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ANYTHING BUT GIRLY FOR WOMEN'S DAY CELEBRATION

International Women's Day at Bertie Cigar Lounge is now becoming a well-established celebration; and after a long Covid period, it's been a party more than a mere event this year!

The start of the evening was reserved to ladies, and was anything but girly: all enjoyed the **Flor de Selva Colección Clásica Robusto**, and **Flor de Selva 20 Aniversario Robusto**, whether they were seasoned aficionadas or tried a cigar for the first time during the night.

This year, **Bertie Cigar Lounge** partnered with **The Feel Good Factor**, Hong Kong's hippest day spa, and a celebratory band on the foot of the cigars acknowledged the special event. The band included a hidden number on the inside which was used for the lucky draw... a lively moment.

Eric Piras said "In Bertie, we've built a strong following of ladies; we strive to make sure women are welcome and at ease when they want to enjoy a cigar. Reversely, men should not be shy of having a pedicure or a manicure! We're very happy to have The Feel Good Factor as a partner, and help men enjoy a different experience."

Helen Barker, owner of the Feel Good Factor, was co-hosting the event, saying "It's the first time I smoke a cigar but this was too good an opportunity to pass... and I know it's definitely not my last cigar!" **Agnès Caër-Piras** from **Calamansi Designs**, sponsor of the event and a regular cigar smoker, was saying "It's so nice being only with ladies for once: no challenge, no competition, just fun and freedom of enjoying life!"

Meanwhile, men were patiently waiting at the door and came in not a minute later than their allowed time! The evening was roaring with chatter, laughter, good Flor de Selva smoke... and cocktails with Graham's Blend No5 White Port flowed freely, closely followed by Joseph Drouhin Mâcon-Buissières and Brouilly.

Agendas are already marked for 8th of March next year!

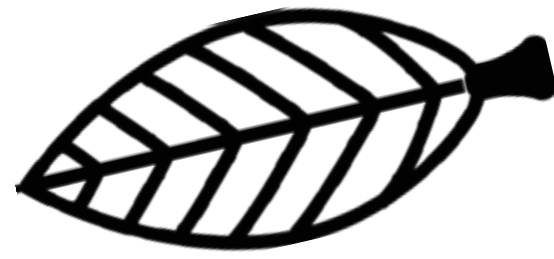
FOR PHOTOS, PLEASE VISIT

<https://cigraal.smugmug.com/International-Womens-Day-8March23/>

FOR MORE INFORMATION, PLEASE CONTACT

Eric Piras – epiras@cigraal.com or +852 9035 5993





Note to Editors

ABOUT MAYA SELVA CIGARS

Since 1995, when Flor de Selva was launched in France, the Maya Selva Cigars collection continues to expand to the amazement of delight of aficionados.

Now consisting of three brands - Flor de Selva, Cumpay, and Villa Zamorano - the collection invites the most demanding smokers to discover the tradition of hand-crafted cigars, the cultivated tastes of Maya's personally selected growing areas in Honduras and Nicaragua (their terroir or "spirit of place") and a uniquely creative vision of the puro.

The success of these outstanding cigars is a fitting tribute to the values that are Maya Selva Cigars' hallmark: stringent quality requirements, respect for the land and its communities. These essential principles have always guided and inspired Maya, from the creation of blends, to her relationship with her retailer-ambassadors, from her advertising campaigns, to the design of her packaging.

FOR MORE INFORMATION, VISIT WWW.MAYASELVACIGARS.COM

ABOUT CIGRAAL

Cigraal provides distribution, advertising, marketing and promotion services for cigars and tobacco products. Eric Piras, Cigraal's founder, is internationally recognized as a leading expert in the cigar field, from production to the consumer.

Cigraal is one of the few companies having a thorough knowledge of the cigar universe, from the Cuban to the Dominican Republic or Hondurian & Nicaraguan cigar productions, all the way through to the global distribution markets. Its extended connections cover the American continent as well as Europe, Middle East, Africa and Asia-Pacific.

The company also has a very specific expertise in the Greater China landscape, the market that all brands are currently eying.

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