



CIGAR NEWS NEWS

A Phenomenal Grand Opening for Bertie Cigar Lounge in Cambodia

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Bertie Cigar Lounge has debuted its second location with a grand event in Phnom Penh, Cambodia, welcoming over 140 guests. The glamorous celebration marks the opening of the city's first street-level cigar lounge, blending tradition and modern cigar culture.

The day began with a traditional Khmer blessing ceremony, led by a monk whose chants imbued the lounge and its team with spiritual goodwill and hopes for success. By afternoon, Eric Piras and Antoine Riberet hosted a vibrant crowd, including Khmer officials and members of the Cambodian Royal family. Guests mingled on the elegant indoor terrace, culminating in the ribbon-cutting ceremony by select VIPs.

Inside, the festivities kicked off with a celebratory toast as Eric Piras ushered guests in with his spirited proclamation: "Now let's have a good smoke!" Throughout the evening, attendees enjoyed a curated cigar buffet featuring renowned brands such as Flor de Selva, Joya de Nicaragua, and Ashton, accompanied by fine champagne.





The event attracted Phnom Penh's elite, with designers, influencers, and celebrities rubbing shoulders with business leaders and cigar enthusiasts. The lounge exuded a cosmopolitan glamour, its ambiance elevated by the smoky allure of premium cigars.

Reflecting on the milestone, Piras remarked, "It's been a challenging journey, but Cambodia holds great promise for cigar culture." Riberet added, "Building on Bertie Hong Kong's success as 'Asia's Best Cigar Lounge in 2024,' our goal here is to democratise cigars through education and an exceptional selection of New World cigars."



With its successful launch, Bertie Cigar Lounge sets a new standard for cigar aficionados in Cambodia, blending heritage and luxury in a welcoming space.