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Cigar Industry

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Confidenciaal Cigars, the new brand from Eric Piras, owner of cigar distribution company Cigraal and Bertie Cigar Lounge Hong Kong, was recently launched in Japan, with events in Tokyo, Osaka, Hiroshima and Sapporo.

Famous Tokyo retro bar Havana1950 was filled with retailers, VIPs, aficionados and a nice number of aficionadas for the launch, which was accompanied by the tunes of a six-piece band. “A Prohibition era dress code proved no challenge for the Japanese retailers, who enjoyed dressing up,” said Eric. “Hats, headbands, and long pearls were in abundance and were a perfect match for the ‘secret’ concept of Confidenciaal.”

In Tokyo and Osaka, Eric and Antoine Riberet, Cigraal’s Sales and Marketing Director, complemented the events with brand training sessions for Cigar Club Japan’s distribution and retail teams. These events included specially-made chocolates as part of a gift box of Confidenciaal FiftyTwo for all guests.

Eric Piras says “I could not have imagined a more successful launch in Japan,” said Eric. “The retailers and consumers have been very enthusiastic about sharing Confidenciaal’s secret.”

Maki Nakane, Managing Director of Cigar Club Japan is looking forward to developing the brand in Japan. “We believe it is a perfect brand for Japan, and it is arriving to the market at an ideal time.”