



For immediate release

## ROARING ANNIVERSARY IN HONG KONG

This June has seen not one, but two celebrations of the **50th Anniversary of Joya de Nicaragua** in Hong Kong, organised by **Cigraal Ltd and its founder Eric Piras**, who manages Joya de Nicaragua in Greater China and Vietnam.

The first one was organised on the top of the Aberdeen Boat Club, with a stunning view of the Aberdeen harbour and the lights of the Jumbo Floating restaurant in the background.

The second one was hosted in the beautiful Red Chamber cigar divan operated by Pacific Cigar Co. This event saw a mix of ages, nationalities and genders rarely seen in Hong Kong cigar events; all were obviously having a good time and enjoying several of the puros on offer.

Excellent comments were received especially on the Antaño Gran Reserva and Cuatro Cinco, which paired beautifully with the **Flor de Caña Rum** that was generously sponsored for the evening.

"Joya de Nicaragua is emblematic of its country" said Eric Piras in his speech in Spanish and English "the cigars are a great reflection of the Nicaraguan terroir and I am most impressed by Joya's human management and by the fact that some of their cigar rollers have been here since the brand started, 50 years ago".

**FOR PHOTOS, PLEASE VISIT**

<https://cigraal.smugmug.com/Joya-de-Nicaragua-50-Anniversary-Celebration/>

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**FOR MORE INFORMATION, PLEASE CONTACT**

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## ABOUT JOYA DE NICARAGUA

JOYA DE NICARAGUA S.A. is a family owned, Nicaragua-based cigar factory that handcrafts traditional cigars for the premium luxury cigar market.

Founded in 1968, it is Nicaragua's oldest cigar factory in operation and home to the legendary JOYA DE NICARAGUA® brand of cigars. JOYA DE NICARAGUA is regarded by many as the patriarch creator of robust, unique puro blends of locally grown black tobaccos, and its cigars are sold in more than 43 countries around the world.

FOR MORE INFORMATION, VISIT [WWW.JOYACIGARS.COM](http://WWW.JOYACIGARS.COM)

## ABOUT CIGRAAL

Cigraal provides distribution, advertising, marketing and promotion services for cigars and tobacco products.

The company's expertise is global, with an in-depth knowledge of emerging markets (Asia, Middle-East, Africa and South America) and mature markets (Europe, USA).

Eric Piras, Cigraal's founder, is internationally recognized as a leading expert in the cigar field, from production to the consumer.

Cigraal is one of the few companies having a thorough knowledge of the cigar universe, from the Cuban to the Dominican Republic or Central American cigar productions, all the way through to the global distribution markets. Its extended connections cover the American continent as well as Europe, Middle East, Africa and Asia.

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