



press release

Balmoral introduces an exclusive Añejo XO Travel Retail concept

Duizel, August 18, 2017 - Royal Agio Cigars announces the introduction of an exclusive Balmoral Añejo XO Travel Retail gift box and 4-count cigar packs.

Royal Agio Cigars has a huge worldwide success with the Balmoral Añejo XO. The cigars are delighting and surprising aficionados and key retail partners worldwide through excellent crafted cigars. Since we believe Global Travel Retail & Duty Free is a channel of critical and increasing importance for premium cigars we are very pleased with the introduction of an exclusive wooden gift box that features five cigars; 2 Petit Robusto FT, 2 Rothschild Masivo and 1 Gran Toro. Part of this Travel retail concept are convenient 4-count cigar packs that feature the same three vitolas. The perfect solution if you want to enjoy a specific cigar format.

The Añejo XO line continues to receive high ratings. Boris Wintermans (CEO of Royal Agio Cigars and 4th generation in family business): "Cigar Journal recently rewarded the Gran Toro with an exceptional 92 rating. And the Rothschild Masivo was rewarded by Cigars & Spirits with a phenomenal 93 rating! We are very proud of these high scores that score the full line over 90 points. Both cigars are available in the new exclusive Travel Retail gift box and 4-count cigar packs."

Balmoral wants to surprise cigar lovers with the Añejo XO range. The cigars feature a sun-grown Arapiraca wrapper from Brazil, with a Dominican Olor binder, and Nicaraguan, Brazilian and Dominican fillers. In order to harmonize all tastes, this cigar gets six months to spend in a full cedar-clad aging room. As a result, the typical flavors



of the Añejo XO such as cacao, vanilla and underlying sweetness are particularly well-suited in all three vitolas.

At our factory in San Pedro de Macoris, in the south of the Dominican Republic only 9 couples work on the Balmoral Añejo XO. The team of 'roleros' and 'boncheros', headed by Francisco Batista work day in day out to create the best cigars possible. If you're a lover of Brazilian tobacco, you'll definitely enjoy the Balmoral Añejo XO.

About Royal Agio Cigars

Royal Agio Cigars is a leading global manufacturer of premium blend cigars offering internationally renowned brands such as Balmoral, Panter and Mehari's. Established by Jacques Wintermans in 1904, and headed by 4th generation Boris Wintermans, Royal Agio Cigars has always been an independent family-owned company with a passion for cigar making. Today, Royal Agio premium blend cigars are shipped to cigar lovers in more than 100 countries worldwide, with production facilities in the Dominican Republic, the Netherlands, Belgium, and Sri Lanka.

Want to know more about the Balmoral Añejo XO? Visit www.balmoralcigars.com