

Cigar Insider

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FEATURED CIGAR

**H. UPMANN
NOELLA**

CUBA ■ PRICE: £19.95 ■ BODY: MEDIUM

For a full tasting, see page three.

93

POINTS

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PROCIGAR FESTIVAL

THE DOMINICAN REPUBLIC hosted its fifth ProCigar Festival, a cultural celebration of the country's premium cigars. The industry's biggest names were in attendance as cigar lovers from all over the world flew in for a week of tasting seminars, field trips, factory tours and gala dinners. For more on the fest, see page five.



CUBA'S NEWEST CIGARS

THE HABANOS FESTIVAL HAS JUST CONCLUDED

and the annual Cuban cigar event featured the debut of several new cigars. The Cohiba Pirámides Extra (right) is the first of its type: an extra-fat pyramid with a touch of medio tiempo in the filler blend and a striking aluminum tube. Several new Romeo y Julieta were also released, including the diminutive Petit Churchill (left) and the limited and well-aged Romeo y Julieta Churchill. For a complete Festival roundup, turn to page four.



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TASTING REPORT

KRISTOFF COROJO LIMITADA

NEW RELEASE—VERTICAL BRAND TASTING

Country: Dominican Republic

Maker: Charles Fairmorn Factory

Distributor: Exclusive Cigars Inc.

Filler: Nicaragua, Dom. Rep.

Binder: Nicaragua

Wrapper: Nicaragua

Release Date: August 2011

TORPEDO

92 POINTS ■ 6 1/4" x 52 ■ \$10.00 ■ HUMIDOR SELECTION

A tasty and bold dark torpedo with an even draw and fine burn. Sweet anise and raisin notes take on richness and minerality as the cigar progresses.

Body: Medium to Full

ROBUSTO

91 POINTS ■ 5 1/2" x 54 ■ \$9.10 ■ HUMIDOR SELECTION

Dark and oily with an unfinished foot, this robusto smokes evenly, bringing together a balance of leather, coffee bean and nutmeg flavors.

Body: Medium to Full

MATADOR

90 POINTS ■ 6 1/2" x 56 ■ \$10.00

Fairly bold with a coffee and earthy character that takes on cedar and saffron notes on the finish. It draws and burns evenly throughout.

Body: Medium to Full

CHURCHILL

89 POINTS ■ 7" x 50 ■ \$9.10

This cedary, spicy smoke has an underlying earthy component and a touch of toffee sweetness. The head is topped with a pigtail, the wrapper at the foot is uncut.

Body: Medium to Full

BRAND SUMMARY: Kristoff Corojo Limitada is all Nicaraguan, save for a bit of Dominican leaf in the filler. Brand owner Glen Case says that the brand is the spiciest cigar that his company makes.

The line is named for its Habano-seed Corojo wrapper, which extends past the length of the foot and is tucked back in for a rustic, unfinished look. The cigars did very well in this vertical, with only one of four scoring below 90 points, but the best here was the Torpedo, which scored 92 points.

Average Rating: 90.5 points

LA CASITA CRIOLLA

NEW RELEASE—VERTICAL BRAND TASTING

Country: Nicaragua

Maker: My Father Cigars S.A.

Distributor: Havana Cellars Inc.

Filler: U.S.A./Conn. Broadleaf

Binder: U.S.A./Conn. Broadleaf

Wrapper: U.S.A./Conn. Broadleaf

Release Date: August 2011

HCBF SHORT CHURCHILL

89 POINTS ■ 6 1/2" x 48 ■ \$7.00

A near-black, woody tasting smoke that takes on some wheaty flavors. The wrapper is evenly colored and the cigar draws and smokes perfectly.

Body: Medium

HCBC CORONA GORDA

88 POINTS ■ 5 5/8" x 46 ■ \$6.50

This dark-brown cigar has a bit of a firm draw and produces a flaky ash. It's a woody smoke with a slight black cherry aftertaste on the finish.

Body: Medium

HCB CORONA

86 POINTS ■ 5 1/8" x 42 ■ \$6.00

There is an overwhelming tartness and acidity to this small cigar. The tartness subsides a bit leaving some sour apple flavors and a touch of coconut.

Body: Medium to Full

BRAND SUMMARY: This resurrected Cuban vintage brand from the makers of Tatuaje cigars is the only line on the market using 100 percent U.S.A. Connecticut Broadleaf tobacco. It is made in Nicaragua at My Father Cigars and was introduced at last year's IPCPR tradeshow. The HCBF Short Churchill was the standout.

Average Rating: 87.7 points

100 POINT SCALE

95-100: Classic ■ 90-94: Outstanding ■ 80-89: Very good to excellent ■ 70-79: Average to good commercial quality
Below 70: Don't waste your money ■ N/A: Not Available *Note: Prices are manufacturers' suggested retail, before taxes.*

CURIVARI EL GRAN REY

NEW RELEASE—VERTICAL BRAND TASTING

Country: Nicaragua

Maker: Tabacalera de Nicaragua

Distributor: Curivari Cigars International LLC

Filler: Nicaragua

Binder: Nicaragua

Wrapper: Nicaragua

Release Date: December 2010

EMPERADORES

89 POINTS ■ 5" x 50 ■ \$8.00

A well-made cigar with a picture-perfect cap and even combustion. Sweet and leathery, this tobacco takes on an earthy note, but leaves the palate a bit dry.

Body: Medium

PROMINENTES

89 POINTS ■ 6 1/2" x 50 ■ \$9.50

Rolled with an oily, chocolate-colored wrapper, this robusto is a pleasant, steady combination of black pepper and sweet cedar flavors.

Body: Medium

BELICOSO

88 POINTS ■ 5 3/8" x 52 ■ \$9.00

The draw on this cigar is a bit loose, but imparts a sweet floral smoke with earthy notes and a finish that is both sweet with cloves and mineral-laden with wet stone.

Body: Medium to Full

BRAND SUMMARY: Although Curivari cigars have been attending the IPCPR trade shows for the last three years, 2011 was the first year the brand had widespread U.S. distribution. The cigars are made at a small factory in Nicaragua owned by the company. Curivari's El Gran Rey is one of the stronger cigars in the brand portfolio thanks to its Nicaraguan Corojo wrapper, and like all of their brands, they come packaged in small boxes of 10. The label is mostly white and red with gilded scroll work, and a gold crown as the central decorative element. Brand owner Andres Throuvalis said that he blended these cigars to taste Cuban on account of his clientele—he also owns a cigar shop in Greece that sells mostly Cuban cigars. The line was very consistent.

Average Rating: 88.7 points

H. UPMANN

NEW SIZE

Country: Cuba

Maker: N/A

Distributor: Habanos S.A.

Filler: Cuba

Binder: Cuba

Wrapper: Cuba

Box Date: October 2010

NOELLA

93 POINTS ■ 5 3/8" x 42 ■ £19.95 ■ HUMIDOR SELECTION

The fine draw on this cigar delivers a substantial yet mellow smoke that layers the palate with earth, savory leather, and rich tobacco flavors.

Body: Medium to Full

ALEC BRADLEY FINE & RARE

NEW RELEASE

Country: Honduras

Maker: Fabrica de Tabacos Raices Cubanas S. de R.L

Distributor: Alec Bradley Cigar Co.

Filler: Honduras, Nicaragua

Binder: Honduras, Nicaragua

Wrapper: Honduras

Release Date: November 2011

FINE & RARE

90 POINTS ■ 6" x 52 ■ \$14.00

Though this dark cigar needs a few relights, there are plenty of toasty, savory notes and a berry sweetness overlaid on a spicy foundation.

Body: Medium to Full

For the latest from *Cigar Aficionado*, follow us on Twitter:
twitter.com/CigarAficMag



100 POINT SCALE

95-100: Classic ■ 90-94: Outstanding ■ 80-89: Very good to excellent ■ 70-79: Average to good commercial quality
 Below 70: Don't waste your money ■ N/A: Not Available Note: Prices are manufacturers' suggested retail, before taxes.

CIGAR NEWS

HABANOS FESTIVAL UNVEILS NEW CIGARS AND RAISES MORE THAN \$900,000 FOR CHARITY

BY DAVID SAVONA AND GORDON MOTT

The fourteenth annual Festival del Habano, a week-long celebration of Cuban cigars, brought together about 1,000 cigar lovers from more than 70 countries last week. The event included performances by American actor Jim Belushi, star musicians Jack Bruce of Cream and Phil Manzanera of Roxy Music; the unveiling of several new cigars and a charity auction of humidors that raised more than \$900,000 for Cuban healthcare.

The event began on February 26 and featured three dinners and several seminars. Habanos S.A., the Havana organization that runs Cuba's cigar industry, unveiled several additions to its portfolio during the event.

Cuba will have three Edición Limitada cigars for 2012: Partagás Serie C No. 3, H. Upmann Robusto and Montecristo 520. All three are parejos, or straight-sided cigars, and each is rather thick, showing that the American trend for fatter cigars has spread into Cuba proper.

The H. Upmann is a standard Cuban robusto, and it measures 4 7/8 inches long by 50 ring gauge. The Partagás is a reincarnation of an old size known as the C No. 3. It measures 5 1/2 inches long by 48 ring gauge. The Montecristo 520—named for the 520th anniversary of the discovery of tobacco in Cuba—is a vitola known as Maravillas No. 3. It has a 55 ring gauge (the only parejo with such a ring gauge in the current Cuban portfolio save for the Romeo y Julieta Wide Churchill) and measures 6 1/8 inches long. We smoked a sample on Wednesday night, and found it big and robust, and exceptionally bold, but young. It should benefit from aging.

Several new cigars have been added to the standard Cuban cigar portfolio. There's going to be a new Cohiba, complete with a new band and an aluminum tube, called the Cohiba Pirámides Extra, the first figurado in the Cohiba line that's not an Edición Limitada. The cigar measures 6 5/16 inches long by 54 ring gauge, and is made with some medio tiempo tobacco, the type found in the Cohiba Behike BHK line of cigars. The band is very luxurious

(see the image online) and incorporates several elements of the very ornate (and hard to counterfeit) bands found on Behikes.

New additions to Cuba's Romeo y Julieta brand were the focus of the final dinner on Friday night. It was attended by a who's who of the Cuban cigar universe. Alison Cooper, chief executive of Imperial Tobacco PLC, Fernando Dominguez of Altadis S.A., Habanos S.A. co-presidents Buenaventura Jimenez Sanchez Canete and Jorge Luis Fernandez Maique and Ana Lopez Garcia, one of the longest serving executives of Habanos, were all at the head tables. There were Habanos distributors from around the world including David Tang from the Asia/Pacific region, Max Gutmann from Mexico and Jemma Freeman of the U.K.'s Hunters & Frankau (who also received the Habanos Business Award of the Year). There were also Casa del Habano shop owners, such as Christoph Wolters from Germany and Ajay Patel from England. They were joined by Casas del Habanos owners and Habanos distributors from virtually every country or region around the world.

Ricardo Alarcon, a leading Cuban politician, attended the dinner with government ministers. Hirochi Robaina, one of the country's most celebrated cigar tobacco growers, was also there. And the crowd was filled with cigar lovers from the United States, Mexico, Canada, South America, Europe and the United Kingdom, the Middle East and the Far East.

American actor Jim Belushi, a true cigar aficionado, brought an air of celebrity to the festivities. In a short presentation, preceded by a short solo on his trademark harmonica, Belushi summed up what nearly everyone in the audience was feeling, shouting: "I LOVE Cuba."

The entire night provided a smoking forum for different sizes in the Romeo line; attendees received the Romeo y Julieta Exhibición No. 4, the new Petit Churchill and the Wide Churchill. The pièce de résistance was the new Romeo y Julieta Churchill Reserva Cosecha 2008 (see image above) which showed its youth, but was a delightfully balanced cigar with a core of leather and coffee bean flavors. It promises to only get better as it settles down after a year or two. The cigar will be limited to 5,000 boxes, each of them numbered, with 20 cigars per box.

In the end, a live auction to benefit the Cuban health system raised about \$963,000. The top lot was a humidor designed as a replica of the El Laguito Factory, the home of Cohiba and Behike. The single lot raised nearly \$475,000.

Expect all of these cigars to be out considerably late in the year. For example, it wasn't until August 30 that the



first of Cuba's 2011 Edición Limitadas made it to a cigar store, and it took until December for the Montecristo Gran Reserva (presented at the 2011 Festival) began to make its way to shops.

For far more on the Habanos Festival, see the editors' blogs at www.cigaraficionado.com. ■

PROCIGAR FESTIVAL LIGHTS UP THE DOMINICAN REPUBLIC

BY GREGORY MOTTOLA

The ProCigar festival lit up the Dominican Republic last week as cigar enthusiasts from all over the world came to the Caribbean country for complete immersion in Dominican cigar culture. From factory tours to field trips to cigar seminars to gala dinners, attendees traversed cigar country going from the mountain regions of Santiago's foothill tobacco farms to some of the most prolific cigar factories in the entire industry.

Up 40 percent from last year's show, ProCigar put on its fifth festival and with it, saw a record turnout, which reported maximum enrollment of 250 attendees—the festival's official capacity.

"We are more interested in face-to-face interaction than we are standing in front of thousands of people behind a podium," said MATASA owner Manuel Quesada, who stressed the importance of a familial feel as being integral to the festival experience.

In addition to Altadis U.S.A. Inc., General Cigar, La Aurora, MATASA and Davidoff, ProCigar was joined by Corporación Cigar Export, maker of **Augusto Reyes** cigars, Tabaquisa S.A., maker of **Juan Clemente**, and rejoined by founding member Arturo Fuente y Cia.

"This year, we have very good news," announced ProCigar president Hendrik Kelner at the festival's press conference. "Tabacalera Fuente has come back to ProCigar. Fuente has been here since the first day and was one of the founding members. Now, ProCigar is a stronger association."

Kelner added that the Dominican Republic is the largest exporter of premium cigars in the world (around 200 million cigars for 2011) and that the industry employs 75,000 people between the agricultural and industrial aspects of the business.

"Tobacco is the true founding father of our country," Kelner said.

The festival itself was made up of a series of primarily cigar-centric day trips that ended each night with a gala dinner where one could rub elbows with the luminaries of the Dominican Republic's cigar industry. Several special

cigars were passed out during the evening dinners, like the 6 inch by 60 ring **Quesada Q d'Etat** Howitzer and the **Aurora 107 Sumo**, a short, fat robusto-size smoke. Though most of the daytime activities involved cigars, other options such as snorkeling trips out of Puerto Plata, beach outings on the sands of Playa Dorada or rafting the waters of the Yaque del Norte River were offered in the package.

The activities began on February 19 in La Romana where guests could partake in a golf tournament before touring Altadis U.S.A.'s Tabacalera de Garcia facility, the largest cigar factory in the Dominican Republic and the producer of **Romeo y Julieta**, **Montecristo** and **H. Upmann**.

After being shuttled from La Romana to Santiago, attendees had the option to tour factories (Davidoff, MATASA, General Cigar, La Aurora, Corporación Cigar Export) or visit tobacco fields in Jicomé and Mao. Some factory tours like General's and Davidoff's included rolling seminars while MATASA conducted a tasting of tobacco components and a sampling of the **Nat Sherman** Timeless, which MATASA makes under contract.



PROCIGAR'S WHITE PARTY GALA DINNER, HELD ON THE MARBLE STEPS OF THE MONUMENT A LOS HEROES DE LA RESTAURACIÓN.

The days were finished off with gala dinners, each held at a different location and each with a different theme. One evening explored the traditional foods of the Dominican Republic and peaked with a meringue competition. The second major dinner—the White Dinner—was held at the Monument a Los Heroes de la Restauración, a large, hilltop marble monument in Santiago. ProCigar is the only organization allowed to hold dinner events on these premises. Cigars such as the **Davidoff White Label 2012 Limited Edition**, **Fuente Fuente OpusX BBMF** and General Cigar's **Special Blend #7** were passed out.

Dinner on the last night was held at Santiago's Centro Español. It was a formal affair with a live auction whose 10 lots of rare humidors and cigars raised \$65,000 for charity, though the entire festival raised \$85,000 total.

ProCigar is an association of Dominican cigar manufacturers dedicated to maintaining the high quality standards of the Dominican Republic's premium cigar industry as well as communicating the mission and culture of the region's cigar industry to the rest of the world. ■

GREATER ROLE AT GENERAL FOR GIANNINI

BY DAVID SAVONA

Team La Gloria leader Michael Giannini has been promoted to a bigger role at General Cigar Co., one of the world's largest premium cigar companies. Giannini, who has long been in charge of producing new products for General's **La Gloria Cubana** band, has now been entrusted with developing new handmade cigars for the entire company.

"I'm the guy who comes up with the concepts—I get to be like a kid in a sandbox," Giannini said in an exclusive interview with *Cigar Insider*. His role as head of the



MICHAEL GIANNINI

company's innovation platform involves developing new ideas, then bringing them to the respective teams at General Cigar responsible for taking them from idea to reality. The move was made by General's new vice president of marketing, Alan Willner, and approved by General Cigar president Dan Carr.

Giannini has been in the cigar business for 30 years. "I've pretty much done everything in the industry," he said. His first cigar job was as a clerk in a cigar store in King of Prussia, Pennsylvania, when he was only 21 years old. "I was the only young guy smoking cigars," said Giannini. "My

friends said, 'Who are you—George Burns?'"

He went on to be a shop owner, salesman, national sales manager, and then director of marketing. Giannini has been directly involved in several intriguing new releases, including the creative La Gloria Cubana Artesanos de Obeliscos, cigars that are crafted in the shape of Santiago, Dominican Republic's most important monument, and the long and narrow Rabito de Cochino, a trio of cigars with pigtailed and uncut feet. The Rabito de Cochino is *Cigar Aficionado's* current No. 18 Cigar of the Year.

Giannini's new role does not yet have a new title.

Giannini said he was eager to dig through General's considerable library of tobaccos to see what can be made into new cigars. "I'm going to look at all the pieces we have in the organization, and bring that stuff to life," he said. "It's really exciting after 30 years to be with this great company and to have this opportunity. Working with great resources, great people—it's a dream job for me." ■

INSIDER INTERVIEW: BILL PALEY, LA PALINA CIGARS

In 1896, Samuel Paley opened a cigar shop and factory in Chicago and began making **La Palina** cigars. His son William S. Paley joined the company in an advertising role, and went on to create the Columbia Broadcasting System (CBS), and the La Palina brand was sold and later ceased being rolled. In 2010, Samuel's grandson William S. Paley brought back a new version of La Palina. Today the cigars are rolled in the Bahamas, Honduras and, soon, the United States. In February, Paley sat down with *Cigar Insider* managing editor David Savona for a wide-ranging discussion about the history of La Palina cigars and where the brand is heading.

SAVONA: You brought back the family tradition of La Palina. Was that always on your mind?

PALEY: Bringing back the family tradition wasn't. But I wanted to make a cigar. I spent a lot of time with a neighbor of mine, Paul Garmirian, we listened to his stories of building his brand. So it was in my mind, but I didn't know how to start. At my house I used to own in the Bahamas, I had run out of cigars. Normally I buy Cubans down there, even though the price is ridiculous. So I bought a **Graycliff** Gran Cru.

Q: Did you buy it at the Graycliff restaurant?

A: I bought it in a liquor store by my house. I just loved it. So I went to talk to the Garzarolis [owners of Graycliff], and asked them about making a cigar. They were very happy to talk about it. We worked with a couple of different fillers, and then we worked on the wrapper. We picked this delicious Costa Rican wrapper. I took the prototype, and walked it around and talked to people about it. I took Michael Herklots [of Nat Sherman] to '21,' for lunch, and I asked him what's wrong with the cigar? And he told me. I went back, we tweaked the cigar, and I came out with the Family Series, which is divided into two groups; one, which is double banded, and has a little more ligero in it and an Ecuadoran wrapper, and then the original, which has Costa Rican wrapper. So that was the start. Because I made it in the Bahamas, and I was a new guy, I ended up with a very expensive cigar [\$18 to \$23 per cigar]. But the feedback I got was it was too expensive, but it was worth it. That was a double message, but I wanted to make something for my palate, something for me, and the best I could. I was originally aiming for that luxury market. And I was off and running.



BILL PALEY

Q: When did you decide to call it La Palina?

A: I was insecure—who am I to start a cigar line? Then it occurred to me—I have a cigar name. And I went out to try and buy the name back, and eventually got it.

Q: At that point it was owned by Altadis?

A: The name was owned by Max Rohr. [Max Rohr was acquired by Tabacalera S.A., which merged with SEITA to become Altadis, now part of Imperial Tobacco PLC.]

Q: The cigar wasn't being made anymore?

A: No. And every step along the way, good things happened to me. I was looking for somebody to help me with the business side and I met Courtney Smith, who couldn't be a better representative for the cigar. My father [William S. Paley, the founder of CBS] had always taught me, if you produce quality, and just keep your focus on that, you'll come out with a product that people gravitate toward. And when he got started, he went and raided NBC for all of their talent. That's what really pushed CBS ahead. Of course, he had been brought into broadcasting by cigars—he was in charge of advertising for his father's [cigar] company and started advertising on radio.

Trying to keep the focus on quality, I had to come up with the next line, and I was put in touch with Alan Rubin, and we sat down and got along terrifically. So I hired **Alec Bradley** to work as my intermediary with Raices Cubanas and handle our storage and fulfillment.

Q: This was to develop the new brand?

A: To develop **La Palina El Diario**.

Q: El Diario is significantly cheaper—\$8 to \$12?

A: I wanted to keep making superior cigars. With the El Diario I've got a superior cigar that gets me access to pretty much any shop.

Q: Was the original too expensive for some shops?

A: I had a hard time. [But] once it's in, it does really well. Of course, there are a lot of people who won't take it for the price, and I understand that—it's not for every shop.

Q: How's the reaction to El Diario?

A: Very good. I couldn't be happier with that.

Q: Is there a La Palina house style that links them?

A: No. It's a very different cigar. But there are qualities that I insist on: it can't get bitter at the end, you have to be able to light up another right away, and flavor. Balance.

Q: What's next?

A: I'll be doing a maduro El Diario.

Q: For IPCPR?

A: Yes. And possibly a less expensive box-press.

Q: How many cigars do you envision having?

A: Not that many. I don't want to get too big. That's not what I'm after. I'm in this for the ego, for the pride. Not for the sales. I just want to make great cigars.

Q: When did you start smoking cigars?

A: In Vietnam. I was a motion picture photographer. I smoked **Hav-A-Tampas**, stuff that had a mouthpiece. When I was in my late teens, when my father and older brothers sat down they'd let me have one. I'd turn green. Then I really didn't take it up again until the mid-'90s, and then just fell right into it.

Q: Did you know everything that was involved in making a cigar by hand when you started this?

A: I had been to cigar factories, like the Upmann factory in Havana. I had seen cigars made, and I heard stories about the factories from my grandfather. He got his start as a lector as a boy. He had come from the Ukraine, and he got a job reading to the rollers.

Q: How does it feel to go from someone on the outside to being in the middle?

A: It's who I want to be. I'm having more fun with this than anything I've ever done.

Q: Do you remember smoking old La Palinas?

A: No. My father didn't smoke cigars. He was a five-pack-a-day cigarette smoker, and quit probably during the war. I quit [cigarette smoking] in the '70s. It wasn't easy. And that's why I have a real loathing of cigarettes. They're not a vehicle for enjoyment.

Q: Tell me about your new cigar, the Goldie.

A: I love that size, the lancero. I had been working with El Titan de Bronze to make me one. They had brought in this woman, Maria, as a roller, who worked in the El Laguito factory. She rolled up these Laguito No. 2s [6 inches long by 38 ring gauge]. And we sat down and tried to blend something, and Willy Herrera helped out. And we put some medio tiempo in it, and it just became a firecracker. I thought it would be interesting to make a line with a single roller, where each box is signed and numbered by the roller. I just love the history of the factory and the delicateness of the cigar, with the little fantail. And I wanted to call the lancero the Goldie, so this was perfect. Each year I'll come out with a new Goldie, a limited edition with a different format. Just as a small run superior cigar.

Q: And this comes out in April?

A: I'm working on boxes now. It's in production. If I have to put it in a paper bag I'll get it out.

Q: What else should I know?

A: I take it very personally. La Palina is me. I don't want to compromise. I could have taken the cigar money, bought a yacht, and sailed around the world. But I'd much rather be doing this than anything I could possibly think of. ■

NEW PARTAGAS 1845 COMING FROM GENERAL CIGAR

BY GREGORY MOTTOLA

For the first time in years, General Cigar is releasing an entirely new line of **Partagas** cigars—dubbed Partagas 1845—and it's scheduled to hit tobacconists on April 9. In an exclusive to *Cigar Insider*, General said that Partagas 1845 is being made with a rich, reddish-brown Ecuadoran Habano wrapper and will be available in four sizes with a price range of \$5.99 to \$7.49.

General isn't giving away too many more details just yet. The company would only say that the packaging will be an innovative departure from traditional Partagas boxes and bands.

For more information on the new brand along with insights from the people at General who are behind its creation, see an upcoming issue of *Cigar Insider* and visit www.cigaraficionado.com. ■

CIGAR AFICIONADO's "BIG SMOKE" 2012 SCHEDULE

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