



A MOMBACHO MOMENT IN HONG KONG

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Cigar Industry

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Mombacho Cigars were recently launched in Hong Kong by Eric Piras, Founder of cigar distribution business Cigraal, at Bertie Cigar Lounge.

“Hong Kong aficionados and aficionadas in ever-growing numbers enjoyed their first ‘Mombacho Moment’ in Bertie Cigar Lounge on the tail-end of a typhoon day,” said Piras, who notes that everyone was happy to take a pause from their busy lives and unite around a cigar buffet showcasing the Mombacho Cigars range that Cigraal will be offering in Asia-Pacific.

Cigar passionados and occasional smokers alike found their new favourites, becoming firm members of the Mombacho Familia along the way. Everything from Mombacho’s Liga Maestro, Tierra Volcan Corto, and Casa Favilli blends were enjoyed by guests. As a teaser for Mombacho’s Diplomático series which will be available in Asia soon, guests enjoyed a range of Diplomático Rums; a perfect match according to Piras.

Cigraal will manage sales and marketing of Mombacho in Asia-Pacific, and Eric Piras foresees a great success in the region for this fairly new, yet well-established Nicaraguan brand. “We’re absolutely thrilled by this cooperation. Mombacho is a prestigious addition to our portfolio and we’re very proud to have been chosen as their new Asian partner,” said Piras.

