



CONFIDENCIAL STARRED IN JAPAN

For the second year, Confidencial was very proudly present in Smoking Collection Japan, the tradeshow dedicated to Japanese tobacconists and retailers.

In a strategic position on Cigar Club Japan booth, Confidencial received strong attention from tradeshow attendees, most of whom already knew the brand from its launch in 2023.

In the purest Confidencial style, the innovation this year was a private invitation card given to the tradeshow booth visitors, granting exclusive access to a privatised space where the cigars could actually be enjoyed, as smoking has now been prohibited on the tradeshow for a couple of years.

A few minutes walk from the tradeshow, Samboa bar is a traditional Japanese bar in the beautiful Asakusa area, where the intimate setting and the skilled owner-mixologist made for a memorable experience.

Maki Nakane, CEO of Cigar Club Japan says "Our emphasis on customer service is very strong in Cigar Club Japan, and meeting the clients in this very special place was the perfect experience both for the retailers and for our team. We believe it made a great impact."

Eric Piras says "We have shown the new Confidencial boxes of 20 cigars for the first time in Japan, and are delighted with the feedback from the professionals. They were also really positive about the fact that the cigars, now a secret to be shared, proudly carry cigar rings!"