



CIGRAAL

For immediate release . 3 November 23

CIGARMAKER IN THE SPOTLIGHT

CHRISTIAN EIROA CHARMS BERTIE

For the first time in its few years of existence, Bertie Cigar Lounge has been able to offer the space a cigarmaker deserves: in the spotlight!

Christian Eiroa endured a 28-hour journey from Honduras for a few hours in Hong Kong, and aficionados & aficionados made the most of their time with him, discussing a variety of topics such as tobacco planting, cigar making, corajo tobacco or maduro wrappers.

Christian introduced his family history and the philosophy behind their cigarmaking, while guests really indulged in his brands Eiroa, C.L.E and Asylum, sometimes even discovering cigars they didn't had the opportunity of trying before... and being absolutely seduced by them.

Far from being a stiff event, this was a very relaxed affair, everyone being in a wonderful mood, mellowed by the free flowing of Graham's Port & Flor De Caña Rum, complimented by a succulent antipasti buffet from famed chef Paolo Monti's AMA restaurant.

Christian Eiroa, Founder & President of C.L.E Cigar Company says *"I have wanted to work with Eric Piras for several years, and I am really pleased that we have a chance to collaborate now on the distribution of our brands. My visit here shows that there is a real future for Eiroa, C.L.E and Asylum in Asia, and I am impressed by the enthusiasm of the cigar fans I have met here."*

Eric Piras, founder of Cigraal and distributor for C.L.E Cigar Company, says *"Asia is used to winemakers or spirits-makers' visits, but we haven't been able to host a cigarmaker in many years, and this is what Bertie is all about. The interaction with Christian was fantastic and his brands will definitely get a substantial boost from this visit. For the aficionados & aficionados, there is nothing like meeting the persons behind the brands and understanding the amount of hard work, time and dedication that go into a cigar!"*

PHOTOS & VIDEO DOWNLOAD: <https://cigraal.smugmug.com/Christian-Eiroa-in-Bertie/>

CONTACT: Agnès Caër-Piras – agnes@calamansi-designs.com or +852 9168 1502

