



CIGRAAL

For immediate release

ASIAN WHIRLWIND FOR MAYA SELVA

Hong Kong and Tokyo have been hit by a **Flor de Selva fever** during Maya Selva's recent brief and intense tour of Asia: three cigar parties over three nights, in two major cities!

Organised by Cigraal Ltd and its founder Eric Piras, who manages Maya Selva Cigar on international markets, the parties were an immense success with both seasoned aficionados and beginners who all tremendously enjoyed the **20th Anniversary Flor de Selva** collection.

First stop: **Hong Kong** and the fashionable Michelin-starred **ON Restaurant By Philippe Orrico**. The event was a skilled mix of chefs, restaurateurs and businessmen, some of them aficionados who love Flor de Selva and others curious to try Honduran cigars created by a woman. It was a typhoon night but many braved the heavy rain and stayed until the small hours, enjoying live music, delicious cocktails and perfectly-rolled cigars.

The next night, The **P&L Cohiba Atmosphere** was hosting a similar event for The Pacific Cigar Co.'s aficionados and VIPs. It was an intimate affair, where Maya Selva was introduced to the P&L's regular members, and the vitolas of the 20th Anniversary Flor de Selva collection were enjoyed by all.

Dag Holmboe, CEO of The Pacific Cigar Co. said "It's the first time we welcome a woman cigar maker and it's certainly refreshing; our members have been very enthusiastic about Flor de Selva!".

And the last stop was **Tokyo** and its fashionably chic **The Hamilton Bar, in Ginza**. The event was beautifully hosted by T. Akiyama and its professional team, with a good mix of men and women, and Maya had the privilege of welcoming stunning kimono-clad aficionadas and punk connoisseurs, among other businessmen, tobacco retailers and press guests.

Maya Selva said "It's been an incredible trip and I've learnt so much about the cigar culture in Asia. I'm thrilled that Flor de Selva has been so well received and I cannot wait to come back soon!".

FOR MORE INFORMATION, PLEASE CONTACT
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Note to Editors

ABOUT MAYA SELVA CIGARS

Since 1995, when Flor de Selva was launched in France, the Maya Selva Cigars collection continues to expand to the amazement of delight of aficionados.

Now consisting of three brands - Flor de Selva, Cumpay, and Villa Zamorano - the collection invites the most demanding smokers to discover the tradition of hand-crafted cigars, the cultivated tastes of Maya's personally selected growing areas in Honduras and Nicaragua (their terroir or "spirit of place") and a uniquely creative vision of the puro.

The success of these outstanding cigars is a fitting tribute to the values that are Maya Selva Cigars' hallmark: stringent quality requirements, respect for the land and its communities. These essential principles have always guided and inspired Maya, from the creation of blends, to her relationship with her retailer-ambassadors, from her advertising campaigns, to the design of her packaging.

FOR MORE INFORMATION, VISIT WWW.MAYASELVACIGARS.COM

ABOUT CIGRAAL

Cigraal provides distribution, advertising, marketing and promotion services for cigars and tobacco products.

The company's expertise is global, with an in-depth knowledge of emerging markets (Asia, Middle-East, Africa and South America) and mature markets (Europe, USA).

Eric Piras, Cigraal's founder, is internationally recognized as a leading expert in the cigar field, from production to the consumer.

Cigraal is one of the few companies having a thorough knowledge of the cigar universe, from the Cuban to the Dominican Republic or Central American cigar productions, all the way through to the global distribution markets. Its extended connections cover the American continent as well as Europe, Middle East, Africa and Asia.

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