

CONFIDENCIAL

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JAPANESE LAUNCH FOR CONFIDENCIAL

A WELL-SHARED SECRET IN THE LAND OF THE RISING SUN...

It's been an intense four days... Eric Piras & Antoine Riberet have just completed Confidenciaal's Japanese 'road trip', launching the brand in Tokyo, Osaka, Hiroshima and Sapporo.

Kicking off with a big bang in Tokyo, famous retro bar Havana1950 was filled with retailers, VIPs, aficionados and a nice number of aficionadas... who all discovered Confidenciaal while enjoying the tunes of a six-piece band.

The other events were a little more intimate but definitely as successful and lively; in Hiroshima Eric was very pleased to see retailer extraordinaire Eiko Okami, whom he has known for more than twenty years.

Following the Prohibition era dress code proved no challenge for the Japanese retailers, who actually enjoyed dressing up... hats, headbands & long pearls were seen in abundance and were a perfect match with the 'secret' concept of Confidenciaal!

In Tokyo and Osaka, Eric & Antoine completed the events with trainings on the brand for the Cigar Club Japan teams, explaining why it is nice to share the secret... and introducing specially-made chocolates that were part of the gift box for all guests, along with a Confidenciaal Fiftytwo.

Eric Piras says *"I could not have imagined a more successful launch in Japan; the retailers and end-consumers have been very enthusiastic about sharing Confidenciaal's secret"*.

Maki Nakane, Managing Director of Cigar Club Japan says *"We are really looking forward to developing Confidenciaal; we believe it is a perfect brand for Japan, and it is arriving on the market at an ideal time!"*

EVENT PHOTOS: <https://cigraal.smugmug.com/Confidenciaal-Launch-Japan/>

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Note to Editors

ABOUT CONFIDENCIAL

There are seven different sizes, all available in luxury bundles of 25 cigars.

Fiftytwo, Fiftyfour, Fiftysix and Fiftyseven are rolled with a pigtail, while Cañonazo, Lancero & Churchill boast a classic head.

The blend is a well-kept secret, passionate selection of the best 'New World' aged tobaccos and silky wrappers, combined with flawless construction and perfect draw...

The name 'Confidenciaal' is a play on 'confidential' (= secret) in Spanish, and 'graal', which means the 'Holy Grail' in French.

Legends say that the Holy Grail looks like a cup and has the power to heal all wounds, deliver eternal youth and grant everlasting happiness.

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ABOUT CIGRAAL

Cigraal provides distribution, advertising, marketing and promotion services for cigars and tobacco products. 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 Hondurian & Nicaraguan 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-Pacific.

The company also has a very specific expertise in the Greater China landscape, the market that all brands are currently eying.

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BY ERIC PIRAS