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Eric Piras joins Light 'em Up

It was a great pleasure to welcome Eric Piras, the founder of Cigraal Ltd, a company specialized in the distribution, marketing and promotion of 'boutique' cigar brands in the Asia Pacific market.

Besides, Eric and his team operate Bertie Cigar Lounge in the heart of Hong Kong. Decked out in British racing green, reminiscent of the most luxurious English clubs, Bertie Cigar Lounge offers exceptional hospitality and has rightfully been nominated in the Top 5 Best Cigar Lounges worldwide by Cigar Journal.



With 25 years of experience in the tobacco industry, Eric Piras has one of the highest profiles in this field, boasting an eclectic network and strong relationships with the main actors of the cigar world. Eric's wide knowledge extends from tobacco growing to manufacturing, marketing, distributing, and ultimately the pleasure of smoking a cigar!

We hope you enjoy the show! Please be invited to sign up and get personal invitations to our upcoming live sessions, where we light em up with some of the industry's greatest.

Light em up, where the good life has a voice!

Reinhard



Sensory expert, cigar passionado, and host of the Light 'em Up Lounge