

TIME BEAUTIFULLY FILLED

NEWS

INSPIRATIONAL ROBUSTO ASSORTMENT



INSPIRATIONAL PLEASURES

ENJOYING A DAVIDOFF CIGAR CAN BE A TRULY INSPIRATIONAL TIME.

DISCOVERING THE CHARISMATIC BLENDS OF THESE CIGARS UNEARTHS AN AWAKENING OF NEW SENSATIONS, NEW IDEAS AND NEW TASTES.

INCLUDED IN THIS ROBUSTO ASSORTMENT IS A SELECTION OF THE FULLER BODIED CIGARS DAVIDOFF PROVIDES IN ITS CORE ASSORTMENT.

THE MILLENNIUM BLEND SHOWCASING DAVIDOFF SOPHISTICATION IN BLENDING AND DEPTH OF AROMAS, THE DAVIDOFF NICARAGUA - DAVIDOFFS FIRST NICARAGUA PURO AND THE DAVIDOFF PURO D'ORO FEATURING ALL DOMINICAN TOBACCOS.



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BACKGROUND

- Full body cigars become increasingly popular; due to the complex aroma and deep experiences they provide while an aficionado has fewer possibilities to savour a cigar.
- The Davidoff Inspirational Robusto Assortment presents the fuller bodied lines of Davidoff and focuses on:

Davidoff Millennium Blend Robusto

Davidoff Nicaragua Robusto

Davidoff Puro d'Oro Magníficos

• All three cigars are shown on the back of the pack in a 1:2 scale. Without opening the pack, the consumer knows which cigars he buys.

KEY BENEFITS AND SELLING TECHNIQUES

- EXPERIENCE: Davidoff's inspirational cigar lines are filled with new sensations: the bitter sweet taste profile of the Nicaragua or the unexpected strength of the pure Dominican Puro d'Oro.
- MOST SUCCESSFULLY LAUNCHED CIGAR: The Davidoff Nicaragua, presented 2013 to aficionados worldwide, got the best ratings and reviews:

93 at Cigar Aficionado,

95 at Cigar Journal

Top 5 of cigars ever rated on ArtofSmoke.de

- STRENGTH INDICATOR: Inside the assortment pack are strength indicators for each cigar in case the Aficionado is unsure which cigar he wants to enjoy for a specific occasion.
- An ideal Davidoff gift.

TECHNICAL INFORMATION

Reference		Packaging	Weight
54662 Davidoff Insp	irational Robusto Assort. ce 3'S	Width: 13, 5 cm Length : 15,7 cm Height: 2,8 cm	13.9 kg /1000 cig.

AVAILABILITY

Ex warehouse USA. Weil and Reinach: March 1st. 2014



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CIGAR INFORMATION

DAVIDOFF MILLENNIUM BLEND ROBUSTO

Wrapper: Ecuador

Rinder and filler: Deminion De

Binder and filler: Dominican Republic

Aroma: Refined and Intense

Strength: • • • • •

DAVIDOFF NICARAGUA ROBUSTO

Wrapper: Nicaragua Binder and filler: Nicaragua

Aroma: Unexpected and

Adventurous

Strength: $\bullet \bullet \bullet \circ$

DAVIDOFF PURO D'ORO MAGNÍFICOS

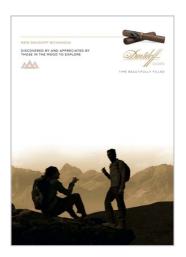
Wrapper: Dominican Republic Binder and filler: Dominican Republic

Aroma: Pure and Rich Strength: $\bullet \bullet \bullet \bullet$

TOOLBOX

5 POINT MERCHANDISING DISPLAYS:

• Please be so kind and use the "Nicaragua" visuals.



Please contact your Area Manager or the web shop for country specific requirements and adaptions of this visual.