



BERTIE CIGAR LOUNGE IN CAMBODIA RECENTLY OPENED

The second Bertie Cigar Lounge has just held its Grand Opening in an event with more than 140 guests.

The day started early with a traditional Khmer ceremony; a very spiritual moment led by the chanting of an orange-clad monk who blessed both Bertie and the team, and ensured good vibes and success for the future.

In the afternoon, Eric Piras & Antoine Riberet welcomed Khmer officials and some members of the Cambodian Royal family. For this occasion, the indoor space melted onto the terrasse, and a few selected VIPs were offered the honour of cutting the ribbon... officially opening Phnom Penh's first cigar lounge at street level. Confidential cigar in hand, Eric Piras led the guests inside with the appropriate "Now let's have a good smoke!".

A few bottles of champagne and some nice volutes of cigar later, the evening saw dozens of guests enjoying the cigar buffet and its selection of Flor de Selva, Joya de Nicaragua, Ashton, Eiroa, Villa Zamorano, Cumpay and Azan.

The 'who's who' of Phnom Penh attended the celebration, eager to delve into the cigar culture and its pleasures. Cigar passionadas & passionados, designers, influencers and models were spotted in the crowd mixing with businesspeople, actresses and celebrities of all nationalities, lending a very glamorous feeling to the event. And all with a cigar in hand!

The party continued late into the night with Eric Piras saying "It's been a lot of hard work opening a cigar distribution company and a cigar lounge in a country where we are new-comers. But I believe in Cambodia and its future for cigars."

Antoine Riberet said "We're capitalising on what made Bertie Hong Kong 'Asia's Best Cigar Lounge in 2024'; our aim is to democratise cigar through education and the offer of an amazing selection of New World cigars".