

INSPIRATIONAL ROBUSTO ASSORTMENT



INSPIRATIONAL PLEASURES

ENJOYING A DAVIDOFF CIGAR CAN BE A TRULY INSPIRATIONAL TIME.

DISCOVERING THE CHARISMATIC BLENDS OF THESE CIGARS UNEARTH 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 Magnificos
- 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 Inspirational 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
 Binder and filler: Dominican Republic
 Aroma: Refined and Intense
 Strength: ● ● ● ● ○

DAVIDOFF NICARAGUA ROBUSTO

Wrapper: Nicaragua
 Binder and filler: Nicaragua
 Aroma: Unexpected and Adventurous
 Strength: ● ● ● ● ○

DAVIDOFF PURO D'ORO MAGNÍFICOS

Wrapper: Dominican Republic
 Binder and filler: Dominican Republic
 Aroma: Pure and Rich
 Strength: ● ● ● ● ●

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 adaptations of this visual.

