

## NEW DAVIDOFF YAMASA

WHERE NO-ONE HAS BEEN BEFORE •

HENKE KELNER, A CIGAR VISIONARY, AND HIS EXPERT TEAM SET SAIL IN SEARCH OF SOMETHING BEYOND BOLD IN TERMS OF INTENSITY AND EXPERIENCE • AND FOUND IT BY EXPERT TAMING OF THE RAW, RED SOIL OF THE YAMASA REGION •

TAKE OFF ON A DARING JOURNEY THROUGH THE EARTHINESS OF YAMASA VIA THE SPICE AND SWEETNESS OF NICARAGUAN ESTELI AND CONDEGA TOBACCOS • FEEL YOUR SENSES SPIKED AND ROUSED BY A SERIES OF STIMULATING COMBINATIONS •

NOTHING WILL PREPARE YOU FOR THE INTENSE RUSH OF SENSATIONS AND THE EXHILARATION OF A MOMENT YOU'VE NEVER MET BEFORE • IN FACT, YOU'LL WONDER HOW IT WAS DONE • THE ANSWER • BY SIMPLY BELIEVING IT COULD BE •

**CHALLENGE THE IMPOSSIBLE  
DREAM • DARE • DISCOVER**



*Davidoff*  
CIGARS

TIME BEAUTIFULLY FILLED





DREAM • DARE • DISCOVER

NEWS

## NEW DAVIDOFF YAMASA CHALLENGE THE IMPOSSIBLE

PIONEER. EXPLORER. DISCOVERER.

Zino Davidoff was all of these, and more.

Our Master Blender, Henke Kelner, embodies that same daring spirit today. His endless pursuit to bring the cigar aficionado new tastes, experiences and pleasures, led Henke and his team to the Yamasá region of the Dominican Republic. A harsh and unforgiving swampland where others had tried, and failed, to grow tobacco.

Everyone said it couldn't be done. Henke's dream said that it could. He believed that if cultivated and nurtured properly, the land would surrender her undiscovered joys, untapped natural bounties and unrealized potential. And after 20 long years, she has.

Introducing the new Davidoff Yamasá. A cigar that will leave you feeling exhilarated. A cigar that will spike your senses like never before. Your taste buds will be roused by the earthiness of the Yamasá region, together with the spice and sweetness of Nicaraguan Estelí and Condega tobaccos.





## A VISIONARY'S DREAM

### THE VISIONARY

Henke has worked and lived in the Dominican Republic all his life. Utterly dedicated to continuing Zino's pioneering legacy, he's completely focused on creating the finest cigars in the world. He has an unsurpassed knowledge of the Dominican Republic's land, soil and tobacco. A true visionary working hand in hand with a team of experts in the industry to create a truly masterful cigar.



### HIS DREAM

The new Davidoff Yamasá has been 20 years in the making. 20 years of Henke and his team's expertise, of nurturing and cultivating soil that was reluctant to change. He grew the tobacco in the shade, shielding it from the harmful effects of the sun. To the soil, which, previous to his visionary interjection, contained too much sand and loam, he added nitrate and calcium. By hand, to each and every single tobacco plant. Henke didn't rely on science. He relied on his own expert intuition. The Curing process was equally as important. The 'yellow' stage, where the more yellow the leaf, the better the wrapper it makes, implored Henke and his team to ensure the Yamasá wrapper fulfilled its true potential. For this, entirely new curing facilities were constructed. In his own words, they 'continued, continued, and continued' until they got it right. Henke followed his dream. And now, you can explore Davidoff Yamasá.



## INTENSE EXHILARATION IN THE TASTING

This cigar presents the aficionado with an appetizing appearance, in colour, shine and oiliness. Davidoff Yamasá begins with an immediately noticeable, spicy Nicaraguan taste. Beautiful flavours of nut, melted with spice, coffee, cedar wood, earth and black pepper notes further delight the aficionados palate. The cigar has a deep and complex body that slowly reveals itself. The elegant, aged Dominican filler tobaccos, the strong Yamasá binder and sophisticated Yamasá wrapper blend with the sweetness of the Nicaraguan Condega and the spiciness of the Nicaraguan Esteli filler tobaccos to provide an entirely new, stimulating taste experience.

## TOBACCO AND TASTE PROFILE

Wrapper:	Yamasá
Binder:	San Vicente from Yamasá
Filler:	Nicaraguan tobaccos from Condega and Estelí as well as Dominican Piloto and Mejorados tobaccos
Aroma:	earthy, spicy and sweet
Intensity:	●●●●●

The intense **Yamasá San Vicente binder** provides the earthy taste stimulation. Its thin-to-medium texture guarantees a straight combustion.

The **Yamasá wrapper** is a beautifully dark, shiny, oily wrapper. It provides intensity and the appetizing look.



The **Nicaraguan Esteli filler leaf** delivers the spiciness and the bold intensity.

The **Nicaraguan Condega filler leaf** adds additional sweetness .

Finally, the well-aged **Dominican Mejorado visus and Piloto Seco filler leaves** add to, and enhance, the other tobacco's aromas of coffee and black pepper. And they complete the blend with subtle creaminess.



## THE REGION

The Yamasá region is found to the North of the capital city, Santo Domingo. Swampy, humid and drenched with regular, heavy rainfall, the soil in the region has a low pH count, but is rich in minerals. These minerals, or micro-nutrients, include boron, iron and zinc, and play an essential role in contributing to the quality of the tobacco leaf.

## THE CLIMATE

Very similar to the Cuban climate, and therefore hugely beneficial to the growing of tobacco, the Dominican Republic is primarily tropical. There are, of course, local variations in temperature and rainfall but in general, highs of 40°C are common in protected valleys, as are lows of zero in mountainous areas.



## THE CULTIVATING

For the Yamasá region to unveil its true potential, Henke and his team had to first nurture nature. To raise the pH levels to those that best suit the growing of tobacco (5.5 to 6.5) they conditioned the soil by adding calcium carbonate, agricultural lime and slaked lime/dolomitic lime. This they did at intervals of every two months, then once a month, before transplanting. Seed selection saw the elimination of 30 down to just 3, until only the best in terms of colour, shine and lamina stood out. The site in Yamasá covers 100 hectares, but only 21 are used. Henke knows to rest the land between each harvest so as to let nature take its course, and to help ensure that the unmatched quality of the Yamasá leaf is maintained for years to come.



TECHNICAL INFORMATION



103250	Davidoff Yamasa Pet Church EUN 14'S	Diameter	1.9cm; RG 48
103251	Davidoff Yamasa Pet Church EUN 4'S	Length	10.2cm; 4"
103262	Davidoff Yamasa Pet Church EU 14'S	Weight per 1000 cigars	20 lbs / 9.07 kg
103263	Davidoff Yamasa Pet Church EU 4'S	Format	Petit Churchill
	ENJOYMENT TIME 20 MINUTES	Intensity	●●●●○



103252	Davidoff Yamasa Robusto EUN 12'S	Diameter	2.0cm; RG 50
103253	Davidoff Yamasa Robusto EUN 4'S	Length	12.7cm; 5"
103264	Davidoff Yamasa Robusto EU 12'S	Weight per 1000 cigars	30.63 lbs / 13.89 kg
103265	Davidoff Yamasa Robusto EU 4'S	Format	Robusto
	ENJOYMENT TIME 40 MINUTES	Intensity	●●●●●



TECHNICAL INFORMATION



103254	Davidoff Yamasa Toro EUN 12'S	Diameter	2.06cm; RG 52
103255	Davidoff Yamasa Toro EUN 4'S	Length	15.2cm; 6"
103266	Davidoff Yamasa Toro EU 12'S	Weight per 1000 cigars	38.13 lbs. / 17.30 kg
103267	Davidoff Yamasa Toro EU 4'S	Format	Toro
ENJOYMENT TIME 50 MINUTES		Intensity	●●●●○



103256	Davidoff Yamasa Piramides EUN 12'S	Diameter	2.06cm; RG 52
103257	Davidoff Yamasa Piramides EUN 4'S	Length	15.6cm; 6 1/8"
103268	Davidoff Yamasa Piramides EU 12'S	Weight per 1000 cigars	35.63 lbs. / 16.16 kg
103269	Davidoff Yamasa Piramides EU 4'S	Format	Piramides
ENJOYMENT TIME 60 MINUTES		Intensity	●●●●○



## KEY BENEFITS

### THE TOBACCO: Incredible investment and effort in our tobaccos

- ☆ Intense and most aromatic tobaccos of the Yamasa region - 20 years in the making.
- ☆ 8 years invested in PH optimization/soil preparation.
- ☆ 12 years invested in tobacco development through seed selection, invention of climate controlled curing barns and invention of a automatic irrigation and fertilization system.
- ☆ Taming the wilder tendencies of Nicaraguan Estelí and Condega tobaccos to deliver the intensity, refinement and sophistication one expects from Davidoff.
- ☆ Beautifully aged Mejorado and Piloto tobaccos from the Dominican Republic.

### THE BLEND: Intense exhilaration in the tasting

- ☆ Earthy, spicy and sweet palate stimulation and the most intense experience to the Davidoff range of cigars
- ☆ Inspiring flavours of nut, melted with spice, coffee, cedar wood, earth and black pepper notes

### THE EXPERTISE: Davidoff Cigar craftsmanship and blending expertise

- ☆ Blended by Davidoff Master Blender and approved by Cigar expert taste panel.
- ☆ Produced in the Dominican Republic at the Davidoff factories.

### THE PACKAGING: Eye-catching and modern packaging highlighted with the star iconography

- ☆ Black matt with embossed star icon and side panel with icon pattern.
- ☆ Black lacquered wooden box with stamped Gilver and red foil and pattern stripe.

### THE COMMUNICATION: Impactful 360 campaign on the theme of Dream, Dare, Discover

- ☆ Proven concept appeal to drive trial by those in the mood to try new cigars .
- ☆ Strong Consumer and community engagement through all channels.





**TARGET GROUP**

- ☆ 35+ years old
- ☆ Adventurous in spirit and keen on trying new experiences
- ☆ Looking for bold and intense taste stimulation (earthy & spicy)
- ☆ Aficionados of Nicaraguan and Cuban cigars
- ☆ International, stylish and discerning
- ☆ Confident and ambitious

**SOURCE OF BUSINESS**

**Taste & Strength**

Partagas D4	12.4 x 2	CHF 15.00*	€ 10.30*
Oliva V Double Robusto	12.7 x 2.2	CHF 13.00*	€ 8.00*   \$ 7.80*

**Tobacco Origins**

Padrón No. 9 Natural	13.3 x 2.2	CHF N/A	€ 23*   \$ 19.40*
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**Price**

Cohiba Robusto	12.4 x 2	CHF 26.80*	€ 19.50*
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\*pricing spring 2016





## THE PAIRING

Cigar aficionados around the world understand the importance of pairing. To share a Davidoff cigar, something created with unparalleled levels of care and attention, with a beverage that unveils every nuance of taste and invites the palate to discover all there is to offer, is an unforgettable experience. Pairing is particularly well suited for cigars that are both aromatic and full of flavour, such as the new Davidoff Yamasá.



Davidoff concentrates on 'Homogeneous' pairing. That is, selecting a beverage and cigar that go hand in hand with each other. Davidoff Yamasá has a deep, complex body with a multi-layered character. This is due to the composition of the rougher Nicaraguan, and the elegant aged Mejorado Dominican tobaccos. Melted nut with spice, coffee, cedar wood, earth and black pepper notes delight the connoisseur's palate. As a tasteful compliment and to pair these beautiful flavours, Davidoff suggests a spicy rum from Nicaragua, Cuba or perhaps the Dominican Republic. The aficionado might also want to choose a smooth Single Malt Whisky – a drink of such sophistication would marry perfectly with Davidoff Yamasá. Pairing your Davidoff Yamasá cigar is a time beautifully filled.



## PAIRING SUGGESTIONS



### Whisky - Kininvie 23 Years No Batch - 42,6%

Kininvie is a premium single malt Scotch whisky, the launch of which marks a significant milestone in William Grant & Sons' history. It's the family's first Speyside single malt since the creation of The Balvenie in 1892. It has a classic Speyside style, boasting rich, fruity and orange notes, together with Kininvie's unique floral character. This is overlaid with honey and vanilla, which is the result of carefully maturing and marrying of the liquid in hogsheads and sherry butts.

### Rum - Santiago de Cuba Extra Aged 12 years - 40%

Santiago de Cuba Rum Extra Anejo 12 Years is an aged golden rum with delicious aromas of dark chocolate, vanilla and long sweet finish with spice notes.



### Rum - Flor de Caña 18 years - 40%

This 18 Year Aged traditional rum won the Gold Medal in "Best in Class" at the 2005 International Wine and Spirits Competition. The flavour of "Centennial", enjoyed solo or with ice, has been converted into one of the most exclusive rums of Flor de Caña and maintains the company's tradition.