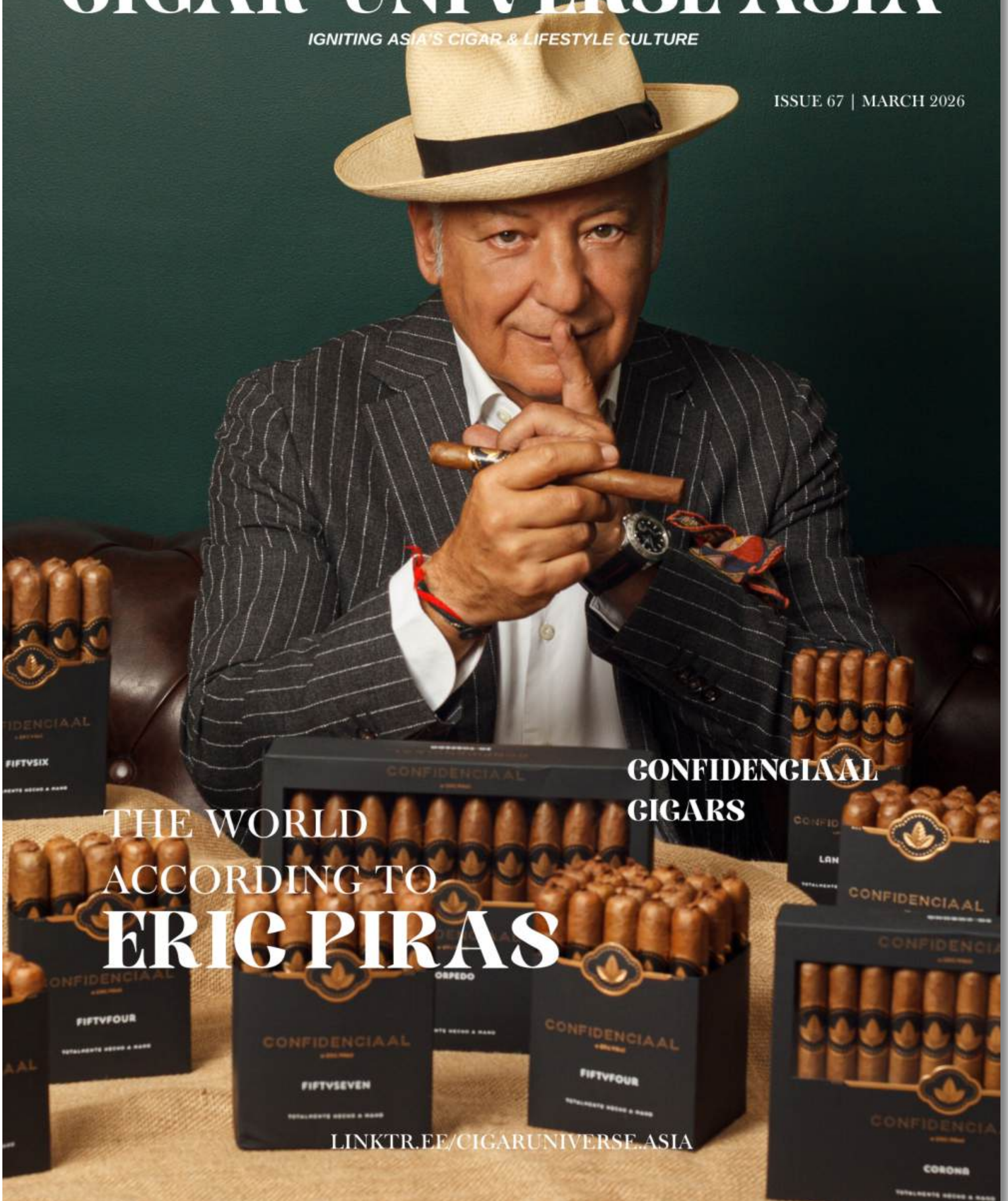


# CIGAR-UNIVERSE ASIA

IGNITING ASIA'S CIGAR & LIFESTYLE CULTURE

ISSUE 67 | MARCH 2026



THE WORLD  
ACCORDING TO  
**ERIC PIRAS**

**CONFIDENCIAL  
CIGARS**

[LINKTR.EE/CIGARUNIVERSE.ASIA](https://linktr.ee/cigaruniverse.asia)

## **ERIC PIRAS**

*Images: Special*



**W**ith 25 years of experience in the tobacco industry, **Eric Piras** has one of the highest profiles of this field. His network is huge and diverse and he's built strong relationships with the main actors of the cigar world.

Eric has started his cigar career as Regional Director for The Pacific Cigar Company, Habanos' exclusive distributor in Asia-Pacific and Canada, largely contributing to the building of their brands and the development of the Casa Del Habanos franchise in these regions.

In 1999, he joined Altadis (later acquired by Imperial Tobacco Group) and travelled the globe setting up and strengthening distribution channels for the world's number one cigar maker.

Eric is the founder of **Cigraal Ltd.**, a company specialized in the distribution, marketing and promotion of cigar brands.

Capitalizing on his past as a restaurant owner and his wide cigar connections, Eric and his team operate Bertie Cigar Lounge in the heart of Hong Kong, featuring Habanos brands and offering a variety of brands from other terroirs such as Dominican Republic, Honduras, Nicaragua as well as Costa Rica, Mexico, Italy and China. Bertie has been voted the 'Best Cigar Lounge in Asia' by the readers of Cigar Journal in 2024.

At the end of 2024, a Bertie Phnom Penh has been opened in Cambodia. The DNA, concept and cigar selection are very similar to Bertie Hong Kong.

As part of his vision of promoting cigar, Eric has created the Cigraal Academy, offering training and discovery cigar sessions to professionals and private clients.

Eric has launched his own line of cigar accessories: **TOTEM**, a tribute to Native American culture, the first who were using tobacco smoke to communicate with the gods and establish peace between tribes.

TOTEM received the Cigar Trophy for 'Best Accessory' in 2023.

Eric has created his brand of luxury bundles, **CONFIDENCIAAL**. Initially a private blend, these cigars were reserved to friends and family, their secret of excellent quality and reasonable price whispered by those in the know.

Confidenciaal has been nominated for a Cigar Trophy as 'Best Boutique Brand Honduras' in 2025, and 'Best Value Honduras' & 'Best Boutique Brand Honduras' in 2023.

Cigar-Universe Asia had the privilege to chat with this very busy man; one of our inspirations in the ever-dynamic world's cigar scene. Eric shared some heartfelt thoughts about the industry and experience, just for you our esteemed readers...

***Hello Eric, nice to have you here. Could you please share us about you a little bit?***

I am a cigar enthusiast who's had the privilege of working in this fantastic industry for over 25 years. I am the founder of Cigraal Ltd., a distribution and marketing company specializing in premium cigars across the Asia-Pacific region and the proud operator of Bertie Cigar Lounges in Hong Kong and Cambodia (Phnom Penh) where we've created a sanctuary for aficionados and those new to cigars alike.

A couple of years ago, I have launched my own cigar brand Confidencial and line of accessories Totem which are getting traction worldwide.

I'm also the immensely proud father of now-adult children **Amandine** and **Antoine**, and the husband of **Agnès**, whose creative vision is integral to my business ventures.

***What were you before who you are now, or is there any other profession you do now?***

Straight out of university, I started working as a scuba diving instructor and had the privilege to be offered a job in the Club Med Bahamas. It was a memorable time and instilled my love of travel and meeting new people in USA, Mexico and the Caribbean. It was a very laid-back few years, with a lot more hair than I have now, ha ha!

After a few enjoyable years of this life, I realized I should have a 'real' career, moved to Paris, started as a waiter and climbed my way up until I became restaurant director and ultimately a restaurant owner. I ended up having a few restaurants, including one that got a one-Michelin star, which still makes me beam to this date.

This background in hospitality has been invaluable; it taught me about service, ambiance and creating experiences people remember.

***When did you first move to Hong Kong and why?***

I moved to Hong Kong around 1993, many years ago! I was originally tasked to open a hotel and then I



continued in the Hospitality world for a few years.

This is when I met **Sir David Tang** who asked me to open **The Pacific Cigar Co.**'s regional offices (Singapore, Thailand, Indonesia) and expand regional distribution for PCC.

Cuban cigars were booming at the time and we were hosting several events a week, sometimes smoking 5 or 6 cigars a night!

Since PCC's sister company at the time, Havana House, was Habanos' exclusive distributor for Canada, I was in charge of setting up **La Casa del Habano** in Vancouver, Toronto, and Montreal. I was fortunate to spend a lot of time with Sir David and his extensive network of celebrities and royalties; honing my skills in deal-making and sharpening my eye for business.

After 4 years with PCC, I was recruited by Altadis in 1999, the then-new merger between Spain's Tabacalera and France's Seita, to open an office in Hong Kong. It was my first real contact with non-Cuban cigars and in the following 15 years, my task was to increase market share as a Regional Vice-President and then International Vice-President.





*Marko Bilic & Eric Piras During CSWC 2025*

***You are currently residing in...?***

My work takes me across Asia and beyond frequently, but I am based in Hong Kong; the city's dynamic energy, its position as a gateway between East and West, and its sophisticated consumer base made it the perfect place to build something meaningful in the cigar world, and it's the reason why I chose to open the first Bertie Cigar Lounge there in 2019, seven years ago!

Hong Kong has this unique ability to embrace both tradition and innovation, which resonates deeply with how I approach cigars.

Over the last year and a half, I have also been spending a lot of time in Phnom Penh (Cambodia) where I have opened Cigraal Cambodia, a local cigar distribution company, and the second Bertie Cigar Lounge.



***Eric Piras & His Wife Agnes***

***Tell us a bit more about your company, Cigraal Ltd...***

Cigraal is a distribution, marketing and promotion company focused on premium cigars and tobacco



***Eric Piras and Antoine Riberet,  
Cigraal's General Manager,  
in front of Bertie Phnom Penh***

products. We work with some of the most respected names in the industry —Arturo Fuente, Ashton, Joya de Nicaragua, Flor de Selva, Eiroa, Casa 1910, and more.

What sets us apart is our deep understanding of both mature and emerging markets, particularly in Asia.

We don't just move product; we build brands and educate consumers, especially through our Cigraal Academy, which is training dozens of persons in hospitality as well as broadening the cigar knowledge of private clients.

Cigraal also operates Bertie Cigar Lounges in Hong Kong and Phnom Penh, and we've launched our

own brands: Confidenciaal cigars and Totem accessories.

***Do you remember your first cigar?***

Oh yes, of course. It was decades ago, and like many memorable firsts, it was more about the moment than the cigar itself. I was with my business partner of that time and we had had a very successful day. I had always been one of these persons who could not stand cigarette smoke, but he offered me a cigar to celebrate, and for the first time I was in the mood to try. I believe it was a Montecristo No. 2 and it really got me started onto cigars – I never looked back! (chuckles)

***Could you tell us about your Confidenciaal cigar brand? What motivates you to make such blends and brand?***

Confidenciaal began as a secret: a private blend I created for myself, and to share with my friends and family. For years, we kept it within our inner circle, and then I started offering it to our Bertie Hong Kong regulars; it didn't have a name, didn't have a cigar ring, but everyone really seemed to enjoy these cigars.

Slowly, word got out and clients were asking the Bertie team "can I have your boss' cigar, the one with no name" which became "can I have the secret cigar."

The feedback was so overwhelmingly positive that we decided to share it more broadly, and create a real brand.

Since it's been a secret for a long time, the name itself hints at that confidentiality: it's a blend of the word 'confidential' which means 'secret' in Spanish, and 'graal', is the French word for the Holy Grail which is supposed to bring everlasting happiness and youth.

The motivation behind Confidenciaal was simple: to create a cigar of exceptional quality at a reasonable price, something that honors the craft without the pretense.

We've now expanded the line to ten different cigars; in keeping with the brands' ethos, we've given them





very simple names which are basically the names of the vitolas – Fiftytwo, Fiftyfour, Fiftysix, Fiftyseven (all with a pigtail) Cañonazo, Churchill, Lancero, Corona, Corto and Torpedo (rolled with a classic head) — all maintaining that original blend.

Initially the packaging was in bundles with a sleeve, but we quickly realized it was not very convenient for the retailers. So last year we adapted it and now the first 7 cigars are sold in half-boxes of 10 cigars (the 4 best-sellers are also in half-boxes of 20 cigars), and the Corona, Corto and Torpedo are sold in boxes of 20 cigars.

Our packaging is very unique in that it's made of FSC paper; when you have finished a box, you can just throw it in the paper recycling bin!

Confidencial is an everyday luxury, to be enjoyed with relish and no guilt!

***What is your most favorite cigar?***

I appreciate different cigars for different moments. In the morning with my coffee, I tend to have a Cumpay Short or an Arturo Fuente Hemingway Short Story; in the afternoon I will opt for Ashton VSG Enchantment or Confidencial Corona. Before dinner, it's often a Joya de Nicaragua Cuatro Cinco (we jointly developed the Asian Limited Edition a few years ago) or a C.L.E. Corojo Robusto. And I tend to have heavier cigars after dinner, such as Flor de Selva 20 Years, Dunbarton Mi Querida or El Septimo Culinary Collection.

I also have a soft spot for Casa 1910 and Matilde cigars, which are perfect when I'm in a meeting. I have a very eclectic taste and it's important for me to discover new brands regularly.



*Eric Piras and his family - from left to right: wife Agnès, daughter Amandine, son Antoine, son-in-law Aurélien*



*A cigar event organized by Bertie in Hong Kong*

***What do you think about the ever-booming cigars globally, at least in the last 10 years, especially since the millennials started to enjoy it too?***

It's been remarkable to witness. The new generation of cigar enthusiasts—millennials and now Gen Z—approach cigars differently. They're curious, well-informed, and less bound by tradition. They care about authenticity, story and experience.

At Bertie, we're seeing more women and younger smokers than ever before, which is wonderful. Cigars are no longer just an old man's indulgence; they're a lifestyle choice for people who appreciate craftsmanship and taking time for themselves in a fast-paced world.

***Are you familiar with Indonesian tobacco? What do you see in Indonesia's growing cigar scenes?***

Indonesia has a rich tobacco heritage, particularly with cigars using local wrapper and filler tobaccos. The Indonesian market is growing, and there's genuine enthusiasm there. What excites me is the blend of local culture with global appreciation for premium cigars. Indonesia has the potential to become a significant player, not just as consumers but also as producers.

The key, like in any cigar-culture developing market, is in education and patience.

***How would you see cigars and fashion? We are aware of your high taste in super dapper style...:))***

Well, thank you! I believe cigars and fashion share a common language: both are about expression, identity and attention to detail. When you dress well and enjoy a fine cigar, you're making a statement about respecting the moment and the people you're with. It's not about being flashy, it's about intentionality.

In Bertie cigar lounges, we encourage a certain elegance, whether in attire or in how we serve our guests. Our team has a very nice uniform in which they feel comfortable and good. I believe it plays an important role in the spirit of the place, and this is what we also expect from our guests.

But sometimes you also need to be adaptable; for instance in Bertie Hong Kong we forbid flip-flops, but in

Bertie Phnom Penh it's more part of the culture and difficult to fully ban from the premises.

***What do you think the importance of family, especially in supporting your business?***

Family is everything. My wife, **Agnès Caër-Piras**, has been instrumental in many of our ventures, from event planning to the creative direction of our brands. With her agency Calamansi Designs she has helped shape how we present Bertie, Confidenciaal and Totem to the world.

My children, **Amandine** and **Antoine**, are extremely supportive of the business; they are both cigar smokers and enjoy spreading the word about the brands and my business. In the rare occasions when we can all be together (we live in different parts of the world now) it's quite fun to see the face of the bar managers when all 5 of us (including with our son-in-law **Aurélien**) take our cigars out to enjoy them together!

Beyond that, the values I learned from my family – integrity, hard work, loyalty – are the foundation of how I run my businesses. And in a way, our team at Cigraal and Bertie has become an extended family.

It's certainly very true for **Antoine Riberet**, Cigraal's General Manager who has now been working with me for seven years. We travel... and often exercise together! That shared rhythm – whether navigating a new market or pushing through a morning gym session - has built a foundation of mutual trust and understanding that is rare in business. He is not just a colleague; he is a true partner in this journey, embodying the very spirit of our extended family.

***What's the best pairing with cigars, whether it's food, and drinks, coffee perhaps? Any favorite?***

It depends on the cigar and the moment. A good espresso or coffee is always a classic pairing; the bitterness complements the tobacco beautifully.

For spirits, I enjoy rum or whisky, something with depth that doesn't overpower the cigar. I have a particular soft spot for Samai Kampot Pepper Rum from Cambodia; I fell in love with this brand when

we were opening Bertie Phnom Penh, and we're now establishing a real partnership through a distribution on the Hong Kong & Macau markets.

Food-wise, I'm partial to saucisson (French dry sausage) or aged cheeses. But in reality, a cigar is an excuse to slow down and connect with people, or just enjoy some time off playing Backgammon on my mobile phone, ha ha!

***Could you explain to us a bit about your lounge, Bertie?***

Bertie Cigar Lounge is located in Central, Hong Kong, on Wellington Street. It's designed to feel like an English gentleman's club: comfortable, intimate, with a touch of nostalgia. We have an indoor lounge and a terrace overlooking the bustling street below.

What makes Bertie special is our selection: over 500 different cigars from several terroirs, namely Cuba, Dominican Republic, Honduras, Nicaragua, but also Costa Rica, Mexico, China and Italy.

We're a Habanos Specialist, but we mostly champion New World cigars. It's a place where seasoned aficionados and curious newcomers feel equally welcome.

We reproduced the same DNA in Bertie Phnom Penh, a spirit of openness and discovery: we introduce a lot of clients to the brands we distribute, and do a lot of initiation where clients smoke their first cigar in a spirit of discovery.

Our team is very well trained to recommend the best cigar depending on the time the client plans to spend in the lounge, their budget, their cigar-smoking experience etc.

For us, it's very important that we find the best cigar for the best moment. It doesn't have to be (and it should not be!) the most expensive cigar, it should just be the best for this moment and this client.

Similarly, in Hong Kong and Phnom Penh, Bertie lounges are probably the ones with the largest number of ladies smoking cigars; a testament to our mission of

dismantling old stereotypes and proving that the cigar world is a sophisticated sanctuary for everyone, regardless of gender. My motto is: democratizing cigar!

***Are you personally a smoker too, or do you only smoke cigars?***

I'm exclusively a cigar smoker. Cigarettes never appealed to me, they're about nicotine and addiction while cigars are about experience and pleasure. A cigar demands your attention; it's a ritual. I don't inhale, and I savor every moment. It's meditation in a way.

***We've noticed too that you have side brand called Totem. Could you share a bit about them?***

Totem is our line of premium cigar accessories: mostly ashtrays and humidors at the moment.

The name is a tribute to Native American culture, where tobacco smoke was used to communicate with the gods and establish peace between tribes.

We wanted to honor that spiritual connection while creating accessories of the finest craftsmanship with a unique twist.

Totem received the Cigar Trophy for 'Best Accessory' in 2023, which was a tremendous honor, especially for such a young brand. Our ashtrays in particular are now absolutely iconic! We do extensive research and pick themes, mythological characters or customs that were important for the Native Americans, and we design everything in-house. We only use the positive stories or legends, and we capitalize on strong colors.

Clients often show strong emotions when they look at the design; the brand is linked with passion and is about uniting aficionados in a clan of sophisticated people with unflinching good taste.

***Any message for those who want to try cigars for the first time?***

Don't be intimidated. Start with something mild to medium-bodied, and don't rush. A cigar isn't meant to be finished quickly; it's about the journey. Ask

questions, experiment with pairings, and most importantly, enjoy the moment. There's no "right" way to smoke a cigar except the way that brings you pleasure.

For me, there are only 2 rules when smoking a cigar:

1. Do not inhale - it seems quite obvious but it's something we are not scared of repeating to first-time smokers
2. Do not crush your cigar when you've finished it - a cigar is at least 3 years of work. It is meant to be respected; just leave it in the ashtray and it will extinguish by itself.

***Do you think Confidenciaal cigars will be massively available in Asia, even Indonesia?***

Our goal is thoughtful expansion, and we are currently in 30 countries, in Asia, Middle-East and Europe. We are starting to expand in Africa, and have plans to be available on the US market through selected retailers in the second half of 2026.

We're always looking for the right partners in markets like Indonesia; partners who share our values. It's not about being everywhere; it's about being in the right places with the right people.

And mostly, it's about sharing the secret...

***What are your future plans with the company and all the products?***

Our main aim is to keep building brands from the Cigraal portfolio by leveraging their unique market positions to drive sustainable growth and expand their global reach.

We'll continue to grow Confidenciaal's presence on more markets, and have a few plans for new products... prepare to be surprised, a new secret might be unveiled...

Totem accessories will expand with new designs and new products; we're currently working on something that's quite exciting!

Bertie cigar lounges remain our flagships, and we're exploring opportunities for new lounges in cities that

align with our vision.

Beyond that, education is key—we want to nurture the next generation of cigar lovers across Asia. There are thrilling projects in the pipeline, but I'll let those unfold in their own time.

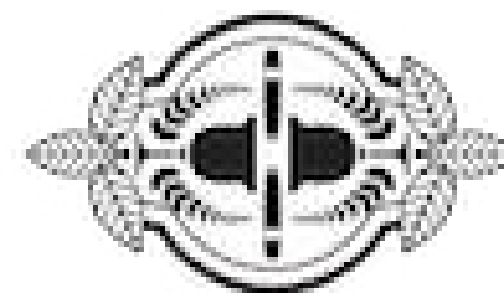
***Lastly, could you say a few words for the readers of Cigar-Universe Asia magazine and your followers in Indonesia...***

To the readers of Cigar-Universe Asia and our friends in Indonesia: thank you for your passion and support. Cigars are more than a product; they're a bridge between cultures, generations, and people.

Whether you're a seasoned aficionado or just beginning your journey, I invite you to explore, to savor and to share these moments with others.

The cigar community in Asia is thriving, and Indonesia plays an important role in that story. Here's to many more years of great cigars, great conversations, and great friendships. Stay curious, stay elegant, and keep smoking responsibly. (\*)

*\*Special thanks to Agnes Piras for the trust and patronage for this interview*

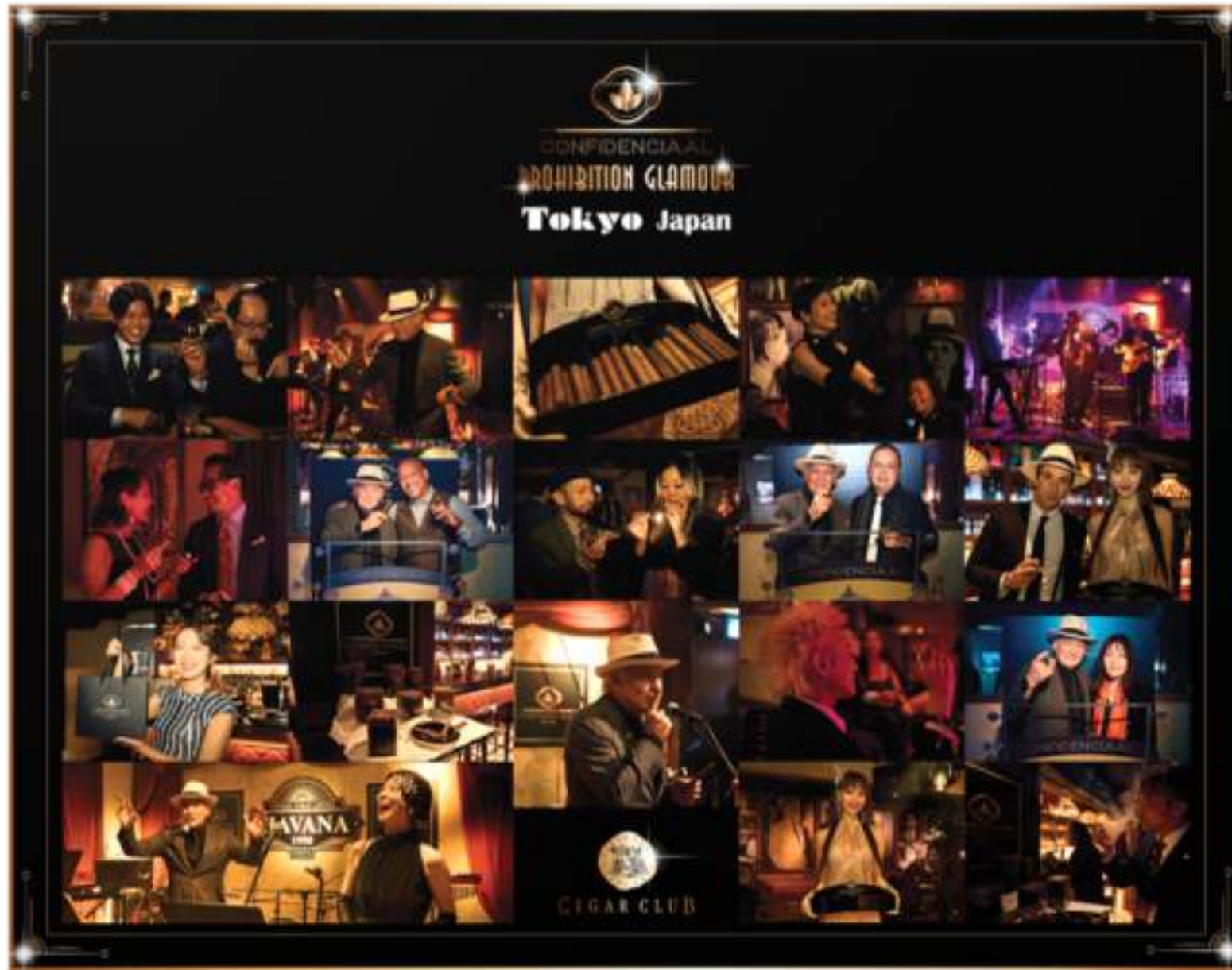


**CIGRAAL**



*Antoine Riberet, Antoine Piras & Marvin Choi (Cigraal Wholesale Manager)*

## CONFIDENCIAL LAUNCH EVENTS IN HONG KONG AND JAPAN



*Confidencial Hong Kong Launch*



*Eric Piras & Maki Nakane - Japan*



CONFIDENCIAL

BY ERIC PIRAS



## BERTIE – A VIRTUAL VISIT

### Images: Special



**B**ertie is a premier, award-winning cigar lounge in Central, Hong Kong, located on the 4/F of Duke Wellington House, 14-24 Wellington Street. Founded by **Eric Piras** of **Cigraal**, it features a 24-hour temperature/humidity-controlled walk-in humidor, a main lounge with British racing green decor and a terrace. It is recognized for offering a diverse, curated selection of Cuban and New World cigars. Recently the company has just opened a branch in Pnom Penh, Cambodia.

If you look for more than just Cuban cigars, Bertie is the place to be. The lounge is owned by Cigraal, the import and distribution company who has its own brand, **Confidenciaal**, and imports Arturo Fuente, Ashton, Casa 1910, C.L.E, Dunbarton Tobacco, Eiroa, El Septimo, Flor de Selva, Joya de Nicaragua and Matilde amongst others. So you will have plenty of choice for New World cigars, but Bertie is not ignoring the Cuban smokers either as they carry a good selection of those.

Bertie also keeps a special inventory of exceptional products, such as vintage Cubans or some equally rare puros. Catering to aficionados and aficionadas of the best taste, Bertie offers a wide range of accessories: pouches, cutters and lighters.



### WHO IS BERTIE?

Bertie is the nickname of King Edward VII (1841-1910), a play on his first name Albert.

Edward VII is well known for his profuse appetite for food, drink and sexual voracity. He is said to have been enjoying 12 puros a day! He was also known as the 'Playboy King', his reign was fairly brief (about 9 years) and he had built quite a reputation as a 'bon-vivant': a rake in his own right, sartorial trendsetter and pursuer of excessive pleasures.

Bertie is also a fictional character by famous British author, P.G.Wodehouse. Bertram "Bertie" Wooster is an 'idle rich' English gentleman; he becomes tangled in awkward situations while trying to help his friends, and is rescued by his wise valet Jeeves, who also helps him dodge sartorial disasters.

Designed in "British racing green" with comfortable armchairs, Bertie offers both indoor seating for over 50 people and an outdoor terrace for 16.

The lounge hosts exclusive cigar tasting and pairing events, and is known for hosting the Cigar Smoking World Championship (CSWC) qualifier in Hong Kong, August 2025.

Bertie, known for its sophistication and elite cigar culture, became the latest arena in a global tournament where calm nerves and steady hands reign supreme.

Making the night even more special was the presence of **Marko Bilić**, the charismatic founder of the CSWC (and also our cover story of July 2025), whose passion and larger-than-life energy lit up the room as he guided first-time competitors through the rituals and rules of what's been called "the slowest race on the planet." The crowd sipped on exquisite Samai Rum, the premium rum from Cambodia, making its debut on the Hong Kong stage. The pairing with the official competition cigar, specially created by Oliva, was a perfect match in taste and tempo.

The next 'CSWC Slow Smoking Competition' will be held in Bertie HK on June 20, 2026.



### **BERTIE PNOM PENH**

Ideally placed in the heart of Phnom Penh (opposite Cambodia Post), Bertie offers the largest selection of New World and Cuban cigars in Cambodia: Cohiba, Partagas, Arturo Fuente, Ashton, Casa 1910, C.L.E, Confidencial, Dunbarton Tobacco, Eiroa, El Septimo, Flor de Selva, Joya de Nicaragua, Matilde and more.

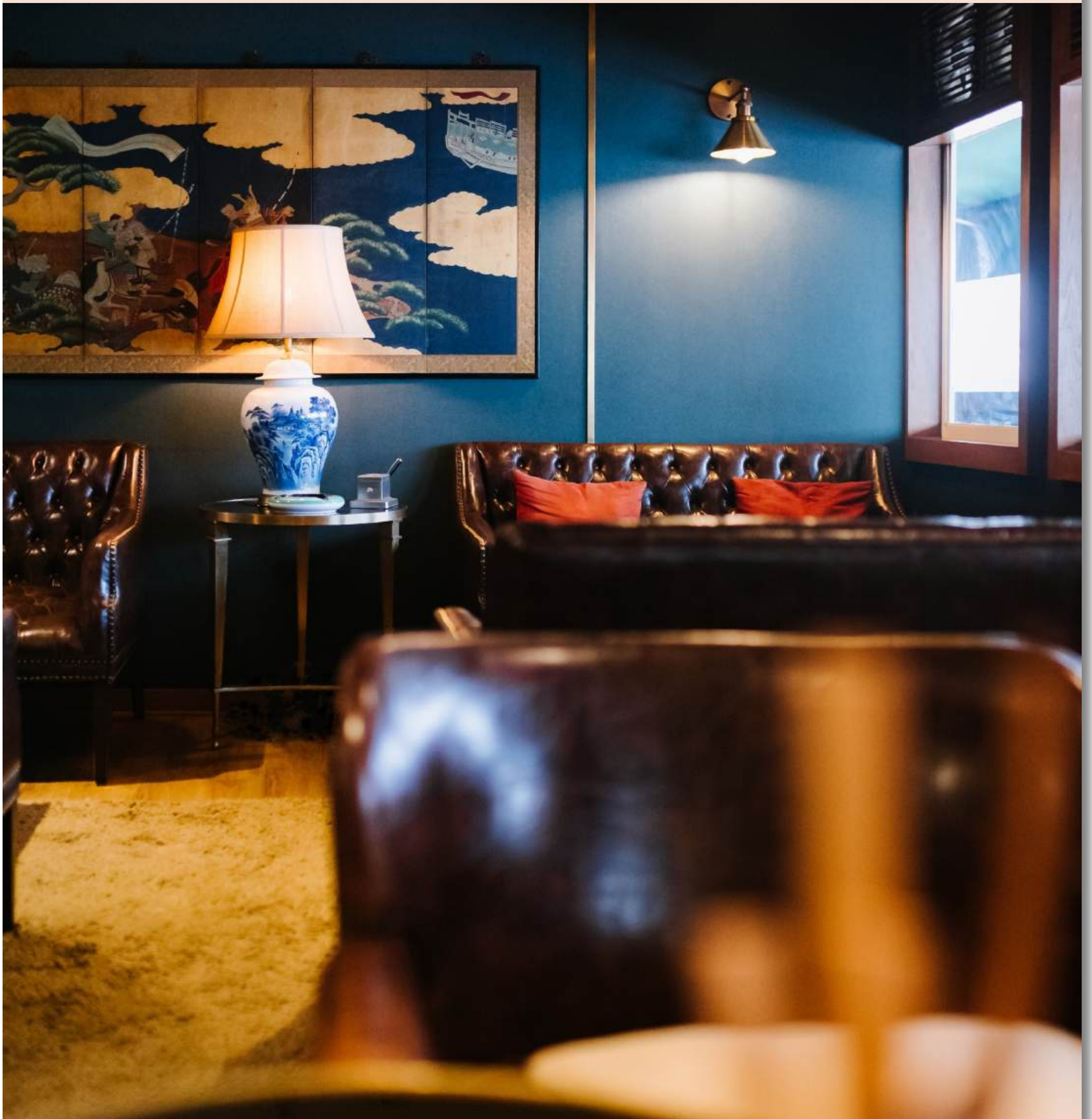
Bertie welcomes both aficionadas and aficionados (above 18 years old) for a wonderful cigar moment in the main lounge, the VIP room, or on the mezzanine.

Whether you are a regular cigar smoker or a beginner, Bertie's team will do their best to make you feel at ease and comfortable.

Bertie is equipped with a 24-hour temperature and humidity controlled walk-in humidor, where cigars are kept in the best condition.

An especially-tailored wine and spirits list is available for the best pairings with cigars, and Bertie is regularly crafting special cigar events that are both unique and lively.





## CIGRAAL LTD. A COMPANY VISIT



**E**stablished in 2015, **Cigraal** provides commercial development, distribution and promotion of cigar brands and tobacco products in Asia-Pacific, Middle East and Africa. The company's expertise is global, with an in-depth knowledge of mature and developing markets, making it one of the leading players in Asia-Pacific.

**Eric Piras**, Cigraal's founder, is internationally recognized as a leading expert in the cigar field, from the production to the consumer.

Cigraal is one of the few companies with a thorough knowledge of the cigar universe, from the producing countries all the way through to the global distribution markets. Its extended connections cover Asia-Pacific, Middle East and Africa as well as Europe.



Cigraal has wide and privileged relationships with the cigar production and distribution channels as well as the specialised press. The company also has a very specific expertise in the Greater China landscape, the market that all brands are currently eyeing.

This extended network makes Cigraal an ideal partner to market cigars to a wide range of countries and consumers.

Cigraal is also a hybrid company, with retail points and its own brands.



Cigraal Academy has been set up to offer tailor-made training and tasting sessions, for retailers and food & beverage specialists, as well as cigar aficionados and aficionados.



Bertie Cigar Lounges are operated by Cigraal:

HONG KONG: 4/F, Duke of Wellington House,  
14-24 Wellington Street, Central

CAMBODIA: House 16, Street 13, Village 9,  
Sangkat Wat Phnom, Khan Daun Penh,  
Phnom Penh.

For more information, check out the following websites:

[www.bertie-hk.com](http://www.bertie-hk.com)  
[www.bertie-pnh.com](http://www.bertie-pnh.com)



TOTEM is a collection of must-have cigar accessories, of the best craft and with a unique twist, uniting aficionados & aficionados in the same clan of sophisticated people with unfailing good taste.

TOTEM is also a tribute to Native American culture, the first who were using tobacco smoke to communicate with the gods and establish peace between tribes.

[www.totem-accessories.com](http://www.totem-accessories.com)



CONFIDENCIAAL  
BY ERIC PIRAS

Initially a private blend conceived by Eric Piras, these cigars were reserved to friends and family, their secret of excellent quality and reasonable price whispered by those in the know. The cigars are now available under the aptly-named brand: **CONFIDENCIAAL.**

[www.confidenciaal.com](http://www.confidenciaal.com)



### **SERVICES**

From the best factories of the planet to worldwide distribution circuits, Cigraal is presenting a pioneering concept. The company is the unique actor able to globally address all markets with a range of products going from machine-made to the top hand-made cigars.

Cigraal acts as sole agency for the commercial development, distribution and promotion of cigars and tobacco products.

### **LIST OF SERVICES**

- Identification of the right regional sub-distributors or wholesalers
- Development of distribution networks
- Formulation of business strategies
- Recommendation of entry market strategy
- Guidance on sales prices, retail prices and price benchmarks
- Insights into identifying revenue growth opportunities
- Advice on conceptualization, production and marketing of new products for specific market needs
- Organization of cigar events, tastings and masterclasses for the portfolio brands in various markets
- Direct wholesale distribution networks in Hong Kong and Cambodia
- Advice on private label cigars for country monopolies, corporations, hotels and private clients. (\*)





**TOTEM ASHTRAYS by CIGRAAL LTD.**

**USD 125.00**



**E**mbellished with the most fascinating elements of the Native American iconography, these ashtrays are original creations from a young French designer, using simple lines and sharp colors. Made of Fine Bone China.

**TOTEM**

The TOTEM logo is highly symbolic: crossed arrows mean friendship, the eagles represent honesty, power and freedom; the Sun stands for happiness and the eagles' feathers symbolize the Chief of a tribe, while the tobacco leaves form a crown.

**HEALING FROG**

A symbol of stability found on many totem poles, it has healing powers and symbolizes renewal, wisdom and wealth.

Seen as a cleanser of bad spirits, it is often associated with springtime and the sharing of power and knowledge.

For more info, check out [www.totem-accessories.com](http://www.totem-accessories.com). (\*)