

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

HAVANA BRANDS AND SIZES

§ 3.05: PROFILES OF DISCONTINUED BRANDS

3.05 PROFILES OF DISCONTINUED BRANDS

All of the following brands (10) have now been retired from production. Most were pre-Revolution brands which were simply terminated. Two were post-Revolution brands which flourished but were ended due to either a dispute about production (Davidoff) or to end production for a specific retailer (Dunhill) and two were lines produced for sales in a specific country (San Luis Rey for Germany and Siboney for Austria).

CANARIA DE ORO

A pre-Revolution brand • Handmade • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>Canaria de Oro model</i>	<i>Imperial</i>		<i>Metric</i>	
	<i>Handmade model now discontinued (1):</i>				
Petit Corona	Petit Coronas	5	42	129	16.67

This is an old Havana brand name, dating from 1882. Former Habanos executive Adriano Martinez noted, in the *Illustrated Encyclopedia* that the brand never actually existed, yet it was shown on a commercial sizes for export list of Cubatabaco. The blend was reportedly medium in strength and was made in the Partagas factory up through 1985, when it was discontinued.

CANEY

A pre-Revolution brand • Machine-made • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>Caney model name</i>	<i>Imperial</i>		<i>Metric</i>	
	<i>Machine-made models now discontinued (7):</i>				
Short Panatela	Bouquets Finos	5	36	127	14.29
Cigarillo	Canape	4 $\frac{1}{8}$	29	106	11.51
Short Panatela	Delgados	5	36	127	14.29
Culebras	Especiales	5 $\frac{3}{4}$	39	146	15.48
Petit Corona	Predilectos	4 $\frac{7}{8}$	39	123	15.87
Corona	Selectos	5 $\frac{1}{2}$	39	140	15.87
Short Panatela	Vegueros	5	38	127	15.08

This brand was named for the circular “village house” in which ancient native chieftains conducted official business and received guests. “El Caney” was an old brand, but this version of Caney (reportedly changed in 1977 to La Flor del Caney) was introduced as a machine-made export brand in the 1970s, offering a strong flavor in a limited range of mostly smaller sizes. It was made at the Romeo y Julieta factory until discontinued late in 1997.

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This line was presented in individual cellophane sleeves, mostly in boxes of 25. although some shapes were also offered in packs of five. Most of the shapes were also available in a machine-bunched and hand-finished style.

CIFUENTES

A pre-Revolution brand • Hand and Machine-made • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>Cifuentes model name</i>	<i>Imperial</i>		<i>Metric</i>	
	<i>Handmade model now discontinued (2):</i>				
Perfecto	Altezas Reales	7¼	57	184	22.60
Giant	Super Estupendos	9¼	47	235	18.65
	<i>Machine-made models now discontinued (6):</i>				
Corona	Cristal Tubo <i>(glass tube)</i>	5¾	44	145	17.46
Cigarillo	Habanitos	4⅛	29	106	11.51
Cigarillo	Cubanitos	4⅛	29	106	11.51
Cigarillo	Emboquillados No. 5 <i>(tipped)</i>	5	29	126	11.51
Short Panatela	Vegueritos	5	37	127	14.29
Short Panatela	Petit Bouquets	3⅞	37	98	14.68

This brand bears the famous name of Don Ramon Cifuentes, founder of Cifuentes, Pego y Cia and the owner of the Partagas factory. His cigar was a private brand prior to nationalization. Under Cubatabaco, the Cifuentes brand was made in tiny amounts at the Partagas factory (of course) and offered a medium-strength blend until it was discontinued in 1985. Most machine-made shapes were also available in a machine-bunched and hand-finished style.

DAVIDOFF

A post-Revolution brand • Handmade • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>Davidoff model name</i>	<i>Imperial</i>		<i>Metric</i>	
	<i>Handmade models now discontinued (17):</i>				
Cigarillo	Ambassadrice	4½	26	115	10.32
Petit Corona	Chateau Haut Brion	4	40	102	15.87
Petit Corona	Chateau Lafite	4½	40	116	15.87
Petit Corona	Chateau Lafite Rothschild	4½	40	116	15.87
Corona	Chateau Latour	5½	42	142	16.67
Petit Corona	Chateau Margeaux	5	42	129	16.67
Long Corona	Chateau Mouton Rothschild	6⅛	42	155	16.67
Long Corona	Chateau Yquem	5⅞	42	152	16.67

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<i>Shape</i>	<i>Davidoff model name</i>	<i>Imperial</i>		<i>Metric</i>	
Churchill	Dom Perignon	7	47	178	18.65
Long Panatela	No. 1	7½	38	192	15.08
Panatela	No. 2 <i>(tube and non-tube)</i>	6	38	152	15.08
Small Panatela	1000	4⅝	34	117	13.49
Petit Corona	2000	5	42	129	16.67
Slim Panatela	3000	7	33	178	13.10
Long Corona	4000	6⅛	42	155	16.67
Grand Corona	5000	5⅝	46	143	18.26
Giant	80 Aniversario <i>(tube and non-tube)</i>	9¼	47	235	18.65

Zino Davidoff (1906-1994) was one of the great names in the history of cigars, notably because he was first and foremost a smokeshop owner and operator of one of the most famous shops in the world, in Geneva, Switzerland. Highly influential after World War II, he made an enormous success in marketing a new series of Hoyo de Monterrey cigars – his Chateaux series – beginning in 1946. Expertly produced and light in body, these cigars were highly successful. The original group included the Haut-Brion, Lafite, Latour, Margaux and Yquem. After the owners of Chateau Yquem protested the unlicensed use of their name in 1982, the label was dropped and the Chateau Mouton-Rothschild was introduced. All shapes were offered in all-cedar boxes.

The Davidoff brand itself was inaugurated in 1970 and continued through 1990. Please note that the Tubos was not a separate blend, but the No. 2 in an aluminum tube. The 80 Aniversario was a limited-production cigar created in 1986 to celebrate Davidoff's 80th birthday.

The brand ended its run in Cuba when the Davidoff organization and Cubatabaco agreed to end production at the end of 1991 and to conclude distribution of the brand on December 31, 1992. Davidoff moved its production to the Dominican Republic in 1990.

DUNHILL

A post-Revolution brand • Handmade • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>Dunhill model name</i>	<i>Imperial</i>		<i>Metric</i>	
<i>Handmade models now discontinued (12):</i>					
Torpedo	Abajo	6⅛	52	156	20.64
Cigarillo	Atados	6⅞	28	175	11.11
Robusto	Cabinetta	4⅞	50	124	19.84
Small Panatela	Demi-Tasse	4	30	100	11.91

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<i>Shape</i>	<i>Dunhill model name</i>	<i>Imperial</i>		<i>Metric</i>	
Churchill	Estupendos (tube)	7	47	178	18.65
Giant	Havana Club	9¼	47	235	18.65
Lonsdale	Malecon	6½	42	165	16.67
Corona	Mojito	5½	42	142	16.67
Small Panatela	Princess	4⅞	34	125	13.49
Petit Corona	Supremas	4½	40	116	15.87
Long Corona	Tubos (tube)	6⅞	42	155	16.67
Petit Corona	Varadero	5	42	129	16.67
	<i>Machine-made models now discontinued (3):</i>				
Cigarillo	Chicola Minor	4⅞	29	106	11.51
Cigarillo	Chico Minor	4⅞	29	106	11.51
Cigarillo	Chicos	4⅞	29	106	11.51

Introduced in 1982, the famous Dunhill name which had hosted so many great Havana brands in its stores now offered a Dunhill-branded cigar. This brand had a strong flavor and expert construction in a wide variety of handmade sizes, with some small sizes in the machine-made and machine-bunched/hand-finished category. Production of these cigars under the Dunhill name, primarily at the La Corona and H. Upmann factories, ended in 1991 as Cubatabaco ended the practice of manufacturing cigars for other marketers.

The machine-made sizes were also produced with machine-bunching and hand-rolled wrapper.

Prior to the creation of this brand, the Alfred Dunhill of London firm imported three brands which were made only for it, Don Alfredo, Don Candido and Flor del Punto. According to the *Illustrated Encyclopedia*, the Don Alfredo brand was introduced in the late 1960s and ended production when the Dunhill brand was started and was offered in six shapes, "Seleccion No. 51" through "Seleccion No. 56," made primarily at the H. Upmann factory:

<i>Shape</i>	<i>Don Alfredo model name</i>	<i>Imperial</i>		<i>Metric</i>	
Lonsdale	Seleccion No. 51	6½	42	165	16.67
Torpedo	Seleccion No. 52	6⅞	52	156	20.64
Corona	Seleccion No. 53	5½	42	142	16.67
Petit Corona	Seleccion No. 54	5⅞	42	129	16.67
Petit Corona	Seleccion No. 55	4	40	102	15.87
Long Corona	Seleccion No. 56	6⅞	42	155	16.67

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The Don Candido brand traces its lineage back to 1935 when it was created by Candido Vega, owner of the El Rey del Mundo factory. Nine sizes were available, from "Seleccion No. 500" to "Seleccion No. 508" plus a Lonsdale and Short Coronas size, made primarily at the Romeo y Julieta factory:

<i>Shape</i>	<i>Don Candido model name</i>	<i>Imperial</i>		<i>Metric</i>	
Toro	Seleccion No. 500	6½	48	165	19.05
Lonsdale	Seleccion No. 501	6½	42	165	16.67
Petit Corona	Seleccion No. 502	5⅛	42	129	16.67
Torpedo	Seleccion No. 504	5½	52	140	20.64
Small Panatela	Seleccion No. 505	3⅞	30	100	11.91
Grand Corona	Seleccion No. 506	5⅝	46	143	17.82
Cigarillo	Seleccion No. 508	6⅞	28	175	11.11
Lonsdale	Lonsdale	6½	42	165	16.67
Petit Corona	Short Corona	5⅛	42	129	16.67

Flor del Punto was created in the 1970s and stopped production when the Dunhill brand started. There were six known sizes, from the "Seleccion No. 301" to the "Seleccion No. 307," made primarily at the Partagas factory:

<i>Shape</i>	<i>Flor del Punto model name</i>	<i>Imperial</i>		<i>Metric</i>	
Lonsdale	Seleccion No. 301	6½	42	165	16.67
Corona	Seleccion No. 302	5½	42	142	16.67
Petit Corona	Seleccion No. 303	5⅛	42	129	16.67
Corona	Seleccion No. 304	6¼	40	160	15.87
Corona	Seleccion No. 305	6¼	42	160	16.67
Cigarillo	Seleccion No. 307	4¾	26	121	10.32

All ended production not later than 1981 and are collector's items today.

LA CORONA

A pre-Revolution brand • Machine-made • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>La Corona model name</i>	<i>Imperial</i>		<i>Metric</i>	
<i>Machine-made models now discontinued (9):</i>					
Slim Panatela	Belvederes	4⅞	39	125	15.38
Corona	Coronas	5½	40	140	15.87

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<i>Shape</i>	<i>La Corona model name</i>	<i>Imperial</i>		<i>Metric</i>	
Cigarillo	Coronitas	4 $\frac{1}{8}$	29	106	11.51
Small Panatela	Demi-Tasse	4	32	100	12.70
Short Panatela	Panetelas	5	35	127	13.89
Perfectos	Perfectos	5	44	127	17.46
Petit Corona	Petit Coronas	5 $\frac{1}{8}$	42	129	16.67
Small Panatela	Petit	4 $\frac{1}{4}$	31	108	12.30
Petit Corona	Petit Cetros	5 $\frac{1}{8}$	40	129	15.87

“The Crown” is a very old brand, dating from 1845, when it was introduced by Jose Cabarga y Cia. According to the *Illustrated Encyclopedia*, in 1882, ownership of the factory and the brand had transferred to Manuel Lopez of Punch fame, but was sold in 1884 to Segundo Alvarez who then invited Perfecto Lopez to join and formed Alvarez, Lopez y Cia. Through several more owners, finally resting with the Havana Tobacco Company (a unit of the American Tobacco Trust), it became one of Havana’s most respected brands and production at the La Corona factory reached 39 million in 1925. At the time of nationalization, the ownership was the same, but the corporate name had changed to Tabacalera Cubana.

The factory which bore the brand’s name was built in 1904 and remained the “La Corona” factory until nationalization, when it was renamed Miguel Fernandez Roig, in honor of the murdered (1948) leader of the La Corona worker’s union.

Although the La Corona brand was discontinued in the 1970s, a new edition of La Corona was born in 1989 as an all machine-produced, full-flavored brand, targeted at Cuba's Eastern European trading partners. That version was available in both machine-made and machine-bunch with hand-rolled wrappers, but was discontinued in 1999 and ended distribution in 2000.

LA ESCEPCION

A pre-Revolution brand • Hand and Machine-made • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>La Escepcion model</i>	<i>Imperial</i>		<i>Metric</i>	
	<i>Handmade models now discontinued (4):</i>				
Long Corona	Cazadores	6 $\frac{3}{8}$	44	162	17.46
Lonsdale	Corona Extra Larga	7 $\frac{5}{8}$	44	195	17.46
Perfecto	Gran Gener	9 $\frac{1}{8}$	55	233	21.83
Slim Panatela	Longos	7	33	178	13.10
	<i>Machine-made models now discontinued (7):</i>				
Short Panatela	Belvederes	4 $\frac{7}{8}$	39	125	15.38
Short Panatela	Bombones	3 $\frac{1}{2}$	37	89	14.68
Petit Corona	Excepcionales	4 $\frac{7}{8}$	40	123	15.87

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<i>Shape</i>	<i>La Escepcion model</i>	<i>Imperial</i>		<i>Metric</i>	
Short Panatela	Gracielas	4¼	35	110	13.89
Corona	Palmas Reales	5⅝	42	142	16.67
Perfecto	Perfectos	5	44	127	17.46
Petit Corona	Superfinos	4⅝	40	117	15.87

Now discontinued, this brand was developed by Jose Gener, who also created Hoyo de Monterrey. Reportedly developed earlier than Hoyo de Monterrey (1865), it was eventually sold – with Belinda, Hoyo and Punch – to Fernandez, Palicio y Cia. in 1931 and was part of the F. Palicio y Cia. portfolio until nationalization.

One of the line's most famous shapes was the aluminum-foil-covered Gran Gener, a giant perfecto and sister to the Hoyo Monterreys. It was offered in individual slide-top boxes in cases of 10.

Medium in strength and rich in flavor, the range was discontinued after a modest impression on the market. It was produced primarily at the Partagas factory until being discontinued in 1989. A machine-made line at the end, most of the shapes were offered in both all-machine-made and machine-bunched with hand-rolled wrapper styles.

MARIA GUERRERO

A pre-Revolution brand • Handmade • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>Maria Guerrero model</i>	<i>Imperial</i>		<i>Metric</i>	
	<i>Handmade model now discontinued (1):</i>				
Long Panatela	Grandes de Espana	7½	38	192	15.08
	<i>Machine-made models now discontinued (2):</i>				
Corona Extra	Bouquets <i>/perfecto tip/</i>	5	45	127	17.90
Petit Corona	Favoritas en Cedro	4⅞	40	125	15.87

This rarely-seen brand offered a medium-strength smoke, but was discontinued in 1985 as Cubatabaco eliminated some of the smaller brands then circulating in order to concentrate on the better-known marques. It began in the 1940s as a new brand from the Romeo y Julieta factory as a tribute by factory owner Pepin Fernandez to Spanish actress Maria Guerrero. In later years, the brand was made at the La Corona factory.

SAN LUIS REY

A post-Revolution brand • Handmade • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>San Luis Rey model name</i>	<i>Imperial</i>		<i>Metric</i>	
	<i>Handmade models now discontinued (5):</i>				
Churchill	Churchills	7	47	178	18.65

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<i>Shape</i>	<i>San Luis Rey model name</i>	<i>Imperial</i>		<i>Metric</i>	
Corona	Coronas	5½	42	142	16.67
Double Corona	Double Coronas	7⅝	49	194	19.45
Lonsdale	Lonsdales	6½	42	165	16.67
Petit Corona	Petit Coronas	5	42	129	16.67

It takes a little inside help in uncovering the odd history of this brand. Confused for many years with Saint Luis Rey, retired Habanos executive Adriano Martinez provided a clear account of this brand in the *Illustrated Encyclopedia*. His version is that San Luis Rey is a separate brand, created for Villiger & Sohne for the German market in the late 1980s, since the Saint Luis Rey brand was exported only to Great Britain. However, when the limitations on Saint Luis Rey were eliminated about 1993, this brand became irrelevant and was officially discontinued in 2000.

SIBONEY

A post-Revolution brand • Handmade • Discontinued.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba

<i>Shape</i>	<i>Siboney model name</i>	<i>Imperial</i>		<i>Metric</i>	
	<i>Handmade model now discontinued (1):</i>				
Panatela	Especiales	6	38	152	15.08

There is a lot of history behind this name, but the brand “El Siboney” was owned by the Tabacalera Cubana prior to nationalization.

According to former Cubatabaco executive Adriano Martinez in the *Illustrated Encyclopedia*, the lone size of this brand was the outcome of an agreement to produce two sizes of cigarillos for Austria Tabak, the government-run tobacco monopoly. Also produced was one size of a Siboney cigar, with a pigtail head, considered to be of medium strength. The agreement ran from 1988 to 1996 and was then discontinued.