

Perelman's Pocket Cyclopedia of Havana Cigars: 3rd edition

HAVANA BRANDS AND SIZES

§ 3.02: BRAND DEVELOPMENT

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Prior to nationalization of the tobacco industry, there were reported to be as many as 960 brands (i.e., active trademarks) in existence. Since nationalization, the number of brands has shrunk considerably and only the most famous have stayed in production.

However, some new brands have been introduced for export and the following timetable demonstrates the flow:

<i>Year</i>	<i>Description</i>
1958	As many as 960 active trademarks; 140+ brands in production
1960s	Most brands disappear as production was nationalized
1965	La Gloria Cubana brand revived for export
1966	Diplomaticos introduced
1970	Davidoff introduced (ended 1992)
1973	Quai d'Orsay introduced for SEITA
1982	Cohiba and Dunhill (ended 1991) introduced
1980s	San Luis Rey introduced for Villiger & Sohne (ended 2000)
1988	Siboney introduced for Austria Tabak (ended 1996)
1989	Belinda, Cabañas and La Corona (ended 1999) re-introduced (machine-made)
1996	Cuaba introduced; Jose L. Piedra brand revived for export
1997	Vegas Robaina and Vegueros introduced
1998	Trinidad introduced
1999	San Cristobal de la Habana introduced
2000	First "Edicion Limitada" (four brands) introduced
2002	Guantanamera introduced (machine-made)
2003	First "Coleccion Reserva" (Cohiba) introduced

Several brands continued production after nationalization, but were discontinued later. These include Canaria de Oro (ended about 1985), Caney (1997), Cifuentes (about 1985), Maria Guerrero (about 1985) and La Escepcion (1989).

Prior to the introduction of the Dunhill brand in 1982, three different brands were made

exclusively for Dunhill: Don Alfredo (started 1960s), Don Candido (started 1960s) and Flor del Punto (started 1970s). All were terminated when the Dunhill brand was started.

Enthusiasts desiring more brand histories are commended to the lengthier discussions in Min Ron Nee's *An Illustrated Encyclopedia of Post-Revolution Havana Cigars* (Hong Kong: Interpro Business Corporation, 2003). Nee's partnership with ex-Habanos executive Adriano Martinez offers many brand details otherwise unknown thanks to Martinez's access to Cuban factory documents.