



For immediate release

# ASHTON

RE-DISCOVERED BY HONG KONG AFICIONADOS

Hong Kong aficionados, and aficionadas in ever-growing numbers, were thrilled to discover or re-discover the Ashton portfolio carried by Cigraal in Asia. Ashton is now set for a revival under the new distributorship by Cigraal.

The event, a true success, was held in the Pacific Cigar Divan in Central, in partnership with The Pacific Cigar Co., which is now retailing Ashton in its Hong Kong outlets.

"We're absolutely thrilled by this cooperation: Ashton is a prestigious addition to our portfolio and we're very proud to have been chosen as their new Asian partner" said Eric Piras, founder of Cigraal Ltd.

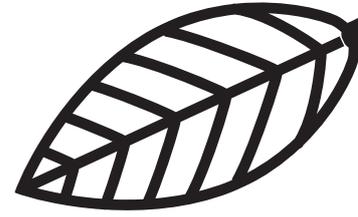
Cigraal manages the Asian sales and marketing of the Ashton cigar portfolio, including La Aroma del Caribe, Paradiso, Paradiso Quintessence and Paradiso Revelation.

FOR MORE INFORMATION, PLEASE CONTACT  
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FOR ALL EVENT PHOTOS, PLEASE CHECK  
<https://cigraal.smugmug.com/Re-Discover-Ashton-29Nov18/>

  
ASHTON®  
*Trust Your Taste*





Note to Editors

## ABOUT ASHTON

Ashton is one of the world's premier luxury cigar brands.

Handcrafted in the Dominican Republic, Ashton cigars are made to the highest quality standards using only the finest aged tobaccos. With an infinite commitment to quality, consistency and excellence, Ashton is celebrated worldwide for the very finest in premium cigars.

FOR MORE INFORMATION, VISIT [WWW.ASHTONCIGAR.COM](http://WWW.ASHTONCIGAR.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.

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.

FOR MORE INFORMATION, VISIT [WWW.CIGRAAL.COM](http://WWW.CIGRAAL.COM)

