



## MAYA SELVA TO VISIT HONG KONG AND JAPAN FOR EVENTS IN OCTOBER

September 5, 2016 Samuel Spurr

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Maya Selva, manufacturer of the cigar brands **Flor de Selva**, **Villa Zamorano**, and **Cumpay**, will be visiting Hong Kong and Japan in mid-October. A number of events planned by distributor Eric Piras of Cigraal will allow experienced cigar lovers and newcomers to discover Maya's cigars alongside her.

In Hong Kong a cocktail event at Michelin-starred ON restaurant and an event at Cohiba Atmosphere are planned. In Japan, Maya will attend Smoking Collection, Japan's national cigar and tobacco trade show and then meet and greet in a less formal setting – The Hamilton Ryujin, a traditional Japanese bar serving a large selection of Japanese whiskies.

"Europe has welcomed our cigars and today with 10% market share Maya Selva Cigars are established brands. We want cigar lovers from Asia to discover the taste of the tobacco from Honduras and Nicaragua through the character of Flor de Selva, Villa Zamorano, and Cumpay," said Maya Selva. "We are convinced the refinement that exists in Hong-Kong and Japan will be an incredible opportunity for us."

Based in Hong Kong, Eric Piras notes that over the last few years, different premium tobacco regions have received greater cigar media coverage and consumers are now willing to try these cigars.

"Newcomers really enjoy brands like Flor de Selva because the quality is impeccable and the taste is suited to their palate," said Piras. "Knowledgeable cigar lovers try Flor de Selva out of curiosity, but once they taste their first Flor de Selva, they are keen to try other cigars from range and more from Maya Selva Cigars. It might take a bit of time but we believe the Asian market is now ready and success is just around the corner for Maya Selva Cigars."