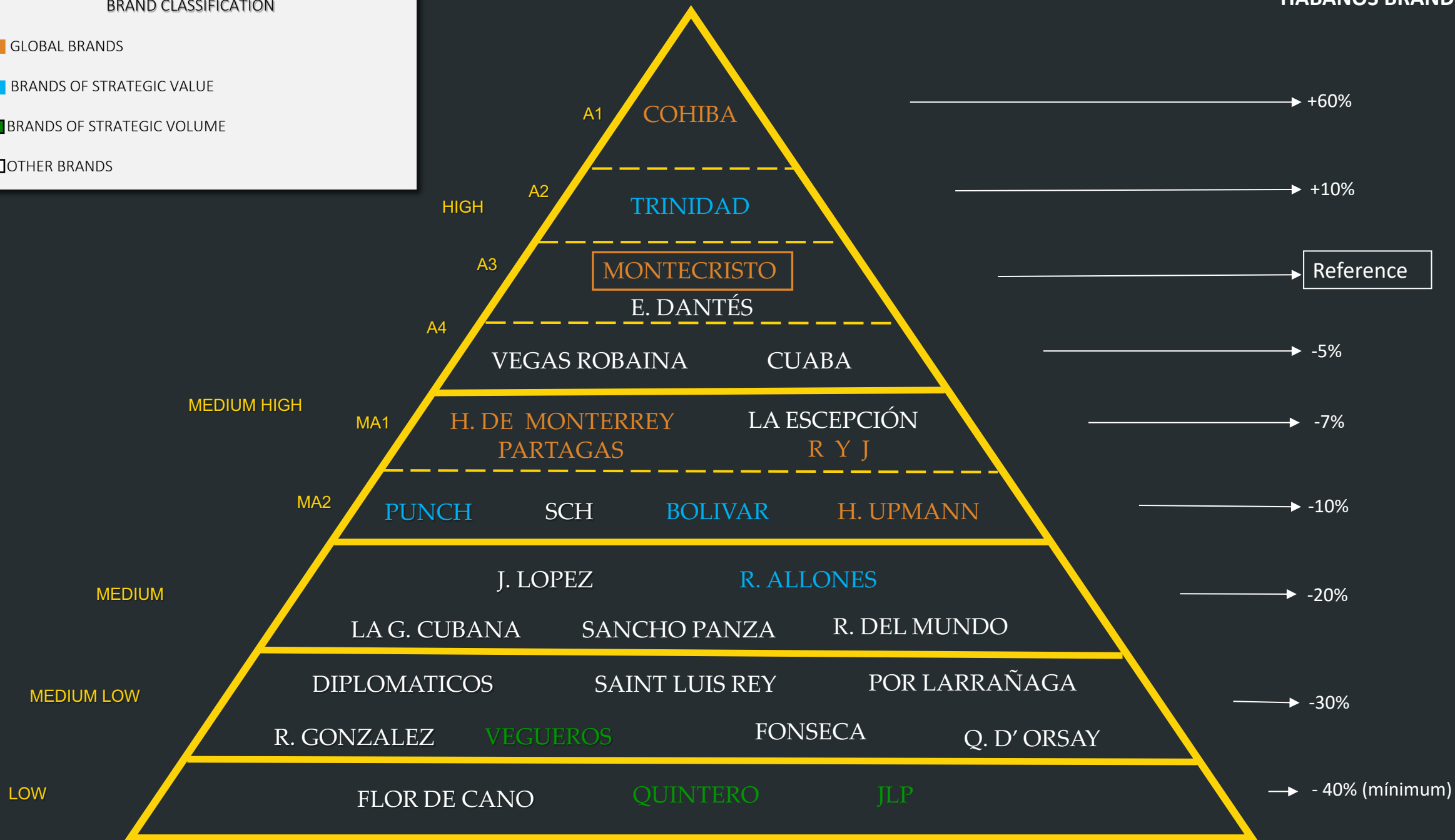
STRATEGIC PILLARS PRICE



BRAND CLASSIFICATION

HABANOS BRAND PYRAMID

- GLOBAL BRANDS
- BRANDS OF STRATEGIC VALUE
- BRANDS OF STRATEGIC VOLUME
- OTHER BRANDS





STRATEGIC PILLARS COMMUNICATION



COMMUNICATION





STRATEGIC PILLARS DISTRIBUTION



STRATEGIC PILLARS

DISTRI- BUTION



EXCLUSIVE DISTRIBUTORS

LA CASA DEL HABANO

HABANOS SPECIALIST

HABANOS POINT

COHIBA ATMOSPHERE

**HABANOS LOUNGE &
HABANOS TERRACE**



THE PLEASURE OF A HABANO

THE REASON FOR ALL THE EFFORT

BEFORE **CHOOSING A CIGAR**

1 According to time availability
for enjoying

and to the flavours that the cigar
will be accompanied with

2 What are our preference in
flavour:

- Full • Medium to Full • Medium
- Light to Medium • Light

3 Budget plays a role to most of the clients

CHOOSING A HABANOS 4 (OR SOME SAY 5) SENSES ARE USED TO CHOOSE YOUR CIGAR

PLEASE THE EYE

don't worry
about
white or green
spots

PRESS GENTLY

TASTE BY SMOKING

before
lighting

ENJOY THE AROMAS



CUTTING A HABANOS

CUT JUST ABOVE THE LINE WHERE THE CAP MEETS THE WRAPPER WITH

- Single or double guillotine
- Pair of special cigar scissors
- Punch
- V-cutters



Don't remove the band for fear of damaging the cigar



PROBLEM SOLVING

PROLONGED WETNESS CAUSES BLOOM.

A white powdery mould that occurs naturally on a Habano after increasing suddenly the humidity. Remove with brush gently.

BICHO OR WEEVIL (LASIODERMA SERRICORNE):

You need to treat the cigars by putting the whole box into a deep freeze and leave it there for a few days. This will kill the weevils and save the cigars that have not attracted their attention

DRYNESS:

Makes cigars lose their taste after 2 or 3 months. Re-humidify in stages, gently or the wrappers will break.

BROKEN CAPOTE:

Treated with a natural glue coming from a Canadian tree
(tasteless & odorless)





THANK YOU FOR
YOUR ATTENTION

