



## ADAM LEVINE AT BERTIE HONG KONG

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Bertie Hong Kong recently had the privilege of Adam Levine's visit, for what turned out to be a very unique cigar experience.

Bertie fans are used to cigar tasting and pairings, but this time they were in for a surprise. In addition to his well-known charisma and warmth, Adam openly talked about mental health, as this is what League of Fat Bastard is all about, and more specifically about his own past issues.

It created a very genuine conversation among all the guests, who were surprisingly open when Adam tried his world-first exercise with masks: the concept is to write 'how people perceive us' on the outside of the mask, and to write how one really feels on the inside.

It made for some really interesting conversations, and definitely broke the ice.

In an other world-first, Bertie guests were also fortunate to try the soon-to-be released Skinny Bastarda, which received approval from all, not only the ladies.

Eric Piras said "League of Fat Bastards is a very unusual and interesting concept, and we're flattered that they want to partner with us. We foresee a nice future for the brand and their mission seems to resonate well with our clients."

Adam Levine said "I am really happy that Bertie and Cigraal offer my brand this development opportunity; and we are thrilled to be extending the LOFB community to Hong Kong!"

The night was a success, and as Adam likes to say, his cigars are 'bloody good cigars' and were definitely enjoyed by all!