



CIGRAAL

For immediate release

A NEW PLAYER IN THE CIGAR DISTRIBUTION

One of the **highest profiles in the cigar industry**, Eric Piras is operating a strategic move in his career.

With large players in his arms, he is proudly announcing the launch of his company: Cigraal, set up to **provide global distribution** (outside USA), **advertising, marketing and promotion services** of cigars and tobacco products.

From the best factories of the planet to worldwide distribution circuits, Cigraal is presenting a **pioneering concept**. The new company will be the unique actor able to **globally address all markets with a range of products going from machine-made to the top hand-made cigars**.

Eric Piras is one of the happy few 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.

Cigraal's extended network covers the American continent as well as Europe, Middle East, Africa and Asia.

Cigraal also has a **very specific expertise in the Greater China landscape**, the market that all companies are currently eying.

Maya Selva, one of Cigraal's strategic partners says *"We're very excited to start working on our worldwide presence with Cigraal, it's an ideal solution for marketing our reputable cigars globally"*. While **Roberto Pelayo Duran** says *"I have known Eric for a very long time and I am convinced that our association with Cigraal will result in impressive results for our brands"*. **Gustavo Velayos** from **La Aurora** shares this enthusiasm: *"We are looking forward to witnessing the strong development of Principes in Africa and Middle-East!"*.

Cigraal is a play on the words 'cigar' and 'graal' which means the Holy Grail in French.

Cigraal will be managing the international distribution of Maya Selva Cigars (outside of France and USA), Azan Tobacco (outside of USA) and Principes (in Africa and Middle East).

FOR FURTHER INFORMATION, PLEASE CONTACT
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Note to Editors

ABOUT ERIC PIRAS

Eric Piras has a high public profile, significant management experience in the tobacco trade and a strong global expertise in sales and marketing for premium and machine-made cigars.

Based in Hong Kong, Eric has almost 20 years experience in the cigar industry in Asia-Pacific and is one of the highest profiles in this sector.

His network is huge and diverse, especially strong in Asia where he has built close relationships with various actors of the cigar and food & beverage business.

Eric Piras, French national, joined Altadis (later acquired by Imperial Tobacco Group) in 1999 and travelled the globe setting up and strengthening distribution channels for the world's number one cigar maker, until recently.

Prior to joining Altadis, Eric was the Regional Director for The Pacific Cigar Company, Habanos' exclusive distributor in Asia-Pacific and Canada, largely contributing to the building of their brands and the development of the Casa Del Habano franchise in these regions.

Eric's wide knowledge extends from tobacco growing to manufacturing, marketing, distributing and ultimately the pleasure of smoking a cigar!



FOR MORE INFORMATION, VISIT WWW.ERICPIRAS.COM

About **Cigraal**, visit www.cigraal.com

About **Maya Selva** cigars, visit www.mayaselva.com

About **Roberto Duran** cigars, visit www.robertodurancigars.com

About **Principes**, visit www.laaurora.com.do