

Paying homage to legends

DAVIDOFF'S WINSTON CHURCHILL THE LATE HOUR AND MASTER SELECTION SERIES RECENTLY HIT THE MARKET AND PAY HOMAGE TO TWO LEGENDS OF CIGAR CULTURE
BY SAMUEL SPURR

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DAVIDOFF'S WINSTON CHURCHILL The Late Hour and Master Selection Series recently hit the market and pay homage to two legends of cigar culture.

Like other recently released cigars such as the Davidoff Nicaragua, Davidoff Escurio, and Davidoff 702 Series, they are full-bodied cigars that depart from the traditional flavour profile of Davidoff.

THE LATE HOUR

In the middle of 2017, Davidoff launched a new Winston Churchill cigar range, "The Late Hour" a Scotch cask-aged cigar consisting of tobacco from various origins in its blend.

The range celebrates Sir Winston Churchill's ability to power through the late evening to make crucial decisions about his country. When most were sleeping, the late evening was when Churchill found his spark almost always with a cigar and whisky in hand.

Sir Winston's great-grandson Randolph Churchill said the late hours of the day and the early morning of the next was when Churchill, free of his day time distractions, would commit himself to working as it was his most productive time.

"Randolph Churchill inspires us all with his amazing stories about Sir Winston and helps the Davidoff brand to reach new heights with the cigars bearing his great-grandfather's name," said a Davidoff spokesperson. "Besides being a passionate cigar aficionado himself, he is a huge fan



of the Davidoff Late Hour blend.”

The blend includes an Ecuadorian “Habano” Marron Oscuro wrapper which was specifically chosen to reflect the darkness during which Sir Winston was at his most creative. The filler includes Dominican Republic San Vicente Mejorado Visus, Piloto Seco, Olor Visus and Esteli Visus and Condega Visus from Nicaragua. The filler is bound with a Mexican Negro San Andres binder.

Of course, the concept of The Late Hour began much earlier than its release date as it can take 14-16 months to go from inspiration to shelf. A project’s duration depends on how complex the new idea is in terms of tobacco blend, origins, new production process according to Davidoff.

The Late Hour’s Condega Visus filler tobacco has been pressed inside American white oak casks which previously contained single malt Scotch whisky from Speyside for six months. The two Nicaraguan filler tobaccos add spiciness and depth of character to the cigar.

It would be very uncouth to enjoy this cigar during daylight hours, so in the late evening of a warm November night I light up The Late Hour Churchill vitola. It features an enticing pre-light draw of espresso, chocolate, and some bitter cocoa notes. Upon lighting, soft nutmeg, dry red pepper and rich creamy notes are evident. The pepper notes increase in the middle of the cigar, with some light espresso aromas. An approachable bitter cocoa flavor off-sets the sweet spice that lingers from the first third. The finale includes dried fruit notes combining with muted cedar flavours to round out the soft pepper and spice. These tasting notes echo the flavour profile offered by Davidoff which highlights varying layers of black pepper, dark coffee, sweetness, old leather, wood and spiciness.

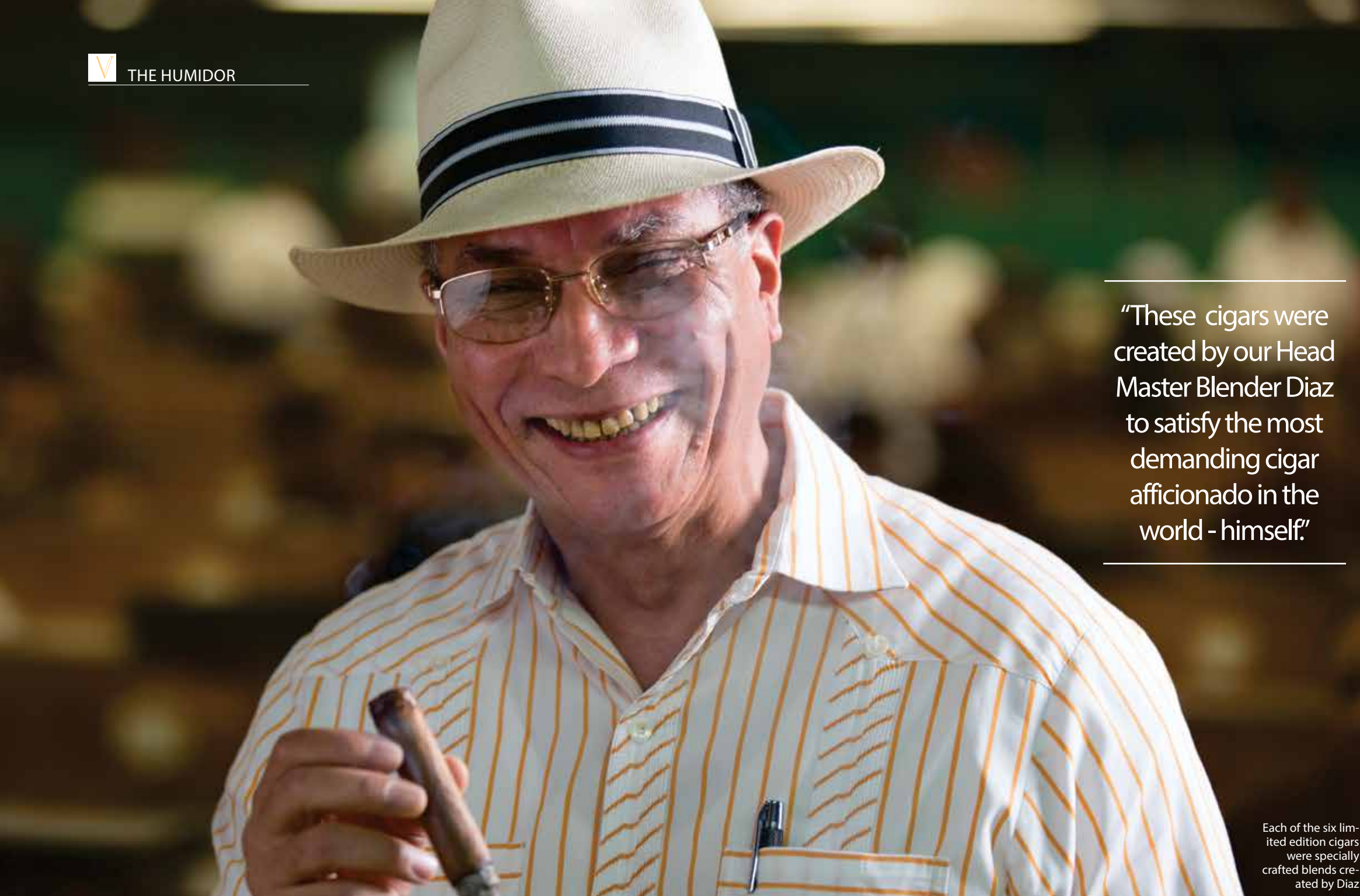
The Davidoff Sir Winston Churchill The Late Hour is available in a Robusto, Toro, and Churchill format.

MASTER SELECTION

Davidoff Cigars’ Master Selection Series, also launched in the middle of 2017, is a celebration of Davidoff’s Master Blender Eladio Diaz’s contribution to Davidoff cigars. Each of the six limited edition cigars were specially crafted blends created by Diaz to celebrate his birthday. As Master Blender and creator of famous Davidoff blends, the 64-year-old Diaz has one of



Davidoff’s Master Selection Series was launched in the middle of 2017.



“These cigars were created by our Head Master Blender Diaz to satisfy the most demanding cigar aficionado in the world - himself.”

Each of the six limited edition cigars were specially crafted blends created by Diaz

the finest palates in the world whose cigar expertise is unsurpassed.

“As a young boy, I had great dreams but small gifts. Later in my career, I created my own favourite cigars to celebrate every year of what is my life and passion today,” said Diaz.

Each of the cigars are available in a Toro format. The Master Selection Series 2010 and the three Flagship Store exclusives, which includes the 2016, were launched globally in July 2017, while the Series 2013 and 2007 are available in very limited quantities at Davidoff Appointed Merchants in Switzerland.

The Master Selection 2016, which celebrates Eladio Diaz’ 63rd birthday, is a blend

of Nicaraguan and Dominican Republic tobaccos including Estelí and Condega Visus, Piloto Visus, San Vicente Mejorado Visus and Piloto Mejorado Visus bound in San Vicente Mejorado and a Dominican wrapper.

“I wanted to create a different flavor, a combination of mixed hybrids with elements of Central America, to complete a different mixture from the traditional one,” said Eladio Diaz, when asked about the Master Selection 2016. “The blend combinations from Central America and the Dominican Republic result in a superb balance. Its wrapper, created in our Davidoff fields, is exclusive and unique in the market.”

The Master Selection 2016 has a malt

and light toasted bread flavour pre-light which morphs into lashings of red pepper, caramel, and hazelnut. By the middle of the cigar a lovely light cedar flavour develops, while there’s loads of fresh spice on the retrohale. The red pepper experienced at the start has morphed into a strong white pepper aroma. Towards the end, soft spices, roasted coffee bean, and leather notes come to the fore.

“These Master Selection Series cigars have been crafted by our Head Master Blender, Eladio Diaz, to satisfy the most demanding cigar aficionado in the world - himself. These are simply the finest cigars, worthy of the most special of occasions,” said Charles Awad, Senior Vice President

– Chief Marketing Officer at Oettinger Davidoff AG.

The Master Selection Series is presented in simple, rustic cabinet boxes of ten, with a ‘Master Selection’ stamp.

Each box carries a sticker with its own number and the blend creation year, while Eladio’s signature appears on the ring and the box.

Across Europe, Asia, and Global Travel Retail, cigars that are not wrapped in cellophane are presented in bundles held by a wide gold band.

The Davidoff Winston Churchill The Late Hour and Master Selection Series adds further depth to Davidoff’s already impeccable line-up of light-full-bodied cigars.



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