

oriGIn flash



"Alliance Habanos - Tequila"



Habanos, Cuba

The XII Habanos Festival took place in La Habana (Cuba) from 22 to 26 February 2010. The Festival is a tribute to the Habanos, the most renowned Cuban appellation of origin in the world and every year gathers experts, cigars enthusiasts and all interested stakeholders in the field.

The programme, combining learning and fun, includes different activities: seminars, the visits to the habanos plantations and factories, and tasting sessions which allow participants to appreciate new combinations proposed by prestigious sommeliers.

This year the Tequila, the first Mexican appellation of origin, was invited as special-guest product. The finest añejos y extrañejos tequilas competed in the tastings of habanos with different characteristics to find the perfect combination.

The Alliance Habanos-Tequila was one of the attractive major of the Cuban Festival.

On 25 February the partnership Habanos-Tequila was formally established by signing an agreement between the two institutions Habanos SA and the Consejo Regulador del Tequila (CRT) aimed to exchange knowledge, know-how and developing strategic activities to disseminate the culture of such international appellations of origin.

oriGIn welcomed such initiative. The exchange of the best practices between producers is common among oriGIn's members as an effective tool to generate mutual benefits.

For more information please visit: <http://www.habanos.com/festival.aspx?fid=10&mid=71>



Tequila, México