



CIGAR NEWS

NEWS

Bertie Cigar Lounge Welcomes Cigar Maestro Christian Eiroa for Unforgettable Evening

November 2023

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In a notable milestone for *Bertie Cigar Lounge*, the establishment has provided a deserving spotlight for the first time to a prominent cigarmaker, Christian Eiroa. This event marked a significant occasion as Eiroa, hailing from Honduras, embarked on a 28-hour journey to spend precious hours in Hong Kong with Bertie's discerning guests. The gathering became an enriching forum for discussions spanning various facets of the cigar industry, including topics like tobacco planting, cigar craftsmanship, the nuances of corajo tobacco, and the artistry of maduro wrappers.

Christian Eiroa took the opportunity to share his family's storied history and the underlying philosophy that propels their cigar-making endeavours. Guests immersed themselves in the world of **Eiroa**, **C.L.E**, and **Asylum**—the brands synonymous with Christian's dedication to quality and innovation. The ambiance was laid-back, featuring a delightful pairing of Port and Flor De Caña Rum, complemented by a delectable antipasti buffet curated by the renowned chef Paolo Monti of AMA restaurant.

Expressing his enthusiasm for the collaboration, Christian Eiroa stated, *"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, the founder of Cigraal and distributor for C.L.E Cigar Company, highlighted the rarity of hosting a cigarmaker in Asia, emphasizing that Bertie's commitment to such interactions aligns with the essence of the lounge. The exchange with Christian was described as fantastic, and the expectation is that Eiroa's brands will experience a significant uplift in the wake of this impactful visit. Piras emphasized the unique value for cigar enthusiasts in meeting the individuals behind the brands, gaining insights into the meticulous hard work, time, and dedication invested in crafting each cigar. This event underscored Bertie Cigar Lounge's commitment to providing a platform for such meaningful interactions within the global cigar community.