



CIGRAAL CELEBRATES INTERNATIONAL WOMEN'S DAY

March 10, 2021 | Samuel Spurr

Events

Cigraal hosted its fourth celebration of International Women's Day at Bertie Cigar Lounge in Hong Kong on Monday 8 March.

"With all the restrictions due to the virus, it was a challenge to hold an event this year, but it's an event that's eagerly awaited by aficionadas," said Cigraal's founder Eric Piras. "We didn't want to let the ladies down. The event was organised in respect of government regulations, and one of Bertie's team members was on duty at the door to take guest's names, record temperatures, and apply hand sanitizer," said Eric Piras.



As in previous years, the event was focused on the Flor de Selva brand. For the first time a celebratory band on the foot of the cigar acknowledged the special event. This band included a hidden number on the inside which was used for the lucky draw, making the prize-giving a lively affair.

“In addition to Flor de Selva cigars, guests enjoyed drinks from generous sponsors. Lillet cocktails, red and white Burgundy wine from Joseph Drouhin, and a 4.5 liter bottle of Graham’s 10 Years Port, were enjoyed, while rose macarons from Sweet Fashion House were also appreciated by all,” said Piras. Bertie was in a glamorous and vibrant mood, with the addition of a bright pink backdrop for the evening, while the Bertie team wore limited edition Kongo masks in the same colour scheme.

“Since the first International Women’s Day event four years ago, Cigraal (and now Bertie) have been building a very strong following of aficionados, who come to enjoy a moment with a cigar, alone or with friends, from time to time or on a regular basis. We now have ladies who come to Bertie a few times a week to enjoy their favourite cigar or discover new ones,” said Piras. “One of our aims is to ensure that there is no snobbery around cigar smoking; all are welcome and education and discovery play a large role in guests’ loyalty. Hence we see a much stronger female crowd, and the ladies who were here yesterday all know Bertie well and enjoy cigars regularly.”

Event Photos: <https://cigraal.smugmug.com/International-Womens-Day-in-Bertie-8March21/>

BERTIE CIGARS

4/F, Duke Wellington House, 14-24 Wellington Street, Central, Hong Kong
(just at the entrance of Lan Kwai Fong, world-the famous nightclub)

Opening Hours: Monday to Saturday, 12pm to 12am

www.bertiecigars.com

Instagram and Facebook: @bertiecigars