



BERTIE HK TO HOST CSWC IN HONG KONG

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At the 2024 Cigar Trophy Awards, Bertie HK in Hong Kong was voted the best cigar lounge in Asia by the readers of Cigar Journal. Now, it will also be the host of the first Hong Kong Cigar Smoking World Championship qualifier.

It might feel a bit unexpected that one of the world's most iconic and dynamic cities hasn't been part of the circuit until now, but the addition signals a powerful expansion into Asia, according to founder Marko Bilic.

"To bring CSWC to Hong Kong is not just an expansion—it's a statement," he says. "It's about recognizing the power, the elegance, and the cultural depth of this extraordinary city, and there's no one better to lead this mission than the team at Bertie. Eric Piras, Agnes Caer Piras, and Antoine Riberet have created more than a lounge – they've built a sanctuary for cigar lovers, a place where knowledge, style, and authenticity live, and this is exactly what CSWC stands for."

The team at Bertie is of course equally thrilled.

"Since the opening of the lounge, our motto has been to promote cigar culture," they say. "We regularly organize cigar tastings and pairing events, aiming to help in the discovery of new brands or modules, and since we were voted 'Best Cigar Lounge in Asia', we see even more enthusiasm from the cigar community. We are honored to help put Hong Kong on the cigar world map."

The inaugural Hong Kong qualifier will take place on July 2.