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## NEW DAVIDOFF ESCURIO

A NIGHT IN RIO INSPIRES AN ADVENTURE IN TASTE •  
OUR MASTER BLENDER REFINED THE FIRE OF THE CUBAN CRIOLLO  
LEAVES, THEN INTRODUCED IT TO THE BRAZILIAN MATA FINA  
LEAF WHICH PULSES AT THE HEART OF THIS ORIGINAL BLEND •  
DOMINICAN TOBACCOS AND A HABANO SEED ECUADORIAN  
WRAPPER ADD BEAUTIFUL BALANCE • SWEET MEETS SPICE •  
LIKE RIO AFTER DARK, IT'S A JOURNEY OF TWISTS AND TURNS •

**RHYTHM • INTRIGUE • ORIGINALITY**  
**DISCOVER WHERE ESCURIO MIGHT TAKE YOU**



*Davidoff*  
CIGARS

TIME BEAUTIFULLY FILLED





## NEW DAVIDOFF ESCURIO

A NIGHT IN RIO INSPIRES AN ADVENTURE IN TASTE



Inspired by Zino Davidoff's pioneering spirit, and his openness to experiencing the new, our Master Blenders craft an exciting Brazilian cigar that delivers an intense, spicy sweet palate stimulation, coupled with the signature Davidoff refinement and sophistication.

They found their inspiration in Rio, the soul of Brazil, and in the rhythms, intrigue, and rich experiences of its nights. And, just like an adventurous evening in this vibrant city, this complex and original cigar will carry you along on a taste adventure with unexpected twists and turns.

Like a night in Rio, it will inspire the soul, reward the senses and ignite real passion. And just like the unfolding mix of new encounters which flood the streets of Rio as the sun goes down, this exceptionally entertaining cigar is a journey into new sensations, tastes and experiences. This captivating cigar promises new taste after new taste, and moment after moment of delight for your palate.



## THE CIGAR

Wrapper:	Ecuadorian Habano Seed
Binder:	Brazilian Cubra
Filler:	Brazil: Mata Fina and Cubra Dom. Rep.: San Vicente, Piloto and Olor/Piloto
Aroma:	Intriguing sweetness meets spicy complexity

## TASTE PROFILE

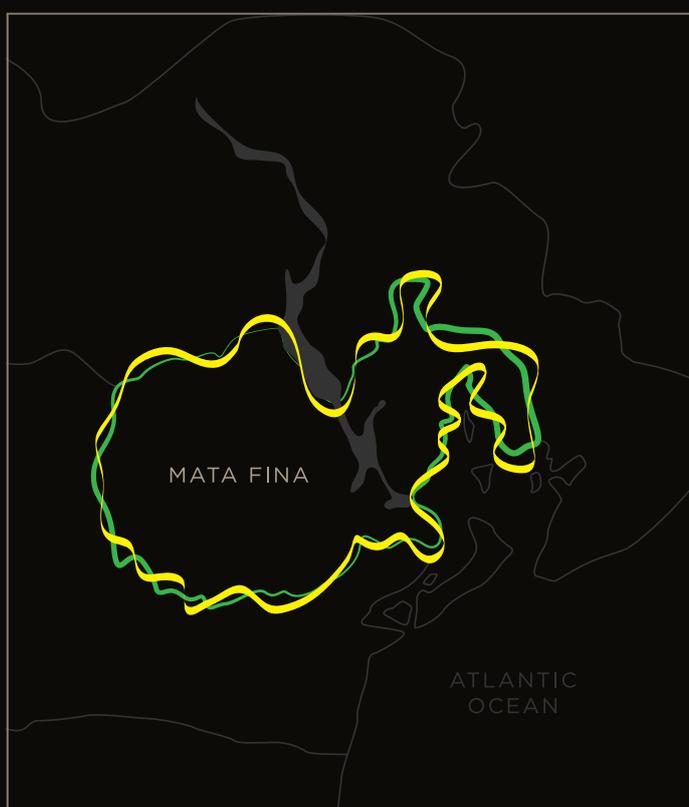
This exceptionally entertaining cigar is a journey into new stimulations and sensations. Each Escurio cigar mixes the Cubra leaves - the fire of the Cuban Criollo refined - and the dark Brazilian Mata Fina leaf pulsating at the heart of this original blend of tobaccos. Dominican filler tobaccos and a Habano Seed Ecuadorian wrapper add a beautiful balance to this unique cigar.

From the beginning, the blend intrigues when spice meets sweet as chilli pepper plays with softer, creamy notes. This is soon complemented in the second third by flavours of oak, liquorice, fruit, salt and leather. Lastly coffee and chilli chocolate flavours arrive culminating in a finale of charming complexity. The cigar is constantly changing in flavours and triggers a new taste experience with twists and turns.





In this entertaining and multi layered blend each carefully selected tobacco leaf provides its best and unique characteristic:



**Brazilian Cubra binder and filler** – the strong and spicy, sun grown Cubra leaves, an originally Cuban Criollo tobacco grown in Brazil, unleash the spicy twists of the blend. Through its thin to medium texture the Brazilian Cubra binder leaf guarantees a straight combustion.

**Brazilian Mata Fina filler** – the sweet, sun grown Mata Fina filler leaf delivers exciting sweet turns. The sweetness comes from the perfect interaction of rain and sun to produce a high amount of sugar during the growing season.

**Habano Ecuador wrapper** – the beautiful dark, shiny and oily wrapper with its almost invisible veins, provides a soft creaminess, earthy balance and an appetizing look.

**Dominican San Vicente Seco filler leaf** – this leaf provides an earthy note and a clean aftertaste to the blend.

**Dominican Piloto Seco filler leaf** – it adds to, and enhances the other tobacco's subtle aromas of coffee and oak.

Finally, the **Dominican hybrid Olor/Piloto Seco filler leaf** helps to complete the blend and delivers an additional salty note.



RHYTHM • INTRIGUE • ORIGINALITY

N E W S

## KEY BENEFITS AND SELLING TECHNIQUES

### NEW AND EXCITING EXPERIENCE FOR AFICIONADOS

- A cigar inspired by the nights in Rio filled with rhythm, intrigue and originality.
- An intriguing and original Brazilian blend crafted by Davidoff Master Blenders in the Dominican Republic.
- A rhythmic cigar that will take twist and turns and will deliver an exciting taste adventure.
- A spicy and sweet palate stimulation that will tantalise the palate.
- Brazil as a new tobacco origin for Davidoff Cigars coming after the huge Davidoff Nicaragua success.

### HIGHLY RATED CIGAR BY KEY OPINION LEADERS

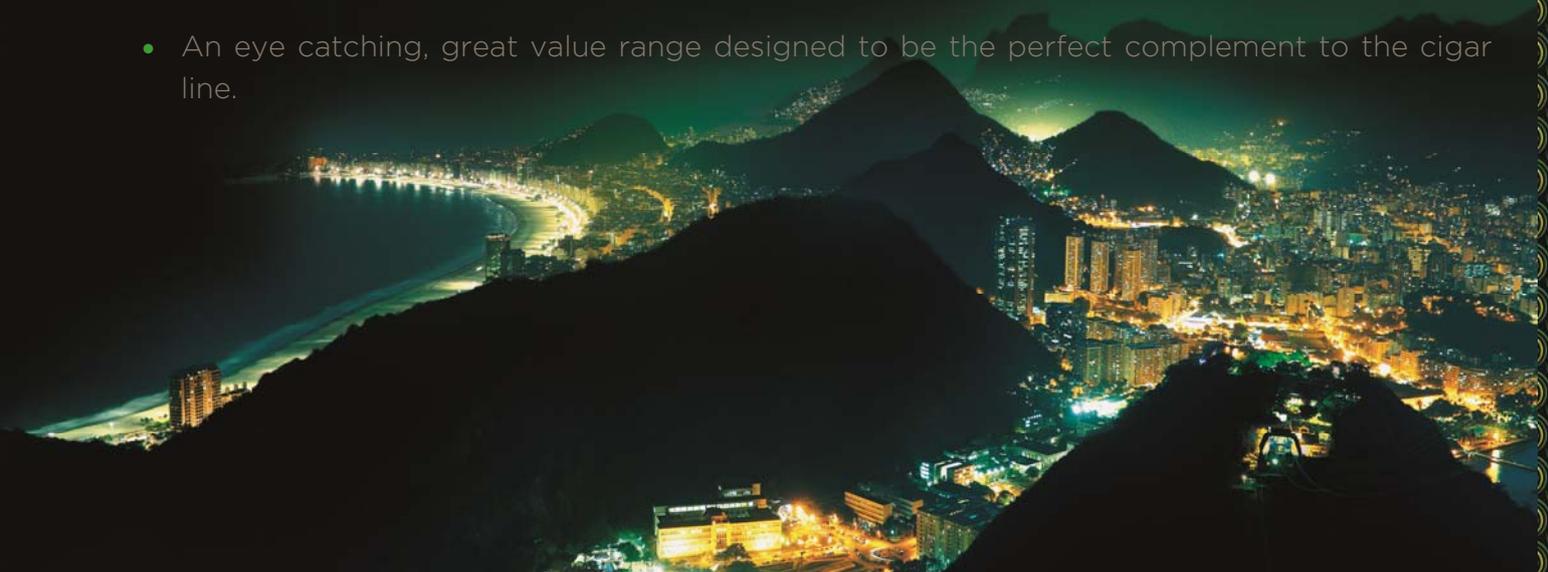
- Highly Rated Cigar Pre-launch : Cigar Journal rated 93 Points in a Blind Tasting: "A true sweet meets spice experience, an overall masterpiece, an explosion of different notes comparable to a flavour encyclopaedia," states Cigar Journal reviews.
- Winner in USA quantitative taste panels: "This cigar is a HOMERUN. Perfectly balanced flavours, not overwhelming, not lacking".
- Cigar Authority rated 93 in the USA in June 2015.

### DISRUPTIVE COMMUNICATION

- Highly acclaimed communication key visuals and film depicting a night in Rio.
- Eye-catching packaging and in-store communication to appeal to an urban and contemporary audience.

### EXCITING ACCESSORIES RANGE

- An eye catching, great value range designed to be the perfect complement to the cigar line.





## KEY COMPETITORS

### ORIGIN

- Dannemann Artist line Reserva Mata Fina

### TASTE & STRENGTH

- Joya de Nicaragua Antaño 1970
- Bolivar

### PRICE

- Cohiba Robusto
- Padron1964 Series



## AVAILABILITY OF CIGARS

RtO date TCR & Weil: July 01, 2015

RtO date US: July 25, 2015

In market date globally: September 01, 2015



TECHNICAL INFORMATION

SKU 84898 Davidoff Escurio Petit Robusto Cello 4'S

SKU 84897 Davidoff Escurio Petit Robusto Cell 14'S

Diameter 2cm; RG 50

Length 8.3cm; 3 ¼"

Weight per 1000 cigars 18.24 lbs. / 8.27 kg

Format Petit Robusto

Strength ●●●○○



SKU 84896 Davidoff Escurio Robusto Tubos 4'S

SKU 84895 Davidoff Escurio Robusto Tubos 12'S

SKU 84894 Davidoff Escurio Robusto Cello 12'S

Diameter 2.2cm; RG 54

Length 11.4cm; 4 ½"

Weight per 1000 cigars 27.72 lbs. / 12.57 kg

Format Robusto

Strength ●●●○○



SKU 87067 Davidoff Escurio Gran Toro Cello 4'S

SKU 84995 Davidoff Escurio Gran Toro Cello 12'S

Diameter 2.3cm; RG 58

Length 14cm; 5 ½"

Weight per 1000 cigars 38.90 lbs. / 17.65 kg

Format Gran Toro

Strength ●●●●○





## THE DAVIDOFF ACCESSORIES COLLECTION

Designed to meet the needs of the most adventurous cigar aficionados.

A vibrant collection inspired by the colourful nights of Rio de Janeiro, you can choose from an exceptional jetflame lighter, a stylishly crafted punch cutter and two sensual leather cigar cases.

### JETFLAME LIGHTER

- Black matt finish
- The torch flame provides a powerful blue flame which allows cigars to be lit quickly and evenly.
- Ergonomic: lightweight and easy to handle, the large trigger on the side of the lighter makes it easy to use while the built-in safety system ensures that the flame cannot be activated while upside down. The gas window allows the gas level to be checked at any time.



### PUNCH CUTTER

- Black matt finish
- The 9.9 mm razor sharp blade enables to cut cigars up to a 70 ring gauge (RG).
- The elegant leather strap bears the vibrant Escurio colours in a stylish and contemporary look. This strap can even be used to hook a couple of keys.

### CIGAR CASES

- The vibrant colors are revealed progressively when opened, giving them a touch of elegance and sensuality in a modern and fresh style.
- Two formats: a larger format to accommodate the Gran Toro and Robusto, and a new indispensable small format specially designed to fit two Short Robusto.



**TECHNICAL INFORMATION**



SKU 100172 Dav Escurio lighter without gas  
SKU 100173 Dav Escurio lighter with gas  
Dimensions 1.3 x 3.9 x 6.8 cm

**AVAILABILITY**

RtO date TCR: September 01, 2015



SKU 94679 Dav Escurio punch cutter  
Dimensions 1.3 x 3.9 x 6.8 cm

**AVAILABILITY**

RtO date TCR: September 01, 2015



SKU 100175 Dav Escurio cigar case large  
SKU 100177 Dav Escurio cigar case small  
Dimensions large 15 x 6.1 x 3.3 cm  
Dimensions small 8.5 x 5.4 x 3 cm

**AVAILABILITY**

RtO date TCR: September 01, 2015