



## A JAPANESE LAUNCH FOR CONFIDENCIALAL

March 9, 2023 | Press Release

Cigar News

Events





# A JAPANESE LAUNCH FOR CONFIDENCIAAL

March 9, 2023 | Press Release

Cigar News

Events

After a successful launch in Hong Kong, Confidenciaal is now reaching Japan, under the distribution of Cigar Club.

As a celebration, Eric Piras & Antoine Riberet will be hosting events in four cities: starting with Tokyo on 20 March, and then Osaka, Hiroshima and Sapporo on the following days.

VIPs, retailers and private clients are expected in Tokyo where the event will be held in famous Havana1950 with a 6-piece live band, while the events in the other cities will mostly see the visit of retailers and their loyal consumers.

Eric Piras says “I feel that Confidenciaal has a high potential in Japan, and I am confident the distribution under Cigar Club will be mutually beneficial”.

Eric also says “After the launch in Dortmund and Hong Kong, we are now shipping to a growing number of countries, and thrilled to be in Japan now. We already know that the brand is successful with the consumers, as I’ve have been selling these cigars (albeit with no brand, hence the name Confidenciaal) in my Bertie Cigar Lounge in Hong Kong and had the chance to get first-hand positive feedback from aficionados and aficionadas.”