



Nat Sherman Launches New York Cuts at TFWA World Exhibition

Luxury tobacco company Nat Sherman will be launching its new king-size New York Cuts at TFWA World Exhibition in Cannes.

New York Cut cigarettes are made from a blend of 100% pure and natural premium tobacco, which is cut wider than in ordinary cigarettes for a smoother, more mellow flavour and then rolled for a slower burn.

Like their predecessors, New York Cuts are entirely free of chemicals and additives, and are crowned with top quality filters for a more enjoyable smoke. However, departing from the familiar flat-boxed style, Nat Sherman has this time produced a king-size cigarette and packaged it in a flip-top pack.

New York Cuts are available in three varieties namely New York Cut Original – an all-natural cigarette that embodies the sophistication of its namesake city; New York Cut Light – a delicate yet savoury taste with a

low tar and nicotine content; and New York Cut Mint – custom-made filters inlaid with mint crystals provide a fresh minty accent without spoiling the natural purity of the tobacco.

Visitors to the TFWA World Exhibition between 24 and 27 October at the Palais des Festivals in Cannes will find New York Cuts alongside the full selection of premium quality Nat Sherman tobacco products at Stand D26 in the Yellow Village.

Bill Sherman, Vice-President Nat Sherman Inc: "Our New York Cuts were launched in the USA this spring. They got an overwhelmingly enthusiastic reception which gives us confidence that they will cut a real dash in travel retail too. We see Cannes as our jumping off point not just into duty free but into domestic markets worldwide.

"These new cigarettes are retailing in the US at USD53 for a carton of 10 packs of 20, which makes them an affordable luxury for the guy who



appreciates really good quality."

Over three generations this family business has perfected the art of making handcrafted cigars and luxury cigarettes of the finest quality for a discerning market. Using traditional production methods combined with creative flair, Nat Sherman has produced some of the most distinctive brands on the market, including Fantasia Lights, Black & Gold, Naturals, Nats cigarillos, and a range of premium quality hand-rolled cigars including Legendary, Fifth Avenue, Host and Metropolitan Selections.

Destileria Porfidio Puts Single Cane Rum In Exhibition Spotlight

Buyers seeking an attractive and high quality alternative to ordinary rums available in travel retail will be able to find Destileria Porfidio's premium Single Cane Rum at the TFWA World Exhibition this year.

Presented in a tall, clear, hand-blown bottle, at the base of which is a distinctive glass palm tree, this eye-catching product is a natural for the discerning travel retail market.

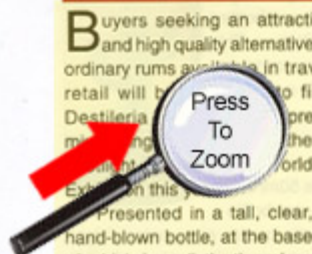
Porfidio Triple-Distilled Single Cane Rum was launched earlier this year in the Americas

and is rapidly establishing a reputation among connoisseurs of top quality aged rum worldwide. Distilled from only the finest sugar cane juice using traditional production methods, Porfidio Single Cane Rum is undiluted and 100% pure. Aged to perfection in ceramic flagons for five years, the result is a product of superb quality with a refined and delicate fresh cane flavour. Ordinary rums, on the other hand, are made from molasses, a cheap by-product of sugar production.

Porfidio Single Cane Rum, and a range of Anejo Single Bar-

rel agave tequila miniatures, can be sampled and enjoyed throughout the TFWA World Exhibition (24-27 October) on stand D3 in Blue Village at the Palais des Festivals, Cannes, France.

Ponciano Porfidio, Destileria Porfidio CEO, says, "Few if any white rums on the market can rival our product for sheer quality and appeal. We are totally committed to quality at every stage from the sugar cane we pick to the labelling of the bottle. Porfidio Single Cane Rum is perfect as a gift or simply self-indulgence. See it, try it, judge for yourself – and prepare to be impressed!"



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