



CIGRAAL

For immediate release . 10 December 23

8 BRANDS IN A BIG BANG

CIGRAAL LAUNCHES ITS PHILIPPINES DISTRIBUTION

It was the highlight of the season in Manila: the 'big bang' launch of Cigraal's distribution in the Philippines, stretching over two days.

From now on, **Ashton, C.L.E, Confidencial, Cumpay, Eiroa, Flor de Selva, Joya de Nicaragua & Villa Zamorano** will be available in the Philippines along with **Totem** accessories, in an ever-growing network of hotels, clubs and restaurants.

The events were a mix of press gatherings, VIP cigar tastings matched with Rémy Martin cognac and Macallan whisky, education sessions on the brands, and the grand finale: the 'Latino Cigar Fiesta'.

The launch party was held in **Cork Elite**, Manila's latest private members' club & restaurant, where guests gathered after a visit of the newly-opened **Cedar Room**, the tobacco haven nestled in the heart of Manila's BGC and featuring the country's largest open box selection of New World cigars.

Energised by the latino sounds of the live band, guests made their choices of smoke for the night from several impressive cigar buffets showcasing various lines of the eight brands being launched.

Eric Piras, founder of Cigraal and distributor for Ashton, C.L.E, Confidencial, Cumpay, Eiroa, Flor de Selva, Joya de Nicaragua & Villa Zamorano, says *"Over several visits in the last few months, we have been very impressed by the vitality of the Philippines and we believe that now is a perfect moment to launch the brands in this beautiful country."*

Richie Ley, Managing Director of Cedar Room Cigar and Whiskey Lounge says *"We're beyond excited at the prospect of becoming Cigraal's distributor in the Philippines; the cigars are a perfect addition to our current wide retail and wholesale operations and we already see that enthusiasm is high for them in the Philippines"*.

PHOTOS & VIDEO DOWNLOAD: <https://cigraal.smugmug.com/Latino-Cigar-Fiesta/>

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