

NICARAO

Press Release  
November 11<sup>th</sup> 2011



**A UNIQUE CIGAR TASTING PLACE IN PARIS... Exceptional event in the Paris universe of cigar, on Friday September 30th 2011 the Nicaragua Club lounge opens its doors in the renowned Art Tabac cigar shop.**

This unique place – where the Chesterfield sofas integrates perfectly into the distinguished colors of the stylish orange walls, pearl grey roof, and off white soil – welcomes up to a dozen aficionados in wonderful conditions of comfort and pleasure.

Equipped with the last generation of smoke extractor, significantly superior to the legal standard (25 volumes/hour instead of 10), the **Nicarao Club** also proposes a free Wi-Fi connection and a smooth and cozy musical atmosphere.

Open daily from 8am until 8pm, the **Nicarao Club** invites all amateurs – from Paris and from elsewhere and passing through the *Ville des Lumieres* – to discover and enjoy various *vitolas* selected with passion amongst the 300 references proposed by the masters of the place, Cyril and Carl Pelletier.

Being a convivial and vibrant place to meet around regular seminars on the culture and tasting of cigars, the **Nicarao Club** will also organize very original events, from hanging nice pictures on its walls to presenting other cultural and creative initiatives.

The **Nicarao Club** is an awesome creation born from the auspicious meeting of 3 men. Enthusiasts and entrepreneurs, they are real personalities in the French and International world of cigars. Sharing the pleasure of tasting and passion for the products, our 3 characters gathered round a *familia* spirit of Sharing and Complicity to develop the magical touch of the place.

With charm and truth, the **Nicarao Club** aims to become a genuine sanctuary to Beautiful and Good Things. With the agreeable cigar aromas putting scents to the environment, an instant in the **Nicarao Club** is an invitation to travel into the *terroirs*, into diverse horizons, into the feelings.

Because the **Nicarao Club** has no other pretention than to make *aficionados* discover cigars that have personality. Beyond brands and origins, those *good* cigars are ones that echo the emotions of the aficionados and the discovery of Genuine Things, interior as much as exterior things, and close as much as distant things.



- CIVETTE ART TABAC - 2 PLACE DE CATALOGNE - 75014 PARIS  
+33 (0)1 40 47 66 50 - Open every day from 8am until 8pm - Weekends and evenings upon reservation

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**CYRIL PELLETIER / ART TABAC SHOP** - Cyril Pelletier is a retailer that is a bit out-of-the-ordinary. Cyril created his shop some 15 years ago at Place de Catalogne, a stone away from Montparnasse Station in Paris. Known in the French world of cigars for his outspokenness and his warmheartedly exchanges, Cyril has been able to give an extraordinary personality to his shop **ART TABAC**. Among the great qualities of the shop come the offer (more than 300 references) and a very special attention to the cigars conservation.

"We wish to promote the so-called new *terroirs* of Cigars like Honduras, Mexico, Dominican Republic, and of course Nicaragua, the new destination of sophisticated amateurs in quest for emotions and consistency. This is partly why we decided to give the **Nicarao Club** label to our lounge and developed with Didier initiatives to promote the culture of cigars".

One of Cyril last initiative: **PITBULL**, the creation of his house cigar specially selected and blended in Nicaragua and that the first year of sales has beaten all records.

**SANDRO STROILI / EUROTAB** - The creation of **Nicarao Club** also benefited the active support of Sandro Stroili, an solid entrepreneur of the cigar industry characterized by his active and jovial personality. Since its creation some 20 years back, Sandro's company **EUROTAB** has pioneered the promotion and distribution of new horizons' cigars in the European market. Today **EUROTAB** distributes some of the most famous cigar brands of the French market (Nicarao, Pitbull, Oliva, Don Pepin, Tatuaje, Nub, Cain, Ashton,...) as well as brands of cigar accessories (Havana Club ashtrays, Xicar cigar cutters, Cigar Spa,...).

**DIDIER HOUVENAGHAEL / NICARAO** - Behind **NICARAO** and its 3 lines of cigars – Nicarao Clásico Anno VI, Nicarao Especial et Nicarao Exclusivo – lies quietly Didier Houvenaghel.


Belgian agronomist engineer passionate about *terroirs* and specialized from the University of Pinar del Rio (Cuba), Didier created **NICARAO** cigar brand some 10 years back. Blended with leaves from different species of tobacco grown on 5 *terroirs* of Nicaragua masterly selected, **NICARAO puros** are today distributed and acclaimed internationally. The partnership with Abdel Fernandez – and the quality and intimacy of the 2 men – allowed the development of truly rich and genuine *cigars* that are today recognized by the most demanding *aficionados*.

Speaking and writing about cigars as a technician, passionate or humanist, Didier gains more and more popularity both in the amateurs' world and the business industry. Didier is also the author of "Le Cigar, from Soil to Soul" (2008, Editions du Myosotis, Belgium), a reference and original book, a "complete tool from the soil until the smoke" initiating the readers to the mysteries of the divine smoke with a firm scientific background (and simply explained).

Since the preparation of the soils until the dissolution of the smoke, Didier Houvenaghel likes to say that the cigar production, distribution, and tasting is a true school of Life.

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Pictures by Jean Philippe Morin

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