

## Hong Kong - *Siglo* here, *Siglo* there!

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**Prices of Cuban Cigars in Hong Kong** - *we seek them here, we seek them there* ... here's a snapshot price list that will give you some idea of the cost of a premium Cuban line in Hong Kong! The listed prices have been compiled from the majority of cigar outlets in Hong Kong and are truly representative of the prices available around town during October 1998. For the sake of easy reading, they have been tabulated at the highest and lowest levels only.

Purchase Price				
Cigar	Lowest (1 stick)	Highest (1 stick)	Lowest (1 box)	Highest (1 box)
Cohiba Siglo 1	\$70	\$100	\$1,650	\$2,500
Cohiba Siglo 11	\$84	\$120	\$1,980	\$3,000
Cohiba Siglo 111	\$104	\$150	\$2,470	\$3,750
Cohiba Siglo IV	\$118	\$170	\$2,805	\$4,250
Cohiba Siglo V	\$132	\$190	\$3,130	\$4,750

Please Note: All prices quoted are in Hong Kong dollars (USD1: HK\$7.8)

### Other News

***Cohiba - Labels Fake ... ring up in smoke!*** Recently, a Hong Kong registered company engaged in the legitimate importation of robusto sized cigars (possibly of Mexican (?) origin) into Hong Kong, and then (allegedly) rebanding them with imitation Cohiba labels, have had their 'cigar-trading activities' severely hampered<sup>#</sup> by Hong Kong's finest.

On closer inspection, it is easy to see how the bogus labels could easily fool any unsuspecting *sheegar afishionado*. It is also alleged that the incorrectly labelled cigars were (mostly) destined for the China market, where - like almost everywhere else on the planet, demand for the genuine article is insatiable. When a phone call was placed to the company in question to enquire whether they had any cigars for sale, it was met with a resounding reply of "\$\*#@!"... erm, I think that translated as "no".

Note: **Cohiba Robusto @ HK\$5,750 / box**<sup>\*</sup> is HK's best selling cigar

<sup>#</sup> Court case pending at time of writing.

<sup>\*</sup> price quote from the Cohiba Divan, Pacific Cigar Co. Ltd as at 24 Oct. '98

<sup>\*\*</sup> price quote from - ( see next article about 'HK's Maverick Cigar Trader' - Ed) - as at 24 Oct. '98

***Pacific Cigar Company Ltd*** - who bill themselves as the *exclusive distributor of all Havana Cigar brands for Asia Pacific* have been tightening-up the credit lines to their loyal retail customers' in the contracting market that is being experienced in Hong Kong at present. It seems - by all accounts, an ill-borne and very short-sighted measure, and one that will (probably) come back to haunt them in the not too distant future. One distressed retailer inferred that *loyalty is earned, not demanded under duress*. It seems that more than a few disgruntled retailers are voting with their purchasing dollars and seeking alternative sources of supply (- in Hong Kong) for Cuban cigars.

***Saint or Sinner - you be the judge?*** Watch out for the upcoming interview with "*Hong Kong's Maverick Cigar Trader*" and up-front supplier of kosher (?) Cuban cigars - available to the trade and the public alike at deliciously attractive discounts e.g. **Cohiba Robusto @ HK\$3,795 / box\*\*** (compare with a/m price - Ed)

**Hong Kong** - in case you were wondering why so much cigar news appears from Hong Kong, given the relatively small population of approx. 6 million? The answer is simple: HK is one of the world's most important financial and commercial centres and the people engaged in making it so, enjoy the finer things in life - including premium cigars. For example, there are more Rolls-Royce and other top-of-the-line autos per square kilometre than anywhere else in the world. Also, This is an exciting city and much does happen here - every day! And, even as this is penned, news reaches my royal ear about 3 new cigar stores about to open! So, watch out for upcoming cigar news from (possibly) the most exciting city on the planet!