



CIGRAAL

For immediate release

## JOYA DE NICARAGUA ADDED TO CIGRAAL'S PORTFOLIO

Cigraal Ltd is pleased and proud to announce a prestigious addition to its portfolio of brands: **Joya de Nicaragua** will now be handled by Cigraal in Greater China and Vietnam.

"Joya de Nicaragua is emblematic of its country" said Eric Piras, founder of Cigraal Ltd. "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".

Cigraal will start with the distribution of the JOYA Black, JOYA Red and JOYA Cabinetta Lines as well as Antaño and Cuatro Cinco, and is planning a series of events to celebrate the venue of the brand owners to Asia later in the year.

"This February we are celebrating our 50th Anniversary, and in line with this milestone, we are very pleased to have Cigraal as our partner for expansion in Asia Pacific" says Juan I. Martínez, Executive President of Joya de Nicaragua, SA, "and we look forward to our development in this region of the world".

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.

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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