



CIGRAAL

For immediate release

## PERIOD ARCHITECTURE TO NEON LIGHTS ASIAN TOUR FOR MAYA SELVA

Saigon and Hong Kong have been swept by a **Maya Selva Cigars** storm in the last few days.

In Saigon, **Cigraal** and Maya Selva Cigars officially inaugurated the Havana Cigar Club opened by **Rex Hotel** and local distributor **Humidor**. Over two separate nights, government officials and aficionados have enjoyed **Villa Zamorano** cigars and have been mesmerised by cigar rollers from Maya Selva's Honduran cigar factory.

**An Tran** from Humidor made the wise choice of keeping the original period feeling of wood carvings and Vietnamese decorations in the cigar lounge; combined with cigar accessories and large photos of Che Guevara, it makes for a unique style and warm vibes.

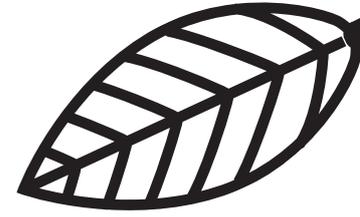
Eric Piras says "we are thrilled to be increasing our cooperation with Humidor and Vinataba; the future is bright for cigars in Vietnam and we feel the market is vibrant".

The tireless duo **Maya Selva & Eric Piras** then hosted two intimate events in Hong Kong, set in the trendy Honi Honi Rum bar, and on the pink-lit pool rooftop of the W Hotel. Aficionados and a growing number of aficionadas enjoyed **Flor De Selva**, **Villa Zamorano** and **Cumpay**, and stayed chatting and drinking late in the night.

FOR MORE INFORMATION, PLEASE CONTACT  
Eric Piras – [epiras@cigraal.com](mailto:epiras@cigraal.com) or +852 9035 5993

FOR ALL EVENT PHOTOS, PLEASE CHECK  
<https://cigraal.smugmug.com>





## Note to Editors

### ABOUT MAYA SELVA CIGARS

Since 1995, when Flor de Selva was launched in France, the Maya Selva Cigars collection continues to expand to the amazement of delight of aficionados.

Now consisting of three brands - Flor de Selva, Cumpay, and Villa Zamorano - the collection invites the most demanding smokers to discover the tradition of hand-crafted cigars, the cultivated tastes of Maya's personally selected growing areas in Honduras and Nicaragua (their terroir or "spirit of place") and a uniquely creative vision of the puro.

The success of these outstanding cigars is a fitting tribute to the values that are Maya Selva Cigars' hallmark: stringent quality requirements, respect for the land and its communities. These essential principles have always guided and inspired Maya, from the creation of blends, to her relationship with her retailer-ambassadors, from her advertising campaigns, to the design of her packaging.

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

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

