

ESTTA Tracking number: **ESTTA187276**

Filing date: **01/17/2008**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91165519
Party	Plaintiff Corporacion Habanos, S.A.
Correspondence Address	David B. Goldstein Rabinowitz, Boudin, Standard, Krinsky & Lieberman 111 Broadway, 11th Floor New York, NY 10006-1901 UNITED STATES dgoldstein@rbskl.com, cobrien@rbskl.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	David B. Goldstein
Filer's e-mail	dgoldstein@rbskl.com
Signature	/David B. Goldstein/
Date	01/17/2008
Attachments	Supp Rebuttal NOR HC.pdf (32 pages)(2186401 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

CORPORACION HABANOS, S.A.,)	
)	
Opposer,)	Opposition No. 91165519
)	
v.)	
)	
ANNCAS, INC.,)	
)	
Applicant.)	

**OPPOSER CORPORACION HABANOS S.A.'S SUPPLEMENTAL REBUTTAL
NOTICE OF RELIANCE, AND REQUEST FOR LATE FILING**

Opposer Corporacion Habanos, S.A. ("Opposer") hereby notifies the Trademark Trial and Appeal Board and Applicant Anncas, Inc. ("Applicant") that it intends to rely on the following documents described and listed herein, true and accurate copies of which are filed herewith, in the trial of the above-captioned matter; in addition to the previously filed and cited trial testimony and exhibits in this matter. Opposer incorporates by reference its statement in its Rebuttal Notice of Reliance reserving its rights with respect to the documents or testimony proffered by Applicant, including USPTO TESS printouts of non-party marks.

Opposer's rebuttal testimony period closed on January 14, 2008. On that date, Opposer filed its Rebuttal Notice of Reliance with Exhibits ("Rebuttal NOR"), in response to Applicant's Notice of Reliance ("App. NOR"), which included 61 exhibits of USPTO TESS printouts, and to the trial testimony filed by Applicant (which included the 61 exhibits in the App. NOR, and other exhibits). Opposer's Rebuttal NOR, consisting of 28 Exhibits, responded to many of those USPTO TESS printouts, including by providing additional documents from the USPTO TARR and TDR databases.

In filing its Rebuttal NOR on January 14, 2008, Opposer inadvertently failed to include documents in rebuttal to one of Applicant's 61 USPTO TESS printouts, that is, App NOR 7 (FORSECA [*sic*, FONSECA] HABANA SELECCION); also proffered by Applicant as Exhibit 13 to Testimony of William Bock. The documents submitted herewith in rebuttal of said App. NOR 7; Bock Ex. 13, are of the same type and based on the same reasons as other rebuttal exhibits filed by Opposer.

Applicant will suffer no prejudice by the filing and service, including by email, three (3) days after the close of the rebuttal testimony period of the annexed documents responding to one of Applicant's 61 exhibits.

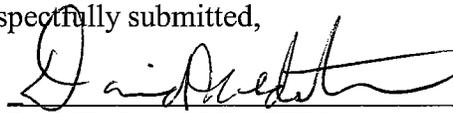
WHEREFORE, Opposer hereby requests that the Board accept its late filing of the following documents in rebuttal to App. NOR 7; Bock Ex. 13.

1. USPTO (TARR and TDR) printouts, including an Office Action and Response, for the Application for FONSECA HABANA SELECCION, Serial No. 77114256; excerpts from Min Ron Nee, *An Illustrated Encyclopedia of Post-Revolution Cigars* (2003); excerpts from Richard B. Perelman, *Perelman's Pocket Cyclopedia of Havana Cigars* (3d ed. 2005); excerpts from Richard B. Perelman, *Perelman's Pocket Cyclopedia of Cigars* (2006 ed.); and printouts showing the packaging used for the referenced mark, from www.cigar.com, reviewed and printed by undersigned counsel for Opposer, which documents are relevant to rebut Applicant's contentions that this application supports its claim to register the mark HAVANA CLUB, including by showing one of the many different ways the PTO has addressed the use of "HAVANA," and that the PTO Examiner was confused and deceived by the mark to believe that the "descriptive wording 'HABANA SELECCION'" "merely describes the geographic origin and the quality of the goods"; and to rebut Applicant's contention that the use of the term

“Havana” in a cigar brand indicates to consumers that the cigar is strong or full bodied; and which provide a more complete and accurate status of this mark in the USPTO than that provided by Applicant. .

Dated: New York, New York
January 17, 2008

Respectfully submitted,



DAVID B. GOLDSTEIN
RABINOWITZ, BOUDIN, STANDARD,
KRINSKY & LIEBERMAN, P.C.
111 Broadway, 11th Floor
New York, New York 10006-1901
Tel: (212) 254-1111
Fax: (212) 674-4614
dgoldstein@rbskl.com

Attorneys for Opposer Corporation Habanos, S.A.

CERTIFICATE OF SERVICE

The undersigned certifies that a true and correct copy of Opposer Corporation Habanos, S.A.’s Supplemental Rebuttal Notice of Reliance, and Exhibit referenced therein, were emailed to, and served upon, Applicant by mailing, postage prepaid, first class United States mail, on January 17, 2008 to:

Jesus Sanchelima, Esq.
SANCHELIMA & ASSOCIATES, P.A.
235 S.W. Le Jeune Road
Miami, FL 33134- 1762
jesus@sanchelima.com
Counsel for Applicant Anncas, Inc.



DAVID B. GOLDSTEIN

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-01-09 16:01:11 ET

Serial Number: 77114256 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

FONSECA HABANA SELECCION

(words only): FONSECA HABANA SELECCION

Standard Character claim: Yes

Current Status: Final review prior to publication has been completed, application will be published for opposition.

Date of Status: 2008-01-03

Filing Date: 2007-02-23

The Information will be/was published in the Official Gazette on 2008-02-05

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 112

Attorney Assigned:
GARDNER DAWNA BERYL Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2008-01-03

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Manufactura de Tabacos (Matasa), S.A.

Address:

Manufactura de Tabacos (Matasa), S.A.
Apartado 708
Santiago
Dominican Rep
Legal Entity Type: Corporation
State or Country of Incorporation: Panama

GOODS AND/OR SERVICES

International Class: 034
Class Status: Active
Cigars
Basis: 1(a)
First Use Date: 2006-10-31
First Use in Commerce Date: 2006-10-31

ADDITIONAL INFORMATION

Disclaimer: "HABANA SELECCION"

Prior Registration Number(s):

1093382
2500970
2806224

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-01-03 - Law Office Publication Review Completed
2008-01-03 - Assigned To LIE
2007-11-16 - Approved for Pub - Principal Register (Initial exam)
2007-11-15 - Teas/Email Correspondence Entered
2007-11-14 - Communication received from applicant
2007-11-14 - TEAS Response to Office Action Received
2007-06-11 - Notification Of Non-Final Action E-Mailed

2007-06-11 - Non-final action e-mailed

2007-06-11 - Non-Final Action Written

2007-06-11 - Assigned To Examiner

2007-02-28 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Julie A. Greenberg

Correspondent

JULIE A. GREENBERG

GIFFORD, KRASS, SPRINKLE, ANDERSON & CIT

PO BOX 7021

TROY, MI 48007-7021

Phone Number: 248-647-6000

Fax Number: 248-647-5210

Document Description: **Offc Action Outgoing** Mail / Create Date: **11-Jun-2007**

[Previous Page](#)

[Next Page](#)

You are currently on page **1** of **2**



To: Manufactura de Tabacos (Matasa), S.A. (docket@patlaw.com)
Subject: TRADEMARK APPLICATION NO. 77114256 - FONSECA HABANA SELEC - MDT-13519/03
Sent: 6/11/2007 5:25:46 PM
Sent As: ECOM112@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/114256

MARK: FONSECA HABANA SELEC

77114256

CORRESPONDENT ADDRESS:

JULIE A. GREENBERG
GIFFORD, KRASS, SPRINKLE,
ANDERSON & CIT
PO BOX 7021
TROY, MI 48007-7021

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Manufactura de Tabacos
(Matasa), S.A.

CORRESPONDENT'S

REFERENCE/DOCKET NO:

MDT-13519/03

CORRESPONDENT E-MAIL ADDRESS:

docket@patlaw.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 6/11/2007

The assigned examining attorney has reviewed the referenced application and determined the following.

No Likelihood of Confusion

The Office records have been searched and no similar registered or pending mark has been found that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

Disclaimer

Applicant must disclaim the descriptive wording “HABANA SELECCION” apart from the mark as shown because it merely describes the geographic origin and the quality of the goods. Trademark Act Section 6, 15 U.S.C. §1056; TMEP §§1213 and 1213.03(a).

The computerized printing format for the Office’s *Trademark Official Gazette* requires a standardized format for a disclaimer. TMEP §1213.08(a)(i). The following is the standard format used by the Office:

No claim is made to the exclusive right to use “HABANA SELECCION” apart from the mark as shown.

See In re Owatonna Tool Co., 231 USPQ 493 (Comm’r Pats. 1983).

Claim of Prior Registrations

If applicant is the owner of U.S. Registration Nos. 1093382, 2500970 and 2806224, then applicant must submit a claim of ownership. 37 C.F.R. §2.36; TMEP §812. The following standard format is suggested:

Applicant is the owner of U.S. Registration Nos. 1093382, 2500970 and 2806224.

Domestic Representative

Applicant may designate a domestic representative upon whom notices or process may be served. If applicant does not designate a domestic representative, notices or process in proceedings affecting the mark may be served on the Director of the United States Patent and Trademark Office. Trademark Act Sections 1(e) and 68(d), 15 U.S.C. §§1051(e) and 1141h(d); 37 C.F.R. §2.24; TMEP §604.

Applicant is encouraged to file a designation of domestic representative online via the USPTO website at <http://www.uspto.gov/teas/index.html>. In addition, the following format may be used to file a Designation of Domestic Representative on paper for submission via regular mail.

DESIGNATION OF DOMESTIC REPRESENTATIVE

_____	_____
Identify the mark	Serial No.
_____	_____
Name of applicant	Date of signature

(Name of domestic representative)

whose postal address is _____

_____ is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

(Signature of applicant)

If the applicant has any questions or needs assistance in responding to this Office action, please call or e-mail the assigned examining attorney.

/D. Beryl Gardner/
Examining Attorney
Law Office 112
571-272-9162 (office)
571-273-9162 (fax)
beryl.gardner@uspto.gov

RESPOND TO THIS ACTION: If there are any questions about the Office action, please contact the assigned examining attorney. A response to this Office Action should be filed using the Office's Response to Office action form available at <http://www.uspto.gov/teas/eTEASpageD.htm>. If notification of this Office action was received via e-mail, no response using this form may be filed for 72 hours after receipt of the notification. **Do not attempt to respond by e-mail as the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

TDR Home

This document may be displayed as a PDF file containing images without text. You may view online or save the entire document by clicking on the file download icon in the upper right corner of this page.

[required PDF viewer]

FAQ: Are you seeing only the first page of this PDF document?

If you need help:

- **General trademark information:** Please e-mail TrademarkAssistanceCenter@uspto.gov, or telephone either 571-272-9250 or 1-800-786-9199.
- **Technical help:** For instructions on how to use TDR, or help in resolving **technical** glitches, please e-mail TDR@uspto.gov. If outside of the normal business hours of the USPTO, please e-mail [Electronic Business Support](mailto:ElectronicBusinessSupport@uspto.gov), or call 1-800-786-9199.
- **Questions about USPTO programs:** Please e-mail [USPTO Contact Center \(UCC\)](mailto:USPTOContactCenter@uspto.gov).

NOTE: Within any e-mail, please include your telephone number so we can talk to you directly, if necessary. Also, include the relevant serial number or registration number, if existing.

Document Description: **Response to Office Action** Mail / Create Date: **14-Nov-2007**PTO Form 1957 (Rev 9/2005)
OMB No. 0651-0050 (Exp. 04/2009)

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77114256
LAW OFFICE ASSIGNED	LAW OFFICE 112
MARK SECTION (no change)	
ARGUMENT(S)	
<u>RESPONSE</u>	
<p>This responds to the Office Action dated June 11, 2007.</p> <p>Applicant acknowledges with appreciation that no confusingly similar marks have been cited under Section 2(d).</p> <p>In response to the Examiner's request, Applicant submits the following disclaimer:</p> <p>No claim is made to use "HABANA SELECCION" apart from the mark as shown.</p> <p>Applicant states that it is the owner of U.S. Registration Nos. 1,093,382; 2,500,970 and 2,806,224.</p> <p>In view of the foregoing, Applicant states that the mark is now in condition for publication and such action is respectfully requested.</p>	
ADDITIONAL STATEMENTS SECTION	
DISCLAIMER	"No claim is made to the exclusive right to use HABANA SELECCION apart from the mark as shown."
PRIOR REGISTRATION(S)	"Applicant claims ownership of U.S. Registration Number (s) 1093382, 2500970, 2806224."
SIGNATURE SECTION	
DECLARATION SIGNATURE	/jag/

SIGNATORY'S NAME	Julie A. Greenberg
SIGNATORY'S POSITION	Attorney for Applicant
DATE SIGNED	11/14/2007
RESPONSE SIGNATURE	/jag/
SIGNATORY'S NAME	Julie A. Greenberg
SIGNATORY'S POSITION	Attorney for Applicant
DATE SIGNED	11/14/2007
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Nov 14 09:49:48 EST 2007
TEAS STAMP	USPTO/ROA-66.178.227.234- 20071114094948325295-7711 4256-410134df99e27f17e339 f4bfe3053ebb454-N/A-N/A-2 0071114094809252042

PTO Form 1957 (Rev 9/2005)
OMB No. 0651-0050 (Exp. 04/2009)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **77114256** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

RESPONSE

This responds to the Office Action dated June 11, 2007.

Applicant acknowledges with appreciation that no confusingly similar marks have been cited under Section 2(d).

In response to the Examiner's request, Applicant submits the following disclaimer:

No claim is made to use "HABANA SELECCION" apart from the mark as shown.

Applicant states that it is the owner of U.S. Registration Nos. 1,093,382; 2,500,970 and

2,806,224.

In view of the foregoing, Applicant states that the mark is now in condition for publication and such action is respectfully requested.

ADDITIONAL STATEMENTS

Disclaimer

"No claim is made to the exclusive right to use HABANA SELECCION apart from the mark as shown."

Claim of Prior Registration(s)

"Applicant claims ownership of U.S. Registration Number(s) 1093382, 2500970, 2806224."

SIGNATURE(S)

Declaration Signature

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii). If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods or services listed in the application as of the application filing date. 37 C.F.R. Secs. 2.34(a)(1)(i). The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. §1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

Signature: /jag/ Date: 11/14/2007
Signatory's Name: Julie A. Greenberg
Signatory's Position: Attorney for Applicant

Response Signature

Signature: /jag/ Date: 11/14/2007
Signatory's Name: Julie A. Greenberg
Signatory's Position: Attorney for Applicant

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a

Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 77114256

Internet Transmission Date: Wed Nov 14 09:49:48 EST 2007

TEAS Stamp: USPTO/ROA-66.178.227.234-200711140949483

25295-77114256-410134df99e27f17e339f4bfe

3053ebb454-N/A-N/A-20071114094809252042

[TDR Home](#)

This document may be displayed as a PDF file containing images without text. You may view online or save the entire document by clicking on the file download icon in the upper right corner of this page.

[required PDF viewer]

[FAQ: Are you seeing only the first page of this PDF document?](#)

If you need help:

- **General trademark information:** Please e-mail TrademarkAssistanceCenter@uspto.gov, or telephone either 571-272-9250 or 1-800-786-9199.
- **Technical help:** For instructions on how to use TDR, or help in resolving **technical** glitches, please e-mail TDR@uspto.gov. If outside of the normal business hours of the USPTO, please e-mail [Electronic Business Support](#), or call 1-800-786-9199.
- **Questions about USPTO programs:** Please e-mail [USPTO Contact Center \(UCC\)](#).

NOTE: Within any e-mail, please include your telephone number so we can talk to you directly, if necessary. Also, include the relevant serial number or registration number, if existing.

AN
ILLUSTRATED
ENCYCLOPAEDIA
OF
POST-REVOLUTION
HAVANA CIGARS

Min Ron NEE

HONORARY CONSULTANT

Adriano MARTÍNEZ RIUS

First Edition January 2003
© Interpro Business Corporation January 2003
Printed in Hong Kong

Published by
Interpro Business Corporation

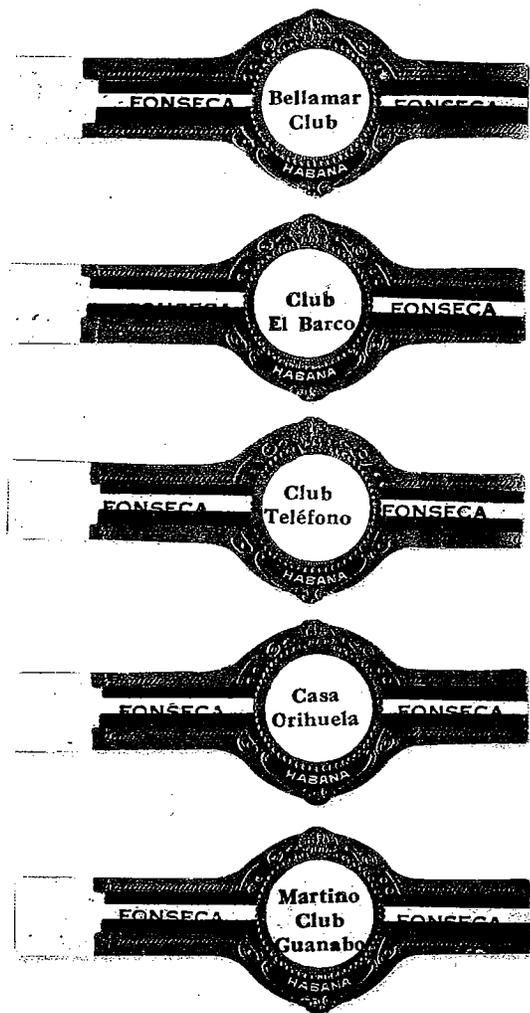
Designed by
Ringo Wong & Media Creative Ltd.
Hong Kong Office
Room 1402, Wanchai Commercial Centre,
194-204 Johnston Road, Wanchai, Hong Kong
Tel : (852) 2891 6587 Fax: (852) 2572 9605
E-mail : mediacr@netvigator.com

Shenzhen Office
1/F East, Block 428, Bagua 3 Road, Shenzhen
Postal Code : 518029
Tel : (0755) 8240 1092 Fax : (0755) 8240 1411
E-mail : mediahk@163.com

Printed by
C & C Offset Printing Co., Ltd.
1/F-7/F, C & C Building,
36 Ting Lai Road, Tai Po, N.T., Hong Kong
Tel : (852) 2666 4988 Fax : (852) 2666 4938
Website : www.candcprinting.com
E-mail : offsetprinting@candcprinting.com

All images marked by ©Cubatabaco and ©Habanos S.A. courtesy of
Cubatabaco and/or Habanos S.A.

All other photographs taken by the author.



A collection of Fonseca vanity cigar bands for various clubs dating from the 1950's. From the very beginning until the Revolution a large part of the business of Fonseca was to produce cigars for the catering business.

(All cigar bands actual sizes. All cigar bands private collection of the author.)

I know miserably little about this brand.

I have smoked one cigar nonetheless. Not bad. But one does not write anything about one cigar, from one old box, on one occasion, unless it is a one-off production, and the only box that can be found, and for a special reason.

Commercial Production

Commercial Name	Factory vitola name	Packaging	Ring gauge	Length (Metric)	Length (Imperial)	Shape
Selección No.301*	Cervantes	2 Rows SBN-b 25's	42	165mm	6 1/2 inches	Parejo
Selección No.302*	Coronas	4 Rows SBN-b 25's	42	142mm	5 1/8 inches	Parejo
Selección No.303*	Marevas	2 Rows SBN-b 25's	42	129mm	5 1/8 inches	Parejo
Selección No.304**		2 Rows SBN-b 25's	40	160mm	6 1/4 inches	Parejo
Selección No.305**		2 Rows SBN-b 25's	42	160mm	6 1/4 inches	Parejo
Selección No.307*	Carolinas	2 Rows SBN-b 25's	26	121mm	4 3/4 inches	Parejo

Source:
 *According to a 1981 Cubatabaco cigar list.
 **By direct measurement from authentic specimens.

Fonseca

A cigar brand.

Pre-Revolution History

In 1892, Francisco E. Fonseca started a factory in Havana and manufactured cigars bearing his name. It was a modest beginning.

Fonseca registered the brand Fonseca in 1907. The address was his factory located at 39 Dragones Street, Havana.

Fonseca was considered a tobacco expert. Because of the immediate tremendous success of his newly registered brand, a new factory was opened in 1911 located at 102 Galiano Street.

Fonseca is believed to be the first Havana brand having cigars wrapped in fine Japanese paper, and the first Havana brand having cigars packed inside tin tubes. The time was the 1910's, before the appearance of aluminium tubes in late 1940's.

Fonseca passed away in 1930 and his widow Donas Teresa Boetticher continued as the head of the prosperous business. The Fonseca brand soon merged with T. Castañeda and G. Montero.

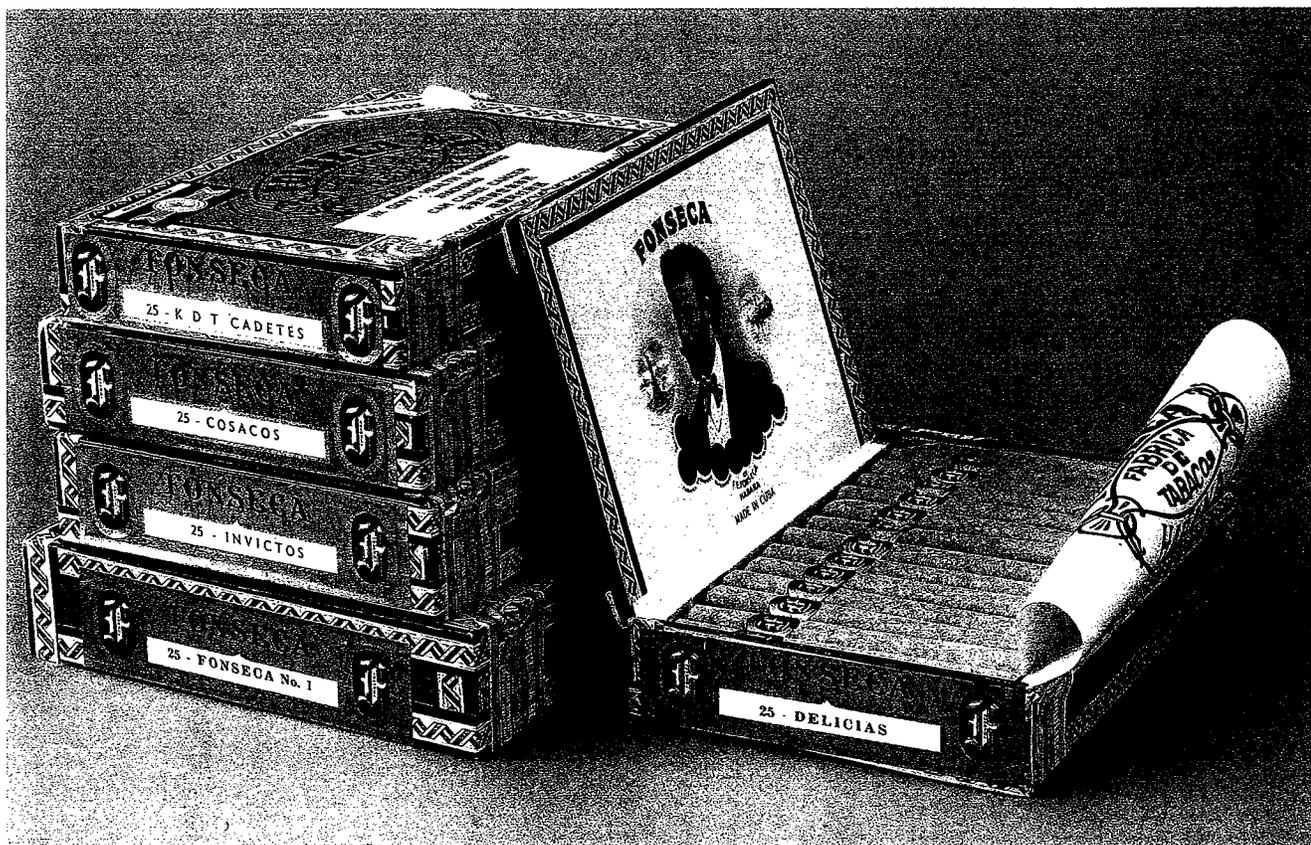
In 1940, the brand Fonseca appeared in the Registry of Exporting Manufacturers under the ownership of the firm Castañeda, Montero, Fonseca S.A. located at 466 Galiano Street. This remained unchanged until the time of Revolution.

Post-Revolution History

Production remained uninterrupted after the Revolution.*
 *Source: Mr. Adriano Martínez.

In a 1975 Spanish cigar catalogue, six models were listed. Five were the ones still produced today, together with a model named Aroma, which is believed to have been deleted sometime before 1980.

Today Fonseca cigars are manufactured at the Lázaro Pena Factory. There are five models. Four hand-mades and one machine-made.



Fonseca cigars.

Fonseca as brand

The Fonseca brand accounted for 4.4% of the export share in 2000 and % in 2001. The brand is very popular in Spain. The brand is also mainly marketed in Canada.

Customers who have often commented that Fonseca cigars are difficult to find should look for them in these two countries.

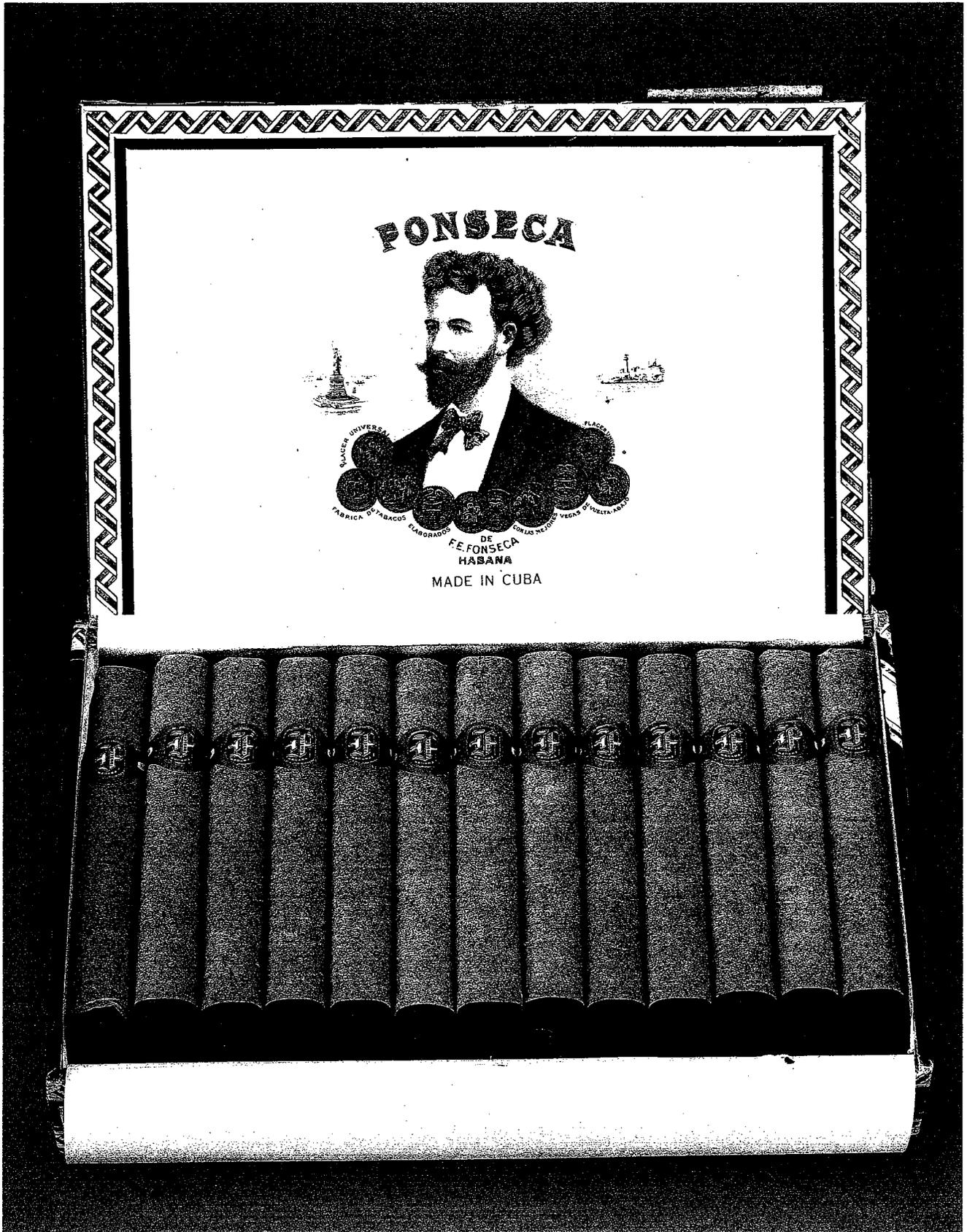
Characteristics of Fonseca cigars

Fonseca cigars are all mild to medium in strength and high in quality. The flavours are subtle aromatic herbal. The mild sugary sweetness is extremely well balanced by a hint of *saltiness*. They have the uniqueness of being superb without much aging needed.

The cigars are all wrapped in fine white tissue paper, the only brand which is produced in this way, and a hallmark of this brand.

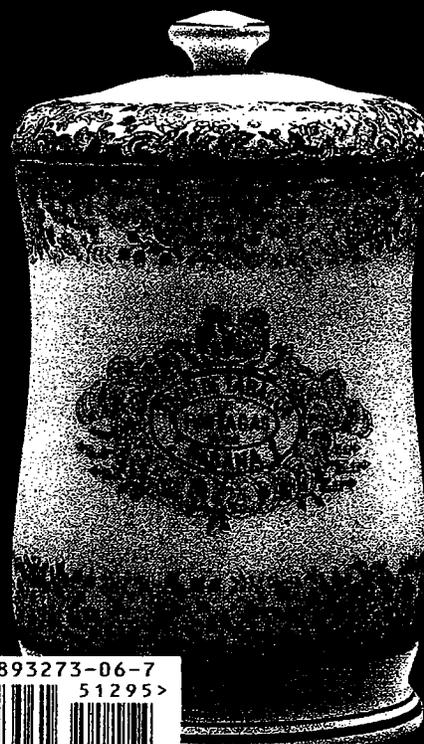
Interesting note:

I happened to see a person smoking a Fonseca cigar with the paper on. No. Fonseca cigars are not giant cigarettes! Do remove the paper before you smoke them.



A box of 1995 Fonseca Invictos.

*Perelman's
Pocket Cyclopedia of
Havana Cigars
Third Edition*



ISBN 1-893273-06-7

5 1295 >



9 781893 273061

Perelman's
Pocket
Cyclopedia of
Havana Cigars
Third Edition

Compiled by
Richard B. Perelman

Published by
PERELMAN
PIONEER &
COMPANY

\$ 12.95 U.S.

Third edition copyright 2005 by Perelman, Pioneer & Company. All rights reserved. Except as permitted under United States law, no part of this publication may be reproduced or distributed in any form, or by any means, or stored in a data retrieval system of any type, without the express, prior, written permission of the publisher.

ISBN 1-893273-06-7

Published in Los Angeles, California, USA, First printing of the third edition, 2005. Printed by Pace-Navigator, Inc. of Industry, California.

On the cover:

A Partagas "Sevilla Humijar" made prior to and after nationalization. originally holding 25 cigars and highly collectible today. Photography by Long Photography (Los Angeles, California).

Please address inquiries to:

**PERELMAN
PIONEER &
COMPANY**

POST OFFICE BOX 67548
CENTURY CITY STATION
LOS ANGELES, CALIFORNIA 90067 USA
www.CigarCyclopedia.com

Perelman's Pocket Cyclopedia of Havana Cigars

Third Edition

TABLE OF CONTENTS

Introduction	1
1. Cuba, Cohiba and Tobacco	5
1.01 Cuba and Columbus	5
1.02 Havana: The Cigar Capital	6
1.03 Cuba, Cigars and the 20th Century	8
1.04 Unification of the Industry	9
1.05 Worldwide Marketing Initiatives	11
1.06 Cuba today	12
2. From Farm to Factory	15
2.01 At the Beginning	15
2.02 The Harvest	19
2.03 Curing	20
2.04 From Brown to Beautiful	21
2.05 The Magic of the Factory	24
2.06 Myths, History and Factory Codes	29
2.07 Shapes and Sizes	36
2.08 Shapes and Sizes: the Extremes	59
2.09 Special Packaging	60
2.10 Special Products and Programs	62
3. Havana Brands and Sizes	69
3.01 About the Listings	69

www.CigarCyclopedia.com

- iii -

www.CigarCyclopedia.com

HAVANA BRANDS & SIZES

FONSECA

A pre-Revolution brand • Handmade.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba



Shape	Fonseca model name	Imperial	Metric
	<i>Handmade models (4):</i>		
Petit Corona	Delicias /short filler/	4 1/4	40 123 15.87
Short Panatela	KDT Cadeles	4 1/4	36 115 14.29
Lonsdale	No. 1	6 3/4	43 162 17.07
Corona	Cosacos	5 3/4	42 135 16.67
	<i>Handmade models now discontinued (2):</i>		
Corona	Atomas	5 1/4	40 140 15.87
Corona Extra	Invictos /perfecto tip/	5 1/4	45 134 17.86
	<i>Machine-made model now discontinued (1):</i>		
Petit Corona	Delicias	4 1/4	40 123 15.87

The image of Francisco Fonseca, who opened his factory in 1891 and trademarked "La Flor de Fonseca" in 1907, still adorns the box today. Fonseca is credited with being the first brand to market cigars stored in metal tubes. Only in limited distribution today, the Fonseca brand is considered to exhibit a rich but mild flavor. Its trademark is the white paper wrapping around all of its shapes. After Fonseca's death, the brand was eventually owned by Castaneda, Montero, Fonseca, S.A. until nationalization.

Fonseca also made "clear Havana" cigars (with all Cuban tobacco) in the U.S. and took advantage of having cigars with the same brand name as one of the world's most famous Port wines. In the 1920s, U.S.-made Fonseca cigars were marketed in metal cases shaped like wine bottles! The top and neck of the bottle lifted off to reveal the cigars in the bottom. The label on the back of a "bottle" of 25 Non Plus Ultra No. 1 cigars from 1929 states "Our specialty is our wrapping paper De Luxe, each cigar is wrapped in Japanese tissue paper and tinfoil; this wrapping insures a sanitary cigar - in which the contact by hand is eliminated -

www.CigarCyclopedia.com

- 86 -

www.CigarCyclopedia.com

HAVANA BRANDS & SIZES

keeps them fresh, retains their aroma and prevents breakage. On the outside wrapper can be printed Monograms, Trade Marks, Photographs, Club Flags or any other inscription desired.

The Delicias shape has been alternately handmade and machine-made in the past. Prior to 2000, this shape was also available in a machine-bunched and hand-finished style.

GISPERT

A pre-Revolution brand • Machine-made.

Wrapper: Cuba

Binder: Cuba

Filler: Cuba



Shape	Gispert model name	Imperial	Metric
	<i>Handmade models now discontinued (11):</i>		
Long Corona	Cenadores	5 7/8	44 150 17.46
Corona	Coronas Grande	5 3/4	44 143 17.46
Corona	Coronas	5 1/4	42 142 16.67
Perfecto	Fancy Tales	6 3/4	44 171 17.46
Short Panatela	Habaneiros No. 2	4 3/4	38 120 15.08
Small Panatela	Miniaturas	4	30 100 11.91
Slim Panatela	Palmitas	6	32 152 12.70
Small Panatela	Panelas	4 7/8	34 125 13.49
Petit Corona	Petit Coronas De Luxe	5	42 129 16.67
Petit Corona	Toledo Chico	4 1/4	43 106 17.07
Small Panatela	Veias	4 3/4	34 117 13.49
	<i>Machine-made (1):</i>		
Petit Corona	Habaneiros No. 2	4 1/4	40 123 15.87

Now only available in machine-made styles, this brand was created in 1940 by Simon Arnauys Peiaez. The blend is regarded as mild-to-medium in strength.

www.CigarCyclopedia.com

- 87 -

www.CigarCyclopedia.com

*Perelman's
Pocket Cyclopedia
of Cigars
2006 edition*



ISBN 1-893273-07-5



5 1 2 9 5 >

9 781893 273078

***Perelman's
Pocket Cyclopedia
of Cigars***

2006 edition

TABLE OF CONTENTS

Introduction	1
1. Cigar Basics	12
1.01 About cigars	12
1.02 Construction	12
1.03 Shapes and sizes	15
1.04 Enjoying cigars	21
2. The Cigar Almanac	24
2.01 Births and deaths	24
2.02 Brand facts	29
2.03 Cigars: large and small	34
2.04 Cigars: special models	36
2.05 The Cigar Bowl	40
3. Handmade Cigars: Listings by Brand	41
4. Machine-Made Cigars: Listings by Brand	558
5. Small Cigars: Listings by Brand	598
6. International Measurement Tables	622

TABLE OF CONTENTS

The index of advertisers and illustrations is on page 24.

Please send comments, inquiries, questions and suggestions
to the author at:

PERELMAN, PIONEER & COMPANY
POST OFFICE BOX 67548
CENTURY CITY STATION
LOS ANGELES, CALIFORNIA 90067 USA

Telephone: (213) 365-7965
Facsimile: (213) 365-7895
Internet: editor@CigarCyclopedia.com

Authoritative, on-line coverage at

≡ CIGARCYCLOPEDIA.COM ≡

*Daily coverage of
cigars, accessories, issues and people*

INTRODUCTION

The renaissance continues.

That's the story in cigars for 2005, as increased consumption led to the introduction and return of more than 100 brands for the second consecutive year.

After receding in five consecutive editions from 2000 through 2004, the number of brands profiled jumped from 1,091 in the 2005 edition to 1,206 for 2006, a jump of almost 11%. The all-time high of 1,448 was reached in 1999. We may get there again.

Here are a few tips to help users of this book, to make your exploration and research efforts more fun:

About this book:

We have provided critical details on a lot of cigars. A total of 1,206 brands are profiled, comprising more than 5,000 models. That's a lot more than the 370 brands we started with in our inaugural edition in 1995.

We note that our listing represents virtually every brand *marketed* nationally. Readers will find some brands which are not listed here, but which are available at his or her local smokeshop. These brands are very likely:

- ▶ Private label or unbranded cigars offered by major manufacturers, on which store names are placed for local sale;
- ▶ House brands produced for individual cigar lounges, mail-order houses or retailers, which are not available through wholesalers for national distribution to tobacco stores;

HANDMADE CIGARS: BRAND LISTINGS

Robusto	Dominica	5	54	Ma
Grand Corona	Barbados	6½	45	Ma

This old brand returned to the market in 2002, thanks to the Arango Cigar Company. Presented in boxes of 25, the Antigua and Barbados shapes are square-pressed and the blend offers a full-bodied smoking experience, thanks to its Connecticut Broadleaf maduro wrapper.

FLORENTINO

Handmade in Esteli, Nicaragua.

Wrapper: Nicaragua Binder: Nicaragua Filler: Honduras, Nicaragua

Shape	Name	Lgth	Ring	Wrapper
Giant	President	8½	52	CM
Churchill	Churchill	7	48	CM
Toro	Toro	6	50	CM
Robusto	Robusto	5	50	CM
Pyramid	Pyramide	7	50	CM
Torpedo	Belicoso	6½	52	CM

Introduced in 1999 by the Arango Cigar Co., this is a medium-to-full-bodied blend featuring a Habana 2000 wrapper grown in Nicaragua. You can enjoy them in bundles of 20.

FONSECA

Handmade in Santiago, Dominican Republic.

Wrapper: USA/Connecticut Binder: Mexico Filler: Dom. Rep.

Shape	Name	Lgth	Ring	Wrapper
Long Corona	8-9-8	6	43	Co
Grand Corona	7-9-9	6½	46	Co-Ma
Double Corona	10-10	7	50	Co-Ma
Robusto	5-50	5	50	Co-Ma
Petit Corona	2-2	4¼	40	Co-Ma
Small Panatela	Minis	4¼	30	Co

www.CigarCyclopedia.com

- 252 -

www.CigarCyclopedia.com

HANDMADE CIGARS: BRAND LISTINGS

Corona	Corona	(tubed)	5½	42	Co
Churchill	Churchill	(tubed)	7	48	Co-Ma
Toro	Toro Grande		6	56	Co-Ma
Pyramid	Triangular		5¼	56	Co-Ma
Toro	Toro		6	50	Co
30th Anniversary Series:					
Perfecto	30th Anniv. Perfecto		5¼	54	Co
Toro	30th Anniv. Toro		6¼	52	Co

One of the world's most famous names in Port is also a respected name in cigars. Medium in body, this refined, cabinet-selection brand debuted in 1962 and was re-introduced in its current blend in 1991. It is blended from the choicest tobaccos grown in the Cibao Valley of the Dominican Republic. The wrapper is outstanding Connecticut Shade (natural) or Connecticut Broadleaf (maduro) leaf. The Triangular shape is one of the hardest to make and offers a rich flavor, concentrated by its conical shape.

The 30th Anniversary Series cigars were introduced in 2005, with the Perfectos offered in boxes of 10 and the Toros in 20s.

FONSECA PREDILECTOS ★ New★

Handmade in Santiago, Dominican Republic.

Wrapper: Cameroon Binder: USA/Connecticut Filler: Dom. Rep., Nicaragua

Shape	Name	Lgth	Ring	Wrapper
Robusto	No. 100	5¼	52	CM
Toro	No. 200	6¼	54	CM
Double Corona	No. 300	7¼	50	CM

Here is a medium-bodied blend with lots of flavor, made by MATASA and introduced by Mike's Cigars in 2005. It's offered in elegant clamshell-style 5x5 boxes of 25 with each cigar resting comfortably in a cedar sleeve.

www.CigarCyclopedia.com

- 253 -

www.CigarCyclopedia.com

HANDMADE CIGARS: BRAND LISTINGS

FONSECA SERIE "F"

Handmade in Santiago, Dominican Republic.

Wrapper: USA/Connecticut Binder: Dom. Rep. Filler: Dom. Rep., Nicaragua

Shape	Name	Lgth	Ring	Wrapper
Robusto	Robusto	5	52	CM
Petit Corona	Breva	4 1/4	43	CM
Toro	Toro	6	50	CM

Introduced in 2002, this is a medium-bodied version of the Fonseca brand, with a dark Connecticut wrapper, offered in elegant boxes of 25.

FONSECA SUN GROWN CEDAR

Handmade in Santiago, Dominican Republic.

Wrapper: USA/Connecticut Binder: Dom. Rep. Filler: Dom. Rep., Nicaragua, Peru

Shape	Name	Lgth	Ring	Wrapper
Lonsdale	No. 1 Lonsdale	6 1/2	44	CM
Torpedo	No. 2 Bellicoso	6 1/4	52	CM
Robusto	No. 3 Wavell	5 1/2	52	CM
Torpedo	No. 4 Petit Bellicoso	4 1/4	50	CM
Churchill	No. 5 Churchill (tubed)	7	48	CM

Here is a new blend with a medium-to-full-bodied flavor, with each cigar encased in individual cedar sleeves. Introduced in 2001, the brand is offered in boxes of 20.

FONSECA VINTAGE COLLECTION

Handmade in Santiago, Dominican Republic.

Wrapper: Ecuador Binder: Dom. Rep. Filler: Dom. Rep.

Shape	Name	Lgth	Ring	Wrapper
Torpedo	Bellicoso	6 1/4	52	CC
Double Corona	Churchill	7	50	CC
Long Corona	Cetros	6	43	CC
Robusto	Robusto	5	50	CC

www.CigarCyclopedia.com

- 254 -

www.CigarCyclopedia.com

HANDMADE CIGARS: BRAND LISTINGS

Grand Corona	Lonsdale	(tubed)	6 1/4	45	CC
Torpedo	Petite Bellicoso		4 1/4	40 <td>CC</td>	CC

This brand was introduced in 1998 and offers a Connecticut-seed wrapper and a medium-to-full-bodied taste. You can find this exquisitely-made range in five sizes and in boxes of 20 or 24.

FRANCO

Handmade in Santiago, Dominican Republic.

Wrapper: USA/Connecticut Binder: Dom. Rep. Filler: Dom. Rep.

Shape	Name	Lgth	Ring	Wrapper
Lonsdale	Condados	6 1/2	44	CM
Corona	Eminentes	5 1/2	42	CM
Long Panatela	Gourmets	7	38	CM
Double Corona	Magnums	7 1/2	50	CM
Torpedo	Pyramids	7	52	CM
Robusto	Regios	5 1/2	50	CM

This is another brand whose availability has been inconsistent until distributed by Mike's Cigars. It's a medium-bodied blend with excellent construction, offered in elegant boxes of 25.

FRANK'S WAY ★ New★

Handmade in Tamboril, Dominican Republic.

Wrapper: Ecuador Binder: Dom. Rep. Filler: Dom. Rep.

Shape	Name	Lgth	Ring	Wrapper
Double Corona	Churchill	7	50	CC
Torpedo	Bellicoso	6	52	CC
Robusto	Robusto	5	50	CC

This is a mild-bodied blend introduced by Felipe Gregorio in 2005, as a salute to legendary singer Frank Sinatra (1915-1998).

www.CigarCyclopedia.com

- 255 -

www.CigarCyclopedia.com

Cigar.com

Live Help

home | cigars | samplers | gifts | accessories | sales | info | account | cart

Cigar.com Humidified Shipping

Cigars > Fonseca Habana Seleccion

brands | search | samplers | suggestions | cigar info



- click to enlarge
- See Pictures (6)
 - Ratings & Reviews

The Fonseca Habana Seleccion is a rare commemorative cigar that is only available at Cigar.com a small number of select retailers worldwide. Blended by master blender Manuel Quesada, the Habana Seleccion flavorful yet smooth medium-bodied cigar.

Fonseca is one of Cuba's oldest and most popular brands, which for the past four decades has also called the Dominican Republic home. Today the brand is in the hands of cigar legend Manuel Quesada who has expanded the borders of many famous Cuban brands such as the Romeo y Julieta. Quesada is considered by many aficionados to be the finest blender in the Dominican Republic, and his Fonseca line is considered one of his crowning achievements.

While most cigar enthusiasts are probably most familiar with the Fonseca Series 'F' and Fonseca Vintage Lines, the Habana Seleccion is one of the rarest and most recent additions to the Fonseca family. It takes a special cigar to commemorate the rich history of the Fonseca name. Before the Habana Seleccion debuted in 2006, Quesada started the blending process three years prior, selecting each wrapper and binder leaf by hand. The Fonseca Habana Seleccion features a Cuban Criollo 98 seed wrapper and Cuban seed binder both grown in Nicaragua. These choice leaves encase a filler that is aged for at least 5 years. The result is a very rare commemorative cigar that can only be found at Cigar.com and less than a dozen other retailers worldwide.

Dominican, Natural

Black Prince

8.7 x 48		Single	\$9.20	✓ In Stock
		Box of 10	\$79.95	✓ In Stock

Cadetes

4.5 x 44		Single	\$4.88	✓ In Stock
		Box of 20	\$84.95	✓ In Stock

Cosacos

5 x 48	 	Single	\$5.75	✓ In Stock
		Box of 20	\$99.95	✓ In Stock

Delicias

6 x 43	 	Single	\$5.20	✓ In Stock
		Box of 20	\$89.95	✓ In Stock

Invictos

6 x 50	 	Single	\$6.36	✓ In Stock
		Box of 20	\$109.95	✓ In Stock

Seleccion No. 1

7 x 50	 	Single	\$6.90	✓ In Stock
		Box of 20	\$119.95	✓ In Stock

[Add items to cart](#)

Items with ✓ ship same day if ordered before 3:00pm EST on business days.
Need something faster? Call 800.357.9800 to make special arrangements.

 = Reviews

 = Add as favorite



800.357.9800 | service@cigar.com | [Feedback](#) | [Search](#)
©1999-2008 Cigar.com, Inc. All rights reserved.
[Terms of use](#) | [Privacy statement](#)

Cigar.com

