



JOYA DE NICARAGUA ADDED TO CIGRAAL'S PORTFOLIO

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Cigraal Ltd of Hong Kong announced an addition to its portfolio of brands: Joya de Nicaragua will now be handled by Cigraal in Greater China and Vietnam.

"Joya de Nicaragua is emblematic of its country" said Eric Piras (pictured, with blue shirt), founder of Cigraal Ltd., "the cigars are a great reflection of the Nicaraguan terroir and I am most impressed by Joya's management and by the fact that some of their cigar rollers have been working with them since the brand started, 50 years ago".

Cigraal will start with the distribution of the Joya Black, Joya Red and Joya Cabinetta Lines as well as Antaño and Cuatro Cinco, and is planning a series of events to celebrate the brand in Asia later in the year.

"This February we are celebrating our 50th Anniversary, and in line with this milestone, we are very pleased to have Cigraal as our partner for expansion in Asia Pacific" says Juan I. Martínez, Executive President of Joya de Nicaragua, SA, "and we look forward to our development in this region of the world".

www.cigraal.com

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