

Cigar Insider

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FEATURED CIGAR

COHIBA BEHIKE

BHK 52

CUBA ■ PRICE: £28.70 ■ BODY: MEDIUM

For a full tasting, see page two

94 POINTS

BEST CIGARS THIS ISSUE

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RATING: COHIBA BEHIKES

IT'S THE MOST TALKED ABOUT CUBAN CIGAR DEBUT IN DECADES.

The Cohiba Behike BHK cigars have been the talk of the cigar world since their sneak peek at the Habanos Festival in Cuba this winter. They are finally available, and *Cigar Insider* has the first blind tastings of the cigars. See page two.

FIFTEEN YEAR SURVIVOR: ROCKY PATEL

WHEN ROCKY PATEL FIRST ENTERED THE CIGAR BUSINESS, HE FACED VERY LONG ODDS.

The cigar business was new to him. He wasn't Cuban. He had no experience, no heritage, no family name, and his first cigars (which he sold with a partner, then under the brand name Indian Tabac) didn't light up the *Cigar Aficionado* ratings with high scores. Fifteen years later, Rocky Patel Premium Cigars is a major player in the world of handmade smokes, with a wide variety of cigars and a number of high scores behind its latest cigars, including a classic rating of 95 points. Rocky Patel will soon release a box-pressed smoke made in a new Nicaraguan cigar factory to celebrate his making it to 15 years in the cigar business. For the full story on Patel reaching the milestone and the details about the new brand of cigar, turn to page four.

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TASTING REPORT

COHIBA BEHIKE

NEW RELEASE—VERTICAL BRAND TASTING

Country: Cuba

Maker: El Laguito Factory

Distributor: Habanos S.A.

Filler: Cuba

Binder: Cuba

Wrapper: Cuba

Box Date: March 2010

BHK 52

94 POINTS ■ 4 3/4" x 52 ■ £28.70 ■ HUMIDOR SELECTION
Stoutly rolled with a pigtail cap, this cigar delivers a creamy, uncommonly velvety smoke with a rich, resonant balance of nuts, spices and fresh tobacco.

Body: Medium

BHK 54

93 POINTS ■ 5 3/4" x 54 ■ £37.60 ■ HUMIDOR SELECTION
Richly hued with a pigtail cap. This is a thick cigar that burns and draws well. Each puff is full of pepper and leather flavors and a warm, toasty finish.

Body: Medium to Full

BHK 56

85 POINTS ■ 6 1/2" x 56 ■ £42.10
A thick cigar with a wrinkled, off-color wrapper. It draws evenly but has burn issues. Tea and salty, nutty notes come through but a bitter aftertaste affected the score.

Body: Medium

BRAND SUMMARY: After much fanfare and anticipation, the Cohiba Behike has finally been released as a regular-production line. Pronounced "Beh-HEE-kay," the cigar was first introduced in 2006 as a very limited and extraordinarily expensive cigar that came in a 7 1/2 inch by 52 format. The Behike line rated here shares only the namesake of the original limited release, as the tobaccos and sizes are completely different. What distinguishes

the Behike line from normal Cohibas are the thick sizes, higher prices and *medio tiempo* tobacco, a type of leaf culled from the top two primings of the tobacco plant. According to Habanos S.A., the medio tiempo leaf has a low-harvest yield and is very full bodied. Rolled into some of the thickest ring gauges the Cohiba brand has ever seen, the Behike blend showed two exceptional smokes, the BHK 52 and BHK 54, which scored 94 points and 93 points, respectively. The nine point difference between the thinnest and thickest cigar was a surprise.

Average Rating: 90.7 POINTS

JAIME GARCIA RESERVA ESPECIAL

NEW RELEASE—VERTICAL BRAND TASTING

Country: Nicaragua

Maker: My Father Cigars Inc.

Distributor: El Rey de los Habanos Inc.

Filler: Nicaragua

Binder: Ecuador

Wrapper: U.S.A./Conn. Broadleaf

Release Date: April 2010

TORO

88 POINTS ■ 6" x 54 ■ \$7.10

Dark and veiny, though the wrapper is oily and attractive. A pleasantly sweet, cedary cigar that is not overly strong or cloying.

Body: Medium

ROBUSTO

87 POINTS ■ 5 1/4" x 52 ■ \$6.80

Dark and oily, this is a primarily woody smoke with traces of nuts and licorice. It draws and burns without any problems, but could use more depth.

Body: Medium

TORO GORDO

87 POINTS ■ 6" x 60 ■ \$8.90

This dark, very thick cigar has a blistering burn and firm draw. The first puffs are bold and spicy, and the smoke takes on red pepper notes and a woody flavor.

Body: Medium to Full

CONTINUED ...

100 POINT SCALE

95-100: Classic ■ 90-94: Outstanding ■ 80-89: Very good to excellent ■ 70-79: Average to good commercial quality
Below 70: Don't waste your money ■ N/A: Not Available *Note: Prices are manufacturers' suggested retail, before taxes.*

PETIT ROBUSTO

86 POINTS ■ 4 1/2" x 50 ■ \$6.50

An attractive, dark robusto with a full draw and fairly even burn. Opening puffs are very strong, leaving oily notes, a bit of licorice and aggressive raw tobacco flavors.

Body: Full

BELICOSO

85 POINTS ■ 5 1/2" x 52 ■ \$7.40

Although this dark cigar has a blistering burn, the draw is even. Flavors start toasty with traces of mint, but turn chary. A strong smoke that could use more balance.

Body: Full

BRAND SUMMARY: The Jaime Garcia Reserva Especial was first previewed in New York City at a special event in December 2009. It was a 6 inch by 56 ring gauge limited-edition cigar that wasn't part of the regular production line. A few months later, the cigar was offered as a full-fledged brand using two types of Nicaraguan tobacco: one grown by the Garcias (father and son Pepín and Jaime) and one from the Oliva Tobacco Co. of Tampa, Florida. The cigars, which come in boxes of 20, have near-black oily broadleaf wrappers. The Toro size was the best.

Average Rating: 86.6 POINTS

AVO

NEW SIZE

Country: Dominican Republic

Maker: O.K. Cigars

Distributor: Davidoff of Geneva (CT) Inc.

Filler: Dom. Rep.

Binder: Mexico

Wrapper: Ecuador

Release Date: March 2010

LE 10

88 POINTS ■ 5 1/2" x 55 ■ \$15.50

A thick, notably oily cigar whose even draw delivers a rich smoke heavy with oak and coffee flavors. A faint mustiness appears in the beginning but dissipates.

Body: Medium to Full

AURORA 107

NEW RELEASE—VERTICAL BRAND TASTING

Country: Dominican Republic

Maker: La Aurora S.A.

Distributor: Miami Cigar & Co.

Filler: Nicaragua, Dom. Rep.

Binder: Dom. Rep.

Wrapper: Ecuador

Release Date: April 2010

BELICOSO

88 POINTS ■ 6 1/4" x 52 ■ \$8.00

A long torpedo with a pointy head and dark, streaky wrapper. It's sweet and very cedary, with touches of dried orange peel and an earthy finish.

Body: Medium to Full

ROBUSTO

88 POINTS ■ 4 1/2" x 50 ■ \$6.00

A very dark cigar with a perfect draw. The smoke is hearty and full of hickory and cedar notes, though the finish is a bit minty.

Body: Medium

TORO

87 POINTS ■ 5 1/2" x 54 ■ \$7.00

Dark and veiny with an even draw and burn. This is a mostly herbal cigar with some chalkiness to the smoke and an earthy finish.

Body: Medium

BRAND SUMMARY: Aurora has been making cigars for 107 years and the company commemorated the milestone with its Aurora 107 cigar. "We had defined our goal early on," said La Aurora vice president Guillermo León, "and that was to bring the smokers a medium-bodied, richly flavored smoke with a fair amount of spice at a very attractive price. As for the name, it was decided to keep it simple, meaningful and easy to remember, hence La Aurora's 107th year." The cigars are made with an Ecuadorian sun grown wrapper and come in boxes of 21. With two of the smokes scoring 88 points and one 87 points, the consistency across the brand is undeniable.

Average Rating: 87.7 POINTS

100 POINT SCALE

95-100: Classic ■ 90-94: Outstanding ■ 80-89: Very good to excellent ■ 70-79: Average to good commercial quality
Below 70: Don't waste your money ■ N/A: Not Available *Note: Prices are manufacturers' suggested retail, before taxes.*

CIGAR NEWS

ROCKY PATEL CELEBRATES 15 YEARS IN CIGAR BUSINESS

BY DAVID SAVONA

Rocky Patel likes to tell people that no one in the cigar industry thought he would last ten years in the business. Now he's about to celebrate year 15.

To commemorate the occasion, Patel is releasing a new cigar, called **Fifteenth Anniversary by Rocky Patel**. It's a medium dark, trunk-pressed cigar that's wrapped in Ecuadoran tobacco grown from Habano seeds. The binder and filler tobaccos are entirely Nicaraguan, and one of the filler varieties is grown on a farm that was specially dedicated to this cigar. The cigars come in dark boxes with metallic plates, and the double bands are the color of gun metal steel.



"I wanted to do something special to celebrate our 15 years in the cigar business," said Patel, the owner of Rocky Patel Premium Cigars, which is based in Naples, Florida. "I wanted a cigar that's like the Decade on steroids. The Fifteenth has the elegance and the balance of the Decade, but it has the richness, complexity and spice that kind of puts it over the top."

Patel spoke about one of the fillers, which he said comes from "a special farm in Estelí. I think it's some of the richest, and spiciest tobaccos I've ever had. The farm is just dedicated to that filler." He also said that he had been waiting to use the Habano seed Ecuadoran wrapper

tobacco, which comes from a very high priming, for about two years.

While Patel has built his brands primarily with cigars that are rolled in Honduras, namely those made by the Plasencia family, this new brand is made in the Tabacalera Villa Cuba S.A. cigar factory in Estelí, Nicaragua. Patel owns the factory along with Amilcar Perez. *Cigar Insider* toured the first version of the factory in December, and it has since been relocated to a larger space in Estelí. Tabacalera Villa Cuba makes cigars in slow, artisan style. It has been in operation since December 2008, and also makes the **Rocky Patel 1961** cigar along with some private label brands.

The cigars there are made with triple caps, the bunching is done *entubado* style, a slow process where each filler leaf is rolled in a sort of tube, and the cigars get two binder leaves rather than simply one.

"We wanted it triple capped, rolled the Cuban way, all by hand," said Patel during a tour of the factory. "I think it changes the flavor profile. The flavor is different." The factory, he says, "gives us a whole new style. We can experiment with more boutique stuff."

The Fifteenth Anniversary by Rocky Patel brand will come in four sizes, all of them packed in boxes of 20. The Robusto will measure five inches long by 50 ring gauge, the Toro 6 1/2 by 52, the Torpedo 6 1/8 by 52 and the Corona Gorda 6 by 46. (The word "toro" is typically a synonym for corona gorda in the cigar industry, so Patel is doing something nontraditional by having both sizes, with quite different dimensions.) Pricing still has to be determined, but Rocky Patel Premium Cigars said it would be close to the Decade, which are \$8 to \$12 apiece.

The **Rocky Patel Decade**, released to celebrate Patel's 10th year in business, delivered Patel his highest ratings ever. The Rocky Patel Decade Torpedo scored 95 points in a February 2008 *Cigar Insider*, and was named one of *Cigar Aficionado's* Top 25 cigars of that year.

The Fifteenth Anniversary cigars won't make their formal debut until August at the International Premium Cigars and Pipe Retailers trade show, and they should be in stores by September.

Launching the Fifteenth Anniversary is but one part of Patel's grand plans for this year and beyond. "My goal is to be the top brand," he says. ■

Cigar Insider subscribers have access to our entire cigar ratings database. View it at www.cigaraficionado.com.



A RARE BREAK FOR CIGAR LOVERS: CALIFORNIA LOWERS CIGAR TAX

BY ANDREW NAGY

A rare bit of good news for cigar smokers—cigar taxes in California are actually going down.

The California Board of Equalization will lower the state's surtax on Other Tobacco Products (OTP), which includes premium cigars, on July 1. California is one of the largest cigar markets in the country.

Each year, the BOE determines the tobacco products tax rate with a formula that is based on the wholesale premium cigarette price, as it is published by the Tobacco Merchants Association.

This year, the rate will be lowered from 41.11 percent to 33.02 percent. Surtaxes are paid by distributors, and part of the revenues go to tobacco-health education programs, but the reduction could mean consumers pay a lower price for premium smokes. ■

CIGAR RIGHTS AIMS AT ELECTING CIGAR-FRIENDLY POLITICIANS

BY ANDREW NAGY

The Cigar Rights of America announced last week that it is launching a national campaign to organize its members and impact the upcoming elections in November.

The goal of the "Smoke the Vote" campaign is to get cigar-friendly politicians elected so smokers are in a better position to combat new smoking bans and cigar taxes, or even roll back existing regulations that cripple the cigar experience, from sale to smoke.

"We hope that cigar enthusiasts throughout the nation take advantage of this fast and free means to become engaged with CRA and its work to battle cigar regulation and taxation," said Glynn Loope, executive director of the CRA, a consumer advocacy group based in Fairfax, Virginia, that aims to preserve the rights of cigar smokers. "By supporting the right candidates for office at the local, state and federal level, we can begin the process of reversing many of the draconian ordinances and legislation that has been passed over the course of the last decade."

One such candidate is Mike Prendergrast, a retired U.S. Army colonel running for the House of Representatives seat that represents his native Tampa, a city with an intimate cigar history.

"As a cigar rights supporter, a native of Cigar City, and the grandson of a cigar tobacco grower, I would appreciate

support for my race as the next congressman for Florida's 11th Congressional District," Prendergrast said in a CRA announcement.

Prendergrast, the announcement continued, attended the Florida Cigar Summit, a gathering of cigarmakers, tobaccoists and cigar industry executives held in February at the J.C. Newman Cigar Co. headquarters in Tampa with the hopes of sending a unified stance to politicians.

Loope said the CRA's endorsement of Prendergrast is the first of many more to come, and that the CRA will be unveiling more cigar-friendly candidates throughout the summer and early fall, leading up to November.

The 2010 election season will be a busy one, as every member of the U.S. House of Representatives is up for election, as are 36 U.S. Senators. There are also 37 gubernatorial elections occurring in November.

Cigar smokers can sign up for this campaign by visiting the CRA's Web site at www.cigarrights.org and providing basic contact information.

The cost is free. ■

VINTAGE LA PALINA BRAND REVIVED BY BILL PALEY

BY GREGORY MOTTOLA

You may associate the Paley name with William S. Paley, veteran broadcaster and founder of CBS. But his son Bill has decided to go in a different direction and return to his family's roots not through broadcasting, but by getting into the cigar business and resurrecting an old family label.

Next week, **La Palina** cigar will make its revival debut in New York City. The brand first appeared in 1896 via the Congress Cigar Co., an American cigar manufacturer founded by Paley's grandfather, Samuel.

The new La Palina cigar cannot be made with Cuban tobacco, as was the original, so it consists of Nicaraguan and Honduran filler, Costa Rican binder and Ecuadoran wrapper. It's made by the Graycliff cigar factory in Nassau, The Bahamas, where **Graycliff** cigars are made.



“I’ve always been a cigar lover and got quite obsessed with cigars as I got older,” said Paley. “I have a house in the Bahamas I used to stock with Cubans, but the prices for Cuban cigars in the Bahamas have become so high that it’s cheaper to buy them in the U.S.”

So Paley developed a relationship with Graycliff, which is run by Enrico and Paolo Garzaroli, and had the company create a personal blend to share with his guests at Lightbourne House, the family compound in the Bahamas. Fondness for the private label inspired Paley to eventually market the cigar.

“If I can produce a cigar that I like,” he said, “others will like it as well.”

The vintage cigar brand has not always been in the Paley family. Although it originated with Samuel Paley in 1896, the family sold it in the 1920s.

“My information is that in the 1920’s, General Cigar had the brand. But it switched hands again and the last manufacturer of La Palina was Consolidated [Cigar, now part of Altadis U.S.A. Inc.], who turned it into a machine-made cigar,” said Paley. “I bought the rights from Max Rohr [a unit of Altadis] last year.”

For this revival project, Paley has been careful to preserve all the original box art that the cigar once was packaged in, including the portrait of Goldie Drell Paley—Paley’s grandmother—which adorns the interior and exterior of the box.

“The brand’s story was just so intriguing I had to go ahead with it,” he said.

If this story sounds familiar to some, it might be because they’ve already sampled a prototype of La Palina given out by Paley himself. He attended last year’s IPCPR trade show and handed out samples of his cigars at the Graycliff booth.

The first size introduced will be the 1896 Limited Edition, which will measure 4 3/4 inches long by 52 ring and will retail for \$19. The size will appear in retail shops this month. Later in the year, four more sizes will be introduced as the core line: The Pasha, 7 1/4 inches by 50 ring will have an unfinished foot; The Babe, 5 1/4 inches by 50 ring; The Alison, a 6 1/2 inch by 52 ring gauge torpedo; and the Little Bill, 4 1/2 by 52. Prices have yet to be officially established, but Paley estimates the cigars will be quite pricey, retailing in the \$18 to \$22 range.

The launch event will take place on the evening of June 17 in New York City on the pool deck terrace atop the Empire Hotel. ■

Have a comment about *Cigar Insider*?
We’d like to know what you think.
Email us at insidermail@mshanken.com.



CUBA’S ROMEO Y JULIETA JUST GOT WIDER

BY GREGORY MOTTOLA

The Cuban cigar industry has just announced the release of the thickest Romeo y Julieta size in the Habanos S.A. portfolio, the hefty Romeo y Julieta Wide Churchill. It measures 5 1/8 inches long by 55 ring gauge and will be part of the official production line.



“In 2006, a new vitola called Short Churchills [4 7/8 by 50] was added to the portfolio of the brand, which, with the evolution of the consumer habits, rapidly became a very successful one,” said Habanos S.A. in a press release.

The new, swollen size is called a Montesco in Cuban cigar factories and comes packaged in boxes of 10, boxes of 25, or in three-packs with tubos. Each cigar will bear the recently redesigned Romeo y Julieta band along with a secondary gold band that reads “Wide Churchills.”

Attendees of the Habanos Festival in February were the first to sample this thick cigar, and our European Editor, James Suckling [blogged about the experience](#).

The cigars have yet to arrive in shops around the world, but when they hit tobacconists in the United Kingdom, expect to pay around £15.70 (\$22.61) for a single stick, or £374.80 (\$539.84) for a box of 25. For a rating on the new Romeo y Julieta Wide Churchill, see an upcoming issue of *Cigar Insider*. ■

GURKHA BUYING COJIMAR

BY DAVID SAVONA

In an unlikely marriage, owner of the boutique and very pricey Gurkha cigar brand is acquiring the inexpensive flavored cigar brand Cojimar.

Gurkha parent Beach Cigar Group, based in Miami, has taken over distribution of Cojimar, a 14-year-old flavored cigar brand from the Dominican Republic owned by Rosie Perez. The cash deal, terms of which were not disclosed, calls for Beach to fully acquire Cojimar in six months.

Partial payment has been made now, and the remaining payment will be made when the deal is complete.

Beach Cigar owner Kaizad “Kaiser” Hansotia said this acquisition will get Beach into new sales channels.

“We wanted to get into the class-C [convenience] store market. We were never in that field,” he said. “I thought it would be a good fit.”

Cojimar cigars are sugar tipped, and come in a variety of flavors, such as vanilla, peach, mango, rum and chocolate. Hansotia said the average price of a Cojimar cigar was \$3.95, quite different from Gurkhas, which average \$12 to \$15 apiece. ■

NOSOTROS BY ILLUSIONE AND DREW ESTATE SHIPS TO SHOPS

BY GREGORY MOTTOLA

The much anticipated **Illusione Nosotros** cigar line is now available at retail shops. A joint venture between Dion Giolito, the owner of the highly rated **Illusione** brand of cigars, and Jonathan Drew, the founder of Nicaragua's Drew Estate, where **Liga Privada** and **Chateau Real** brand cigars are made, Nosotros was first introduced at the 2009 International Premium Cigar & Pipe Retailers trade show in New Orleans. The original November 2009 release date was pushed back to March 2010, and by the beginning of April, Nosotros cigars started to slowly find their way to cigar stores, but in a staggered capacity, one or two sizes at a time. Now, five sizes are available: Corona Minor, which measures 4 inches long by 46 ring gauge, and has a suggested retail price of \$7.80; Corona, 6 by 46 (\$10.00); Robusto, 5 by 50 (\$9.50); Toro, 6 by 52 (\$11.25); and Churchill, 7 by 48 (\$12.50). According to Giolito, a 6 by 60 format retailing for \$12.90 should be on the market by the end of the month.

Nosotros is a Nicaraguan puro made in a dedicated room at the La Gran Fabrica Drew Estate S.A. factory in Estelí, Nicaragua.

“When Jonathan introduced me into the Gran Fabrica, I immediately realized that it was a tight-run operation. Most of this is credited to Nicholas Melillo, the director of tobaccos, and day-to-day production. We immediately became friends, and jumped right into tobacco. He has a strong handle on the blend I assembled,” said Giolito.

For a vertical brand tasting of Nosotros, see an upcoming issue of *Cigar Insider*. ■

Cigar Insider subscribers have access to our entire cigar ratings database. View it at www.cigaraficionado.com.



NEW THICK BRICK HOUSE

BY GREGORY MOTTOLA

She's a brick—House. She's mighty mighty, just lettin' it all hang out.

So sang the Commodores with their classic hit Brick House, the famous song about a full-figured, voluptuous woman. Over thirty years later, the eponymous cigar brand by J. C Newman Cigar Co. adopted the song's lyrics to name its new, hefty 6 inch long by 60 ring gauge size of **Brick House Mighty**.

The Brick House cigar started as a brand made by J.C. Newman in its Cleveland factory before the Second World War. Decades out of production, it was reincarnated last September as a wallet-friendly premium cigar consisting of only four sizes. After favorable ratings in *Cigar Aficionado* and *Cigar Insider*, the Mighty Mighty is the first addition to the core line.

“The new Brick House size is the result of overwhelming consumer requests,” said Eric Newman, president of Tampa, Florida's J.C. Newman. “We are very active with our social media campaigns—particularly on Facebook and Twitter—and we put the question out there to our followers: If you could make the perfect cigar, what size would it be? The results were ‘larger and fatter.’”

Prior to the Mighty Mighty, the thickest size in the Brick House line was the Robusto, at a 54 ring gauge.

“We have a lot of success with our **El Baton** 6 x 60, which is also a Nicaraguan cigar with a bold taste profile. It is by far the best-selling cigar in that line, so we felt it was a natural progression to offer this larger size in the Brick House line,” said Newman.

Brick House is a Nicaraguan puro made in Nicaragua at the Fabrica de Tabacos San Rafael S.A. factory. The Mighty Mighty will retail for \$5.95 and come in boxes of 25. ■

WINE THEMED CIGAR LAUNCHES

BY DAVID SAVONA

Second Growth, a wine inspired brand of cigars made by Davidoff guru Hendrik “Henke” Kelner for wine and spirits importer Eric Hanson, officially launched on May 26 at a party at New York City's Club Macanudo.

The cigars, milder smokes from a blend of Dominican and Honduran tobaccos with light-hued Connecticut-seed wrappers from Ecuador, were created to be paired with fine wines. The packaging is extraordinary, with boxes crafted from used wine barrels. “I purchased 50 barrels from a second-growth Bordeaux chateau,” said Hanson.

Second Growth was originally intended to debut in December. It comes in one size, a 7 1/4 by 54 parejo that retails for \$25. There were 1,000 boxes made. While Hanson said he won't do another Second Growth, he said "we will continue to develop cigars with specific pairings in mind." A cigar meant to pair with Super Tuscan wines from Italy could come some time next year. ■



WINSTON CHURCHILL CIGAR SOLD AT AUCTION

BY ANDREW NAGY

Plenty of Churchill sized cigars have been sold at auction, but very few cigars that once belonged to the legendary Sir Winston Churchill. A Cuban cigar that once belonged to Sir Winston recently fetched more than £2,000 at an auction held at Christie's of London.

According to the esteemed auction house, the legendary prime minister, author and two-time former *Cigar Aficionado* cover story, gifted the cigar, a Cuban Camacho brand cigar, during a dinner in 1963.

The cigar was in a box marked "Hôtel de Paris—Churchill Cigar. Dinner—April '63," accompanied by a note that says, "Sir Winston Churchill ... gave me this cigar at Luncheon—Hôtel de Paris [Monte Carlo] 12th April '63 —Christofor [sic] Dunn." An anonymous bidder paid £2,125 (\$3,126) for the smoke.

In the lot description, Christie's says Churchill was on a two-week vacation at the time he gave away his cigar, and that the Hôtel de Paris was his preferred hotel to stay in Monte Carlo.

The cigar, originally estimated to sell for between £1,000–£1,500 (\$1,600–\$2,300), was part of a Churchill memorabilia sale that included diaries and letters.

One of these letters was Churchill's reply to a note written by his private secretary that begged the leader to come to an accord with Hitler. Churchill's response: "I am ashamed of you for writing such a letter. I return it to you—to burn and forget."

The private collection, which raised £577,062 (\$845,000), was assembled by Steve Forbes of *Forbes* magazine and is being sold off in three parts. The second part of the sale will take place in December in New York, and the third will be held again in London next summer. ■

2010 CIGAR AFICIONADO "BIG SMOKE" LINEUP

November 12–14
LAS VEGAS
THE VENETIAN

NEW YORK CITY WILL BE ANNOUNCED SOON.

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