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

Proceeding	92025859
Party	Defendant General Cigar Co., Inc.
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Signature	/Andrew L. Deutsch/
Date	09/29/2020
Attachments	GC Exs Part 76.pdf(4101269 bytes) GC Exs Part 77.pdf(5852089 bytes) GC Exs Part 78.pdf(5328894 bytes) GC Exs Part 79.pdf(4372648 bytes) GC Exs Part 80.pdf(5761159 bytes) GC Exs Part 81.pdf(4125653 bytes) GC Exs Part 82.pdf(2334515 bytes)

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 641, Def. Dep Ex. Ossip 413

DEFENDANT'S
DEPOSITION
EXHIBIT
Ossip-13
8/27/01

A STUDY TO MEASURE THE EXTENT TO WHICH TRACFONE AND THE NAMES "TRAC" AND "TRAC PLUS" ARE ASSOCIATED WITH THE TRAC CELLULAR PHONE RENTAL ACCOUNTING SYSTEM

PREPARED FOR:
SKADDEN, ARPS, SLATE, MEAGHER & FLOM
NEW YORK, NY

PREPARED BY:
ALVIN OSSIP
MARKETING RESEARCH CONSULTANT

APRIL 1999

DEFENDANT'S
EXHIBIT
D 641

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I. BACKGROUND AND PURPOSE

Topp Telecom, Inc. ("Topp Telecom") markets prepaid cellular telephone calling cards, under the name TRACFONE. Purchasers redeem these cards for airtime on cellular phones they own which have been programmed by TRACFONE.

Telemac Cellular Corporation ("Telemac") markets a real time cellular telephone rental accounting system under the name TRAC. This accounting and billing system is used by organizations that are involved in the short term rental of cellular phones, such as car rental agencies and hotels Telemac has challenged the use of the name "TRACFONE" by Topp Telecom

A study was commissioned by Skadden, Arps, Slate, Meagher & Flom LLP, legal counsel for Topp Telecom, to measure the extent to which TRACFONE or the name TRAC or TRAC PLUS is associated with Telemac's accounting service or product by current users of the TRACFONE prepaid calling cards. In addition, the study sought information that would help understand the general level of opportunity for the typical TRACFONE card user to encounter the TRAC accounting system.

II. STUDY AUTHORSHIP AND RESPONSIBILITY

This study was planned and supervised by Alvin Ossip, an independent marketing research consultant of 11 Homewood Road, Hartsdale, New York. Mr. Ossip is a very experienced survey researcher who has been involved in many studies concerned with issues of trademark, trade dress and advertising perception. He has conducted many studies that have been used in legal proceedings. Attached, as Appendix C is Mr. Ossip's resume and a list of cases in which he has testified as an expert at trial or by deposition within the past four years.

The interviewing for this study was conducted by TMR, Inc. of Broomall, Pennsylvania, a company specializing in telephone interviewing.

III. STUDY DESIGN OVERVIEW

The study reported here was based on telephone interviews conducted with 151 TRACFONE prepaid cellular telephone card users who had called in to redeem or activate such a card during the month of February 1999.

Respondents were selected from a random sample drawn from about 63,000 redeemers of a TRACFONE prepaid card during that period. Since an individual may have redeemed more than once, duplicates, based on similar telephone numbers, were removed before the sample was drawn.

Telephone calls were made to those listed in this sample and cooperation was solicited The initial questions obtained information about some aspects of TRACFONE card usage. This was followed by questions inquiring as to what other products, services or companies were associated with the company that operates TRACFONE.

Q 4 Do you know of any other products or services that are offered by the company that operates Trac-Fone?

Q.5 Do you know of any other company or companies that Trac-Fone is associated with or connected with?

Respondents were then asked about their awareness of the names TRAC or TRAC PLUS used by other companies or products or services.

Q 6 Have you ever seen or heard of the name TRAC – spelled T-R-A-C - used by any other company?

Q 7a Have you ever seen or heard of the name TRAC – spelled T-R-A-C- used by any type of service or any type of product?

Q.8. Have you ever seen or heard of the name TRAC PLUS- spelled T-R-A-C P-L-U-S- used by any type of company or product or service?

If the respondent answered in the affirmative to any of the above five questions they were then probed to obtain more information. Respondents were then asked some questions about their experience with renting cellular telephones and their recent experience in renting cars. The interview concluded with some demographic questions.

IV. RESEARCH CONCLUSIONS

Not a single respondent associated the company that operates TRACFONE or the names TRAC or TRAC PLUS with a telephone accounting system

The TRACFONE card redeemers seem to have had little opportunity to encounter the TRAC cellular telephone rental accounting system.

> Only a small proportion of them (11%) have ever rented a cellular phone, with almost all of them having done so only once. Only one respondent had rented a cellular phone through a car rental company or a hotel.

This research shows that the use by Topp Telecom of the TRACFONE mark does not benefit from any goodwill associated with Telemac's TRAC or TRAC PLUS names, as redeemers of TRACFONE prepaid cellular telephone calling cards are unaware of the Telemac names For this reason also, Telemac's TRAC and TRAC PLUS names have acquired little or no secondary meaning among redeemers of TRACFONE prepaid cards.

This study was based only upon redeemers of Topp Telecom's TRACFONE prepaid cards because information regarding consumers of Telemac's TRAC and TRAC PLUS products and services was not available.

V. RESEARCH FINDINGS

These findings are based on telephone interviews with 151 recent redeemers of the TRACFONE prepaid cellular phone calling cards.

Products, services or companies associated with TRACFONE

No one associated the company that operates TRACFONE with a cellular telephone rental accounting system.

About 16% associated TRACFONE with another company or product, largely with a retailer of the phone cards (Radio Shack), or a maker of the phones used by TRACFONE or of a telephone carrier.

(See Summary Table 1)

Awareness of use of the name TRAC or TRAC PLUS

Only 3% of respondents indicated having ever seen or heard of the name TRAC or TRAC PLUS used by any specific company, product or service, and none linked it to a telephone rental accounting system.

(See Summary Table 2)

TRACFONE card redeemers' experience with renting cellular phones

About 11% had ever rented a cellular phone with almost all of them having done so only once

Only one respondent had ever rented a cellular phone from a rental car company or from a hotel. (See Summary Table 3)

TRACFONE card redeemers' recent experience with renting cars

About 20% had rented a car in the past twelve months, but only 3% had used the car for business with their company paying for the rental.

(See Summary Table 4)

TRACFONE card usage information

Usage of the card skewed sharply for personal versus business use.

The bulk of the card redeemers started using a TRACFONE card within the past six months

(See Summary Table 5)

Demographics of TRAC-FONE card redeemers

The card redeemers were about evenly split between men and women.

(See Summary Table 6)

VI. SUMMARY TABLE 1

ASSOCIATIONS WITH COMPANY THAT OPERATES "TRACFONE" (a)

	All Respondents
Total Respondents	(151) 100%
Percent who mentioned any specific product/service/company associated with TRACFONE	16
Other products or services offered by TRACFONE	1
Cigarette lighters & accessories- 1 mention Telephone case & car charger- 1 mention	
Companies associated or connected with TRACFONE	15
Radio Shack	(6)
Motorola	(1)
All Tel	(1)
One mention each:	
Uniden, 7-11, Topp-Telecom,Cellular 1, Comcast, Bell Atlantic, Golden Eagle, GTE, Air Tech, 360 Communications	

(a) Based on the following questions:

Q 4. Do you know of any other products or services that are offered by the company that operates Track-Phone?

Q.4a. (IF YES) What other products or services are offered by the company that operates Track-Phone?
Q.4b. Any others?

Q.5. Do you know of any other company or companies that Track-Phone is associated with or connected with?

Q.5a (IF YES) What company or companies is Track-Phone associated with or connected with?
Q 5b What makes you say they are associated or connected?

SUMMARY TABLE 2

AWARENESS OF THE NAME "TRAC" OR "TRAC PLUS" USED BY ANY COMPANY, SERVICE OR PRODUCT (a)

	All Respondents
Total Respondents	(151) 100%
Percent who have seen or heard of TRAC or TRAC PLUS used by any company/service/product (b)	3

Razor blades - 2 mentions
Gym equipment - 1 mention
Remote control toy cars- 1 mention

(a) Based on the following questions:

Q 6 Have you ever seen or heard of the name TRACK – spelled T-R-A-C- used by any other company?

Q 6a. (IF YES) What company was or is it used by?
Q.6b. What makes you say that?

Q.7a Have you ever seen or heard of the name TRACK – spelled T-R-A-C- used by type of service or any type of product?

Q 7b What service or product was or is it used by?
Q.7c. What makes you say that?

Q 8. Have you ever seen or heard of the name TRACK PLUS- spelled T-R-A-C P-L-U-S- used by any type of company or product or service?

Q 8b (IF YES) What company or product or service was or is it used by?
Q 8c. What makes you say that?

(b) Excludes those who mentioned having seen or heard of name but did not mention a specific company, service or product.

SUMMARY TABLE 3

TRACFONE CARD REDEEMERS' EXPERIENCE WITH RENTING CELLULAR PHONES (a)

	All Respondents	
Total Respondents	(151) 100%	
Percent who have ever rented a cellular phone	11	
Ever rented a cellular phone from a rental car company or hotel	1	
No. of different times rented		
1		(1)
Ever rented a cellular phone from any other type of company	10	
No. of different times rented		
1		(9)
2-3		(1)

(a) Based on the following questions:

Q.9. Have you ever rented a cellular phone from a rental car company or a hotel?

Q 9a. (IF YES) About how many different times would you say you have rented a cellular phone from a rental car company or a hotel?

Q 10. Not including any phone you own, have you ever rented a cellular phone from any other type of company such as a telephone company or a rental center?

Q.10a. (IF YES) About how many different times would you say you have rented a cellular phone from such a company?

SUMMARY TABLE 4

TRACFONE CARD REDEEMERS' RECENT EXPERIENCE WITH RENTING CARS (a)

	All Respondents	
Total Respondents	(151) 100%	
Percent who rented a car in past 12 months	20	
No of different times rented		
1		(11)
2		(4)
3-4		(3)
5 or more		(2)
Used for business and company paid for it	3	

(a) Based on the following questions

Q 11 Within the past 12 months, have you rented a car?

Q 11a. (IF YES) About how many different times did you rent a car in the past12 months?
Q 11b In the past 12 months did you rent a car for business use that your company paid for?

SUMMARY TABLE 5

TRACFONE CARD REDEEMERS' USAGE PATTERNS (a)

	All Respondents
Total Respondents	(151) 100%
When first started using TRACFONE cards	
Within past 6 months	73
6-11 months ago	17
1-2 years ago	11
More than 2 years ago	-
What TRACFONE cards mostly used for	
Mostly for personal use	68
Mostly for business use	8
About equally for person and business use	24

(a) Based on the following questions:

Q 1 About how long ago did you first start using Track-Phone prepaid telephone cards? (READ ONLY IF NECESSARY) Was it:

Longer than 2 years ago
1 to 2 years ago
6 to 11 months ago
Within the past 6 months

Q.3. Do you use Track-Phone telephone cards :

Mostly for personal use or
Mostly for business use
(DO NOT READ) About equally for personal and business

Note: Subsets may not add to 100% due to rounding.

SUMMARY TABLE 6

TRACFONE CARD REDEEMERS' DEMOGRAPHICS

	All Respondents
Total Respondents	(151) 100%
Sex	
Male	52
Female	48
Age	
Under 18	3
18-34	42
35-49	33
50 and over	23
Education	
Less than high school	15
High school graduate	46
Some college, technical school	21
College graduate	15
Beyond college	3
Total Household Annual Income	
Under $50M	63
$50-$75M	21
Over $75M	15
Refused	2

VII. METHODOLOGY DETAIL

Respondent Qualification and Selection

A listing was obtained of all TRACFONE card purchasers who called that company to redeem (activate) a prepaid cellular telephone card during February 1999. Since an individual may redeem more than one time within the period, duplicate listings of callers with the same telephone number were deleted to produce a listing of about 63,000 redeemers. A random sample of names was then drawn for use in this survey.

Telephone calls were then made to those listed in the sample to solicit cooperation for the survey. Calling times were set so that listings in each time zone were properly represented Calls were made on weekdays from mid-afternoon through mid-evening and on the weekend from mid-morning to mid-evening A total of 150 completed interviews was felt to be adequate for the purposes of this study

Interviewing Procedures

Interviews were conducted from a telephone interviewing center located in Parsippany New Jersey.

All interviewers were personally briefed by the Project Supervisor as to study procedures and each interviewer conducted a practice interview. The interviews with respondents were computer assisted, with the questionnaire programmed into the computer so the appropriate questions would appear on the computer monitor for the interviewer to read. The interviewer then entered responses on the computer keyboard.

Neither the interviewers nor the respondents were informed of the specific purpose of the study or of the study's sponsor.

Callbacks were made at different times and/or days to reach potential respondents not available when called. All potential respondents were offered a $15 incentive to cooperate in the study. This produced a 79% cooperation rate among those contacted and asked to participate.

Once cooperation was obtained from the listed individual, three initial questions were asked about their TRACFONE card usage (when they first started using the cards, their satisfaction level and whether they used the cards mostly for personal or business use). This was followed by several questions aimed at determining whether they associated TRACFONE with any other products, service or company. (Note that TRACFONE was spelled differently in the questionnaire used to avoid any interviewer pronunciation problem)

Q 4 Do you know of any other products or services that are offered by the company that operates Track-Phone?

Q 4a (IF YES) What other products or services are offered by the company that operates Track-Phone?
Q 4b. Any others?

Q 5 Do you know of any other company or companies that Track-Phone is associated with or connected with?

Q 5a (IF YES) What company or companies is Track-Phone associated with or connected with?
Q 5b What makes you say they are associated or connected?

They were then asked a series of three questions relating to whether they had ever seen or heard of the name TRAC or TRAC PLUS used by any other company, product or service.

Q 6. Have you ever seen or heard of the name TRACK – spelled T-R-A-C- used by any other company?

Q 6a. (IF YES) What company was or is it used by?
Q 6b. What makes you say that?

Q 7a Have you ever seen or heard of the name TRACK – spelled T-R-A-C- used by type of service or any type of product?

Q.7b. What service or product was or is it used by?
Q 7c What makes you say that?

Q 8 Have you ever seen or heard of the name TRACK PLUS- spelled T-R-A-C P-L-U-S- used by any type of company or product or service?

Q.8b (IF YES) What company or product or service was or is it used by?
Q 8c What makes you say that?

They were then questioned about their cellular telephone rental experience and their recent car rental experience. The interview concluded with the asking of several demographic questions

A small number of business numbers appeared in the sample drawn These were either telephone card retailers or business card buyers Since no individual was named, no interview was conducted. In a small number of cases a language problem existed with the potential respondent precluding completion of an interview.

As is customary in surveys of this type, respondents, or those with a household member, who works in a job or industry that might give them special knowledge of the topic under study (in this case, working for a telephone company or a company that rents phones) were excluded from the tabulations. This occupation information was obtained at the end of the interview and resulted in 4 out of the 155 respondents interviewed being excluded.

· Interviews were conducted between March 13-19, 1999

A copy of the questionnaire appears in Appendix A

Study Validation

The on-duty supervisor in the central interviewing facility monitored some of the on-going interviews. In addition, more than three-fourths of respondents were recontacted by different interviewers to verify that they had been interviewed. All verified that they had been interviewed

Tabulation of Results

Responses were run off the computer program on which they had been recorded. Mr Ossip then reviewed and tabulated these responses

The verbatim responses of the respondents appear In Appendix B.

The foregoing constitutes my findings and opinions in this matter. I hereby certify that the foregoing is true and correct to my best knowledge and belief, under penalty of perjury

Alvin Ossip

APPENDIX A

```
*** QUESTION #  1 ***
*****************************************
*                                       *
*                                       *
*                                       *
*  Title: TELEPHONE CARD STUDY          *
*  Client: AL OSSIP                     *
*  Programmed: JENNIFER REID            *
*  Date: MARCH 9, 1999                  *
*  TMR #                                *
*                                       *
*****************************************
  GO TO Q. #  2 ====>  <  1 > Study Information
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION #  2 ***
*SAMPLE ELEMENT #1
  GO TO Q. #  3 ====>  <  1 > [1]##
-- ANSWER REQUIRED --

*** QUESTION #  3 ***
*SAMPLE ELEMENT #2
  GO TO Q. #  4 ====>  <  1 > [2]##
-- ANSWER REQUIRED --

*** QUESTION #  4 ***
*SAMPLE ELEMENT #3
  GO TO Q. #  5 ====>  <  1 > [3]##
-- ANSWER REQUIRED --

*** QUESTION #  5 ***
*SAMPLE ELEMENT #4
  GO TO Q. #  6 ====>  <  1 > [4]##
-- ANSWER REQUIRED --

*** QUESTION #  6 ***
*SAMPLE ELEMENT #5
  GO TO Q. #  7 ====>  <  1 > [5]##
-- ANSWER REQUIRED --

*** QUESTION #  7 ***
*SAMPLE ELEMENT #6
  GO TO Q. #  8 ====>  <  1 > [6]##
-- ANSWER REQUIRED --

*** QUESTION #  8 ***
*SAMPLE ELEMENT #7
  GO TO Q. #  9 ====>  <  1 > [7]##
-- ANSWER REQUIRED --

*** QUESTION #  9 ***
```

```
*SAMPLE ELEMENT #8
 GO TO Q. # 10 ====>  <  1 > [8]##
 ANSWER REQUIRED --

*** QUESTION # 10 ***
*SAMPLE ELEMENT #9
 GO TO Q. # 11 ====>  <  1 > [9]##
-- ANSWER REQUIRED --

*** QUESTION # 11 ***
*SAMPLE ELEMENT #10
 GO TO Q. # 12 ====>  <  1 > [10]##
-- ANSWER REQUIRED --

*** QUESTION # 12 ***
*SAMPLE ELEMENT #11
 GO TO Q. # 13 ====>  <  1 > [11]##
-- ANSWER REQUIRED --

*** QUESTION # 13 ***
*SAMPLE ELEMENT #12
 GO TO Q. # 14 ====>  <  1 > [12]##
-- ANSWER REQUIRED --

*** QUESTION # 14 ***
*SAMPLE ELEMENT #13
 GO TO Q. # 15 ====>  <  1 > [13]##
 ANSWER REQUIRED --

*** QUESTION # 15 ***
*SAMPLE ELEMENT #14
 GO TO Q. # 16 ====>  <  1 > [14]##
-- ANSWER REQUIRED --

*** QUESTION # 16 ***
*SAMPLE ELEMENT #15
 GO TO Q. # 17 ====>  <  1 > [15]##
-- ANSWER REQUIRED --

*** QUESTION # 17 ***
*SAMPLE ELEMENT #16
 GO TO Q. # 18 ====>  <  1 > [16]##
-- ANSWER REQUIRED --

*** QUESTION # 18 ***
*SAMPLE ELEMENT #17
 GO TO Q. # 19 ====>  <  1 > [17]##
-- ANSWER REQUIRED --

*** QUESTION # 19 ***
*SAMPLE ELEMENT #18
 GO TO Q. # 20 ====>  <  1 > [18]##
-- ANSWER REQUIRED --

* QUESTION # 20 ***
```

*SAMPLE ELEMENT #19
GO TO Q. # 21 ====> < 1 > [19]##
-- ANSWER REQUIRED --

*** QUESTION # 21 ***
*SAMPLE ELEMENT #20
GO TO Q. # 22 ====> < 1 > [20]##
-- ANSWER REQUIRED --

*** QUESTION # 22 ***
INTERVIEWER:
IS THIS A COMPANY NAME:
. [1]##
IF SO ENTER IT AS A BUSINESS NUMBER IF NOT HIT CONTINUE
.
GO TO Q. # 23 ====> < 1 > Continue
DISP CODE # 13 ====> < 2 > Business name

*** QUESTION # 23 ***
!INTRO
(COOPERATION IS ONLY TO BE SOLICITED FROM LISTED NAMES WHO SPEAK ENGLISH AND HAVE NO OBVIOUS LANGUAGE PROBLEM. IF ENGLISH LANGUAGE PROBLEM, RECORD THIS ON RESPONDENT LIST)
.
Hello. May I please speak to [1]##
.
(IF SPECIFIC PERSON NOT AT HOME OR BUSY, ASK WHEN THAT PERSON WILL BE AVAILABLE FOR CALL BACK. ONLY INTERVIEW THE PERSON WHOSE NAME IS LISTED)

GO TO Q. # 24 ====> < 1 > Continue
DISP CODE # 9 ====> < 2 > Not home callback
DISP CODE # 6 ====> < 3 > Refused
DISP CODE # 8 ====> < 4 > Language Barrier
DISP CODE # 14 ====> < 5 > No such person

*** QUESTION # 24 ***
Good morning/afternoon, I'm [I]##,
We are doing a short survey among selected customers of TRACK-PHONE telephone cards like you, and we would appreciate your help. (PAUSE) We will send you $15 if you will give us about 5 minutes of your time now to answer some questions.
.
(IF CALLER AGREES, CONTINUE. IF CALLER WISHES TO DO IT ANOTHER TIME, SET APPOINTMENT)
.
NAME: [1]##
.
NOTES: [9]##
.
GO TO Q. # 27 ====> < 1 > Continue
GO TO Q. # 25 ====> < 2 > NOTES
DISP CODE # 2 ====> < 3 > Busy
DISP CODE # 11 ====> < 4 > No Answer
DISP CODE # 12 ====> < 5 > Answering Machine
DISP CODE # 5 ====> < 6 > CallBack (Non-Specific)

DISP CODE # 9 ====> < 7 > CallBack (Specific)
DISP CODE # 7 ====> < 8 > Fax/Modem Line
DISP CODE # 8 ====> < 9 > Language Barrier
DISP CODE # 10 ====> < 10 > Call Substitute Number
DISP CODE # 6 ====> < 11 > Initial Refusal

*** QUESTION # 25 ***
!NOTES
.
Enter any notes that would be helpful on the next call.
.
GO TO Q. # 26 ====> < 1 > NOTES
-- ANSWER REQUIRED --

*** QUESTION # 26 ***
*SAMPLE UPDATE NOTES
GO TO Q. # 24 ====> < 1 > SAMPLE UPDATE
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 27 ***
*QUOTA EVALUATION
GO TO Q. # 29 ====> < 1 > QUOTA
-- ANSWER REQUIRED --

*** QUESTION # 28 ***
Thank you for your time those are all the questions I hav.

DISP CODE # 20 ====> < 1 > TERM
-- ANSWER REQUIRED --

*** QUESTION # 29 ***
1.
About how long ago did you first start using TRACK-PHONE prepaid telephone cards?
.
. (READ ONLY IF NECESSARY) Was it:
.
GO TO Q. # 30 ====> < 1 > Longer than 2 years ago
GO TO Q. # 30 ====> < 2 > 1 to 2 years ago
GO TO Q. # 30 ====> < 3 > 6 to 11 months ago
GO TO Q. # 30 ====> < 4 > Within the past 6 months

*** QUESTION # 30 ***
2.
How satisfied are you with using these telephone cards? Would you say that you are (READ):
.
GO TO Q. # 31 ====> < 1 > Very satisfied
GO TO Q. # 31 ====> < 2 > Somewhat satisfied
GO TO Q. # 31 ====> < 3 > Somewhat unsatisfied
GO TO Q. # 31 ====> < 4 > Very unsatisfied

*** QUESTION # 31 ***

Do you use your TRACK-PHONE telephone cards (READ):

GO TO Q. # 32 ====> < 1 > Mostly for personal use or
GO TO Q. # 32 ====> < 2 > Mostly for business use
GO TO Q. # 32 ====> < 3 > (DO NOT READ) About equally for personal and business

*** QUESTION # 32 ***
4.
Do you know of any other products or services that are offered by the company that operates TRACK-PHONE?
.
GO TO Q. # 33 ====> < 1 > Yes
GO TO Q. # 36 ====> < 2 > No
GO TO Q. # 36 ====> < 3 > Don't know

*** QUESTION # 33 ***
!if yes continue else skip to Q5.
4a.
What other products or services are offered by the company that operates TRACK-PHONE?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 34 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 34 ***
4b. (PROBE) Any others?
.
GO TO Q. # 35 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 35 ***
4c.
What makes you say that they offer this (these)?
.
GO TO Q. # 36 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 36 ***
5.
Do you know of any other company or companies that TRACK-PHONE is associated with or connected with?
.
GO TO Q. # 37 ====> < 1 > Yes
GO TO Q. # 39 ====> < 2 > No
GO TO Q. # 39 ====> < 3 > Don't know

*** QUESTION # 37 ***
!if yes continue else skip to Q6.
5a.

What company or companies is TRACK-PHONE associated with or connected with?

PROBE FOR SPECIFICS

GO TO Q. # 38 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 38 ***
5b.
What makes you say that they are associated or connected?

GO TO Q. # 39 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 39 ***
6.
Have you EVER seen or heard of the name TRACK- spelled T-R-A-C - used by any other company?

GO TO Q. # 40 ====> < 1 > Yes
GO TO Q. # 42 ====> < 2 > No
GO TO Q. # 42 ====> < 3 > Don't know

*** QUESTION # 40 ***
If yes continue else skip to Q7.
What company was or is it used by?

PROBE FOR SPECIFICS

GO TO Q. # 41 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 41 ***
6b.
What makes you say that?

PROBE FOR SPECIFICS

GO TO Q. # 42 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 42 ***
7a.
Have you EVER seen or heard of the name TRACK- spelled T-R-A-C - used by any type of service or any type of product?

GO TO Q. # 43 ====> < 1 > Yes
GO TO Q. # 45 ====> < 2 > No
GO TO Q. # 45 ====> < 3 > Don't know

*** QUESTION # 43 ***
IF YES CONTINUE ELSE SKIP TO Q8.
7b.
What service or product was or is it used by?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 44 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 44 ***
7c.
What makes you say that?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 45 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 45 ***
8.
Have you EVER seen or heard of the name TRAC- PLUS- spelled T-R-A-C
P-L-U-S -used by any type of company or product or service?
.
GO TO Q. # 46 ====> < 1 > Yes
GO TO Q. # 48 ====> < 2 > No
GO TO Q. # 48 ====> < 3 > Don't know

*** QUESTION # 46 ***
8a.
What company, or product or service was or is it used by?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 47 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 47 ***
8b.
What makes you say that?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 48 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 48 ***
9.
Have you ever rented a cellular phone from a rental car company or a hotel?

GO TO Q. # 49 ====> < 1 > Yes
GO TO Q. # 50 ====> < 2 > No
GO TO Q. # 50 ====> < 3 > Don't remember

*** QUESTION # 49 ***
!IF YES CONTINUE ELSE SKIP TO Q10.
9a.
About how many different times would you say you have rented a cellular phone from a rental car company or a hotel?

RECORD EXACT NUMBER

GO TO Q. # 50 ====> < 1 > OPEN
-- NUMERIC OPEN END - RANGE IS 1. THRU 100.--
-- ANSWER REQUIRED --

*** QUESTION # 50 ***
10.
Not including any phone you own, have you ever rented a cellular phone from any other type of company, such as a telephone company or a rental center?

GO TO Q. # 51 ====> < 1 > Yes
GO TO Q. # 52 ====> < 2 > No
GO TO Q. # 52 ====> < 3 > Don't remember

*** QUESTION # 51 ***
!IF YES CONTINUE ELSE SKIP TO Q11.
10a.
About how many different times would you say you have rented a cellular phone from such a company?

RECORD EXACT NUMBER

GO TO Q. # 52 ====> < 1 > OPEN
-- NUMERIC OPEN END - RANGE IS 1. THRU 100.--
-- ANSWER REQUIRED --

*** QUESTION # 52 ***
11.
Within the past 12 months, have you rented a car?

GO TO Q. # 53 ====> < 1 > Yes
GO TO Q. # 55 ====> < 2 > No
GO TO Q. # 55 ====> < 3 > Don't remember

*** QUESTION # 53 ***
!IF YES CONTINUE ELSE SKIP TO Q12.
11a.
About how many different times did you rent a car in the past 12 months?

RECORD EXACT NUMBER

GO TO Q. # 54 ====> < 1 > OPEN

-- NUMERIC OPEN END - RANGE IS 1. THRU 100.--
ANSWER REQUIRED --

*** QUESTION # 54 ***
11b.
In the past 12 months did you rent a car for business use that your company paid for?

GO TO Q. # 55 ====> < 1 > Yes
GO TO Q. # 55 ====> < 2 > No
GO TO Q. # 55 ====> < 3 > Don't remember

*** QUESTION # 55 ***
12.
Now just a few questions for classification purposes only.

What was the last grade of school you completed? (DO NOT READ)

GO TO Q. # 56 ====> < 1 > Less than high school graduate
GO TO Q. # 56 ====> < 2 > High school graduate
GO TO Q. # 56 ====> < 3 > Some college, technical school
GO TO Q. # 56 ====> < 4 > College graduate
GO TO Q. # 56 ====> < 5 > Beyond college
GO TO Q. # 56 ====> < 6 > Refused

*** QUESTION # 56 ***
13.
To which of these age groups do you fall? (READ LIST)

GO TO Q. # 57 ====> < 1 > Under 18
GO TO Q. # 57 ====> < 2 > 18 to 34
GO TO Q. # 57 ====> < 3 > 35 to 49
GO TO Q. # 57 ====> < 4 > 50 and over
GO TO Q. # 57 ====> < 5 > (DO NOT READ) Refused

*** QUESTION # 57 ***
14.
Do you or does anyone living in your household work

(READ LIST AND RECORD EACH ANSWER)

GO TO Q. # 58 ====> < 1 > For a telephone company
GO TO Q. # 58 ====> < 2 > For a company that rents phones
GO TO Q. # 58 ====> < 3 > None
-- MULTI-PUNCH --

*** QUESTION # 58 ***
15.
Would you say that the total yearly income of your household is (READ)

GO TO Q. # 59 ====> < 1 > Over $50,000
GO TO Q. # 60 ====> < 2 > Under $50,000
GO TO Q. # 60 ====> < 3 > (DO NOT READ) About or exactly $50,000
GO TO Q. # 60 ====> < 4 > (DO NOT READ) Refused

** QUESTION # 59 ***

!IF OVER 50,000 CONTINUE ELSE SKIP TO Q16.
15a.
Would you say your household income is (READ);
.
GO TO Q. # 60 ====> < 1 > Over $75,000 or
GO TO Q. # 60 ====> < 2 > Under $75,000
GO TO Q. # 60 ====> < 3 > (DO NOT READ) About or exactly $75,000
GO TO Q. # 60 ====> < 4 > (DO NOT READ) Refused

*** QUESTION # 60 ***
16.
INTERVIEWER:
RECORD WITHOUT ASKING
.
GO TO Q. # 61 ====> < 1 > Male
GO TO Q. # 61 ====> < 2 > Female

*** QUESTION # 61 ***
17.
Thank you for your help. To whom should we send the $15 cooperation fee
To what address? (OBTAIN FOLLOWING INFORMATION):
.
Name
Address
City, State and zip code
.
GO TO Q. # 62 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 62 ***
!CLOSING
.
Thank You for your time and cooperation.
.
GO TO Q. # 63 ====> < 1 > CLOSING
-- TEXT SCREEN --

*** QUESTION # 63 ***
*SAMPLE ELEMENT # NOTES (72)
GO TO Q. # 64 ====> < 1 > []##
-- ANSWER REQUIRED --

```
*** QUESTION #  1 ***
*****************************************
*                                       *
*                                       *
*                                       *
*  Title: TELEPHONE CARD STUDY          *
*  Client: AL OSSIP                     *
*  Programmed: JENNIFER REID            *
*  Date: MARCH 9, 1999                  *
*  TMR #                                *
*                                       *
*****************************************
  GO TO Q. #  2 ====>  <  1 > Study Information
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION #  2 ***
*SAMPLE ELEMENT #1
  GO TO Q. #  3 ====>  <  1 > [1]##
-- ANSWER REQUIRED --

*** QUESTION #  3 ***
*SAMPLE ELEMENT #2
  GO TO Q. #  4 ====>  <  1 > [2]##
-- ANSWER REQUIRED --

*** QUESTION #  4 ***
*SAMPLE ELEMENT #3
  GO TO Q. #  5 ====>  <  1 > [3]##
-- ANSWER REQUIRED --

*** QUESTION #  5 ***
*SAMPLE ELEMENT #4
  GO TO Q. #  6 ====>  <  1 > [4]##
-- ANSWER REQUIRED --

*** QUESTION #  6 ***
*SAMPLE ELEMENT #5
  GO TO Q. #  7 ====>  <  1 > [5]##
-- ANSWER REQUIRED --

*** QUESTION #  7 ***
*SAMPLE ELEMENT #6
  GO TO Q. #  8 ====>  <  1 > [6]##
-- ANSWER REQUIRED --

*** QUESTION #  8 ***
*SAMPLE ELEMENT #7
  GO TO Q. #  9 ====>  <  1 > [7]##
-- ANSWER REQUIRED --

*** QUESTION #  9 ***
```

```
*SAMPLE ELEMENT #8
  GO TO Q. # 10 ====>  <  1 > [8]##
-- ANSWER REQUIRED --

*** QUESTION # 10 ***
*SAMPLE ELEMENT #9
  GO TO Q. # 11 ====>  <  1 > [9]##
-- ANSWER REQUIRED --

*** QUESTION # 11 ***
*SAMPLE ELEMENT #10
  GO TO Q. # 12 ====>  <  1 > [10]##
-- ANSWER REQUIRED --

*** QUESTION # 12 ***
*SAMPLE ELEMENT #11
  GO TO Q. # 13 ====>  <  1 > [11]##
-- ANSWER REQUIRED --

*** QUESTION # 13 ***
*SAMPLE ELEMENT #12
  GO TO Q. # 14 ====>  <  1 > [12]##
-- ANSWER REQUIRED --

*** QUESTION # 14 ***
*SAMPLE ELEMENT #13
  GO TO Q. # 15 ====>  <  1 > [13]##
-- ANSWER REQUIRED --

*** QUESTION # 15 ***
*SAMPLE ELEMENT #14
  GO TO Q. # 16 ====>  <  1 > [14]##
-- ANSWER REQUIRED --

*** QUESTION # 16 ***
*SAMPLE ELEMENT #15
  GO TO Q. # 17 ====>  <  1 > [15]##
-- ANSWER REQUIRED --

*** QUESTION # 17 ***
*SAMPLE ELEMENT #16
  GO TO Q. # 18 ====>  <  1 > [16]##
-- ANSWER REQUIRED --

*** QUESTION # 18 ***
*SAMPLE ELEMENT #17
  GO TO Q. # 19 ====>  <  1 > [17]##
-- ANSWER REQUIRED --

*** QUESTION # 19 ***
*SAMPLE ELEMENT #18
  GO TO Q. # 20 ====>  <  1 > [18]##
-- ANSWER REQUIRED --

*** QUESTION # 20 ***
```

*SAMPLE ELEMENT #19
GO TO Q. # 21 ====> < 1 > [19]##
-- ANSWER REQUIRED --

*** QUESTION # 21 ***
*SAMPLE ELEMENT #20
GO TO Q. # 22 ====> < 1 > [20]##
-- ANSWER REQUIRED --

*** QUESTION # 22 ***
INTERVIEWER:
IS THIS A COMPANY NAME:
. [1]##
IF SO ENTER IT AS A BUSINESS NUMBER IF NOT HIT CONTINUE
.
GO TO Q. # 23 ====> < 1 > Continue
DISP CODE # 13 ====> < 2 > Business name

*** QUESTION # 23 ***
!INTRO
(COOPERATION IS ONLY TO BE SOLICITED FROM LISTED NAMES WHO SPEAK ENGLISH AND HAVE NO OBVIOUS LANGUAGE PROBLEM. IF ENGLISH LANGUAGE PROBLEM, RECORD THIS ON RESPONDENT LIST)
.
Hello. May I please speak to [1]##
.
(IF SPECIFIC PERSON NOT AT HOME OR BUSY, ASK WHEN THAT PERSON WILL BE AVAILABLE FOR CALL BACK. ONLY INTERVIEW THE PERSON WHOSE NAME IS LISTED)

GO TO Q. # 24 ====> < 1 > Continue
DISP CODE # 9 ====> < 2 > Not home callback
DISP CODE # 6 ====> < 3 > Refused
DISP CODE # 8 ====> < 4 > Language Barrier
DISP CODE # 14 ====> < 5 > No such person

*** QUESTION # 24 ***
Good morning/afternoon, I'm [I]##,
We are doing a short survey among selected customers of TRACK-PHONE telephone cards like you, and we would appreciate your help. (PAUSE) We will send you $15 if you will give us about 5 minutes of your time now to answer some questions.
.
(IF CALLER AGREES, CONTINUE. IF CALLER WISHES TO DO IT ANOTHER TIME, SET APPOINTMENT)
.
NAME: [1]##
.
NOTES: [9]##
.
GO TO Q. # 27 ====> < 1 > Continue
GO TO Q. # 25 ====> < 2 > NOTES
DISP CODE # 2 ====> < 3 > Busy
DISP CODE # 11 ====> < 4 > No Answer
DISP CODE # 12 ====> < 5 > Answering Machine
DISP CODE # 5 ====> < 6 > CallBack (Non-Specific)

DISP CODE # 9 ====> < 7 > CallBack (Specific)
DISP CODE # 7 ====> < 8 > Fax/Modem Line
DISP CODE # 8 ====> < 9 > Language Barrier
DISP CODE # 10 ====> < 10 > Call Substitute Number
DISP CODE # 6 ====> < 11 > Initial Refusal

*** QUESTION # 25 ***
!NOTES
.
Enter any notes that would be helpful on the next call.
.
GO TO Q. # 26 ====> < 1 > NOTES
-- ANSWER REQUIRED --

*** QUESTION # 26 ***
*SAMPLE UPDATE NOTES
GO TO Q. # 24 ====> < 1 > SAMPLE UPDATE
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 27 ***
*QUOTA EVALUATION
GO TO Q. # 29 ====> < 1 > QUOTA
-- ANSWER REQUIRED --

*** QUESTION # 28 ***
Thank you for your time those are all the questions I hav.

DISP CODE # 20 ====> < 1 > TERM
-- ANSWER REQUIRED --

*** QUESTION # 29 ***
1.
About how long ago did you first start using TRACK-PHONE prepaid telephone cards?
.
. (READ ONLY IF NECESSARY) Was it:
.
GO TO Q. # 30 ====> < 1 > Longer than 2 years ago
GO TO Q. # 30 ====> < 2 > 1 to 2 years ago
GO TO Q. # 30 ====> < 3 > 6 to 11 months ago
GO TO Q. # 30 ====> < 4 > Within the past 6 months

*** QUESTION # 30 ***
2.
How satisfied are you with using these telephone cards? Would you say that you are (READ):
.
GO TO Q. # 31 ====> < 1 > Very satisfied
GO TO Q. # 31 ====> < 2 > Somewhat satisfied
GO TO Q. # 31 ====> < 3 > Somewhat unsatisfied
GO TO Q. # 31 ====> < 4 > Very unsatisfied

*** QUESTION # 31 ***
3.

Do you use your TRACK-PHONE telephone cards (READ):

GO TO Q. # 32 ====> < 1 > Mostly for personal use or
GO TO Q. # 32 ====> < 2 > Mostly for business use
GO TO Q. # 32 ====> < 3 > (DO NOT READ) About equally for personal and business

*** QUESTION # 32 ***
4.
Do you know of any other products or services that are offered by the company that operates TRACK-PHONE?

GO TO Q. # 33 ====> < 1 > Yes
GO TO Q. # 36 ====> < 2 > No
GO TO Q. # 36 ====> < 3 > Don't know

*** QUESTION # 33 ***
!if yes continue else skip to Q5.
4a.
What other products or services are offered by the company that operates TRACK-PHONE?

PROBE FOR SPECIFICS

GO TO Q. # 34 ====> < 1 > OPEN
-- MULTI-PUNCH --
- ANSWER REQUIRED --

*** QUESTION # 34 ***
4b. (PROBE) Any others?

GO TO Q. # 35 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 35 ***
4c.
What makes you say that they offer this (these)?

GO TO Q. # 36 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 36 ***
5.
Do you know of any other company or companies that TRACK-PHONE is associated with or connected with?

GO TO Q. # 37 ====> < 1 > Yes
GO TO Q. # 39 ====> < 2 > No
GO TO Q. # 39 ====> < 3 > Don't know

*** QUESTION # 37 ***
!if yes continue else skip to Q6.

What company or companies is TRACK-PHONE associated with or connected with?

PROBE FOR SPECIFICS

GO TO Q. # 38 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 38 ***
5b.
What makes you say that they are associated or connected?

GO TO Q. # 39 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 39 ***
6.
Have you EVER seen or heard of the name TRACK- spelled T-R-A-C - used by any other company?

GO TO Q. # 40 ====> < 1 > Yes
GO TO Q. # 42 ====> < 2 > No
GO TO Q. # 42 ====> < 3 > Don't know

*** QUESTION # 40 ***
If yes continue else skip to Q7.
6a.
What company was or is it used by?

PROBE FOR SPECIFICS

GO TO Q. # 41 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 41 ***
6b.
What makes you say that?

PROBE FOR SPECIFICS

GO TO Q. # 42 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 42 ***
7a.
Have you EVER seen or heard of the name TRACK- spelled T-R-A-C - used by any type of service or any type of product?

GO TO Q. # 43 ====> < 1 > Yes
GO TO Q. # 45 ====> < 2 > No
GO TO Q. # 45 ====> < 3 > Don't know

*** QUESTION # 43 ***
IF YES CONTINUE ELSE SKIP TO Q8.
7b.
What service or product was or is it used by?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 44 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 44 ***
7c.
What makes you say that?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 45 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 45 ***
8.
Have you EVER seen or heard of the name TRAC- PLUS- spelled T-R-A-C P-L-U-S -used by any type of company or product or service?
.
GO TO Q. # 46 ====> < 1 > Yes
GO TO Q. # 48 ====> < 2 > No
GO TO Q. # 48 ====> < 3 > Don't know

*** QUESTION # 46 ***
8a.
What company, or product or service was or is it used by?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 47 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 47 ***
8b.
What makes you say that?
.
. PROBE FOR SPECIFICS
.
GO TO Q. # 48 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 48 ***
9.
Have you ever rented a cellular phone from a rental car company or a hotel?

GO TO Q. # 49 ====> < 1 > Yes
GO TO Q. # 50 ====> < 2 > No
GO TO Q. # 50 ====> < 3 > Don't remember

*** QUESTION # 49 ***
!IF YES CONTINUE ELSE SKIP TO Q10.
9a.
About how many different times would you say you have rented a cellular phone from a rental car company or a hotel?

RECORD EXACT NUMBER

GO TO Q. # 50 ====> < 1 > OPEN
-- NUMERIC OPEN END - RANGE IS 1. THRU 100.--
-- ANSWER REQUIRED --

*** QUESTION # 50 ***
10.
Not including any phone you own, have you ever rented a cellular phone from any other type of company, such as a telephone company or a rental center?

GO TO Q. # 51 ====> < 1 > Yes
GO TO Q. # 52 ====> < 2 > No
GO TO Q. # 52 ====> < 3 > Don't remember

*** QUESTION # 51 ***
!IF YES CONTINUE ELSE SKIP TO Q11.
10a.
About how many different times would you say you have rented a cellular phone from such a company?

RECORD EXACT NUMBER

GO TO Q. # 52 ====> < 1 > OPEN
-- NUMERIC OPEN END - RANGE IS 1. THRU 100.--
-- ANSWER REQUIRED --

*** QUESTION # 52 ***
11.
Within the past 12 months, have you rented a car?

GO TO Q. # 53 ====> < 1 > Yes
GO TO Q. # 55 ====> < 2 > No
GO TO Q. # 55 ====> < 3 > Don't remember

*** QUESTION # 53 ***
!IF YES CONTINUE ELSE SKIP TO Q12.
11a.
About how many different times did you rent a car in the past 12 months?

RECORD EXACT NUMBER

GO TO Q. # 54 ====> < 1 > OPEN

-- NUMERIC OPEN END - RANGE IS 1. THRU 100.--
ANSWER REQUIRED --

*** QUESTION # 54 ***
11b.
In the past 12 months did you rent a car for business use that your company paid for?

GO TO Q. # 55 ====> < 1 > Yes
GO TO Q. # 55 ====> < 2 > No
GO TO Q. # 55 ====> < 3 > Don't remember

*** QUESTION # 55 ***
12.
Now just a few questions for classification purposes only.

What was the last grade of school you completed? (DO NOT READ)

GO TO Q. # 56 ====> < 1 > Less than high school graduate
GO TO Q. # 56 ====> < 2 > High school graduate
GO TO Q. # 56 ====> < 3 > Some college, technical school
GO TO Q. # 56 ====> < 4 > College graduate
GO TO Q. # 56 ====> < 5 > Beyond college
GO TO Q. # 56 ====> < 6 > Refused

*** QUESTION # 56 ***
13.
Into which of these age groups do you fall? (READ LIST)

GO TO Q. # 57 ====> < 1 > Under 18
GO TO Q. # 57 ====> < 2 > 18 to 34
GO TO Q. # 57 ====> < 3 > 35 to 49
GO TO Q. # 57 ====> < 4 > 50 and over
GO TO Q. # 57 ====> < 5 > (DO NOT READ) Refused

*** QUESTION # 57 ***
14.
Do you or does anyone living in your household work

(READ LIST AND RECORD EACH ANSWER)

GO TO Q. # 58 ====> < 1 > For a telephone company
GO TO Q. # 58 ====> < 2 > For a company that rents phones
GO TO Q. # 58 ====> < 3 > None
-- MULTI-PUNCH --

*** QUESTION # 58 ***
15.
Would you say that the total yearly income of your household is (READ):

GO TO Q. # 59 ====> < 1 > Over $50,000
GO TO Q. # 60 ====> < 2 > Under $50,000
GO TO Q. # 60 ====> < 3 > (DO NOT READ) About or exactly $50,000
GO TO Q. # 60 ====> < 4 > (DO NOT READ) Refused

*** QUESTION # 59 ***

!IF OVER 50,000 CONTINUE ELSE SKIP TO Q16.
15a.
Would you say your household income is (READ);

GO TO Q. # 60 ====> < 1 > Over $75,000 or
GO TO Q. # 60 ====> < 2 > Under $75,000
GO TO Q. # 60 ====> < 3 > (DO NOT READ) About or exactly $75,000
GO TO Q. # 60 ====> < 4 > (DO NOT READ) Refused

*** QUESTION # 60 ***
16.
INTERVIEWER:
RECORD WITHOUT ASKING

GO TO Q. # 61 ====> < 1 > Male
GO TO Q. # 61 ====> < 2 > Female

*** QUESTION # 61 ***
17.
Thank you for your help. To whom should we send the $15 cooperation fee
To what address? (OBTAIN FOLLOWING INFORMATION):

Name
Address
City, State and zip code

GO TO Q. # 62 ====> < 1 > OPEN
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 62 ***
!CLOSING

Thank You for your time and cooperation.

GO TO Q. # 63 ====> < 1 > CLOSING
-- TEXT SCREEN --

*** QUESTION # 63 ***
*SAMPLE ELEMENT # NOTES (72)
GO TO Q. # 64 ====> < 1 > []##
-- ANSWER REQUIRED --

APPENDIX B

TRACK

	A	B	C	D	E	F
1	Resp #	Q1	Q2	Q3	Q4	Q4a
2	000002	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
3	000024	1 to 2 years ago	Very Satisfied	About equally for personal and business	No	
4	000033	Within the past 6 months	Very Satisfied	About equally for personal and business	No	
5	000053	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
6	000044	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
7	000080	Within the past 6 months	Very Satisfied	Mostly for personal use	Yes	COULD GET CIGARETTE LIGHTERS AND ACCESSORIES
8	000086	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
9	000120	1 to 2 years ago	Very Satisfied	Mostly for personal use	No	
10	000055	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
11	000146	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
12	000167	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
13	000082	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
14	000182	Within the past 6 months	Somewhat Unsatisfied	Mostly for personal use	Don't know	
15	000198	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
16	000201	6 to 11 months ago	Very Satisfied	Mostly for personal use	No	
17	000216	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
18	000221	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
19	000017	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
20	000039	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
21	000048	Within the past 6 months	Somewhat Satisfied	Mostly for business use	No	
22	000065	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
23	000077	Within the past 6 months	Somewhat Satisfied	Mostly for business use	No	
24	000081	1 to 2 years ago	Very Satisfied	Mostly for personal use	No	
25	000031	1 to 2 years ago	Very Satisfied	Mostly for personal use	No	
26	000097	1 to 2 years ago	Somewhat Satisfied	Mostly for personal use	No	
27	000104	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
28	000118	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
29	000132	1 to 2 years ago	Very Satisfied	Mostly for personal use	No	
30	000136	Within the past 6 months	Somewhat Satisfied	Mostly for business use	No	
31	000162	6 to 11 months ago	Somewhat Unsatisfied	Mostly for business use	No	
32	000174	Within the past 6 months	Somewhat Unsatisfied	Mostly for personal use	No	
33	000185	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
34	000195	6 to 11 months ago	Very Unsatisfied	Mostly for business use	No	

	G	H	I
1	Q4b	Q5	Q5a
2		No	
3		No	
4		No	
5		No	
6		No	
7	READ IT IN THE BROCHURE THAT CAME WITHTHE PHONE CARD	No	
8		No	
9		No	
10		No	
11		Yes	MOTOROLLA
12		No	
13		No	
14		No	
15		No	
16		No	
17		No	
18		No	
19		No	
20		Don't know	
21		No	
22		No	
23		No	
24		No	
25		No	
26		No	
27		No	
28		No	
29		No	
30		No	
31		No	
32		No	
33		No	
34		No	

	J	K	L	M	N
1	Q5b	Q6	Q6a	Q6b	Q7
2		No			No
3		No			No
4		No			No
5		No			No
6		No			No
7		No			No
8		No			No
9		No			No
10		No			No
11	CAUSE THE PHONE IS MOTOROLLS	No			No
12		No			Don't know
13		No			No
14		No			No
15		No			No
16		No			No
17		No			No
18		No			No
19		No			No
20		No			No
21		No			No
22		No			No
23		No			No
24		No			No
25		No			No
26		No			No
27		No			No
28		No			No
29		No			No
30		No			No
31		No			No
32		No			No
33		No			No
34		No			No

	O	P	Q	R	S
1	Q7a	Q7b	Q8	Q8a	Q8b
2			No		
3			No		
4			No		
5			No		
6			No		
7			No		
8			No		
9			No		
10			No		
11			No		
12			No		
13			No		
14			No		
15			No		
16			Yes	I'VE SEEN TRAC PLUS BUT I'M NOT SURE WHERE	I DON'T KNOW
17			No		
18			No		
19			No		
20			No		
21			No		
22			No		
23			No		
24			No		
25			No		
26			No		
27			No		
28			No		
29			No		
30			No		
31			Don't know		
32			No		
33			No		
34			No		

	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF
1	Q9	Q9a	QYes0	Q10a	Q11	Q11a	Q11b	Q12	Q13	Q14	Q15	Q15a	Q16
2	No		Yes	001	No			High School graduate	50 and over	None	Over $50,000	Under $75,000	Male
3	No		No		No			High School graduate	50 and over	None	Under $50,000		Male
4	No		No		No			Less than high school graduate	35 to 49	None	Under $50,000		Female
5	No		No		No			High School graduate	35 to 49	None	Over $50,000	Under $75,000	Male
6	No		No		Yes	001	No	Some college, technical school	18 to 34	None	Under $50,000		Female
7	No		No		No			High School graduate	18 to 34	None	Under $50,000		Female
8	No		No		No			Some college, technical school	18 to 34	None	Over $50,000	Over $75,000	Male
9	No		Yes	001	No			High School graduate	35 to 49	None	Under $50,000		Female
10	No		No		No			Less than high school graduate	18 to 34	None	Under $50,000		Male
11	No		No		No			Some college, technical school	18 to 34	None	Under $50,000		Male
12	No		No		No			Some college, technical school	18 to 34	None	Under $50,000		Female
13	No		No		No			Some college, technical school	18 to 34	For a company that rents phones	Under $50,000		Female
14	No		No		No			Some college, technical school	50 and over	None	Over $50,000	Under $75,000	Female
15	No		No		No			Less than high school graduate	18 to 34	For a telephone company	Under $50,000		Male
16	No		Yes	001	No			Less than high school graduate	35 to 49	None	Over $50,000	Over $75,000	Female
17	No		No		No			High School graduate	18 to 34	None	Under $50,000		Female
18	No		No		No			High School graduate	18 to 34	None	Under $50,000		Female
19	No		No		No			High School graduate	18 to 34	None	Under $50,000		Female
20	No		No		No			High School graduate	18 to 34	None	Under $50,000		Female
21	No		No		No			Less than high school graduate	Under 18	None	Refused		Male
22	No		No		No			Less than high school graduate	Under 18	None	Under $50,000		Female
23	No		Yes	001	No			High School graduate	35 to 49	None	Under $50,000		Male
24	No		No		Yes	001	No	High School graduate	35 to 49	None	Under $50,000		Female
25	No		Yes	001	Yes	003	No	High School graduate	35 to 49	None	Over $50,000	Under $75,000	Male
26	No		No		No			High School graduate	35 to 49	None	Under $50,000		Male
27	No		Yes	001	No			High School graduate	35 to 49	None	Under $50,000		Male
28	No		No		No			High School graduate	35 to 49	None	Under $50,000		Female
29	No		No		Yes	002	No	College graduate	50 and over	None	Under $50,000		Female
30	No		No		No			High School graduate	18 to 34	None	Under $50,000		Male
31	No		No		No			High School graduate	50 and over	None	Over $50,000	Under $75,000	Male
32	No		No		No			Beyond College	50 and over	None	Over $50,000	Under $75,000	Female
33	No		No		No			Less than high school graduate	18 to 34	None	Under $50,000		Female
34	No		Yes	001	No			High School graduate	50 and over	None	Under $50,000		Female

	A	B	C	D	E	F
35	Resp #	Q1	Q2	Q3	Q4	Q4a
36	000203	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
37	000040	6 to 11 months ago	Very Satisfied	Mostly for personal use	No	
38	000051	6 to 11 months ago	Very Satisfied	Mostly for personal use	No	
39	000066	Within the past 6 months	Very Satisfied	About equally for personal and business	No	
40	000076	6 to 11 months ago	Very Satisfied	Mostly for personal use	No	
41	000100	Within the past 6 months	Very Unsatisfied	Mostly for personal use	No	
42	000119	6 to 11 months ago	Very Satisfied	Mostly for personal use	No	
43	000123	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
44	000134	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
45	000139	6 to 11 months ago	Somewhat Satisfied	About equally for personal and business	No	
46	000148	6 to 11 months ago	Very Satisfied	About equally for personal and business	No	
47	000168	Within the past 6 months	Very Satisfied	About equally for personal and business	No	
48	000184	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
49	000196	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
50	000153	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
51	000204	6 to 11 months ago	Somewhat Satisfied	Mostly for personal use	No	
52	000208	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
53	000121	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
54	000085	6 to 11 months ago	Somewhat Satisfied	Mostly for personal use	No	
55	000249	Within the past 6 months	Very Unsatisfied	Mostly for personal use	No	
56	000256	1 to 2 years ago	Somewhat Unsatisfied	About equally for personal and business	No	
57	000265	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
58	000101	1 to 2 years ago	Very Satisfied	Mostly for personal use	No	
59	000301	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
60	000306	Within the past 6 months	Very Unsatisfied	About equally for personal and business	No	
61	000327	6 to 11 months ago	Very Satisfied	Mostly for personal use	No	
62	000333	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
63	000348	1 to 2 years ago	Very Satisfied	Mostly for personal use	No	
64	000353	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
65	000235	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
66	000154	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
67	000271	6 to 11 months ago	Somewhat Satisfied	Mostly for personal use	No	
68	000113	Within the past 6 months	Very Satisfied	Mostly for personal use	No	

	G	H	I
35	Q4b	Q5	Q5a
36		Yes	7-11
37		No	
38		No	
39		No	
40		Yes	TOPS TELECON
41		No	
42		No	
43		No	
44		No	
45		No	
46		No	
47		No	
48		No	
49		No	
50		Yes	RADIO SHACK
51		No	
52		No	
53		No	
54		No	
55		No	
56		No	
57		No	
58		No	
59		Yes	CELLULAR 1
60		No	
61		No	
62		Yes	UNIDEN
63		No	
64		No	
65		No	
66		No	
67		No	
68		No	

	J	K	L	M	N
35	Q5b	Q6	Q6a	Q6b	Q7
36	I BOUGHT THE PHONE THERE AND THE CARD	No			No
37		No			No
38		No			No
39		Yes	I DON'T REMEMBER THE NAME	I SAW IN PASSING AT A RESTAURANT	Yes
40	BECAUSE I WORK WITH RADIO SHACK, AND THATS WHO GO THRU	No			No
41		No			No
42		No			No
43		No			No
44		No			No
45		No			No
46		No			No
47		No			No
48		No			No
49		No			No
50	THAT WERE I BOUGHT IT FROM	No			No
51		No			No
52		No			No
53		No			No
54		No			No
55		No			No
56		No			No
57		No			No
58		No			No
59	THEY TOLD ME TO CALL CELLULAR 1	No			No
60		No			Yes
61		No			No
62	BECAUSE THATS WHAT MY FRIEND HAS	No			No
63		No			No
64		No			No
65		No			No
66		No			No
67		No			No
68		No			No

	O	P	Q	R	S
35	Q7a	Q7b	Q8	Q8a	Q8b
36			No		
37			No		
38			No		
39	REMOTE CONTROL TOY CARS	I SAW IT AT HOBBY SHOP	No		
40			No		
41			No		
42			No		
43			No		
44			No		
45			No		
46			No		
47			No		
48			No		
49			No		
50			No		
51			No		
52			No		
53			No		
54			No		
55			No		
56			No		
57			No		
58			No		
59			No		
60	RAZER BLADES	JUST THE SAME NAME	No		
61			No		
62			No		
63			No		
64			No		
65			Yes	don't remember	I don't remember
66			No		
67			No		
68			No		

	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF
35	Q9	Q9a	QYes0	Q10a	Q11	Q11a	Q11b	Q12	Q13	Q14	Q15	Q15a	Q16
36	No		No		Yes	001	No	Beyond College	50 and over	None	Over $50,000	Under $75,000	Female
37	No		No		No			High School graduate	35 to 49	None	Over $50,000	Over $75 000	Female
38	No		No		Yes	003	No	Some college, technical school	35 to 49	None	Over $50,000	About or exactly $75,000	Male
39	No		No		Yes	002	No	High School graduate	18 to 34	None	Under $50,000		Male
40	No		No		No			Some college, technical school	18 to 34	None	Refused		Male
41	No		No		No			High School graduate	18 to 34	None	Over $50,000	About or exactly $75,000	Male
42	No		No		No			High School graduate	35 to 49	None	About or exactly $50,000		Male
43	Yes	001	Yes	001	No			High School graduate	35 to 49	None	Under $50,000		Male
44	No		No		No			Less than high school graduate	Under 18	None	Under $50,000		Male
45	No		No		Yes	006	No	High School graduate	18 to 34	None	Over $50,000	Under $75,000	Male
46	No		No		Yes	001	No	High School graduate	35 to 49	None	Under $50,000		Female
47	No		No		No			High School graduate	35 to 49	None	Under $50,000		Male
48	No		No		No			Some college, technical school	50 and over	None	Over $50,000	Under $75,000	Male
49	No		No		No			High School graduate	18 to 34	None	Over $50,000	Over $75,000	Male
50	No		No		No			High School graduate	50 and over	None	Under $50,000		Male
51	No		No		No			Some college, technical school	35 to 49	None	Under $50,000		Male
52	No		No		No			College graduate	18 to 34	None	Under $50,000		Female
53	No		No		No			High School graduate	18 to 34	None	Under $50,000		Female
54	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
55	No		Yes	001	No			Some college, technical school	35 to 49	None	Under $50,000		Female
56	No		No		No			Less than High school graduate	35 to 49	None	Over $50,000	Under $75,000	Female
57	No		No		No			Some college, technical school	18 to 34	None	Over $50,000	Over $75,000	Male
58	No		No		No			High school graduate	50 and over	None	Under $50,000		Female
59	No		No		No			High school graduate	35 to 49	None	Under $50,000		Male
60	No		No		No			College graduate	18 to 34	None	Under $50,000		Male
61	No		No		No			High school graduate	18 to 34	None	Under $50,000		Female
62	No		No		No			High school graduate	18 to 34	For a company that rents phones	Over $50,000	Under $75,000	Female
63	No		No		No			High school graduate	35 to 49	For a company that rents phones	Under $50,000		Female
64	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
65	No		No		No			High school graduate	50 and over	None	Under $50,000		Male
66	No		No		No			High school graduate	18 to 34	None	Under $50,000		Female
67	No		No		Yes	004	Yes	High school graduate	35 to 49	None	Over $50,000	Over $75,000	Male
68	No		No		Yes	002	No	College graduate	18 to 34	None	Over $50,000	Over $75,000	Male

	A	B	C	D	E	F
69	Resp #	Q1	Q2	Q3	Q4	Q4a
70	000115	Within the past 6 months	Very Satisfied	About equally for personal and business	No	
71	000179	6 to 11 months ago	Very Satisfied	About equally for personal and business	No	
72	000310	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
73	000325	6 to 11 months ago	Very Satisfied	About equally for personal and business	No	
74	000354	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
75	000207	6 to 11 months ago	Very Satisfied	About equally for personal and business	No	
76	000324	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
77	000349	Within the past 6 months	Very Satisfied	Mostly for personal use	No	
78	000149	Within the past 6 months	Somewhat Satisfied	Mostly for personal use	No	
79	000321	6 to 11 months ago	Somewhat Satisfied	Mostly for personal use	No	
80	000372	Within the past 6 months	Very Unsatisfied	Mostly for personal use	No	
81	000098	Within the past 6 months	Very Satisfied	Mostly for business use	No	
82	000376	Within the past 6 months	Somewhat Satisfied	About equally for personal and business	No	
83	000465	Within the past 6 months	Very unsatisfied	Mostly for personal use	No	
84	000475	Within the past 6 months	Very satisfied	About equally for personal and business	No	
85	000511	Within the past 6 months	Very satisfied	Mostly for personal use	No	
86	000510	Within the past 6 months	Very satisfied	Mostly for personal use	No	
87	000547	6 to 11 months ago	Very satisfied	Mostly for Businsess use	No	
88	000378	Within the past 6 months	Very satisfied	About equally for personal and business	No	
89	000383	Within the past 6 months	Very satisfied	Mostly for personal use	No	
90	000388	Within the past 6 months	Very satisfied	About equally for personal and business	No	
91	000389	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
92	000395	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
93	000402	6 to 11 months ago	Somewhat satisfied	Mostly for personal use	No	
94	000425	Within the past 6 months	Very satisfied	Mostly for personal use	No	
95	000433	Within the past 6 months	Somewhat satisfied	About equally for personal and business	No	
96	000438	Within the past 6 months	Very satisfied	Mostly for personal use	No	
97	000439	Within the past 6 months	Very satisfied	Mostly for personal use	No	
98	000453	1 to 2 years ago	Very satisfied	About equally for personal and business	No	
99	000462	Within the past 6 months	Somewhat satisfied	About equally for personal and business	No	
100	000473	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
101	000479	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
102	000484	Within the past 6 months	Very satisfied	Mostly for personal use	No	

	G	H	I
69	Q4b	Q5	Q5a
70		No	
71		Yes	COMCAST
72		No	
73		No	
74		No	
75		No	
76		No	
77		No	
78		No	
79		No	
80		No	
81		Yes	BELL ATLANTIC
82		No	
83		No	
84		No	
85		No	
86		No	
87		No	
88		No	
89		Yes	ALL TEL
90		No	
91		No	
92		No	
93		No	
94		No	
95		No	
96		No	
97		No	
98		No	
99		No	
100		No	
101		No	
102		No	

	J	K	L	M	N
69	Q5b	Q6	Q6a	Q6b	Q7
70		No			No
71	I DON'T KNOW I HAVE JUST SEEN THEIR NAMES TOGETHER	No			No
72		No			Yes
73		No			No
74		No			No
75		No			No
76		No			No
77		No			No
78		No			No
79		No			No
80		No			No
81	BECAUSE THEY BUY THE AIR TIME FROM THEM	No			No
82		No			No
83		No			No
84		No			No
85		Don't know			Don't know
86		No			No
87		No			No
88		No			No
89	BECAUSE I HAD A PROBLEM AND WHEN I CALLED I WAS SWITCHED TO	No			No
90		No			No
91		No			No
92		No			No
93		No			No
94		No			No
95		No			No
96		No			No
97		No			No
98		No			No
99		No			No
100		No			No
101		No			No
102		No			No

	O	P	Q	R	S
69	Q7a	Q7b	Q8	Q8a	Q8b
70			No		
71			No		
72	GYM EQUIPMENT	SAW IT IN A MAGAZINE	No		
73			No		
74			No		
75			No		
76			No		
77			No		
78			No		
79			No		
80			No		
81			No		
82			Yes	FOR A RAZOR	SAW A COMMERCIAL FOR THE TRAC PLUS RAZOR
83			No		
84			No		
85			No		
86			No		
87			No		
88			No		
89			No		
90			No		
91			No		
92			No		
93			No		
94			No		
95			No		
96			No		
97			No		
98			No		
99			No		
100			No		
101			No		
102			No		

	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF
69	Q9	Q9a.	QYes0.	Q10a	Q11.	Q11a	Q11b	Q12	Q13	Q14	Q15	Q15a	Q16
70	No		Yes	002	No			High school graduate	35 to 49	None	Under $50,000		Female
71	No		No		No			Some college, technical school	35 to 49	None	Under $50,000		Male
72	No		No		No			College graduate	50 and over	None	Under $50,000		Female
73	No		No		No			College graduate	18 to 34	None	Over $50,000	About or exactly $75,000	Male
74	No		No		Yes	001	No	College graduate	50 and over	None	Under $50,000		Female
75	No		No		Yes	015	Yes	College graduate	35 to 49	None	Over $50,000	Over $75,000	Male
76	No		No		No			High school graduate	18 to 34	None	Over $50,000	Under $75,000	Male
77	No		Yes	001	No			College graduate	35 to 49	None	Under $50,000		Female
78	No		No		No			High school graduate	18 to 34	None	Refused		Male
79	No		No		No			Some college, technical school	35 to 49	None	Under $50,000		Male
80	No		No		Yes	004	No	High school graduate	18 to 34	None	Over $50,000	About or exactly $75,000	Female
81	No		No		Yes	001	No	College graduate	18 to 34	None	Over $50,000	Under $75,000	Male
82	No		No		No			College graduate	35 to 49	None	Over $50,000	Over $75,000	Female
83	No		No		No			Less than High school graduate	50 and over	None	Under $50,000		Female
84	No		No		No			Some college, technical school	18 to 34	None	Over $50,000	Over $75,000	Male
85	No		No		No			College graduate	50 and over	None	Over $50,000	Under $75,000	Male
86	No		No		No			Less than High school graduate	50 and over	None	Under $50,000		Male
87	No		No		Yes	001	No	Less than High school graduate	50 and over	None	Under $50,000		Male
88	No		No		No			College graduate	35 to 49	None	Under $50,000		Female
89	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
90	No		No		No			High school graduate	18 to 34	None	Under $50,000		Female
91	No		No		No			Less than High school graduate	50 and over	None	Under $50,000		Female
92	No		No		No			Less than High school graduate	35 to 49	None	Under $50,000		Female
93	No		No		No			High school graduate	50 and over	None	Under $50,000		Male
94	No		No		No			Less than High school graduate	50 and over	None	Under $50,000		Male
95	No		No		Yes	002	No	Some college, technical school	18 to 34	None	Under $50,000		Female
96	No		No		No			High school graduate	18 to 34	None	Over $50,000	Under $75,000	Male
97	No		No		No			High school graduate	18 to 34	None	Under $50,000		Female
98	No		Yes	001	No			Less than High school graduate	35 to 49	None	Over $50,000	Under $75,000	Male
99	No		No		No			High school graduate	35 to 49	None	Under $50,000		Male
100	No		No		No			High school graduate	50 and over	None	Under $50,000		Female
101	No		No		No			Some college, technical school	18 to 34	None	Under $50,000		Female
102	No		No		No			High school graduate	18 to 34	None	Under $50,000		Female

	A	B	C	D	E	F
103	Resp #	Q1	Q2	Q3	Q4	Q4a
104	000490	1 to 2 years ago	Somewhat satisfied	Mostly for personal use	No	
105	000495	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
106	000516	Within the past 6 months	Very satisfied	About equally for personal and business	No	
107	000529	Within the past 6 months	Very satisfied	About equally for personal and business	No	
108	000533	Within the past 6 months	Very satisfied	Mostly for personal use	No	
109	000544	6 to 11 months ago	Very satisfied	Mostly for personal use	No	
110	000551	Within the past 6 months	Somewhat satisfied	About equally for personal and business	No	
111	000554	Within the past 6 months	Very satisfied	Mostly for personal use	No	
112	000555	6 to 11 months ago	Very satisfied	Mostly for personal use	No	
113	000561	1 to 2 years ago	Somewhat satisfied	About equally for personal and business	No	
114	000574	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
115	000435	Within the past 6 months	Very satisfied	Mostly for personal use	No	
116	000386	Within the past 6 months	Somewhat satisfied	About equally for personal and business	No	
117	000579	1 to 2 years ago	Somewhat unsatisfied	About equally for personal and business	No	
118	000586	Within the past 6 months	Very satisfied	Mostly for personal use	No	
119	000588	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
120	000618	Within the past 6 months	Very satisfied	Mostly for personal use	Yes	THE TELEPHONE CASE AND A CAR CHARGER
121	000635	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
122	000643	Within the past 6 months	Very satisfied	Mostly for personal use	No	
123	000652	Within the past 6 months	Very satisfied	Mostly for personal use	No	
124	000654	6 to 11 months ago	Somewhat satisfied	Mostly for personal use	No	
125	000459	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
126	000681	6 to 11 months ago	Somewhat satisfied	About equally for personal and business	No	
127	000691	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
128	000695	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
129	000585	1 to 2 years ago	Somewhat satisfied	About equally for personal and business	No	
130	000599	Within the past 6 months	Very satisfied	Mostly for personal use	No	
131	000616	Within the past 6 months	Very satisfied	Mostly for personal use	No	
132	000620	Within the past 6 months	Very satisfied	About equally for personal and business	No	
133	000631	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
134	000641	6 to 11 months ago	Somewhat satisfied	Mostly for business use	No	
135	000653	Within the past 6 months	Very satisfied	About equally for personal and business	No	
136	000658	Within the past 6 months	Very satisfied	Mostly for personal use	No	

	G	H	I
103	Q4b	Q5	Q5a
104		No	
105		No	
106		No	
107		No	
108		No	
109		Yes	RADIO SHACK
110		No	
111		No	
112		No	
113		Yes	GOLDEN EAGLE
114		No	
115		Yes	RADIO SHACK
116		No	
117		No	
118		No	
119		No	
120	WAS LOOKING THROUGH THEIR BROCHURE	No	
121		No	
122		Yes	RADIO SHACK
123		No	
124		Yes	RADIO SHACK
125		No	
126		Yes	RADIO SHACK
127		Yes	RADIO SHACK
128		No	
129		No	
130		Yes	GTE
131		No	
132		No	
133		No	
134		Yes	ALLTELL
135		No	
136		Yes	RADIO SHACK

	J	K	L	M	N
103	Q5b	Q6	Q6a	Q6b	Q7
104		Don't know			Don't know
105		No			No
106		No			No
107		No			No
108		No			No
109	THAT'S THE ONLY PLACE I'VE SEEN IT	No			No
110		No			No
111		No			No
112		No			No
113	THEY WERE THE ONES WHO ANSWERED THE PHONE WHEN I CALLED	No			No
114		No			No
115	BOUGHT IT THERE	No			No
116		No			No
117		No			No
118		No			No
119		No			No
120		No			No
121		No			No
122	BECAUSE RADIO SHAK SOLD ME THE PHONE	No			No
123		No			No
124	THAT IS WHERE I PURCHASED THE PHONE AND WHERE I RENEW THE TIME	No			No
125		No			No
126	THAT IS WHERE I BUY THE TIME CARDS AT	No			No
127	THAT IS WHERE I BUY MY MINUTES AT	No			No
128		No			No
129		No			No
130	WHEN I GOT THE PHONE THEY TOLD ME MY LOCAL SERVICE WOULD BE AT GTE	No			No
131		No			No
132		No			No
133		No			No
134	I GOT IT AT RADIO SHACK AND THEY ARE AN AUTHORIZED DEALRER FOR THEM	No			No
135		No			No
136	THATS WHWERE I BOUGH IT	No			No

	O	P	Q	R	S
103	Q7a	Q7b	Q8	Q8a	Q8b
104			No		
105			No		
106			No		
107			No		
108			No		
109			No		
110			No		
111			No		
112			No		
113			No		
114			No		
115			No		
116			No		
117			No		
118			No		
119			No		
120			No		
121			No		
122			No		
123			No		
124			No		
125			No		
126			Don't know		
127			No		
128			No		
129			Don't know		
130			No		
131			No		
132			No		
133			No		
134			No		
135			No		
136			No		

	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF
103	Q9	Q9a	QYes0	Q10a	Q11	Q11a	Q11b	Q12	Q13	Q14	Q15	Q15a	Q16
104	No		No		No			Beyond college	35 to 49	None	Over $50,000	Over $75,000	Female
105	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
106	No		No		Yes	001	No	Some college, technical school	35 to 49	None	Under $50,000		Female
107	No		No		No			Some college, technical school	35 to 49	None	Under $50,000		Female
108	No		No		Yes	001	No	High school graduate	18 to 34	None	Under $50,000		Female
109	No		No		No			College graduate	18 to 34	None	Under $50,000		Female
110	No		No		No			High school graduate	18 to 34	None	Over $50,000	Under $75,000	Female
111	No		No		No			High school graduate	35 to 49	None	Under $50,000		Female
112	No		No		No			High school graduate	50 and over	None	Under $50,000		Male
113	No		No		No			College graduate	18 to 34	None	Over $50,000	About or exactly $75,000	Male
114	No		No		No			High school graduate	35 to 49	None	Over $50,000	Under $75,000	Female
115	No		No		No			Some college, technical school	50 and over	None	Under $50,000		Female
116	No		Yes	003	No			Some college, technical school	35 to 49	None	Over $50,000	Under $75,000	Female
117	No		No		No			High school graduate	50 and over	None	Under $50,000		Male
118	No		No		No			College graduate	18 to 34	None	Over $50,000	Under $75,000	Female
119	No		Yes	001	No			High school graduate	50 and over	None	Under $50,000		Female
120	No		No		No			Less than high school graduate	18 to 34	None	Over $50,000	Under $75,000	Male
121	No		No		Yes	001	No	High school graduate	35 to 49	None	Over $50,000	Under $75,000	Male
122	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
123	No		No		Yes	001	No	College graduate	50 and over	None	Over $50,000	Over $75,000	Male
124	No		No		Yes	004	No	Beyond college	50 and over	None	Over $50,000	Over $75,000	Male
125	No		No		No			High school graduate	35 to 49	None	Over $50,000	Under $75,000	Male
126	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
127	No		No		No			Some college, technical school	35 to 49	None	Under $50,000		Female
128	No		No		No			Less than high school graduate	Under 18	None	Under $50,000		Female
129	No		Yes	001	No			College graduate	35 to 49	None	About or exactly $50,000		Female
130	No		No		No			Some college, technical school	50 and over	None	Under $50,000		Male
131	No		No		No			Some college, technical school	18 to 34	None	About or exactly $50,000		Female
132	No		No		Yes	001	No	Some college, technical school	35 to 49	None	Under $50,000		Female
133	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
134	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
135	No		No		No			Some college, technical school	50 and over	None	Under $50,000		Female
136	No		No		No			Some college, technical school	18 to 34	None	Under $50,000		Female

	A	B	C	D	E	F
137	Resp #	Q1	Q2	Q3	Q4	Q4a
138	000667	Within the past 6 months	Very satisfied	Mostly for personal use	No	
139	000682	Within the past 6 months	Very satisfied	About equally for personal and business	No	
140	000689	Within the past 6 months	Very satisfied	Mostly for personal use	No	
141	000704	Within the past 6 months	Very satisfied	Mostly for personal use	No	
142	000708	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
143	000714	Within the past 6 months	Very satisfied	About equally for personal and business	No	
144	000717	6 to 11 months ago	Very satisfied	Mostly for business use	No	
145	000431	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
146	000749	1 to 2 years ago	Somewhat satisfied	About equally for personal and business	No	
147	000754	Within the past 6 months	Somewhat satisfied	Mostly for personal use	No	
148	000769	Within the past 6 months	Very satisfied	Mostly for personal use	No	
149	000770	Within the past 6 months	Very unsatisfied	Mostly for business use	No	
150	000797	Within the past 6 months	Very satisfied	About equally for personal and business	No	
151	000812	Within the past 6 months	Very satisfied	Mostly for business use	No	
152	000816	Within the past 6 months	Very satisfied	Mostly for personal use	No	
153	000817	Within the past 6 months	Very satisfied	About equally for personal and business	No	
154	000087	Within the past 6 months	Very satisfied	Mostly for personal use	No	
155	000819	1 to 2 years ago	Somewhat satisfied	Mostly for personal use	No	
156	000825	1 to 2 years ago	Very satisfied	Mostly for business use	No	
157	000638	Within the past 6 months	Very satisfied	Mostly for personal use	No	
158	000214	Within the past 6 months	Very satisfied	About equally for personal and business	No	
159	000834	Within the past 6 months	Very satisfied	Mostly for personal use	No	
160	000838	Within the past 6 months	Somewhat satisfied	About equally for personal and business	No	

	G	H	I
137	Q4b	Q5	Q5a
138		Yes	MOTOROLA AND UNIDEN
139		No	
140		No	
141		Yes	RADIO SHACK
142		No	
143		No	
144		No	
145		Yes	AIRTECH
146		No	
147		No	
148		No	
149		No	
150		No	
151		No	
152		No	
153		Yes	360 COMMUNICATION
154		No	
155		No	
156		No	
157		No	
158		No	
159		No	
160		No	

	J	K	L	M	N
137	Q5b	Q6	Q6a	Q6b	Q7
138	THEY GOT THE PHONES,	No			No
139		No			No
140		No			No
141	I BOUGHT IT THERE	No			No
142		No			No
143		No			No
144		No			No
145	THEY ARE THE CARRIER FOR THEM	No			No
146		No			No
147		No			No
148		No			No
149		No			No
150		No			No
151		No			No
152		No			No
153	BECAUSE THE CHANGING OF THE NAME	No			No
154		No			No
155		No			No
156		No			No
157		No			No
158		No			No
159		No			No
160		No			No

	O	P	Q	R	S
137	Q7a	Q7b	Q8	Q8a	Q8b
138			No		
139			No		
140			No		
141			No		
142			No		
143			No		
144			No		
145			No		
146			No		
147			No		
148			No		
149			No		
150			No		
151			No		
152			No		
153			No		
154			No		
155			No		
156			No		
157			No		
158			No		
159			No		
160			No		

	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF
137	Q9	Q9a	QYes0	Q10a.	Q11	Q11a	Q11b	Q12	Q13	Q14	Q15	Q15a	Q16
138	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
139	No		No		Yes	002	Yes	Beyond college	35 to 49	None	Over $50,000	Under $75,000	Female
140	No		No		Yes	001	No	College graduate	50 and over	None	Under $50,000		Female
141	No		No		No			High school graduate	18 to 34	None	Over $50,000	Under $75,000	Female
142	No		No		No			High school graduate	50 and over	None	Over $50,000	Over $75,000	Male
143	No		No		No			Less than high school graduate	35 to 49	None	Under $50,000		Female
144	No		No		No			Less than high school graduate	35 to 49	None	Under $50,000		Male
145	No		No		Yes	001	No	High school graduate	35 to 49	None	Under $50,000		Male
146	No		No		No			Some college, technical school	18 to 34	None	Under $50,000		Male
147	No		No		No			College graduate	50 and over	None	Under $50,000		Male
148	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
149	Yes	001	No		Yes	001	Yes	Less than high school graduate	18 to 34	None	Over $50,000	Over $75,000	Male
150	No		No		Yes	024	No	Some college, technical school	18 to 34	None	Over $50,000	Under $75,000	Male
151	No		No		No			College graduate	50 and over	None	Over $50,000	Under $75,000	Female
152	No		No		Yes	001	No	College graduate	18 to 34	None	Over $50,000	Under $75,000	Female
153	No		No		No			Less than high school graduate	35 to 49	None	Under $50,000		Female
154	No		No		No			College graduate	18 to 34	None	Over $50,000	Under $75,000	Female
155	No		No		No			Some college, technical school	18 to 34	None	Under $50,000		Female
156	No		No		No			Some college, technical school	35 to 49	None	Over $50,000	Over $75,000	Male
157	No		No		Yes	001	No	Less than high school graduate	35 to 49	None	Under $50,000		Male
158	No		No		No			High school graduate	18 to 34	None	Under $50,000		Male
159	No		No		Yes	001	No	Some college, technical school	35 to 49	None	Over $50,000	Over $75,000	Female
160	No		No		No			Some college, technical school	18 to 34	None	Under $50,000		Male

APPENDIX C

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TOPP TELECOM, INC

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
OAKLAND DIVISION

TELEMAC CELLULAR CORPORATION, Plaintiff, v. TOPP TELECOM, INC , Defendant	Civil Action No C-98-0022-CW-(PJH)
TOPP TELECOM, INC , Counterclaimant, v TELEMAC CELLULAR CORPORATION, Counterdefendant	

DECLARATION OF ALVIN OSSIP

I Background

1. I was asked by Skadden, Arps, Slate, Meagher & Flom, counsel for the defendant, Topp Telecom, to review and comment on a study prepared by John A Bunge for the plaintiff, Telemac Corporation

2. A copy of Mr Bunge's report was provided to me It contained information about who he interviewed, the stimuli shown to respondents, the research methodology and questions used and a brief summary of the key findings as they relate to the total sample A more complete analysis of the results was not available to me at the time this declaration was prepared However, I have sufficient information to be able to offer my opinion of this study in regard to its usefulness in estimating the extent of likelihood of confusion between the TRAC accounting software system (Telemac Rental Accounting Cellular System) from Telemac and the TRACFONE pre-paid debit phone and debit cards from Topp Telecom

3 My qualifications for performing this review are based on my forty five years of marketing research experience in which I have been involved in the planning, conduct and/or analysis of many thousands of consumer surveys employing various methodologies I have also conducted or evaluated many trademark related studies in my capacity as a survey consultant for legally related issues during the past thirteen years and in my years working for major advertisers I have been admitted as an expert in various Federal Courts throughout the United States and by the Trademark Trial and Appeals Board

II Summary of Conclusions

4 I believe that Mr Bunge's study suffers from several major flaws which render it of no value in estimating the likelihood of confusion between the plaintiff's and defendant's respective uses of their respective marks, including the following critical defects·

- The study was not conducted with a relevant universe of respondents.
- It involved a plaintiff stimulus which would likely never be seen by the universe studied
- It employed a survey technique that tends to be leading and suggestive and should require the use of a control group to compensate for its tendency to overestimate confusion No such control group was used.

III Improper Universe

5 The first major flaw which renders the findings of no relevance is that the universe that the findings apply to is considerably broader than would be appropriate for either users or potential users of the defendant's product or the plaintiff's product

6. The study universe included people who have purchased or rented a cellular telephone in the past year or are likely to do so in the coming year A universe applicable to the defendant's product would consist of users of debit card cellular phones who use TRACFONE prepaid calling cards or, in a broader context, use any prepaid cellular calling cards or are likely to do so in the near future It is my understanding that the great bulk of cellular phone users, such as those in the study, have monthly contracts with air time providers and do not use prepaid cards In any event, the Bunge survey does not identify, and may not include, any respondents that are purchasers or potential purchasers of pre-paid debit phones and debit phone cards.

7 The study also failed to select the universe of customers for the Telemac product. It is my understanding that the TRAC rental accounting cellular system is purchased and used by cellular phone providers Cellular phone users, the universe selected for the study, would not make any decision regarding the purchase or use of the TRAC accounting system and are not likely to even be aware that the TRAC accounting system is involved in any way in their use of a cellular phone Those who might be directly involved in any decision to purchase or use the TRAC system (i e, actual and potential consumers of the TRAC system) would probably work for a company

that sells or rents cellular phones Those people, however, were specifically excluded from the Bunge study.

IV. No Approximation of Actual Market Conditions

8 The second major flaw of the Bunge Study is that the Study in no way resembles or recreates actual market conditions with respect to purchases of plaintiff's TRAC Accounting System The stimulus used in the Bunge Study to represent the TRAC accounting system consists of material that would be given to potential business buyers of the system As noted above, such material would not be distributed to or seen by the universe of people targeted in this study as potential and actual purchasers of cellular telephones do not constitute the specialized class of business purchasers who would purchase the TRAC system It is my understanding that Telemac's TRAC accounting system is a "back room" system used for accounting purposes and, recently, the TRAC system has been used by cellular service providers to initialize debit phones As such, it is my understanding that the end user, the cellular phone user, would not know of Telemac's TRAC mark in the normal course of the purchase, rental or use of their phone

V Failure to Use a Control

9 The third major flaw is that the study used a market research technique which, I believe, encourages respondents to find source association. Specifically, respondents may believe they are being asked to find that the two respective products or companies are related because they are shown two stimuli and asked a series of association questions Without employing a control group to try to account for this potential bias, I believe, the technique overstates likelihood of confusion

10 The technique used involved exposing the respondents to both the plaintiff and defendant products, in turn, and asking what company puts out the product shown. *If the same name was not mentioned for both stimuli two additional question series*

were asked relating to source association Each question was closed ended, offering three response options If an affirmative answer was given, the respondent was asked why they said that and apparently considerable probing was then done to elicit reasons for their response.

11. To my knowledge, this technique has often been employed by Mr. Bunge and apparently usually without the use of a control group A control group typically is employed to measure, and later subtract "noise," (i e, positive answers based on reasons irrelevant to the issues being studied) Other experts, including this writer, have used similar approaches, but with a control group (i e one of the test marks being shown with a control mark, either real or contrived) and found that often a substantial degree of source association also occurs in the control group (I believe such happened in a recent case in which the court suggested that Mr Bunge use a control group, which he subsequently did)

12 The use of the follow up question to an affirmative answer, ("What makes you think that?") does not obviate the need for a control group, since the general similarity of the names shown provides a convenient rationale for some respondents who are encouraged by the technique to give a positive association response to one of the several queries.

13. I believe that the findings from the study illustrate the tendency for the technique to encourage respondents to find an association For example, 58% of all respondents indicated a source association between the two products they were shown although only one in three of these respondents (19% of all respondents) attributed that to the similarity of the names after probing questions.

14 Ignoring my previously cited issues with the universe and stimuli used in the study, a meaningful control might have been to place a third mark with some superficial similarity to TRAC (such as TRACE) on either the TRAC or TRACFONE stimulus

(in lieu of the TRAC or TRACFONE mark) and then subtract the association percents obtained with this control group from the numbers cited above This would reduce the estimates produced by the Bunge study, although to an unknown degree.

15. Because the Bunge study failed to use a control group, it is not possible to determine to what extent the 19 3% that he alleges signifies confusion merely signifies "noise " Without the use of a control, his study does not provide any relevant results with respect to a likelihood of confusion

VI Conclusion

16 For the foregoing reasons, and based upon my expert opinion, I believe the Bunge survey does not and cannot establish any likelihood of confusion between the two parties' respective uses of their respective marks

I declare under the penalty of perjury that the foregoing is true and correct

Executed on May 13, 1999

Alvin Ossip

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 642, Def. Dep Ex. Ossip 25

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TOPP TELECOM, INC.

DEFENDANT'S EXHIBIT
10/28/02
OSSIP 25

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
OAKLAND DIVISION

TELEMAC CELLULAR CORPORATION, Plaintiff, v. TOPP TELECOM, INC., Defendant.	Civil Action No. C-98-0022-CW-(PJH)
TOPP TELECOM, INC., Counterclaimant, v. TELEMAC CELLULAR CORPORATION, Counterdefendant.	

DECLARATION OF ALVIN OSSIP

DEFENDANT'S EXHIBIT
ID 642

I. Background

1. I was asked by Skadden, Arps, Slate, Meagher & Flom, counsel for the defendant, Topp Telecom, to review and comment on a study prepared by John A. Bunge for the plaintiff, Telemac Corporation.

2. A copy of Mr. Bunge's report was provided to me. It contained information about who he interviewed, the stimuli shown to respondents, the research methodology and questions used and a brief summary of the key findings as they relate to the total sample. A more complete analysis of the results was not available to me at the time this declaration was prepared. However, I have sufficient information to be able to offer my opinion of this study in regard to its usefulness in estimating the extent of likelihood of confusion between the TRAC accounting software system (Telemac Rental Accounting Cellular System) from Telemac and the TRACFONE pre-paid debit phone and debit cards from Topp Telecom.

3 My qualifications for performing this review are based on my forty five years of marketing research experience in which I have been involved in the planning, conduct and/or analysis of many thousands of consumer surveys employing various methodologies. I have also conducted or evaluated many trademark related studies in my capacity as a survey consultant for legally related issues during the past thirteen years and in my years working for major advertisers. I have been admitted as an expert in various Federal Courts throughout the United States and by the Trademark Trial and Appeals Board.

II. Summary of Conclusions

4. I believe that Mr. Bunge's study suffers from several major flaws which render it of no value in estimating the likelihood of confusion between the plaintiff's and defendant's respective uses of their respective marks, including the following critical defects:

- The study was not conducted with a relevant universe of respondents.
- It involved a plaintiff stimulus which would likely never be seen by the universe studied.
- It employed a survey technique that tends to be leading and suggestive and should require the use of a control group to compensate for its tendency to overestimate confusion. No such control group was used.

III. Improper Universe

5. The first major flaw which renders the findings of no relevance is that the universe that the findings apply to is considerably broader than would be appropriate for either users or potential users of the defendant's product or the plaintiff's product.

6. The study universe included people who have purchased or rented a cellular telephone in the past year or are likely to do so in the coming year. A universe applicable to the defendant's product would consist of users of debit card cellular phones who use TRACFONE prepaid calling cards or, in a broader context, use any prepaid cellular calling cards or are likely to do so in the near future. It is my understanding that the great bulk of cellular phone users, such as those in the study, have monthly contracts with air time providers and do not use prepaid cards. In any event, the Bunge survey does not identify, and may not include, any respondents that are purchasers or potential purchasers of pre-paid debit phones and debit phone cards.

7. The study also failed to select the universe of customers for the Telemac product. It is my understanding that the TRAC rental accounting cellular system is purchased and used by cellular phone providers. Cellular phone users, the universe selected for the study, would not make any decision regarding the purchase or use of the TRAC accounting system and are not likely to even be aware that the TRAC accounting system is involved in any way in their use of a cellular phone. Those who might be directly involved in any decision to purchase or use the TRAC system (i.e., actual and potential consumers of the TRAC system) would probably work for a company

that sells or rents cellular phones. Those people, however, were specifically excluded from the Bunge study.

IV. No Approximation of Actual Market Conditions

8. The second major flaw of the Bunge Study is that the Study in no way resembles or recreates actual market conditions with respect to purchases of plaintiff's TRAC Accounting System. The stimulus used in the Bunge Study to represent the TRAC accounting system consists of material that would be given to potential business buyers of the system. As noted above, such material would not be distributed to or seen by the universe of people targeted in this study as potential and actual purchasers of cellular telephones do not constitute the specialized class of business purchasers who would purchase the TRAC system. It is my understanding that Telemac's TRAC accounting system is a "back room" system used for accounting purposes and, recently, the TRAC system has been used by cellular service providers to initialize debit phones. As such, it is my understanding that the end user, the cellular phone user, would not know of Telemac's TRAC mark in the normal course of the purchase, rental or use of their phone.

V. Failure to Use a Control

9. The third major flaw is that the study used a market research technique which, I believe, encourages respondents to find source association. Specifically, respondents may believe they are being asked to find that the two respective products or companies are related because they are shown two stimuli and asked a series of association questions. Without employing a control group to try to account for this potential bias, I believe, the technique overstates likelihood of confusion.

10. The technique used involved exposing the respondents to both the plaintiff and defendant products, in turn, and asking what company puts out the product shown. If the same name was not mentioned for both stimuli two additional question series

were asked relating to source association. Each question was closed ended, offering three response options. If an affirmative answer was given, the respondent was asked why they said that and apparently considerable probing was then done to elicit reasons for their response.

11. To my knowledge, this technique has often been employed by Mr. Bunge and apparently usually without the use of a control group. A control group typically is employed to measure, and later subtract "noise," (i.e., positive answers based on reasons irrelevant to the issues being studied). Other experts, including this writer, have used similar approaches, but with a control group (i.e. one of the test marks being shown with a control mark, either real or contrived) and found that often a substantial degree of source association also occurs in the control group. (I believe such happened in a recent case in which the court suggested that Mr. Bunge use a control group, which he subsequently did).

12 The use of the follow up question to an affirmative answer, ("What makes you think that?") does not obviate the need for a control group, since the general similarity of the names shown provides a convenient rationale for some respondents who are encouraged by the technique to give a positive association response to one of the several queries.

13. I believe that the findings from the study illustrate the tendency for the technique to encourage respondents to find an association For example, 58% of all respondents indicated a source association between the two products they were shown although only one in three of these respondents (19% of all respondents) attributed that to the similarity of the names after probing questions.

14. Ignoring my previously cited issues with the universe and stimuli used in the study, a meaningful control might have been to place a third mark with some superficial similarity to TRAC (such as TRACE) on either the TRAC or TRACFONE stimulus

(in lieu of the TRAC or TRACFONE mark) and then subtract the association percents obtained with this control group from the numbers cited above. This would reduce the estimates produced by the Bunge study, although to an unknown degree.

15. Because the Bunge study failed to use a control group, it is not possible to determine to what extent the 19.3% that he alleges signifies confusion merely signifies "noise." Without the use of a control, his study does not provide any relevant results with respect to a likelihood of confusion.

VI. Conclusion

16. For the foregoing reasons, and based upon my expert opinion, I believe the Bunge survey does not and cannot establish any likelihood of confusion between the two parties' respective uses of their respective marks.

I declare under the penalty of perjury that the foregoing is true and correct.

Executed on May 13, 1999

Alvin Ossip

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 643, Def. Dep Ex. Ossip 34

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FAX TRANSMISSION

TO: Al Ossip FAX NO.: (914) 328-8907

OF:

FROM: Michael Krinsky

DATE: October 4, 2001 N.Y. TIME:

RE: *Empresa Cubana del Tabaco d.b a. Cubatabaco* v. *Culbro Corporation and General Cigar Co., Inc.*

NUMBER OF PAGES (INCLUDING THIS PAGE):

TOTAL NUMBER OF DOCUMENTS:

CLIENT:

DEFENDANT'S EXHIBIT 10/25/02 B.V. Ossip 34

CONFIDENTIALITY NOTE

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DEFENDANT'S EXHIBIT D643

Confidential and Priveleged Attorney Client Communication

October 4, 2001

Dear Al,

We want you to estimate the amount of time it will take you to analyze the market research documents produced so far by General Cigar in order to carefully assess their usefulness in supporting, or contradicting, the propositions attached hereto; to marshal the evidence for use in Court on those issues, and to prepare a corresponding expert reportl.

Please keep in mind that there are essentially two perspectives from which you should analyze these documents:

A. What did the market and its opportunities look like to General Cigar in the following respects during (a) the period prior to their launch of their COHIBA in September 1997; (b) during the period from mid-1992 through ??? while they were considering whether to launch a new cigar under the COHIBA name and in what fashion; and (c) prior to December 1992?

B. What in fact was the objective facts.

Please keep in mind that we have not attempted to articulate or identify various subsidiary points or data which may go to helping us build evidentiary support and argumentation for the attached propositions, or could be used against us for the attached propositions. That, in fact, is part of what you would have to do upon analyzing this material.

Please call with any questions.

Sincerely,

Michael Krinsky

1. Plaintiff's COHIBA cigar were well-known and famous among United States consumers of premium cigars, and among the target market for defendants' COHIBA cigars:

(a) prior to and during the time of defendants' national launch of its COHIBA cigar in September 1997;

(b) from September 1997 to the present;

(c) prior to and during the time defendants were considering whether to make a major, national launch of a cigar under the COHIBA name in or about late 1992 or early 1993, and thereafter and its formulating a plan to do so;

(d) prior to and at the time of defendants' consideration and decision to sell cigars under the COHIBA name in 1992, defendants' sale of cigars under the COHIBA name through Alfred Dunhill and Mike's Cigars commencing in or about late 1992 or early 1993, and defendants' filing an application in December 1992 to register the trademark COHIBA with the United States Patent and Trademark Office.

2. Plaintiff's COHIBA cigars enjoyed the highest reputation and prestige among, and were intensely desired by, a substantial segment of the United States consumers of premium cigars, and among the target market for defendants' COHIBA cigars, at each of the times set forth in paragraph 1 above.

3. Cuban cigars were well-known and famous, enjoyed the highest reputation and prestige, and were intensely desired by, a substantial segment of the United States consumers of premium cigars, and among the target market for defendants' COHIBA cigars, at each of the times set forth in paragraph 1 above.

4. During each of the periods set forth in paragraph 1, a substantial portion of the target market for defendants' COHIBA cigars consisted of young, new smokers who sought

prestige through the brands they chose to smoke and lacked extensive knowledge or sophistication about cigars.

5. During each of the times set forth in paragraph 1, the target market identified in paragraph 4 and other segments of defendants' target market were likely to be confused as to source and to believe a cigar sold in the United States under the COHIBA name was associated with plaintiff's COHIBA (that is, was the same as plaintiff's COHIBA cigars, or was sponsored, endorsed, approved by or otherwise associated with the plaintiff or the manufacturer of the Cuban COHIBA or shared a common or related source with the Cuban COHIBA).

6. During each of the times set forth in paragraph 1, defendants could obtain substantial and unique consumer attention to and demand for a product among United States consumers and its target market by branding the product with the same name as plaintiff's COHIBA because of the fame, prestige and reputation of, and desire for, plaintiff's COHIBA cigars as aforesaid, and because of the likelihood of the target market associating a cigar so branded with plaintiff's COHIBA.

7. *Defendants' own market research contemporaneously demonstrated, suggested, and would have led General Cigar to believe, each of the facts set forth in paragraph 1 thorugh6 above at each of the times set forth in paragaraph 1 above. .*

8. There was no residual good will in the 1990's from defendants' sale of a cigar under the COHIBA name between 1982 and 1987. Defendants knew and believed the foregoing fact during each of the times set forth in paragraph 1.

9. To a substantial extent, defendants' sales of its COHIBA cigars since late 1992 or 1993 have been attributable to the fame, prestige, and reputation of, and desire for, plaintiff's COHIBA among those purchasing defendants' COHIBA cigars.

10. To a substantial extent, consumers purchasing defendants' COHIBA cigars since late 1992 or 1993 have associated defendants' COHIBA cigars with plaintiff's COHIBA cigars, and have been confused as to the source of defendants' COHIBA cigars.

11. To a substantial extent, defendants' sales of its COHIBA cigars since late 1992 or early 1993 have been attributable to consumers associating defendants' COHIBA cigars with plaintiff's COHIBA cigars, and being confused as to the source of defendants' COHIBA cigars.

12. During each of the periods, *Cigar Aficionado* played a significant, and decisive role, in developing or expanding brand recognition, and reputation and prestige, among premium cigar consumers and defendants' target market for COHIBA.

G:\COHIBA\Motion - Schedule and Sanctions\Oasip 10.4 01.wpd

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 647

DEFENDANT'S EXHIBIT
1
5/23/00 AA

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Attorneys for Defendants

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO,	:	97 Civ. 8399 (RWS)
Plaintiff,	:	NOTICE OF DEPOSITION PURSUANT TO FED. R. CIV. P. 30(b)(6) TO EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO
v.	:	
CULBRO CORPORATION (now known as General Cigar Holdings, Inc.), GENERAL CIGAR CO., INC. and ALFRED DUNHILL (NORTH AMERICA LTD.)	:	
Defendants.	:	

TO: Paul, Hastings, Janofsky & Walker, L.L.P.
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Fax (212) 953-1037
Attorneys for Defendant Alfred Dunhill (North America) Ltd.

DEFENDANT'S EXHIBIT
D 697

PLEASE TAKE NOTICE that, pursuant to Fed. R. Civ. P. 30, Defendants General Cigar Holdings, Inc. (as the legal successor in interest to named defendant Culbro Corporation) and General Cigar Co., Inc. (hereinafter collectively "General Cigar") will take the deposition of Plaintiff Empresa Cubana Del Tabaco d.b.a Cubatabaco (hereinafter "Cubatabaco"), before a duly authorized court reporter, on the 22nd day of December 1997 at the offices of Morgan & Finnegan, L.L.P., 345 Park Avenue, New York, New York 10154. The deposition will commence at 9:30 a.m. and will continue from day to day until completed.

Pursuant to Fed. R. Civ. P. 30(b)(6), said Plaintiff shall designate one or more officers, directors, managing agents or other persons with knowledge to testify with respect to each of the following topics:

1. The corporate structure and financial resources of Cubatabaco, Habanos, S.A. and affiliated or related companies, employees, officers, directors, shareholders and agents of Cubatabaco and/or Habanos, S.A.

2. The use and/or registration by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons of the COHIBA mark, and any variations thereof, including use in (a) Cuba; (b) the United States; and (c) anywhere else.

3. The use by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons of the COHIBA mark, and any variations thereof, in connection with cigars, including the advertising, promoting, marketing, importation and sales of COHIBA cigars by Cubatabaco.

4. Any trademark search, or survey or other investigation or form of measurement of opinion or perception (including pilot, preliminary and informal survey and drafts and discussions of the same) undertaken by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons regarding, relating to, or in connection with the COHIBA mark.

5. General Cigar's knowledge of Cubatabaco's use of its COHIBA mark as of (a) February 13, 1978, (b) March 13, 1978, and (c) December 30, 1992.

6. The extent of recognition by the U.S. public Cubatabaco's COHIBA trademark in (a) February 13, 1978, (b) March 13, 1978, and (c) December 30, 1992.

7. General Cigar's use of its COHIBA trademark in the United States in all time periods from 1978 to the present.

8. General's Cigar's knowledge of Cubatabaco's registration, use or employment of its COHIBA trademark in Cuba as of (a) February 13, 1978, (b) March 13, 1978, and (c) December 30, 1992.

9. Any licenses or other agreements between Cubatabaco and any party pertaining to the use and/or right to use the COHIBA mark and any variations thereof.

10. Any communications, meetings or conversations, at any time, between (a) representatives of Cubatabaco and/or Habana, S.A. and (b) representatives of General Cigar, at all regarding or relating to the COHIBA trademark or products sold thereunder.

11. General Cigar's intent in adopting the COHIBA trademark.

12. Third party use of the COHIBA mark.

13. Any actual, potential or contemplated action by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons against any party due to said party's application for registration, registration, or use of the COHIBA trademark in the United States.

14. The sales of plaintiff's COHIBA cigars.

15. The identity of all customers and potential customers for plaintiffs's COHIBA cigars.

16. The channels of trade in which Cubatabaco's COHIBA cigars are currently sold and have been sold.

17. The marketing, advertising, distribution and sales procedures or methods used by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons in connection with any of its products that bear the COHIBA mark since the date the mark was first used in commerce.

18. The marketing, advertising, distribution and selling of premium cigars in the United States.

19. The importation into the United States of cigars bearing the COHIBA mark, or any variations thereof from Cuba by Cubatabaco or with the knowledge of Cubatabaco and/or Habanos, S.A. and/or any related companies or persons.

20. The origination of Cubatabaco's COHIBA cigar.

21. The reputation of Cuban COHIBA cigars in the United States and the public's awareness for Cubatabaco's COHIBA cigar in all time periods from 1977 to the present.

22. All documents produced by plaintiff in response to defendants Culbro Corporation and General Cigar Co., Inc.'s "Plaintiff's First Request for Production of Documents and Things to Defendants."

You are invited to attend and cross-examine.

Dated: New York, New York
December 4, 1997

Respectfully submitted,

MORGAN & FINNEGAN, L.L.P.

By: _____

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Attorneys for Defendants
General Cigar Holdings, Inc.
and General Cigar Co., Inc.

Of Counsel:

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CERTIFICATE OF SERVICE

I hereby certify that on December 4, 1997, I served the foregoing NOTICE OF DEPOSITION PURSUANT TO FED. R. CIV. P. 30(b)(6) TO EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO upon Plaintiff by facsimile to Plaintiff's counsel as follows:

Brendan J. O'Rourke, Esq.
Paul, Hastings, Janofsky & Walker, L.L.P.
399 Park Avenue
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Fax (212) 319-4090

Michael Krinsky, Esq.
Rabinowitz, Boudin, Standard, Krinsky & Lieberman PC
740 Broadway at Astor Place
New York, New York 10003
Fax (212) 674-4614

and upon Defendant Alfred Dunhill (North America) Ltd. by facsimile to its counsel as follows:

Richard Z. Lehv, Esq.
Fross, Zelnick, Lehrman & Zissu, P.C.
633 Third Avenue
New York, New York 10017-6754
Fax (212) 953-1037

Dated: December 4, 1997
New York, New York

By: _____
Scott D. Greenberg

338665_1

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Attorneys for Defendants

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

----------x

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO,	:	97 Civ. 8399 (RWS)
Plaintiff,	:	NOTICE OF DEPOSITION PURSUANT TO FED. R. CIV. P. 30(b)(6) TO HABANOS, S.A.
v.	:	
CULBRO CORPORATION (now known as General Cigar Holdings, Inc.) GENERAL CIGAR CO., INC. and ALFRED DUNHILL (NORTH AMERICA LTD.)	:	
Defendants.	:	

----------x

TO: Paul, Hastings, Janofsky & Walker, L.L.P.
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633 Third Avenue
New York, New York 10017-6754
Fax (212) 953-1037
Attorneys for Defendant Alfred Dunhill (North America) Ltd.

PLEASE TAKE NOTICE that, pursuant to Fed. R. Civ. P. 30, Defendants General Cigar Holdings, Inc. (as the legal successor in interest to named defendant Culbro Corporation) and General Cigar Co., Inc. (hereinafter collectively "General Cigar") will take the deposition of Habanos, S.A., before a duly authorized court reporter, on the 23rd day of December 1997 at the offices of Morgan & Finnegan, L.L.P., 345 Park Avenue, New York, New York 10154. The deposition will commence at 9:30 a.m. and will continue from day to day until completed.

Pursuant to Fed. R. Civ. P. 30(b)(6), Habanos, S.A. shall designate one or more officers, directors, managing agents or other persons with knowledge to testify with respect to each of the following topics:

1. The corporate structure and financial resources of Cubatabaco, Habanos, S.A. and affiliated or related companies, employees, officers, directors, shareholders and agents of Cubatabaco and/or Habanos, S.A.

2. The use and/or registration by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons of the COHIBA mark, and any variations thereof, including use in (a) Cuba; (b) the United States; and (c) anywhere else.

3. The use by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons of the COHIBA mark, and any variations thereof, in connection with cigars, including the advertising, promoting, marketing, importation and sales of COHIBA cigars by Cubatabaco.

4. Any trademark search, or survey or other investigation or form of measurement of opinion or perception (including pilot, preliminary and informal survey and

drafts and discussions of the same) undertaken by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons regarding, relating to, or in connection with the COHIBA mark.

5. General Cigar's knowledge of Cubatabaco's use of its COHIBA mark as of (a) February 13, 1978, (b) March 13, 1978, and (c) December 30, 1992.

6. The extent of recognition by the U.S. public Cubatabaco's COHIBA trademark in (a) February 13, 1978, (b) March 13, 1978, and (c) December 30, 1992.

7. General Cigar's use of its COHIBA trademark in the United States in all time periods from 1978 to the present.

8. General's Cigar's knowledge of Cubatabaco's registration, use or employment of its COHIBA trademark in Cuba as of (a) February 13, 1978, (b) March 13, 1978, and (c) December 30, 1992.

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10. Any communications, meetings or conversations, at any time, between (a) representatives of Cubatabaco and/or Habana, S.A. and (b) representatives of General Cigar, at all regarding or relating to the COHIBA trademark or products sold thereunder.

11. General Cigar's intent in adopting the COHIBA trademark.

12. Third party use of the COHIBA mark.

13. Any actual, potential or contemplated action by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons against any party due to said party's

application for registration, registration, or use of the COHIBA trademark in the United States.

14. The sales of plaintiff's COHIBA cigars.

15. The identity of all customers and potential customers for plaintiffs's COHIBA cigars.

16. The channels of trade in which Cubatabaco's COHIBA cigars are currently sold and have been sold.

17. The marketing, advertising, distribution and sales procedures or methods used by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons in connection with any of its products that bear the COHIBA mark since the date the mark was first used in commerce.

18. The marketing, advertising, distribution and selling of premium cigars in the United States.

19. The importation into the United States of cigars bearing the COHIBA mark, or any variations thereof from Cuba by Cubatabaco or with the knowledge of Cubatabaco and/or Habanos, S.A. and/or any related companies or persons.

20. The origination of Cubatabaco's COHIBA cigar.

21. The reputation of Cuban COHIBA cigars in the United States and the public's awareness for Cubatabaco's COHIBA cigar in all time periods from 1977 to the present.

22. All documents produced by plaintiff in response to defendants Culbro Corporation and General Cigar Co., Inc.'s "Plaintiff's First Request for Production of Documents and Things to Defendants."

CERTIFICATE OF SERVICE

I hereby certify that on December 4, 1997, I served the foregoing NOTICE OF DEPOSITION PURSUANT TO FED. R. CIV. P. 30(b)(6) TO HABANOS, S.A. by facsimile to Habanos, S.A.'s counsel as follows:

Brendan J. O'Rourke, Esq.
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740 Broadway at Astor Place
New York, New York 10003
Fax (212) 674-4614

and upon Defendant Alfred Dunhill (North America) Ltd. by facsimile to its counsel as follows:

Richard Z. Lehv, Esq.
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633 Third Avenue
New York, New York 10017-6754
Fax (212) 953-1037

Dated: December 4, 1997
New York, New York

By: _____
Scott D. Greenberg

339274_1

You are invited to attend and cross-examine.

Dated: New York, New York
December 4, 1997

Respectfully submitted,

MORGAN & FINNEGAN, L.L.P.

By: _____

Harry C. Marcus (HM8878)
Janet Dore (JD2992)
345 Park Avenue
New York, New York 10154
(212) 758-4800
(212) 751-6849 (Fax)
Attorneys for Defendants
General Cigar Holdings, Inc.
and General Cigar Co., Inc.

Of Counsel:

Dickerson M. Downing (DD4120)
Scott D. Greenberg (SG8550)
Cindy M. Zelson (CZ4351)
MORGAN & FINNEGAN, L.L.P
345 Park Avenue
New York, New York 10154
(212) 758-4800
(212) 751-6849 (Facsimile)

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 648, Def. Dep. Ex. 154

DEFENDANT'S
DEPOSITION
EXHIBIT
134
5/17/01

(212) 415-8563

March 21, 2000

VIA FACSIMILE

David B. Goldstein, Esq.
Rabinowitz, Boudin, Standard,
Krinsky & Lieberman, P.C.
740 Broadway at Astor Place
New York, NY 10003-9518

Re: Empresa Cubana del Tobaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc. 97 Civ. 8399 (RWS)
Our Reference: 0246-4310

Dear David:

I am setting forth below, a list of the witnesses we wish to depose. We understand that some of the named witnesses may also be responsive to some of the 30(b)(6) categories. If there is such overlap, please let us know so we know which we should combine.

1. All named and 30(b)(6) witnesses previously noticed.

2. To the extent that one or more of the original declarants (all of whom have been noticed) are no longer in the position of employment they held as of the date of the declaration, we want the depositions of the individual(s) who currently hold those position(s).

530340_1

DEFENDANT'S
EXHIBIT
D 648

3. Amendments to previous 30(b)(6) Notice:

   a) Paragraph 5-8 – Add "d) the current date"

   b) The adoption and selection of the COHIBA mark

   c) The first use of the COHIBA mark:

      1) In Cuba;

      2) outside of Cuba; and

      3) in the United States

   d) First sales of the products bearing the COHIBA mark:

      1) In Cuba;

      2) outside of Cuba; and

      3) in the United States

   e) First advertising and promotion of the COHIBA mark:

      1) In Cuba;

      2) outside of Cuba; and

      3) in the United States

   f) Knowledge of the United States embargo on goods originating from Cuba

   g) Enforcement in Cuba of trademark rights of United States residents.

   h) Actions to enforce rights in COHIBA anywhere in the world.

i) Any (a) sales or (b) importation of COHIBA cigars into U.S. including any cigars brought into country by individual travelers.

j) Knowledge upon which plaintiff intends to rely to prove "fame" of mark at all times.

4. Any witnesses plaintiff intends to have testify at trial to the extent not identified above.

I am in the process of determining available dates for the people you wish to depose. Once I have those dates, I will let you know so that we can discuss specific scheduling.

Very truly yours,

Janet Dore

JD:hg

530340_1

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 649

780 BROADWAY, FIFTH FLOOR
NEW YORK, NY 10003-9618

TELEPHONE (212) 254-1111
FACSIMILE (212) 674-4614

LEONARD B. (1912-1993)
MICHAEL KRINSKY
ERIC M. LIEBERMAN
DAVID B. GOLDSTEIN

CHRISTINE S. KIM
RAPHAEL GOLB
ROGER BEARDEN †

† NOT ADMITTED IN NEW YORK

COUNSEL
VICTOR RABINOWITZ
MICHAEL B. STANDARD
LEONARD I. WEINGLASS
ELLEN J. WINNER
DEBRA EVERSON
TERRY GROSS

January 10, 2001

By Fax to 212-751-6849
and mail

Dickerson M. Downing
Morgan & Finnegan, LLP
345 Park Avenue
New York, NY 10154-0053

Re: *Empresa Cubana del Tabaco v. Culbro Corporation, et al.*

Dear Dick:

1. Without prejudice to any future modifications or additions, and without prejudice to any objections to the scope or subject matter of defendants' specification of the topics upon which they wish to conduct Rule 30(b)(6) depositions or any other matter, plaintiff designates Sr. Garrido pursuant to Rule 30(b)(6) to testify on its behalf with respect to the following:

Notice of Deposition to Cubatabaco dated December 15, 2000: Items 1, 2, 5, 6, 7, 8, 10, and 11.

Letter of Janet Dore, Esq. dated March 21, 2000: 3(f) and 3(g);

Notice of Deposition to Cubatabaco dated December 4, 1997: Item 10.

2. Plaintiff objects to Items 3 and 4 of the Notice of Deposition to Cubatabaco dated December 15, 2000 in that said Items are within the scope of defendants' prior Rule 30(b)(6) Notices (that is, Items 2, 3, 14,16 and 17 of defendants' December 4, 1997 Notice; and Items 3(c) and 3(d) of defendants' March 21, 2000 letter) and plaintiff designated and produced one or more witnesses to testify as to those previously designated items.

Plaintiff objects to so much of Item 1 of defendants' December 4, 1997 Notice of Deposition as refers to "financial resources" as being beyond the scope of discovery in this action.

G:\COHIBA\Discovery\Downing 1.10.01.wpd

DEFENDANT'S EXHIBIT D649

3. Please note that this firm does not represent Habanos, S.A. with respect to any purported Rule 30(b)(6) Notice to take Habanos, S.A.'s deposition; that this firm has not been authorized to accept service of said Notice by Habanos, S.A. and does not accept service of same on behalf of Habanos, S.A; that plaintiff considers itself under no legal obligation with respect to said Rule 30(b)(6) Notice; and that it considers said Notice to be a nullity for the foregoing reasons and for the additional reason that Habanos, S.A. is not a party to this action.

4. Please note that plaintiff previously designated one or more witnesses to testify as to the following items of prior Rule 30(b)(6) Notices and already produced those witnesses for depositions:

Notice of Deposition dated December 4, 1997: Items 1 ("corporate structure"), 2, 3, 12, 13, 14, 15, 16, and 17 (with respect to distribution and sales);

Letter of Janet Dore dated March 21, 2001: 3(c), 3(d), and 3(h).

Please advise us if you have a different understanding.

5. We do not understand what is meant by Item 20 of defendants' December 4, 2000 Rule 30(b)(6) Notice. Please explain that item in writing.

Very truly yours,

Michael Krinsky

01/10/01 WED 10:51 FAX 1212 674 4614 Rabinowitz, Boudin 003

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 650, Def. Dep. Ex. 100

DEFENDANT'S
DEPOSITION
EXHIBIT
100
2/6/01 AA

Harry C. Marcus (HM8878)
Janet Dore (JD2992)
Dickerson M. Downing, (DD4120)
MORGAN & FINNEGAN, L.L.P.
345 Park Avenue
New York, New York 10154
(212) 758-4800
(212) 751-6849 (facsimile)

Attorneys for Defendants

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO,	:	97 Civ. 8399 (RWS)
Plaintiff,	:	NOTICE OF DEPOSITION PURSUANT TO FED. R. CIV. P. 30(b)(6) TO EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO
v.	:	
CULBRO CORPORATION (now known as General Cigar Holdings, Inc.), and GENERAL CIGAR CO., INC.	:	
Defendants.	:	

TO: Rabinowitz, Boudin, Standard,
Krinsky & Lieberman PC
740 Broadway at Astor Place
New York, New York 10003
Fax (212) 674-4614
Attorneys for Plaintiff

PLEASE TAKE NOTICE that, pursuant to Fed. R. Civ. P. 30, Defendants General Cigar Holdings, Inc. (as the legal successor in interest to named defendant Culbro Corporation) and General Cigar Co., Inc. (hereinafter collectively "General Cigar") will take the deposition of Plaintiff

DEFENDANT'S
EXHIBIT
D 650

Empresa Cubana Del Tabaco d.b.a Cubatabaco (hereinafter "Cubatabaco"), before a duly authorized court reporter, on the 15th day of January 2001 at the offices of Morgan & Finnegan, L.L.P., 345 Park Avenue, New York, New York 10154. The deposition will commence at 9:30 a.m. and will continue from day to day until completed.

Pursuant to Fed. R. Civ. P. 30(b)(6), said Plaintiff shall designate one or more officers, directors, managing agents or other persons with knowledge to testify with respect to each of the following topics:

1. The nature of the corporate relationship and affiliation between Cubatabaco, and Habanos S.A. including but not limited to: a) the extent to which the two organizations share ownership and control; b) the extent to which the two organizations share any officers, directors and/or employees; c) the extent to which the two organizations share the same office space, equipment, property, databases, access to information, back-office operations, supplies or services; d) any arrangements and/or agreements between the organizations regarding the sale and distribution of cigars; e) any arrangements and/or agreements between the organizations regarding ownership, use and enforcement of trademarks; f) any arrangements and/or agreements between the organizations regarding allocation of markets or functions; and g) any arrangements and/or agreements between the organizations regarding payment and legal employment of workers.

2. The legal employment status and legal employer of a) Adargelio Garrido; b) Juan Diaz Tenorio; c) Oscar Balsulto Torres; d) Jamie-Garcia Andrade; e) Manuel Garcia Morejon; f) all officers of Cubatabaco; and g) all officers of Habanos S.A.

3. The sale of Cuban COHIBA Cigars since 1963 to: a) persons located in the United States; and b) citizens of the United States.

4. All sales of the Cuban COHIBA Cigar since 1963 conducted via the internet, telephone, or by catalogs.

5. The sales and importation of counterfeit COHIBA cigars (i.e. cigars not originating from either plaintiff or defendants) in the United States from 1963 to the present.

6. The relationship between Cubatabaco, and/or Habanos S.A. and the following entities: a) the owners and operators of the website located at www.cubamall.com; b) La Casa Del Habano; c) Hunters & Frankau; and d) Havana House.

7. Complete knowlede relating to the rights of Cubatabaco and other Cuban companies or Cuban nationals to: a) register and/or record trademarks with the United State Patent and Trademark Office and the United States Customs Service; b) bring lawsuits in the United States pertaining to the enforcement and protection of trademark rights; and c) participate in a proceeding before the Trademark Trial and Appeal Board, including but not limited to the filing of any opposition and/or cancellation proceedings.

8. The existence of dual ownership of marks in the United States and outside the United States for cigars products.

9. The allegations made by Cubatabaco regarding defendants' intent in adopting the COHIBA mark with other so called "Cuban marks" in the United States including any allegations

regarding defendants' alleged intent to deliberately adopt so called "Cuban marks" so as to preclude Cubatabaco from conducting business in the United States.

10. Knowledge of and monitoring by Cubatabaco and Habanos S.A. of the enforcement actions taken by defendants to protect the COHIBA mark in the United States including actions taken to enjoin use of the COHIBA mark by: a) G.D.M. Inc., d/b/a Global Direct Marketing, Raymond Parker and Glen Miller; and b) Cohiba De Dominicana, Inc., Kevin Moda and Alireza A. Kashani.

11. Cubatabaco corporate policy in connection with: a) trademark clearance; b) trademark clearance in countries that are signatories to the Inter-American Convention for Trademark and Commercial Protection; c) trademark clearance in countries that are signatories to the Pan-American Convention; and d) trademark clearance in Cuba; including any investigations to ascertain the existence of any prior rights in countries that are signatories to the Inter-American Convention for Trademark and Commercial Protection and the Pan-American Convention.

You are invited to attend and cross-examine.

Dated: New York, New York
December 15, 2000

Respectfully submitted,

MORGAN & FINNEGAN, L.L.P.

By:

Harry C. Marcus (HM8878)
Janet Dore (JD2992)
Dickerson M. Downing (DD4120)

345 Park Avenue
New York, New York 10154
(212) 758-4800
(212) 751-6849 (Fax)
Attorneys for Defendants
General Cigar Holdings, Inc.
and General Cigar Co., Inc.

OF COUNSEL:

Scott D. Greenberg (SG8550)
MORGAN & FINNEGAN, L.L.P
345 Park Avenue
New York, New York 10154
(212) 758-4800
(212) 751-6849 (Facsimile)

589552_1

CERTIFICATE OF SERVICE

I hereby certify that on December 15, 2000, I served the foregoing NOTICE OF DEPOSITION PURSUANT TO FED. R. CIV. P. 30(b)(6) TO EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO upon Plaintiff by facsimile and regular mail to Plaintiff's counsel as follows:

Michael Krinsky, Esq.
Rabinowitz, Boudin, Standard, Krinsky & Lieberman PC
740 Broadway at Astor Place
New York, New York 10003
Fax (212) 674-4614

Dated: December 15, 2000
New York, New York

By: _____
Ericka K. Dewey

589552_1

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 653

Michael Krinsky, Esq. (MK 4503)
David Goldstein, Esq. (DG 8291)
RABINOWITZ, BOUDIN, STANDARD,
KRINSKY & LIEBERMAN, P.C.
740 Broadway, 5th Floor
New York, New York 10003
(212) 254-1111

Attorneys for Plaintiff

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO, Plaintiff, - against - CULBRO CORPORATION, and GENERAL CIGAR CO., INC. Defendants.	97 Civ. 8399 (RWS)

RESPONSE OF EMPRESA CUBANA DEL TABACO D.B.A CUBATABACO TO DEFENDANTS CULBRO CORPORATION AND GENERAL CIGAR CO., INC.'S SECOND REQUEST FOR PRODUCTION OF DOCUMENTS AND THINGS

Plaintiff, Empresa Cubana del Tabaco d.b.a. Cubatabaco ("Cubatabaco"), by and through counsel, hereby submits the following Responses and Objections of Cubatabaco To Defendants Culbro Corporation and General Cigar Co., Inc.'s Second Request For Production Of Documents And Things, served on September 28, 2000.

DEFENDANT'S EXHIBIT
D 653

Dis 8.56

GENERAL OBJECTIONS AND RESPONSES

1. Cubatabaco objects to the document requests, definitions and instructions to the extent that they impose obligations different from or in addition to the requirements of Fed. R. Civ. P. 26, 34.

2. Cubatabaco objects to the document requests to the extent they require disclosure of information that is protected by the attorney-client privilege, attorney work product privilege, or any other applicable privilege or is otherwise protected from disclosure under applicable privileges, laws, or rules of the Republic of Cuba or the United States of America. Cubatabaco further objects to providing any information concerning privileged documents that would, in effect, reveal privileged information.

3. Cubatabaco objects to the document requests to the extent they may be construed to request disclosure of information not relevant to this proceeding or not reasonably calculated to lead to the discovery of admissible evidence.

4. Cubatabaco objects to the document requests to the extent that they are vague, ambiguous, overbroad, oppressive, or unduly burdensome.

5. Cubatabaco objects to the document requests to the extent they are not related to the time period and subject matter at issue in this action.

6. Cubatabaco objects to the document requests' demand for "all" documents or "each and every" document in the specified category as unduly burdensome and overbroad.

7. Cubatabaco objects to the document requests to the extent they seek information already in the possession of Defendants, including documents previously produced by Plaintiff, produced by Cubatabaco in affidavits and exhibits, that is publicly available, including in S.E.C.

filings, books, magazines, newspapers, and other published media, or concerning litigation in which Defendants have been involved, including *General Cigar Co., Inc.* v. *G.D.M. Inc.*, 97 Civ. 7783 (RWS) (S.D.N.Y.) ("GDM Litigation").

8. Cubatabaco reserves the right to supplement or amend any and all parts of the responses provided herein, and to object to the admissibility in evidence of any of the information contained in the responses, any portion of the documents that may be produced in response to Defendants' requests, and any information contained in the documents.

9. Cubatabaco submits these responses without conceding the relevancy or materiality of the subject matter of any document requested.

10. Cubatabaco objects to the document requests to the extent they call for the production of information concerning settlement discussions or negotiations with Defendants after the filing of this lawsuit in November 1997, which is contrary to the understanding and agreement of the parties.

11 Defendants' document requests are frequently repetitive, overlapping, and cumulative; therefore, the identification of documents as responsive to one or more document requests should not be construed to mean documents are not responsive to other requests.

12. Cubatabaco objects to these Document Requests to the extent, if any, that they request documents not in the possession, custody or control of Cubatabaco.

13. Cubatabaco's general objections shall be deemed to continue throughout the responses to the specific document requests that follow, even where not further referred to in such responses.

Without waiver of the foregoing objections, Cubatabaco specifically responds and objects to plaintiffs' document requests as follows:

SPECIFIC RESPONSES AND OBJECTIONS TO DEFENDANTS' SECOND REQUEST TO PRODUCE DOCUMENTS

Document Request No. 74

All documents and things that pertain to the reasons why plaintiff did not: a) petition to cancel defendants' United States Trademark Registrations for the COHIBA Mark prior to 1997; b) commence a lawsuit to prevent defendants' use of the COHIBA Mark in the United States prior to 1997; and c) put defendants on notice of any objections to defendants' use or registration of the COHIBA Mark in the United States prior to 1997.

Response to Document Request No. 74

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco has not identified any further responsive documents. Plaintiff's response is not to be construed as admitting the assertion set forth in subpart (c) of this Request.

Document Request No. 75

All documents and things that pertain to any communication between Cubatabaco or Habanos S.A., or their agents, attorneys and representatives, and any third party regarding the right to own and/or use the COHIBA Mark in the United States.

Response to Document Request No. 75

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco will produce additional responsive documents, if any.

Document Request No. 76

All documents and things pertaining to any applications (*i.e.* not limited to COHIBA) filed by Cubatabaco or Habanos S.A. to register any name, trademark or service mark ("Marks") in the United States Patent and Trademark Office including the file history of such applications.

Response to Document Request No. 76

Subject to and as limited by the General Objections and Responses of Cubatabaco, Cubatabaco states as follows:

(a) Cubatabaco objects to the request for documents pertaining to any applications by Habanos, S.A. as irrelevant and beyond the scope of discovery in this action.

(b) Cubatabaco objects to the request for documents pertaining to any applications by Cubatabaco on the grounds that the request is unduly burdensome in that any applications filed by Cubatabaco are a matter of public record, together with the file history thereof, and are obtainable by defendants from the United States Patent and Trademark Office. Without waiving this objection, and subject to the following objections, Cubatabaco states that it is willing to discuss producing publicly available material on a reciprocal basis with defendants.

(c) Cubatabaco objects to producing all documents pertaining to an application of Cubatabaco on the ground that such request is overly broad and burdensome and seeks information that is irrelevant to this action.

(d) Cubatabaco objects to producing documents concerning applications of Cubatabaco filed after January 1, 1997, or any filings in other applications after January 1, 1997, on the ground that such material is irrelevant to this action and beyond the scope of discovery, and unduly burdensome.

(e) Without waiving the foregoing objections, and subject to same, Cubatabaco will identify certain responsive material on the privilege log to be served contemporaneously herewith and any supplements thereto.

Document Request No. 77

All documents and things pertaining to any commercial sales and use of the COHIBA Mark by Cubatabaco anywhere in the world prior to 1982.

Response to Document Request No. 77

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco has not identified any additional responsive documents.

Document Request No. 78

All documents and things pertaining to any advertising and promotion of Cuban cigars under the COHIBA Mark prior to 1982.

Response to Document Request No. 78

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco will produce additional responsive documents, if any.

Document Request No. 79

The file history of all applications by Cubatabaco to register the mark COHIBA, or variations thereon, in Cuba.

Response to Document Request No. 79

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco states that it has not identified any additional documents.

Document Request No. 80

All documents and things that pertain to any transfer or possible transfer of trademark rights in any trademark, including COHIBA from Cubatabaco to any other entity including any actual or proposed assignment documents.

Response to Document Request No. 80

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco states as follows:

(a) Cubatabaco objects to the production of any documents that do not pertain to COHIBA on the ground that such material is irrelevant and beyond the proper scope of discovery in this action, and on the further ground that such request is overly broad and burdensome.

(b) Cubatabaco objects to producing documents other than those pertaining to any transfer or possible transfer of the right to the COHIBA trademark in Cuba and the United States as irrelevant and beyond the scope of discovery in this action.

(c) Without waiving the foregoing objections, Cubatabaco will produce additional documents concerning the transfer or possible transfer of the right to the COHIBA trademark , if any, without prejudice to its pending application to the Court regarding the scope of discovery or such future application as Cubatabaco may make.

Document Request No. 81

All documents and things that pertain to any decision or consideration by Cubatabaco and Habanos S.A. to: a) attempt to exclude the Cuban COHIBA registration from any trademark transfer or possible transfer from Cubatabaco to any other entity; and b) attempt to exclude rights in the United States from any trademark transfer or possible transfer from Cubatabaco to any other entity.

Response to Document Request No. 81

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, and without waiving its objection to the production of any responsive documents that do not pertain to COHIBA, Cubatabaco will produce additional responsive documents, if any.

Document Request No. 82

All documents and things that pertain to:

(a) The organization[s] identified as La Casa Del Habano and/or La Tienda Del Tabacco on the web site located at www.cubamall.com.

(b) The purchase and the sale of purported Cuban cigars through a website located at www.cubamall.com and the shipment of those cigars in to the United States.

(c) The corporate or other relationship between Cubatabaco or Habanos S.A. and the operators of the website located at www.cubamall.com.

(d) The knowledge of Cubatabaco or Habanos S.A., or their agents, attorneys and representatives regarding the purchase, sale and shipment of purported Cuban cigars by the operators of a website located at www.cubamall.com.

(e) Any communications between Cubatabaco or Habanos S.A., or their agents, attorneys and representatives, and any representative of the operators of the web site located at www.cubamall.com.

(f) The corporate or other relationship between Cubatabaco or Habanos S.A. and La Tienda Del Tabacco in Havana, Cuba.

(g) The corporate or other relationship between Cubatabaco or Habanos S.A. and La Casa Del Habano in Havana, Cuba.

Response to Document Request No. 82

Subject to and as limited by the General Objections and Responses of Cubatabaco, Cubatabaco objects to this Document Request on the ground that it seeks information that is irrelevant to this action and beyond the scope of discovery herein, but, without waiving said objection, further responds as follows with respect to each of the subsections of this Request:

(a) Given that web sites change from day to day, Cubatabaco objects that it is not possible to respond without defendants' providing the specific web site print out to which the request refers. Without waiving any of the foregoing objections, Cubatabaco has not identified any documents concerning a Casa del Habanos at the address indicated on the web site print out previously provided by defendants.

(b) Cubatabaco has not identified any responsive documents.

(c) Cubatabaco has not identified any responsive documents.

(d) Cubatabaco has not identified any responsive documents.

(e) Cubatabaco has not identified any responsive documents.

(f) Cubatabaco has not identified any responsive documents.

(g) Cubatabaco will produce responsive documents.

Document Request No. 83

All documents and things that pertain to:

(a) The organization, control and ownership of Cubatabaco;

(b) The organization, control and ownership of Habanos S.A.;

(c) Any shared organization, control and ownership between Cubatabaco and Habanos S.A.

Response to Document Request No. 83

(a) Subject to and as limited by the General Objections and Responses of Cubatabaco, Cubatabaco objects to producing any documents in addition to the materials previously produced on grounds that, to the extent the request seeks any additional material, it is vague, unduly burdensome and beyond the scope of discovery.

(b) Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco objects that the request seeks information that is irrelevant and beyond the scope of discovery, and is vague, overly broad and burdensome. Without waiving the foregoing objections, Cubatabaco will produce document(s) manifesting Cubatabaco's acquisition of stock of Habanos, S.A. and such other documents as it may be required to produce pursuant to the Court's discovery orders herein.

(c) Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco objects that the request seeks information that is irrelevant and beyond the scope of discovery, and is vague, overly broad and burdensome. Without waiving the foregoing objections, Cubatabaco will

produce document(s) manifesting Cubatabaco's acquisition of stock of Habanos, S.A. and such other documents as it may be required to produce pursuant to the Court's discovery orders herein.

Document Request No. 84

All documents and things pertaining to any advertising, promotion or informational material prepared by or on behalf of Altadis that refers to: a) the Cuban COHIBA cigar; b) Cuban cigars; c) Cubatabaco; and d) Habanos S.A.

Response to Document Request No. 84

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials already produced by plaintiff, Cubatabaco will produce documents, if any, in response to subsection (a), and objects to the requests set forth in (b) through (d) on the grounds that they seek information that is irrelevant and beyond the scope of discovery; and that they are overly broad and vague and unduly burdensome. Without waiving the foregoing objections, plaintiff will produce such informational material, if any, as may be required to produce by the Court's discovery orders herein.

Document Request No. 85

The following documents and things pertaining to the possible or actual acquisition by Altadis of a percentage of Habanos S.A.:

(a) The primary acquisition agreements and all related agreements (including license agreements) as well as any preliminary agreements or letter of intent and;

(b) All documents pertaining to the ownership of and right to use trademarks in general and the COHIBA mark in particular ("Marks");

(c) The members of the Boards of Directors of Cubatabaco and Habanos S.A.

(d) Any shared organization, control and ownership between Cubatabaco, Habanos S.A. and Altadis;

(e) All due diligence documents pertaining to trademarks in general and the COHIBA Mark in particular;

(f) All documents pertaining to a possible assignment or transfer of interest in said Marks;

(g) All documents pertaining to the right to register, license, use or enforce said Marks;

(h) All documents relating to the ownership of the Marks in the United States;

(i) All documents pertaining to defendants and/or this lawsuit;

(j) All documents relating to the fame of the Marks;

(k) All documents relating to any monetary valuation of the Marks;

(l) All documents relating to any representations, warranties or obligations to indemnify pertaining to the Marks;

(m) All documents relating to the possible sale and marketing of cigars under the Marks in the United States by Altadis, Habanos S.A., Cubatabaco or another company acting under their authority;

(n) All documents relating to the existence of dual ownership of Marks in the United States and outside the United States for cigar products (*i.e.* the fact that the same mark may be owned by unrelated parties in the United States and outside the United States);

(o) All documents relating to the transfer or possible transfer of trademark rights from Cubatabaco to any third party and the possible retention of certain trademark rights by Cubatabaco;

(p) All documents pertaining to any proposed marketing plans in the United States if the COHIBA Mark is not available for use in this country.

Response to Document Request No. 85

Subject to and as limited by the General Objections and Responses of Cubatabaco, including such material as plaintiff may already have produced, Cubatabaco states as follows:

1. Cubatabaco objects to the Request on the ground that it seeks information that is irrelevant and beyond the scope of discovery in this action; is overly broad and vague; and is unduly burdensome.

2. Cubatabaco objects to the Request on the ground that information about trademarks other than COHIBA is irrelevant and beyond the scope of discovery.

3. Cubatabaco objects to the Request on the ground that information about COHIBA other than with respect to the United States and Cuba is irrelevant and beyond the scope of discovery.

4. Cubatabaco objects to the Request on the ground that information concerning COHIBA (or any other trademark) other than its ownership is irrelevant and beyond the scope of discovery.

Without waiving any of the foregoing objections, Cubatabaco will produce responsive documents, if any, pertaining to the ownership of the COHIBA mark in the United States and Cuba; the members of the board of directors of Cubatabaco; due diligence documents concerning

COHIBA; a possible assignment or transfer of interest in the COHIBA mark; the right to register and enforce the COHIBA mark in the United States and Cuba; this lawsuit; the fame of the COHIBA trademark; the monetary valuation of the COHIBA mark; the sale and marketing of COHIBA cigars in the United States; the transfer or possible transfer of the right to the COHIBA trademark in the United States and Cuba; the possible retention of the right to the COHIBA trademark in the United States and Cuba by Cubatabaco; marketing plans in the United States if the COHIBA mark is not available for use in the United States; and such documents as Cubatabaco may be required to produce pursuant to the Court's discovery orders.

Document Request No. 86

All documents and things pertaining to any plans, proposals or consideration given by Cubatabaco and Habanos S.A. to the possible future sales and markets of Cuban cigars in the United States.

Response to Document Request No. 86

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco states that it objects to this Request insofar as it seeks information other than with respect to COHIBA and states further that it will produce responsive documents with respect to COHIBA, if any.

Document Request No. 87

All documents and things that pertain to the allegations set forth in Paragraph 39 of the Complaint that defendants' actions have:

(a) Damaged the reputation of plaintiff's COHIBA cigars;

(b) Impaired the future sale of plaintiff's COHIBA cigars in the United States;

(c) Impaired the current and future sale of plaintiff's COHIBA cigars to United States visitors to Cuba; and

(d) Impaired the current and future sales of plaintiff's COHIBA cigars to third-country nationals.

Response to Document Request No. 87

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco has not identified any additional documents.

Document Request No. 88

All documents and things pertaining to knowledge of Cubatabaco or Habanos S.A. of any counterfeit or infringing COHIBA cigars (*i.e.* cigars that do not originate from plaintiff or defendants) being sold, offered for sale, distributed, advertised or promoted in the United States and the response (or lack of a response) by Cubatabaco and Habanos S.A. to said counterfeit or infringing activity.

Response to Document Request No. 88

Subject to and as limited by the General Objections and Responses of Cubatabaco, including the material previously produced by plaintiff, Cubatabaco states that issues of *Cigar Aficionado*, *Cigar Insider* and *Smoke* in its possession contain responsive material but objects to producing same on the grounds that defendants already have copies of such material, and on the further ground that such production would be unduly burdensome. Cubatabaco further states that documents concerning the previously identified actions and proceedings of plaintiff and/or Habanos, S.A. in the Dominican Republic may be considered responsive to this Request. To the

extent that such material has not been previously produced or withheld on the basis of privilege, plaintiff will produce same, if any, or claim privilege with respect to same. Plaintiff further states that, other than as noted, it has not identified any additional documents responsive to this request.

Document Request No. 89

All documents and things pertaining to any instance in which a representative of Cubatabaco or Habanos S.A.:

(a) has objected to the use or registration of any Mark in the United States on the ground that said use or registration is likely to cause confusion with any Mark owned by Cubatabaco or Habanos S.A.:

(b) has filed a Notice of Opposition to oppose any application or a Petition to Cancel to cancel any existing registration in the United States Patent and Trademark Office;

(c) has threatened to take legal action to attempt to stop the use or registration of any Mark in the United States;

(d) has taken legal action to attempt to stop the use or registration of any Mark in the United States;

(e) has taken any affirmative act to seek to enforce its purported rights to the COHIBA Mark in the United States; and

(f) has engaged in any communications with the United Sates Customs Office with respect to the COHIBA Mark or cigars sold under the COHIBA Mark.

Response to Document Request No. 89

Subject to and as limited by the General Objections and Responses of Cubatabaco, including the materials previously produced by plaintiff, Cubatabaco responds as follows:

1. Cubatabaco objects to the Request insofar as it seeks information concerning actions with respect to marks owned or claimed by Habanos, S.A. on the grounds that such information is irrelevant and beyond the scope of discovery in this action.

2. Cubatabaco objects to providing documents for the period subsequent to January 1, 1997 on the ground that such information is irrelevant and beyond the scope of discovery in this action.

3. Cubatabaco objects to the Request insofar as it seeks filings the United States Patent and Trademark Office or the Trademark Trial and Appeals Board on the grounds that such material is available to the defendants and that requiring plaintiff to produce same is unnecessarily burdensome. Without waiving this objection, plaintiff states that is prepared to discuss with defendants producing such publicly available material on a reciprocal basis. Subject to the foregoing objections, plaintiff will identify responsive material, if any, on its privilege log and will produce non-privileged materials that are not publicly available, if any.

Document Request No. 90

All documents that pertain to any agreements or other arrangements regarding the ownership and/or right to use of the COHIBA mark in: a) France; and b) the United States.

Response to Document Request No. 90

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials that have previously been produced, Cubatabaco will produce documents

regarding the ownership of the mark COHIBA in the United States, if any, and otherwise objects to this Request as seeking information that is irrelevant and beyond the scope of discovery.

Document Request No. 91

All documents and things that pertain to any communications between any representative of Cubatabaco and/or Habanos S.A. and any representative of *Cigar Aficionado* Magazine regarding: a) the Cuban COHIBA product; and b) the existence of "dual ownership" of cigar marks including but not limited to, any communications, material or information provided to *Cigar Aficionado* Magazine that refer to the COHIBA product or dual ownership of any mark, and any tapes, transcripts or reproductions of any interviews between representatives of Cubatabaco or Habanos S.A. and representatives of the Magazine.

Response to Document Request No. 91

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials that have previously been produced, Cubatabaco states that it will produce responsive documents, if any, concerning the COHIBA mark or COHIBA product and that it otherwise objects to this Request as seeking information that is irrelevant and beyond the scope of discovery.

Document Request No. 92

All documents and things that pertain to the following interviews published in *Cigar Aficionado* Magazine:

(a) Interview with Francisco Padron in Spring 1993 issue;

(b) Interview with Francisco Padron in Spring 1994 issue.

Response to Document Request No. 92

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials that have previously been produced and without waiving its objection to the request to the extent that it seeks documents other than those pertaining to the mark COHIBA, Cubatabaco has not identified any responsive documents.

Document Request No. 93

Any documents and things that indicate, or in which there is any contention, that any quotation attributed to Francesco Padron in the following interviews published in *Cigar Aficionado* was inaccurate.

(a) Interview with Francisco Padron in Spring 1993 issue.

(b) Interview with Francisco Padron in Spring 1994 issue.

Response to Document Request No. 93

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials that have previously been produced and without waiving its objection to the request to the extent that it seeks documents other than those pertaining to the mark COHIBA, Cubatabaco has not identified any responsive documents.

Document Request No. 94

All documents and things that pertain to any public statement made by any representative of Cubatabaco and/or Habanos S.A. relating to the following matters. (For purpose of this request, "public statement" includes but is not limited to press releases, advertising, promotional and informational material, corporate documents available to the public or any representative of the press.)

(a) Ownership of the COHIBA Mark;

(b) Ownership of the COHIBA Mark in the United States;

(c) Ownership rights to cigar trademarks in the United States (including the fact that some cigar trademarks are owned by different parties in the United States than outside the United States);

(d) The rights of Cuban nationals to own, use and register trademarks in the United States;

(e) The rights of Cuban nationals to commence legal actions in the United States Courts and the United States Patent and Trademark Office;

(f) The transfer or possible transfer of any trademark rights from Cubatabaco to any third party;

(g) The acquisition or possible acquisition of a portion of ownership rights in Habanos S.A. by Altadis; and

(h) The rights of Altadis to use the COHIBA Mark and to distribute and/or advertise cigars under the COHIBA Mark.

Response to Document Request No. 94

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials that have previously been produced, Cubatabaco states as follows:

1. Cubatabaco objects to the Request as overly broad, vague and unduly burdensome;

2. Cubatabaco objects to (c) insofar as it seeks information other than with respect to COHIBA on the ground that such information is irrelevant and beyond the scope of discovery in this action;

3. Cubatabaco objects to (d) for the period subsequent to January 1, 1997 on the grounds that such information is irrelevant and beyond the scope of discovery;

4. Cubatabaco objects to (e) for the period subsequent to January 1, 1997 on the grounds that such information is irrelevant and beyond the scope of discovery;

5. Cubatabaco objects to (f) other than with respect to the rights to the COHIBA trademark in Cuba and the United States on the ground that such information is irrelevant and beyond the scope of discovery;

6. Cubatabaco objects to (g) and (h) as seeking information that is irrelevant and beyond the scope of discovery and further states that, without waiving said objection, it will produce responsive publicly available material in the possession of Cubatabaco, if any, and any documents required to be produced pursuant to the discovery orders of the Court, and states further that it has not identified any such additional responsive material.

Document Request No. 95

All documents and things that pertain to the knowledge or awareness of Cubatabaco and/or Habanos S.A., or its agents, attorneys and representatives, regarding:

(a) the use by defendants of the COHIBA Mark in the United States;

(b) the registration by defendants of the COHIBA Mark in the United States; and

(c) any actions taken by defendants to enforce their rights to the COHIBA Mark in the United States;

(d) The rights of Cuban nationals to own, use and register trademarks in the United States; and

(e) The rights of Cuban nationals to commence legal actions in the United States Courts and the United States Patent and Trademark Office;

Response to Document Request No. 95

Subject to and as limited by the General Objections and responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco:

1. states that plaintiff has not identified any additional documents responsive to (a) through (c) for the period prior to January 1, 1997;

2. Objects that any material responsive to (a) through (e) for the period after January 1, 1997 is irrelevant and beyond the scope of discovery;

3. objects to (d) through (e) as overly broad and unduly burdensome;

4. objects to producing any documents on file with the USPTO or TTAB on the ground that same are available to defendants and it would be unduly burdensome to require plaintiff to produce same and further states therein that plaintiff is prepared to discuss production of such publicly available material with defendants on a reciprocal basis;

5. objects to the production of any documents concerning USPTO or TTAB proceedings other than for documents prior to the commencement of such proceedings on the ground that such material is irrelevant and its production would be unduly burdensome; and

6. without waiving and subject to the foregoing objection (5), plaintiff will identify responsive material on its privilege log.

Document Request No. 96

All documents and things pertaining to plaintiff's knowledge or awareness of the litigation entitled *General Cigar Co., Inc.* v. *G.D.M. Inc.*, 97 Civ. 7783 (S.D.N.Y.) ("GDM Litigation") including but not limited to the date on which and manner by which plaintiff became so aware and the extent to which representatives of plaintiff attended or monitored Court hearings during the litigation.

Response to Document Request No. 96

Subject to and as limited by the General Objections and Responses of Cubatabaco, including materials previously produced by plaintiff, Cubatabaco will produce documents limited to its first knowledge of such action, and otherwise objects to the Request as seeking information that is irrelevant and beyond the scope of discovery, and that is privileged as attorney-client communications, attorney work product, and/or trial preparation of materials.

Document Request No. 97

All documents and things pertaining to plaintiff's knowledge or awareness of the litigation entitled *General Cigar Co., Inc.* v. *Kevin Mode*, 98 Civ. 6125 (S.D.N.Y.) ("Mode Litigation") including but not limited to the date on which and manner by which plaintiff became so aware and the extent to which representatives of plaintiff attended or monitored Court hearings during the litigation.

Response to Document Request No. 97

Subject to and as limited by the General Objections and Responses of Cubatabaco, plaintiff has not identified any responsive documents.

Document Request No. 98

All documents and things that pertain to:

(a) The identity of any expert witness hired by or on behalf of Cubatabaco or Habanos S.A. for possible use at the trial of this action or preparation for the trial of this action;

(b) The scope or nature and purpose of employment of any expert witness so hired;

(c) Any reports, investigations or surveys prepared or conducted by any expert witness so hired.

Response to Document Request No. 98

Plaintiff objects to this Request as premature in that the Court, by order dated September 18, set January 31, 2001 as the period for the commencement of expert disclosures and reserves such other objections as it may have to this Request until such time.

Document Request No. 99

All documents and things received by or on behalf of plaintiff or its counsel (excluding documents received through document production) in this action pertaining to all advertising, promotional material, catalogs, brochures, price lists and the other informational material distributed by: a) Alfred Dunhill (North America) Ltd., Alfred Dunhill Catalog Sales, Inc.; and b) Mike's Cigars and Iwan Rei Company (or other companies related to these entities or their predecessors or successors in interest) including documents sufficient to identify the individual receiving the material and the date of its receipt.

Response to Document Request No. 99

Subject to and as limited by the General Objections and Responses of Cubatabaco, including material previously produced by plaintiff, Cubatabaco will produce responsive documents, if any,

for the period prior to January 1, 1997 and objects to the Request with respect to the period thereafter on the grounds that such information is irrelevant and beyond the scope of discovery. Cubatabaco will produce responsive documents that it received prior to January 1, 1997, if any.

Document Request No. 100

The documents and things identified by Cubatabaco deposition witnesses and requested to be produced by defendants' counsel at deposition as indicated below:

(a) Study conducted of the image of the Cuban COHIBA Mark in the early 1970's. (Cabezas at 19-21)

(b) Representative COHIBA boxes. (Cabezas at 26)

(c) Records of visits by journalists to the COHIBA factory in the 1970's. (Cabezas at 43)

(d) Correspondence from consumers requesting COHIBA cigars. (Cabezas at 52)

(e) Minutes of the Board of Directors reflecting the decision to commercialize Cuban COHIBA cigars. (Cabezas at 55)

(f) Magazine advertising for COHIBA cigars in the mid 1970's. (Cabezas at 57)

(g) Press clipping files for Cuban COHIBA cigars kept by Cubatabaco and/or Habanos S.A. (Cabezas at 61)

(h) Magazine articles pertaining to Cuban COHIBA cigars in Cubatabaco publications. (Cabezas at 63)

(i) Factory records of gifts of Cuban COHIBA cigars made by Fidel Castro or the state counsel. (Mas at 34)

(j) Sales statistics pertaining to export of Cuban COHIBA cigars and overall sales of Cuban COHIBA cigars. (Mas at 39-40, 42)

(k) Records reflecting sale of Cuban COHIBA cigars at diplomatic stores. (Mas at 52)

(l) Records reflecting requests to export Cuban COHIBA cigars. (Mas at 63)

(m) Records reflecting advertising of the Cuban COHIBA Mark and advertising specimens. (Mas at 58)

(n) Request by third parties to export Cuban COHIBA cigars. (Mas at 63)

(o) Documents pertaining to advertising for Cuban COHIBA cigars and advertising specimens. (Mas at 67)

(p) Documents pertaining to advertising of Cuban COHIBA cigars in Spain. (Mas at 68-69)

(q) Information pertaining to the Spanish public relation company used by Cubatabaco. (Mas at 70-71)

(r) Reports pertaining to administration counsel meetings. (Garcia at 17)

(s) "Back up" information to 1996 sales figures. (Garcia at 57)

(t) Cuban COHIBA license pertaining to cigarettes. (Garcia at 64)

(u) Sales information discussed by Mr. Garcia. (Garcia at 69)

(v) Documents pertaining to Brazilian, Mexican, German, French and Dominican Republic disputes. (Garrido at 43-52)

(w) Agreement between Cubatabaco and Mr. Koenig. (Garrido at 40)

(x) Information pertaining to worldwide registrations of Cuban COHIBA Mark or variations thereon. (Garrido at 263)

(y) Agreement pertaining to trademark ownership in France. (Garrido at 285)

(z) English translation of Mr. Garrido's book. (Garrido at 287)

(aa) Bylaws of Habanos S.A. (Garrido at 305)

(bb) Business records reflecting cumulative sales of COHIBA cigars. (Pendas at 101)

(cc) Board of Directors meetings relating to possible sales of Cuban COHIBA cigars in the United States. (Linares at 13)

(dd) Written analysis of lawsuit. (Linares at 62)

(ee) Production document P3169 of Exhibit 15 in unredacted form. (Linares at 131)

(ff) Sales documents reflecting sales of COHIBA cigars. (Linares at 167)

(gg) Information from statistics department regarding yearly production of Cuban COHIBA cigars. (Linares at 166)

(hh) *Playboy* Magazine in which an article about Cuban COHIBA cigars appeared. (Mendoza at 35)

(ii) Sales reports showing export of Cuban COHIBA cigars. (Mendoza at 59)

(jj) Sales documents referred to by Mr. Mendoza. (Mendoza at 100-101)

(kk) Consumer studies pertaining to Cuban cigars. (Lopez at 41)

(ll) Board of Directors meetings referring to General Cigar or use of the COHIBA Mark. (Lopez at 80-81)

(mm) Advertising expenditures and information. (Lopez at 103-104)

(nn) Promotional expenditures and information. (Lopez at 107)

(oo) Marketing reports. (Lopez at 112)

(pp) Complete copy of the survey referred to by Ms. Lopez at her deposition. (Lopez at 119)

(qq) Material reflecting the fame of the COHIBA Mark. (Lopez at 124)

(rr) Explanatory documents regarding the significance of the roman numeral "I." (Lopez at 144)

Response to Document Request 100

Subject to and as limited by the General Objections and Responses of Cubatabaco, including that Cubatabaco has previously produced responsive documents and including that Cubatabaco objects to any request to the extent that it requests documents pertaining to a mark other than COHIBA, Cubatabaco:

(a) states that it has not identified any additional documents;

(b) states that it has not identified any additional documents;

(c) states that it has not identified any additional documents;

(d) states that it has not identified any additional documents;

(e) states that it has not identified any additional documents;

(f) states that it has not identified any additional documents;

(g) states that it has not identified any additional documents;

(h) states that it has not identified any additional documents;

(i) states that it has not identified any additional documents;

(j) will produce additional documents, if any;

(k) states that it has not identified any additional documents;

(l) states that it has not identified any additional documents;

(m) states that there appears to be no reference to the stated subject at the cited deposition page;

(n) states that it has not identified any additional documents;

(o) states that it has not identified any additional documents;

(p) will produce additional documents, if any;

(q) objects that the request is vague and overbroad;

(r) will produce additional documents, if any;

(s) will produce additional documents, if any;

(t) states that it has not identified any additional documents;

(u) will produce additional documents, if any;

(v) to the extent such material has not been previously produced or withheld on the basis of privilege, plaintiff will produce same, if any, or claim privilege with respect to same.

(w) to the extent which such material has not been previously produced or withheld on the basis of privilege, plaintiff will produce same, if any, or claim privilege with respect to same.

(x) will produce additional responsive documents;

(y) objects that the request seeks information which is irrelevant and beyond the scope of discovery;

(z) will produce the translation when published;

(aa) objects that the request seeks information which is irrelevant and beyond the scope of discovery and without waiving its objections will produce such documents as Cubatabaco may be required to produce pursuant to the Court's discovery orders herein.

(bb) objects to producing any additional documents on grounds that it would be unduly burdensome to do so.

(cc) states that it has not identified any additional documents;

(dd) states that it has not identified any additional documents other than any such documents as have been identified on privilege logs

(ee) Defendants have hitherto refused to produce copies of the Exhibit;

(ff) Plaintiff objects to producing any addition documents as unduly burdensome;

(gg) will produce additional documents, if any;

(hh) states that it has not identified any additional documents;

(ii) states that it has not identified any additional documents;

(jj) states that it has not identified any additional documents;

(kk) will produce additional documents;

(ll) states that it has not identified any additional documents;

(mm) will produce additional documents;

(nn) will produce additional documents;

(oo) will produce additional documents, if any;

(pp) will produce additional documents;

(qq) states that it has not identified any additional documents;

(rr) states that it has not identified any additional documents;

Dated: New York, New York
November 7, 2000

RABINOWITZ, BOUDIN, STANDARD,
KRINSKY & LIEBERMAN, P.C.

By: _____

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and General Cigar Co., Inc.

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 660

Source: News & Business > News > Major World Newspapers ⓘ
Terms: "cohiba" and date(geq (11/29/1986) and leq (11/29/1986)) (Edit Search)

Financial Times (London), November 29, 1986

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Financial Times (London)

November 29, 1986, Saturday

SECTION: WEEKEND FT; Pg. XV

LENGTH: 1475 words

HEADLINE: Weekend FT Report, Christmas Food And Cheer; Aristocrats In A Humidor

BYLINE: Frank Gray

HIGHLIGHT:
A special report from Frank Gray, our man in Havanas"Open the old cigar boxget me a Cuba stout,For things are running crossways,and Maggie and I are out.""We quarrelled about Havanas- we fought o'er a good cheroot,And I know she is exacting,and she says I am a brute.""Open the old cigar box- let me consider anew - Old friends, and who is Maggiethat I should abandon you?""A million surplus Maggies arewilling to bear the yoke;And a woman is only a woman,but a good cigar is a Smoke."

BODY:
"Left to right, dark to light," observed Simon Chase of cigar importers Hunters and Frankau while examining a box of Monte Cristo number one cigars to see if, given subtle differences in cigar leaf coloration, they had been packed correctly.

"Aha," he said, pointing a finger at an offending dark cigar in the middle of a row of progressively lighter ones. "This box has been tampered with." He quickly placed it to the left edge of the row and smiled approvingly because continuity and order had been restored.

The rituals connected with the high-quality cigar trade rival the connoisseurship of fine wines; cigar traders are concerned with crop quality, ageing of leaves, tobacco blending, rolling of cigars, their packaging, delivery and care of storage prior to sale and, indeed, after it if the buyer is buying in volume, as many do. A story is making the rounds of London's West-End cigar merchants, home to some of the world's most caring vendors of high-quality cigars. A man who not long ago placed a 49,000 Pounds (pds) order for 14,000 Ramon Allones cigars. Not even a smoker with the prodigious appetite of movie magnate Alexander Korda (a 30-a-day Havana man), could be expected to see such a quantity off in a short time. So proper storage, in humidified lockers, is as important to a cigar merchant as is the long-term care of vintage wines in cool cellars.

It is why merchants will have desk-top humidors holding as few as 25 cigars and, in extreme cases, closet-sized cedar cabinets holding several thousand.

The wine analogy does not end with the aesthetics of the product itself, for price comparisons between the two are strikingly similar. Good cigars in the UK cost anywhere between 3 pds and 12.50 pds per piece, and, properly savoured, can easily take up to an hour to smoke. Korda clearly was an impatient man.

Pre-Cuban revolution (1959) cigars are special curiosities and often get high prices at

DEFENDANT'S EXHIBIT D660

auctions. I devoted a solemn hour - not on my employer's time - to consuming a Henry Clay Havana, circa 1956, which I would rate as a nine on a scale of ten. Walter Kahn, head of Joseph Samuels importers, admits to having smoked a 90-year-old Havana which he rated highly. But most merchants say there is an optimum age where cigars are just about perfect, and that is between three and five years old or, occasionally, three and ten years.

What, then, is a true vintage cigar? Retailers, even such renowned vendors as Alfred Dunhill on London's Jermyn Street, keep their secrets. They point to the oily sheen, a firm, well-defined wrapper and even the manner of packaging as the best indicator. Relatively loosely packed cigars, tied with a ribbon and packed in cedar boxes of 25 or 50 - known in the trade as a "cabinet selection" cigar - are the best indicator of quality because of the choice of tobacco.

Such cigars have a longer shelf life as they are better able to breathe. Tightly packed boxes also will do, but imply a need for more immediate consumption. Wrappers suggest machine-made cigars - even from Cuba, the undisputed mother country, or from America or Holland.

Cigars in tubes place the merchant in a quandary.They are hand made, which puts them into the top rank, and the cedar wrapping, to be used for lighting them, suggests they will retain the required moisture. But there is a belief that good cigars like good company, can benefit from being lain in an open box in well-humidifed surroundings where they will benefit from the aroma of their fellows. Still, the tubed cigar is a good marketing device that appeals to the new consumer or for one buying an instant gift for a friend.

This is not to be dismissed. Before World War Two 38 m Cuban cigars were smoked in the UK. After the war, the quality trade yielded to the influx of cheaper Dutch cigars, largely made of Sumatran tobacco, and the now omnipresent five-packs of "whiffs," where pure tobacco is almost an afterthought, and which now dominate the trade.

These cheaper smokes, including Dutch products, are known among the cognoscenti dismissively as sticks, and account for 1.5 bn in volume sales in the UK per year. The Cuban-dominated trade in cigars, almost exclusively hand-made, accounts for just 4.5 m, with perhaps another 400,000 from Jamaica and a smattering from such countries as Honduras, Mexico the Dominican Republic and the Philippines.

Timothy White, who runs the immaculate humidor room at Dunhills, remarkable for its 300-odd, numbered, cedar storage closets for its customers - all the better to keep client confidentiality - says the age of its quality customers is dropping, and it is not uncommon to see men in their 30s, and occasionally women, calling to look at vintages from those countries where the Spanish flag once flew.

The problem with defining vintages is that hand-made cigars are not age-dated as is wine. According to Zino Davidoff, Russian-born Swiss cigar tycoon, a vintage cigar comprises the best tobaccos from three different crops. Ideally, the best comes from Cuba's Vuelta Abajo and semi-Vuelta areas of Pinar del Rio in Western Cuba, or, latterly, in the Remedios, Partido or Camaguey y Oriente areas of Central Cuba.

Davidoff, now approaching 80, must have got it right, for he received the rare accolade in the 1960s by being allowed by President Castro to become the only foreigner after the revolution to launch his own brand on the world market.

He is the most enthusiastic proponent of the cigar-wine relationship and has given six of his 14 Havana sizes the names of famous wine houses - such as Dom Perignon (12.50 pds), Chateau Mouton Rothschild (6 pds), Chateau Latour (5.75 pds), Chateau Margaux (4.75 pds), Chateau Lafitte (4.75 pds) and Chateau Haut Brion (4 pds).

Not to be outdone, Dunhills, which has been producing its own brand Havanas since the 1930s, has expanded its range to eight, bearing such Cuban names as Malecon, Mojito, Varadero, Estupendos and the mighty, 9 1/4 inch Havana Club, which rivals the Dom Perignon in size and price. Castro himself spearheaded the creation of the **Cohiba** cigar.

Any visit to a quality merchant in London takes one into a world of such famous names as H Upmann, Bolivar, Romeo y Julieta, Punch, Hoyo de Monterrey, Rafael Gonzales, Ramon Allones, Partagas and any one of two dozen other brands still being turned out by thousands of mainly women cigar makers in central Havana, not to mention the popular Macanudos, Temple Halls and Royal Jamaicas from neighbouring Jamaica which provides London merchants with most of the balance of their cigar stock. There are individually named Sir Winstons and Churchills, invariably seven inches long, Lonsdales, Clemenceaus and Princes of Wales.

Pretenders to the Cuban throne find their way on to the marketplace as well, though, by agreement among importers, not in London.

It takes a keen-eyed observer perusing the shelves of duty free shops, to spot the difference - that is, their labels will not say "Made in Havana" nor will the box bear the inimitable green Cuban Government seal.

In such a business, anecdotes abound. John Croley of merchants Robert Lewis reminds the visitor that Edward VIII, who preferred Montecristos and Santa Damianas, a now discontinued brand, ceased ordering cigars after his abdication. But in his exile years as Governor of the Bahamas during the war he assured that food supplies reached his former cigar merchants.

As the most famour cigar smoker of them all, the question arises, did he smoke the cigars that bear his name?

According to Croley, Churchill open his first account at Robert Lewis on August 9 1900 and ordered a box of 50 Bock Girades, a small Havana cigar. But his preferred brand in his later years was the Romeo y Julieta piramido, a conical-shaped cigar worthy of the great statesman. He smoked about 10 per day, and he placed his last order on December 23 1964, two weeks before his death. The order was for a box of piramidos and a box of Atiza Reales.

When the issue of Sir Winston's taste for Romeo y Julietas arises, Knight Brothers importers are quick off the mark with a letter from Miss Doreen Pugh, Sir Winston's private secretary. Dated October 8 1963, it says that Sir Winston "would be much obliged if you would send a box of 25 cigars of good quality, but not quite as good as the Romeo & Juliet, and of medium size, to his grandson for his birthday on October 10."

On behalf of Knight Brothers, Robert Lewis carried out the instruction, with a delivery of 25 Por Larranagas to Winston Spencer Churchill, now an MP but then a foreign correspondent.

Also on offer is a box of 50 Don Candid Petit Lonsdales "believed to have been produced in 1959" with an initial asking price of 110-140 pds.

Quotations from The Betrothed from Kipling's Departmental Ditties (1890).

GRAPHIC: Drawing "What do you mean, I look prosperous? I am prosperous" PRODUCT PACKAGING (90%); TOBACCO PRODUCTS (90%); AUCTIONS (74%); HAVANA (56%); ALEXANDER KORDA (56%);

Source: News & Business > News > Major World Newspapers ⓘ
Terms: "cohiba" and date(geq (11/29/1986) and leq (11/29/1986)) (Edit Search)
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 661

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The Guardian (London) May 18, 1987

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The Guardian (London)

May 18, 1987

LENGTH: 1709 words

HEADLINE: Monday Women: Eating out with Atwood - Margaret Atwood story

BYLINE: By REGINA NADELSON

BODY:

Since reading Margaret Atwood's new book, I've been having trouble with sushi. This is because in Sunrise, one of the stories in Bluebeard's Egg, the main character, Yvonne, eats out at 'sushi bars where she can sit with her back to the rest of the room and watch the hands of the chefs as they deftly caress and stroke her food. As she eats, she can almost feel their fingers in her mouth. '

'But they have such nice clean fingers,' Atwood says, straight-faced, when I meet her.

There is more: in Loulou; Or The Domestic Life Of The Language, Loulou views her poet lovers as over-ripe avocados; Uglypuss has a hero who, when he really likes a girl wants to eat lemon icing off a cake in the dark with her. The short stories in Bluebeard's Egg (Cape, pounds 10.95, June 14) have cookies the shapes of moons and stars, carob covered raisins from a macrobiotic boutique, lots of eggs and chickens, raw, cooked, symbolic or covered with sauce supreme. Margaret Atwood is fine on food in all her books. She's like a life-style reporter on a poetic bender, a 'Patagonian in Woolworth's enthralled by the trivia,' as she writes of one of her characters. Writing about birth, death, sex, myth, she makes her characters real because the unmistakable Atwood voice, off-hand, ironic, funny, revels in its specificity: no one does clothes or interior decor better than Atwood; few do relationships between men and women as well. In The Handmaid's Tale, recently awarded the Arthur C. Clarke sci-fi prize and just out in paperback, its the heroine's longing for a bottle of hand lotion that makes this parable about a grim futurist world where women are breeding machines, moving.

So, as I get the early flight from New York to Toronto where Atwood lives, thinking, because I am hungry, about Sally in the title story of Bluebeard's Egg Who ferrets away pre-packaged cheese in her purse on planes, what I want most to know, is what Margaret Atwood eats.

At the Toronto Airport, the man who stamps my passport asks why I've come. To interview Margaret Atwood, I tell him. 'That one,' he says. 'Yeah, I heard of her. '

There is a silver Saab in the driveway of the capacious house in the Annexe section of Toronto near the university, prosperous in the twenties, gone to seed, now moving up, and inside is a tall, cheery man in a dark blue pollover.

Graeme Gibson, the Canadian writer with whom Margaret Atwood lives, who is the father of

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her ten-year-old daughter, is a big man with sideburns and a moustache who organises bird-watching trips in Cuba and smokes the fragrant **Cohiba** cigars he brings back. He says: 'Peggy will be right out,' and then, in a sweat suit small and pale with a lot of dark frizzy hair, Atwood darts in, mumbles about changing, disappears. Gibson makes coffee.

It's a lived-in kitchen: the shelves are lined with jars of beans and spices, the butcher block counter is strewn with calla lilies, daffodils, stacks of mail. By contrast, the tidy living room has the air of a parlour reserved for special occasions. Atwood's study is downstairs and outside, the garden is turning bright green in the Toronto spring.

When Atwood reapears, we walk a couple of blocks to Arlequin, a neighbourhood bistro. 'Eating out,' Atwood says, 'has become one of the spectular sports of Toronto. '

In person, she's a lot looser than I expect, although there's a watchful, chameleon-like quality to Atwood's light blue eyes. Her deadpan humour she describes as typical of the Maritime Provinces where her parents come from. 'They'll tell you the most outrageous lies with a straight face. '

What I am led to expect is a daunting star of Canadian letters who began writing at five, who at 47 (she looks younger), has produced half a dozen novels, poetry, short stories, a study of Canadian literature, is consulted for her views on the Big Issues, especially feminism, although she's a little waspish when I suggest she seems mellower about men in Bluebeard's Egg than her other books.

'It depends how you count, (I was in market research,' she adds, very deadpan.) 'If we all vote if women have souls, I vote on that side, if it's kill all the men, I'm not for it. I don't know what feminism means. I think you have to take it in context. '

In interviews, Atwood has been described as 'an anthropologist of pain. ' Over lunch, she says, 'I could take you shopping in Toronto and you'd have a very good time. '

Born in Ottawa in 1939, Atwood spent much of her childhood in rural Canada where her father, an entomologist, ran forest stations. By 16, she knew she wanted to be a writer, 'George Eliot, or possibly Emily Bronte,' whom she preferred to Charlotte, although she would have rather been Jane Eyre than Cathy Earnshaw. 'When I was very young, I wanted to marry Mr Darcey. '

Atwood wrote her first novel, The Edible Woman at 26, and ever since, she has been accused of being mordant and gloomy. 'That has to be compared to what you think reality is,' she says. 'It can depend where you're from. In England, The handmaids Tale was seen as a good yarn. In Canada, people said, it can't happen here. In America, where it first took off in Califonia and Texas, it seemed real. ' She adds: 'When the Baby M case came up, everyone said, this is The Handmaids Tale, but it was inevitable if you'd given the issue of surrogate mothers any thought. '

Of Bluebeard's Egg, she says simply: 'I like it. I enjoyed writing it. The first and last stories are pretty autobiographical. I was tired of people saying my parents were dead. They're not dead at all. My mother is ferociously athletic, she still skis and skates. ' In the story, Unearthing Suite, she writes of her father, and maybe it's a key to Atwood: 'How to reconcile his grim vision of life on earth with his undoubted enjoyment of it?'

Gibson arrives for lunch, the waitress does the specials; they order mussels. He has Beaujolais, she has water. While we eat, Atwood mentions The Handmaid's Tale is to be a movie; Harold Pinter is writing the screen play, Karel Reisz is going to direct. 'I expected Pinter to be very old, very silent,' Atwood says. 'He wasn't old at all, not at all silent. '

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There is talk of travel, too. Atwood has lived in England and Italy. Of America, she says: 'It's like a rich relative who throws her weight around. You wonder, why did she put her garbage can over our fence?'

For dessert, Atwood and I eat fruit salad and covet Gibson's rich chocolate pastry. 'I want to know what my character eats and what she wears. I think it began when I read Sir Walter Scott. Rebecca was a prisoner in the tower and what I wanted to know was, what did she eat and where did she go to the bathroom?'

So Atwood is happy to talk about food and shopping; also, I suspect she is a pro at interviews: willing to play as cast, or maybe against it if feeling spikey. Dressed in a black turtleneck sweater, stretchy black velour pants, little pearl earrings, she fingers her cardigan, which looks like angora.

'What do you call that colour?' I ask.

'Crimson,' she says. 'I got it at a little shop around here. Not your style, I think. '

'Not my colour,' I say.

'They've got another one, in tea rose pink. '

Does she keep lists, a diary, to track the material?

'I keep it all in my head. Try me. What year did pantyhose come in?' 'What about home hairdryers?' I ask. Without hesitation, she discourses on plastic curlers, big rolers (the same era as white lipsick), hair ironing - hers mostly fell out when she ironed it. Unlike her almost compulsively laidback prose, her speech can have a curiously formal cadence; in describing a great airplane carry-on bag, she says, 'the contruction of the zipper causes it to expand. ' Then we move on to food.

'Graeme does the protein I do the baking and salads. You almost have to if you want leaves. '

On the way home, she points out a good butcher, as if I might settle in town and need to know, then talks of her current project, a book on Canadian food in literature; the proceeds will benefit PEN writers in prison.

'Both Australian and Canadian literature have a lot of cannibalism, but in Australia, the convicts ate each other. In Canada, we ate the martyrs. ' She adds: 'The poets like their fruit and vegetables round, tuberous. There's not much broccoli in poetry. '

At home, Gibson makes the tea. There are domestic arrangements about their daughter's violin recital that night and a friend drops in. I ask for a recipe.

A good joke, it seems, at first, a recipe for a piece on Margaret Atwood. Then I think, why not? Why isn't Atwood's mother's recipe for calla lily cookies as crucial as feminism, politics, why not?

In Significant Moments in the Life of My Mother, the first story of Bluebeard's Egg, the narrator hears about the bunny rabbit cookies: 'You chose one,' says my mother. 'You went off to a corner by yourself. Mrs X noticed you and went over. 'Aren't you going to eat your cookie?' She said. 'Oh, no,' you said. I'll just sit here and talk to it. "

For the plane trip, Atwood slyly gives me a copy of her novel, Bodily Harm, and refers to a passage in which the life style journalist resists covering conditions on a turbulent Carribean

island:

'I only do food,' says Rennie, to make him feel better. 'Things like that. '

'What could be more important?' he says politely.

Margaret Atwood's mother's (Mrs C. E) calla lily cookies:

For the dough: two eggs beat them, add cup sugar, cup flour, 1 teaspoon baking powder, a pinch of salt. Drop the dough by teaspoonfuls onto a greased cookie sheet, leaving room for dough to spread. Bake in a 400 degree oven, for 6-8 minutes, watching so cookies don't burn. With a pancake turner, take out one cookie at a time (if you take out the whole tray they will harden too fast) and pinch one end to form a cornucopia: a circle with a pinched end. When cool, put a blob of jam (grape jelly is best) on the lip and a blob of sweetened whipped cream (the English like everything with cream).

Margaret Atwood will be reading from The Handmaid's Tale (Virago) at the Shaw Theatre, Euston Road, London NW1 on Thursday, June 4 at 8 pm. Box office: 01-388 1394.

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 662

METRA
/SEIS

TABLAS DE RESULTADOS ESTUDIO
SOBRE CIGARROS HABANOS

CUBATABACO/CREACTUAL, S.A.

Marzo, 1988

Blumberg No. 5114
DEFENDANT'S
EXHIBIT
D662

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P8864

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TABLAS DE RESULTADOS ESTUDIO SOBRE CIGARROS HABANOS

Marzo, 1988

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PREGUNTAS FORMULADAS

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ESTUDIO 7 7 1 5 (1) (2) (3) (4)

CUESTINARIO (5) (6) (7)

FICHA (8) 1

ESTUDIO SOBRE CIGARROS HABANOS / FEBRERO 1.988

(600)

HOJA DE CONTACTOS

BUENOS DIAS / TARDES. ESTOY REALIZANDO ENTREVISTAS PARA UN ESTUDIO SOBRE FUMADORES, Y LE AGRADECERIA ME CONTESTARA A ALGUNAS PREGUNTAS SOBRE ESTE TEMA.

P.1 ENTREVISTADOR : Formule P.1 y P.2 a la persona adulta que le atienda.

¿ HAY EN ESTE HOGAR ALGUN HOMBRE QUE SEA FUMADOR DE CIGARROS O PUROS HABANOS, Y QUE VD. CREA QUE FUMA AL MENOS UN CIGARRO O PURO HABANO AL MES ?. FIJESE QUE ME REFIERO A PUROS HABANOS, DE CUBA, Y NO A PUROS ESPAÑOLES.

. Sí ..... n
. No ..... n

ENTREVISTADOR : Pase a otro contacto.

P.2 ¿ PODRIA DECIRME QUE EDAD (O EDADES) TIENE ESTE (O ESTOS) FUMADOR(ES) DE CIGARROS O PUROS HABANOS ?.

ENTREVISTADOR : Formule según el número de fumadores que haya. Anote en el cuadro siguiente la edad del o de los fumadores de cigarros habanos.

EDAD :	NUMERO DE FUMADORES 1	2	3 ó MAS	
. 18 a 25 años	1	2	3	(9)
. 26 a 35 años	1	2	3	(10)
. 36 a 45 años	1	2	3	(11)
. 46 a 55 años	1	2	3	(12)
. 56 a 65 años	1	2	3	(13)

ENTREVISTADOR :
Para elegir al fumador de cigarros habanos a entrevistar :

. Si sólo hay uno, entrevístele.
. Si hay más de uno, seleccione entre los que haya :
  . En los cuestionarios impares elija al más joven.
  . En los cuestionarios pares elija al de más edad.

(Si en un mismo intervalo de edad hay más de un fumador, puede entrevistar a cualquiera de ellos).

P.3 ENTREVISTADOR : Formule P.3 y P.4 al fumador elegido.

¿ FUMA VD. CON ALGUNA FRECUENCIA CIGARROS O PUROS HABANOS ?. FIJESE QUE ME REFIERO A PUROS HABANOS, DE CUBA, Y NO A PUROS ESPAÑOLES.

. Sí ..... n
. No ..... n

ENTREVISTADOR : Sustituya por un fumador de cigarros habanos de igual intervalo de edad, y vuelva a hacer P.3 a este nuevo fumador.

P.4 POR TERMINO MEDIO, ¿ FUMA VD. AL MENOS UN CIGARRO O PURO HABANO AL MES ?.

. Sí ..... n
. No ..... n

ENTREVISTADOR : Sustituya por un fumador de cigarros habanos de igual intervalo de edad, y vuelva a hacer P.3 y P.4 a este nuevo fumador.

ENTREVISTADOR : Pase al cuestionario

ENTREVISTADOR : Anote aquí si : (14)
.Entrevista al fumador proveniente de P.2..... 1
.Entrevista a otro fumador, por sustituciones, según P.3 ó P.4. 2

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C U E S T I O N A R I O

P.5 ¿ CON QUE FRECUENCIA SUELE VD. FUMAR CIGARROS O PUROS HABANOS.?. (15)

ENTREVISTADOR : Adecue a items precodificados. No puede fumar menos de una vez al mes.

- . Todos los días 1
- . Casi todos los días 2
- . 2 ó 3 veces a la semana 3
- . Una vez a la semana 4
- . Una vez cada 15 días 5
- . Una vez al mes 6

P.6 POR TERMINO MEDIO, ¿ CUANTOS CIGARROS O PUROS HABANOS SUELE VD. FUMARSE EL DIA QUE LO HACE ?. (16)

- . Uno 1
- . Dos 2
- . Tres 3
- . Cuatro 4
- . Cinco o más 5

P.7 ADEMAS DE CIGARROS O PUROS HABANOS, ¿FUMA VD. TAMBIEN .....

ENTREVISTADOR : Formule para cada item.

	SI (17)	NO (18)
... CIGARROS O PUROS PENINSULARES ?	1	1
... CIGARROS O PUROS CANARIOS ?	2	2
... CIGARROS O PUROS DE OTRAS PROCEDENCIAS, HOLANDESES, FILIPINOS, ETC. ? .	3	3
... CIGARRILLOS NEGROS ?	4	4
... CIGARRILLOS RUBIOS ?	5	5

P.8 (19)

ENTREVISTADOR : Formule P.8 si en P.7 afirma consumir también CIGARROS O PUROS PENINSULARES Y/O CANARIOS Y/O DE OTRAS PROCEDENCIAS.

¿ FUMA VD. MAS PUROS HABANOS O MAS PUROS _____ (Entrevistador : Formule según respuesta/s afirmativa/s a P.7)?.

- . Más puros habanos 1
- . Más de otros puros 2
- . Igual / tanto de uno como de otros 3

P.9 SIGUIENDO CON LOS CIGARROS O PUROS HABANOS, ¿ DIRIA VD. QUE ..... (20)

ENTREVISTADOR : Leer.

- ... CADA VEZ FUMA MAS PUROS HABANOS ? 1
- P.12 ... FUMA IGUAL QUE SIEMPRE ? ... 2
- P.11 ... CADA VEZ FUMA MENOS PUROS HABANOS ? 3

P.10 ¿ Y ELLO ES PORQUE, GLOBALMENTE FUMA VD. MAS O PORQUE FUMA MAS DE PUROS HABANOS Y MENOS DE OTRAS COSAS ?. (21)

ENTREVISTADOR : Si fuma "MENOS DE OTRAS COSAS", continue :

¿ DE QUE FUMA VD. MENOS ?.

ENTREVISTADOR : Puede ser múltiple en cuanto a lo que "FUME MENOS". Adecue a items precodificados.

- . Globalmente fuma más 1
- . Fuma menos de :
  - . Cigarros o puros peninsulares.... 2
  - . Cigarros o puros canarios 3
  - . Cigarros o puros de otras procedencias 4
  - . Cigarrillos negros 5
  - . Cigarrillos rubios 6
  - . Tabaco de pipa 7
  - . Otras respuestas (Especificar):

_____

_____

ENTREVISTADOR : Pase a P.12.

P.11 ¿ Y ELLO ES PORQUE GLOBALMENTE FUMA VD. MENOS O PORQUE FUMA MENOS DE PUROS HABANOS Y MAS DE OTRAS COSAS ?.

ENTREVISTADOR : Si fuma "MAS DE OTRAS COSAS", continue.

¿ DE QUE FUMA VD. MAS ?.

ENTREVISTADOR : Puede ser múltiple en cuanto a lo que "FUME MAS". Adecue a items precodificados.

ENTREVISTADOR : Anote en la página si-

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P.11 (cont.) (22)

. Globalmente fuma menos 1
. Fuma menos de :
. Cigarros o puros peninsulares.. 2
. Cigarros o puros canarios 3
. Cigarros o puros de otras procedencias 4
. Cigarrillos negros 5
. Cigarrillos rubios 6
. Tabaco de pipa 7
. Otras respuestas. (Especificar):

_____
_____
_____

P.12A ¿ QUE EDAD TENIA VD. CUANDO EMPEZO A FUMAR CIGARROS O PUROS HABANOS ?. (23)

ENTREVISTADOR : Situe la respuesta en el intervalo oportuno.

. 18 a 20 años 1
. 21 a 25 años 2
. 26 a 30 años 3
. 31 a 35 años 4
. 36 a 40 años 5
. 41 a 45 años 6
. 46 a 50 años 7
. 51 a 55 años 8
. Más de 55 años 9

P.12B ENTONCES, ¿ CUANTOS AÑOS HACE QUE VD. EMPEZO A FUMAR CIGARROS O PUROS HABANOS ?. (24)

ENTREVISTADOR : Solicite al entrevistado que haga el cálculo, en base a su edad actual. Situe la respuesta en el intervalo oportuno.

. Menos de 5 años 1
. De 5 a 10 años 2
. De 11 a 15 años 3
. De 16 a 20 años 4
. De 21 a 25 años 5
. De 26 a 30 años 6
. De 31 a 35 años 7
. De 36 a 40 años 8
. De 41 a 45 años 9
. Más de 45 años 0

P.13 CUANDO VD. EMPEZO A FUMAR CIGARROS O PUROS HABANOS, ¿ A QUE OTRO TIPO DE PRODUCTO SUSTITUYO; ES DECIR, QUE DEJO VD. DE FUMAR O DE QUE EMPEZO A FUMAR MENOS ?.

ENTREVISTADOR : Puede ser múltiple. Adecue a ítems precodificados. Anote en la columna de al lado.

P.13 (cont.) (2

. Cigarros o puros peninsulares.
. Cigarros o puros canarios ....
. Cigarros o puros de otras procedencias .....
. Cigarrillos negros .....
. Cigarrillos rubios .....
. Tabaco de pipa .....
. Otros.(Especificar) :

_____
_____
_____

. No fumaba nada 1

P.14 EN CUANTO AL LUGAR,EN CASA O FUERA DE CASA, DONDE FUMA VD. CIGARROS O PUROS HABANOS, ¿ SUELE VD. FUMARLOS ..... (2

ENTREVISTADOR : Leer

.. SOLO EN CASA ? .....
P.15 ← .. PRINCIPALMENTE EN CASA, PERO TAMBIEN FUERA DE CASA ? .....
P.15 y P.16 ← .. TANTO EN CASA, COMO FUERA DE CASA ? .....
P.16 ← .. PRINCIPALMENTE FUERA DE CASA, PERO TAMBIEN EN CASA ? .....
.. SOLO FUERA DE CASA ? .....

P.15 ¿ EN QUE MOMENTOS U OCASIONES SUELE VD. FUMAR CIGARROS HABANOS EN CASA ?. (27

ENTREVISTADOR : Adecuar a ítems precodificados e insistir.

. Por la mañana 1
. Después de comer..... 2
. Por la tarde 3
. Después de cenar..... 4
. En ratos de descanso, momentos de ocio. 5
. Leyendo, oyendo música 6
. Cuando necesito concentrarme 7
. Cuando vienen amigos 8
. Los días festivos, domingos 9
. En celebraciones, fiestas 0
. Otros momentos u ocasiones.
(Especificar): _____ (28

_____
_____
_____

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P.16 ¿ EN QUE MOMENTOS U OCASIONES SUELE VD. FUMAR CIGARROS HABANOS FUERA DE CASA ?. (29)

ENTREVISTADOR : Adecuar a items precodificados e insistir.

. Por la mañana	1
. Después de comer	2
. Por la tarde	3
. Después de cenar	4
. En comidas profesionales, de negocios...	5
. En el trabajo, en la oficina	6
. En reuniones, tertulias en bares o cafeterías	7
. En espectáculos deportivos, fútbol, etc.	8
. En espectáculos taurinos, toros	9
. En celebraciones, fiestas	0
. En otros momentos u ocasiones. (Especificar) : _____	(30)

P.17 ACTUALMENTE, ¿ CUAL ES LA MARCA DE CIGARROS O PUROS HABANOS QUE VD. FUMA MAS FRECUENTEMENTE ?.

ENTREVISTADOR : Una sola marca. Anote en cuadro luego de P.19. Si menciona tipos como "CORONAS", "PANETELAS", etc. relance preguntando por la marca.

P.18 ADEMAS DE ESTA, ¿ FUMA VD. ALGUNA OTRA MARCA DE CIGARROS O PUROS HABANOS, AUNQUE SEA CON MENOS FRECUENCIA U OCASIONALMENTE ?.

ENTREVISTADOR : Pueden ser varias marcas. Anote en cuadro luego de P.19. No puede citar la marca de P.17.

P.19 ¿ HAY ALGUNA MARCA DE CIGARROS O PUROS HABANOS QUE VD. HAYA FUMADO CON CIERTA FRECUENCIA Y AHOYA YA NO LA FUME ?.

ENTREVISTADOR : En caso afirmativo, continue.

¿ QUE MARCA O MARCAS DE CIGARROS O PUROS HABANOS HA DEJADO VD. DE FUMAR ?.

ENTREVISTADOR : Pueden ser varias marcas. No puede citar marcas de P.17 ó P.18.

	P.17 MARCA MAS FRECUENTE	P.18 MARCAS OCASIONALES	P.1 MARCAS QUE
	(31)	(32)	(3
. Cohiba	1	1	
. Davidoff	2	2	
. Dunhill	3	3	
. La Flor de Cano.....	4	4	
. Fonseca	5	5	
. Rafael González Márquez	6	6	
. H. Upmann	7	7	
. Montecristo	8	8	
. Partagás	9	9	
. Quintero	0	0	
. El Rey del Mundo	11	11	1
. Romeo y Julieta	12	12	1
	(34)	(35)	(3
. Sancho Panza	1	1	
. Los Statos	2	2	
. Troya	3	3	
. Otras marcas. (Especificar):	(37)	(38)	(3
_____			
_____			
_____			
_____			
_____			
. No recuerda la marca	11	11	1
. No fuma ninguna marca ocasional / No ha dejado de fumar ninguna marca	-	12	1

P.20 ENTREVISTADOR : Formule P.20 si en P.19 cita alguna marca en concreto.

¿ PORQUE DEJO VD. DE FUMAR _____ (Entrevistador : Cite marca/s de P.19)?. ¿ QUE ES LO QUE NO LE GUSTA DE ESTA MARCA ?.

ENTREVISTADOR : Insistir, sin sugerir. Haga "probing". Anote cuidadosamente en las líneas de la página siguiente.

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P.20 (cont.) (40)

(41)

(42)

P.21 VOLVAMOS A HABLAR DE SU MARCA HABITUAL DE CIGARROS O PUROS HABANOS, ES DECIR DE ____ (Entrevistador: Cite marca de P.17). FIJANDOSE EN ESTA TARJETA, DIGAME, POR FAVOR, ¿ DE QUE TAMAÑO SON LOS PUROS ____ (Entrevistador : Vuelva a citar marca de P.17) QUE VD. FUMA MAS HABITUALMENTE ?.

ENTREVISTADOR : Muestre Tarjeta Nº 1 con dibujos de tamaños de cigarros. Anote el que se parezca más al tamaño de los puros que fuma. Una sola respuesta.

(43)

- Tamaño "A" 1
- Tamaño "B" 2
- Tamaño "C" 3
- Tamaño "D" 4

P.22 LOS CIGARROS O PUROS HABANOS QUE VD. FUMA... (44)

ENTREVISTADOR : Leer.

P.26 ... SIEMPRE SE LOS REGALAN ? 1

... NORMALMENTE SE LOS REGALAN, PERO A VECES LOS COMPRA ? 2

P.23 ... SE LOS REGALAN TANTO COMO LOS COMPRA ? 3

... NORMALMENTE LOS COMPRA, AUNQUE A VECES SE LOS REGALAN ? 4

... SIEMPRE LOS COMPRA ? 5

P.23 HABITUALMENTE, ¿ DONDE SUELE VD. COMPRAR LOS CIGARROS O PUROS HABANOS QUE FUMA ?. (45)

ENTREVISTADOR : Una sola respuesta. Lo más frecuente.

- Estanco 1
- En restaurantes 2
- En cafeterías, pubs o bares 3
- Otros lugares. (Especificar) :

P.24A) HABITUALMENTE, ¿ COMO SUELE VD. COMPRAR LOS CIGARROS HABANOS ..... (46)

ENTREVISTADOR: Leer. Una sola respuesta. Lo más frecuente.

... POR CAJAS DE 25 ó 50 CIGARROS ? 1

... POR ESTUCHES O PETACAS DE 5 ó 3 CIGARROS ?. 2

... POR UNIDADES O CIGARROS SUELTOS ? ... 3

... DE OTRA FORMA ?. (Especificar) :

B) ¿ CUANTOS PUROS O CIGARROS HABANOS COMPRA VD. CADA VEZ ?. (47)

- Uno 1
- Dos 2
- Tres 3
- Cuatro 4
- Cinco 5
- De seis a diez 6
- Más de diez 7

P.25 ¿ NORMALMENTE, CUANDO VD. COMPRA CIGARROS HABANOS SUELE PEDIR ..... (48)

ENTREVISTADOR: Leer. Una sola respuesta.

... UNA MARCA Y VARIEDAD O TIPO DE CIGARRO ? 1

... UNA MARCA DE CIGARROS ? 2

... UN "BUEN CIGARRO HABANO" ? 3

... MAS SENCILLAMENTE "UN CIGARRO HABANO"? 4

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P.26 VOY A IRLE LEYENDO UNA SERIE DE FRASES QUE NOS HAN DICHO OTROS FUMADORES SOBRE LOS CIGARROS O PUROS HABANOS. QUISIERA QUE ME DIJERA HASTA HASTA QUE PUNTO ESTA VD. O NO DE ACUERDO CON CADA UNA DE ELLAS. EN CADA CASO PUEDE ESTAR "COMPLETAMENTE DE ACUERDO", "BASTANTE DE ACUERDO", "ALGO DE ACUERDO", O "NADA DE ACUERDO" CON LA FRASE QUE VOY A LEERLE.

ENTREVISTADOR : Muestre Tarjeta Nº 2 con grados de acuerdo. Lea y obtenga respuesta para cada frase. Acepte, pero no sugiera, la respuesta "No sabe". Empiece a leer por la frase señalada.

ORDEN DE LECTURA	F R A S E S :	COMPLETAMENTE DE ACUERDO	BASTANTE DE ACUERDO	ALGO DE ACUERDO	NADA DE ACUERDO	No sabe
		(49)	(50)	(51)	(52)	(53)
	. UN CIGARRO HABANO LLENA Y SATISFACE MAS	1	1	1	1	1
	. SOLO SE PUEDE FUMAR CIGARROS HABANOS EN MOMENTOS Y OCASIONES MUY DETERMINADAS	2	2	2	2	2
	. DISFRUTO FUMANDO UN CIGARRO HABANO EN COMPAÑIA DE OTROS FUMADORES	3	3	3	3	3
	. FUMAR UN CIGARRO HABANO RESULTA PRETENCIOSO	4	4	4	4	4
	. FUMAR UN CIGARRO HABANO RELAJA Y TRANQUILIZA MAS	5	5	5	5	5
	. FUMAR CIGARROS HABANOS DA BUENA IMAGEN	6	6	6	6	6
	. LOS CIGARROS HABANOS CANSAN DEMASIADO	7	7	7	7	7
	. DISFRUTO PERSONALMENTE CUANDO FUMO UN CIGARRO HABANO	8	8	8	8	8
	. LOS CIGARROS HABANOS SON DEMASIADO CAROS	9	9	9	9	9
	. EL FUMADOR DE CIGARROS HABANOS ES UNA PERSONA QUE REALMENTE SABE FUMAR	0	0	0	0	0
	. LAS PERSONAS JOVENES NO FUMAN CIGARROS HABANOS	11	11	11	11	11
	. UN CIGARRO HABANO ES TABACO DE VERDAD	12	12	12	12	12
		(54)	(55)	(56)	(57)	(58)
	. FUMAR UN CIGARRO HABANO PUEDE MOLESTAR A LOS DEMAS	1	1	1	1	1
	. CUANDO FUMO CIGARROS HABANOS FUMO MENOS CIGARRILLOS	2	2	2	2	2

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P.27 VOY A LEERLE DIFERENTES CUALIDADES QUE PUEDEN DECIRSE DE UNA MARCA DE CIGARROS HABANOS. PARA CADA UNA DE ESTAS CUALIDADES, DIGAME, POR FAVOR, SI CONSIDERA QUE ES "MUY IMPORTANTE","BASTANTE IMPORTANTE", "ALGO IMPORTANTE" O "NADA IMPORTANTE" PARA DISTINGUIR UNA BUENA MARCA DE CIGARROS HABANOS.

ENTREVISTADOR : Entregue y Lea Tarjeta Nº 3 con grados de importancia. Formule y obtenga respuesta para cada cualidad. Acepte, pero no sugiera, la respuesta "No sabe". Empiece a leer por la frase marcada.

¿ QUE IMPORTANCIA DA VD. EN UNA MARCA DE CIGARROS HABANOS A QUE .....

ORDEN DE LECTURA	C U A L I D A D E S :	P.27					P.28		
		MUY IMPORTANTE	BASTANTE IMPORTANTE	ALGO IMPORTANTE	NADA IMPORTANTE	No sabe	1ª	2ª	3ª
		(59)	(60)	(61)	(62)	(63)	(64)	(65)	(66)
	... TENGA UN SABOR FUERTE ?	1	1	1	1	1	1	1	1
	... NO SEA CARO ?	2	2	2	2	2	2	2	2
	... NO PIQUE ?	3	3	3	3	3	3	3	3
	... TENGA UN ENVASE QUE LO CONSERVE BIEN ?	4	4	4	4	4	4	4	4
	... TENGA UN BUEN AROMA ?	5	5	5	5	5	5	5	5
	... NO ESTE SECO ?	6	6	6	6	6	6	6	6
	... SEA UNA MARCA CONOCIDA ?	7	7	7	7	7	7	7	7
	... TENGA UN BUEN ACABADO ?	8	8	8	8	8	8	8	8
	... SEA DE TAMAÑO GRANDE ?	9	9	9	9	9	9	9	9
	... SEA UNA MARCA DE PRESTIGIO ?	0	0	0	0	0	0	0	0
	... TENGA UN AROMA INTENSO ?	11	11	11	11	11	11	11	11
	... TENGA UN SABOR SUAVE ?	12	12	12	12	12	12	12	12
		(67)	(68)	(69)	(70)	(71)	(72)	(73)	(74)
	... NO SEA MUY GRANDE ?	1	1	1	1	1	1	1	1

P.28 ENTREVISTADOR : Formule P.28 si en P.27 ha calificado más de una cualidad como "MUY IMPORTANTE".

Y DE ESTAS CUALIDADES QUE VD. ME HA DICHO QUE SON "MUY IMPORTANTES", ¿ CUAL ES LA QUE CONSIDERA MAS IMPORTANTE DE TODAS ?.

¿ Y CUAL SERIA LA SEGUNDA EN IMPORTANCIA ?.

¿ Y LA TERCERA ?.

ENTREVISTADOR : Obtenga 1ª,2ª y 3ª cualidad entre las calificadas como "MUY IMPORTANTE". Si el entrevistado lo solicita, vuelva a leerle las que ha calificado así. Si sólo calificó dos características como "MUY IMPORTANTE", ordene sólo estas dos. Una respuesta por columna.

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P.29 DIGAME, POR FAVOR, TODAS LAS MARCAS DE CIGARROS O PUROS HABANOS QUE RECUERDE EN ESTE MOMENTO, LAS HAYA O NO CONSUMIDO ALGUNA VEZ ?.
¿ ALGUNA MAS ?.

ENTREVISTADOR : Insistir, sin sugerir. Anote en cuadro luego de P.31

P.30 ¿ DE QUE MARCAS DE CIGARROS HABANOS RECUERDA VD. HABER VISTO U OIDO PUBLICIDAD EN LOS ULTIMOS MESES ?. ME REFIERO A ANUNCIOS DE MARCAS DE CIGARROS HABANOS EN REVISTAS, PERIODICOS, VALLAS O CARTELES, RADIO Y CINE, ETC.

ENTREVISTADOR : Insistir, sin sugerir. Anote en cuadro luego de P.31

P.31 DE LAS MARCAS QUE HAY EN ESTA TARJETA, DIGAME LAS QUE CONOCE VD. CON SEGURIDAD COMO MARCAS DE CIGARROS HABANOS, AUNQUE ALGUNAS DE ELLAS NO LAS HAYA FUMADO NUNCA.

ENTREVISTADOR : Muestre y Lea Tarjeta Nº 4. Si mencionó la marca en P.29 y/o P.30, debe volver a anotarla en P.31.

	P.29 CONOCIMIENTO ESPONTANEO	P.30 RECUERDO SUGERIDO	P.31 CONOCIMIENTO SUGERIDO
	(75)	(76)	(77)
- COHIBA	1	1	1
- DAVIDOFF	2	2	2
- DUNHILL	3	3	3
- LA FLOR DE CANO	4	4	4
- FONSECA	5	5	5
- RAFAEL GONZALEZ MARQUEZ	6	6	6
- H. UPMANN	7	7	7
- MONTECRISTO	8	8	8
- PARTAGAS	9	9	9
- QUINTERO	0	0	0
- EL REY DEL MUNDO	11	11	11
- ROMEO Y JULIETA	12	12	12
	(78)	(79)	(80)
- SANCHO PANZA	1	1	1
- LOS STATOS	2	2	2
- TROYA	3	3	3
. Otras marcas. (Especificar) :			
_____ (8) (2)	(9)	(10)	(11
_____			
_____			
. De todas las marcas/ anuncio con todas las marcas	-	11	-
. No recuerda ninguna marca	12	12	-

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P.32 SE TRATA DE AHORA DE VER QUE OPINA VD. DE ALGUNAS MARCAS DE CIGARROS HABANOS.
VAMOS A CENTRARNOS EN LAS MARCAS "COHIBA", "DAVIDOFF", "LA FLOR DE CANO", "FONSECA", "PARTAGAS", "H. UPMANN", "MONTECRISTO", "ROMEO Y JULIETA" Y "TROYA".
PARA CADA UNA DE LAS CUALIDADES DE UNA MARCA DE CIGARROS HABANOS QUE VOY A LEERLE, DIGAME, POR FAVOR :
A) ¿ QUE MARCA SE ACERCA MAS A ESTA IDEA ?.
B) ¿ Y CUAL PONDRIA EN SEGUNDO LUGAR ?.
C) ¿ Y, POR EL CONTRARIO, QUE MARCA SERIA EN LA QUE MENOS SE DA ESTA CUALIDAD ?.

ENTREVISTADOR : Entregue Tarjeta Nº 5 con marcas. Lea cada característica y obtenga las tres respuestas solicitadas en cada caso. Acepte, pero no sugiera, las respuestas "Todas igual", - "Ninguna" y "No sabe". Empiece a leer por la frase marcada.

ORDEN DE LECTURA	CARACTERISTICAS :		COHIBA	DAVIDOFF	LA FLOR DE CANO	FONSECA	PARTAGAS	H.UPMANN	MONTECRISTO	ROMEO Y JULIETA	TROYA	Todas Igual	Ninguna	No sabe	
	TENER UN SABOR FUERTE	1º	1	2	3	4	5	6	7	8	9	0	11	12	(12)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(13)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(14)
	NO SER CARO	1º	1	2	3	4	5	6	7	8	9	0	11	12	(15)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(16)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(17)
	NO PICAR	1º	1	2	3	4	5	6	7	8	9	0	11	12	(18)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(19)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(20)
	TENER UN ENVASE QUE LO CONSERVA BIEN.	1º	1	2	3	4	5	6	7	8	9	0	11	12	(21)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(22)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(23)
	TENER BUEN AROMA	1º	1	2	3	4	5	6	7	8	9	0	11	12	(24)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(25)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(26
	NO ESTAR SECO	1º	1	2	3	4	5	6	7	8	9	0	11	12	(27)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(28)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(29)
	SER UNA MARCA CONOCIDA	1º	1	2	3	4	5	6	7	8	9	0	11	12	(30)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(31)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(32)
	TENER UN BUEN ACABADO	1º	1	2	3	4	5	6	7	8	9	0	11	12	(33)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(34)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(35)
	SER DE TAMAÑO GRANDE	1º	1	2	3	4	5	6	7	8	9	0	11	12	(36)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(37)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(38)
	SER UNA MARCA DE PRESTIGIO	1º	1	2	3	4	5	6	7	8	9	0	11	12	(39)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(40)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(41)
	TENER UN AROMA INTENSO	1º	1	2	3	4	5	6	7	8	9	0	11	12	(42)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(43)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(44)
	TENER UN SABOR SUAVE	1º	1	2	3	4	5	6	7	8	9	0	11	12	(45)
		2º	1	2	3	4	5	6	7	8	9	0	11	12	(46)
		Menos	1	2	3	4	5	6	7	8	9	0	11	12	(47)
		[illegible]	1	2	3	4	5	6	7	8	9	0	11	12	(48)

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DATOS DE CLASIFICACION (51)

EDAD :

. 18 a 25 años 1
. 26 a 35 años 2
. 36 a 45 años 3
. 46 a 55 años 4
. 56 a 65 años 5

ESTADO CIVIL : (52)

. Soltero 1
. Casado- Vive en pareja 2
. Viudo - Separado - Divorciado... 3

¿ CUALES SON LOS ESTUDIOS DE MAYOR NIVEL QUE HA REALIZADO LA PERSONA QUE APORTA EL INGRESO - PRINCIPAL AL HOGAR ?. (53)

A1 - NINGUN ESTUDIO (Primarios sin terminar, EGB sin terminar) 1

A2 - ESTUDIOS TERMINADOS A LOS 14-15 AÑOS SIN ESTUDIOS POSTERIORES (Estudios Primarios, EGB, Cultura General) 2

B - ESTUDIOS TERMINADOS A LOS 16 -19 AÑOS SIN ESTUDIOS POSTERIORES (Bachillerato, -- Formación Profesional, BUP)..... 3

C - ESTUDIOS POSTERIORES A LOS 19 AÑOS SIN - SER ESTUDIOS UNIVERSITARIOS SUPERIORES O ESTUDIOS UNIVERSITARIOS SUPERIORES SIN TERMINAR (Estudios Medios, Peritos, - Ingenieros Técnicos, Maestros, Aparejadores, etc. y Facultades e Ingenierías Superiores sin terminar) 4

D - ESTUDIOS UNIVERSITARIOS SUPERIORES TERMINADOS (Licenciados, Doctores, Ingenieros Superiores, Arquitectos, etc.) . 5

¿ CUAL ES EL TRABAJO U OCUPACION DE LA PERSONA QUE APORTA EL INGRESO PRINCIPAL AL HOGAR ?.

TRABAJADOR POR CUENTA PROPIA : (54)

. AGRICULTOR (Pequeña explotación. No más de un asalariado fijo) 1
. AGRICULTOR (Gran explotación. Más de un asalariado fijo) 2
. AUTONOMO 3
. EMPRESARIO CON 5 EMPLEADOS O MENOS 4
. EMPRESARIO CON 6 EMPLEADOS O MAS 5
. PROFESIONAL POR CUENTA PROPIA (Que necesita calificación reconocida : Médicos, Abogados, - etc.) 6

TRABAJADOR POR CUENTA AJENA (SECTOR PRIVADO O PUBLICO) : (55)

. MIEMBRO DE LA DIRECCION (Directivos, Altos Ejecutivos, etc.) :
. Responsables de 5 subordinados o menos 1
. Responsables de 6 subordinados o más 2
. PROFESIONAL ASALARIADO (Que necesita calificación reconocida : Médicos, Abogados, etc.) 3
. MANDO INTERMEDIO (Jefes de Departamento,etc.). 4
. EMPLEADOS CON TRABAJO PRINCIPALMENTE DE OFICINA (Secretarias, Auxiliares, etc.) 5
. OTROS EMPLEADOS CON TRABAJO PRINCIPALMENTE FUERA DE OFICINA (Vendedores, etc.) 6
. TRABAJADOR MANUAL CUALIFICADO (Han tenido -- aprendizaje : Maestros, Oficiales, etc.) 7
. TRABAJADOR MANUAL NO CUALIFICADO (Peones, -- Obreros no cualificados, etc.) 8

NO TRABAJAN (56)

JUBILADO / PENSIONISTA / RENTISTA 1
PARADO (Más de 3 meses) 2
PARADO (Menos de 3 meses) 3

¿ CUAL ERA EL ULTIMO TRABAJO U OCUPACION QUE TENIA ESTA PERSONA ?.

ENTREVISTADOR : Anote detalladamente en las líneas de la pregunta anterior.

CLASE SOCIAL : (57)

A : Acomodada 1
B : Media - Alta 2
C1 : Media - Media 3
C2 : Media - Baja 4
D : Modesta 5

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NOMBRE DE LA PERSONA ENTREVISTADA :

DIRECCION :

Calle : _____

Número : _____ Piso y Puerta : _____

NUMERO DE TELEFONO : _____

(58)

CIUDAD :

- MADRID 1
- BARCELONA 2
- VALENCIA 3
- SEVILLA 4
- BILBAO 5
- SAN SEBASTIAN 6
- SANTANDER 7

ENTREVISTADOR/A :

D.N.I. : _____

FIRMA : _____

FECHA DE LA ENTREVISTA :

INSPECTOR/A :

D.N.I. : _____

FIRMA : _____

FECHA DE LA INSPECCION :

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MATERIAL DE LA ENCUESTA

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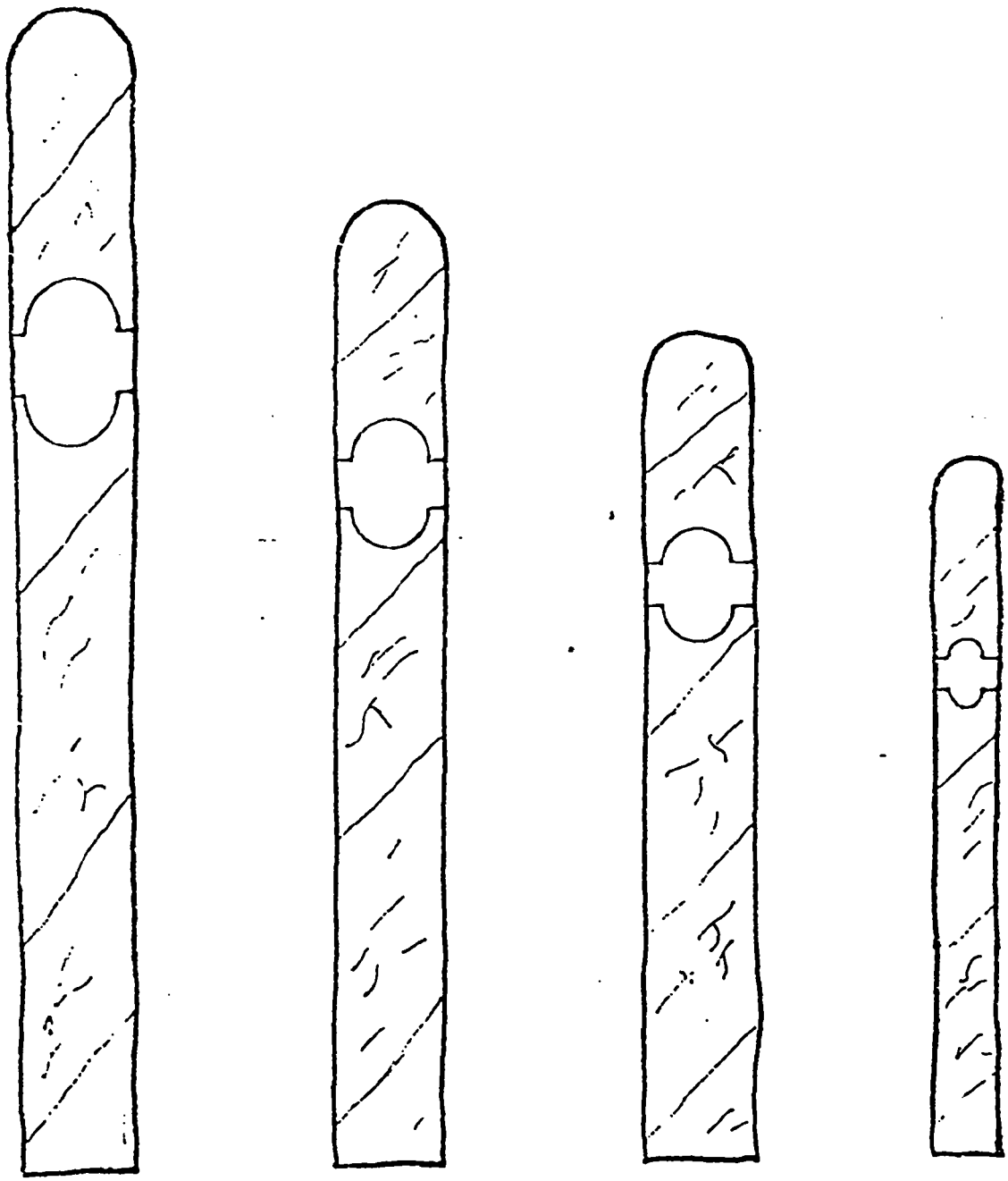
TARJETA Nº 1



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PLAN DE CODIFICACION

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PLAN DE CODIFICACION - ESTUDIO SOBRE CIGARROS HABANOS - E/7715

P.10 Col. (21)

- Otras respuestas 11
- No sabe 12

P.11 Col. (22)

- Otras respuestas 11
- No sabe 12

NOTA : "Por motivos de salud, le sienta mal", etc.
Codificar como "Globalmente fuma menos"..... 1 (22)

P.13 Col. (25)

- Otras respuestas 9
- No ha sustituido a nada : a ningún tipo de producto, sigue fumando de todo, fuma lo mismo 0
- No sabe 11

P.15 Col. (27)

- En cualquier momento, cuando le apetece 11

Col. (28)

- Otros momentos u ocasiones 11
- No sabe 12

P.16 Col. (29)

- En cualquier momento, cuando le apetece 11

Col. (30)

- Otros momentos u ocasiones 11
- No sabe 12

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P.17 / P.18 / P.19 — Cols. (34)(35)(36)

- Churchill 4
- Don Julián 5

Cols. (37)(38)(39)

- Otras marcas 0

P.20 — Col. (40)

- No gustaba el sabor, no le gustaba 1
- Demasiado fuertes, muy fuertes 2
- Demasiado flojos, muy suaves 3
- No tiran bien, queman mal, se apagan 4
- Secos, muy secos, viejos 5
- Perdieron calidad, irregularidad en la calidad, mala calidad, era malo 6
- Demasiado grandes, muy grandes 7
- Es caro, demasiado caro 8
- Le gustaba más otra marca, encontró otra marca que le gustaba más ... 9

Col. (42)

- Otros motivos 11
- No sabe 12

P.23 — Col. (45)

- Otros lugares 11
- No sabe 12

P.24A — Col. (46)

- De otras formas 11
- No sabe 12

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P.29 / P.30 Cols. (78)(79)

- Cifuentes 4
- Coronas, La Corona 5
- Churchill 6
- Don Julián 7
- Gener, Giner 8
- Monterrey 9
- 8-9-8 0

Cols. (9)(10)

- Otras marcas 0

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PLAN DE ANALISIS

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PLAN DE ANALISIS ESTUDIO 7715. ESTUDIO SOBRE CIGARROS HABANOS

- CABECERAS

  . Muestra total

  . Cabecera 1

    - Ciudad (7):

      . Madrid: 1 (58)
      . Barcelona: 2 (58)
      . Valencia: 3 (58)
      . Sevilla: 4 (58)
      . Bilbao: 5 (58)
      . San Sebastian: 6 (58)
      . Santander: 7 (58)

    - Frecuencia de consumo (2):

      Dos grupos equilibrados según resultados de P.5:

      . "Heavy consumer"
      . "Light consumer"

    - Pide marca (1): 1 + 2 (48) en P.25

  . Cabecera 2

    - Edad (2):

      Dos grupos equilibrados según resultados de (51)

    - Clase social (2):

      Dos grupos equilibrados según programa de evaluación:

      . Status superiores
      . Status inferiores

    - Consumo exclusivo/compartido de cigarros habanos (2):

      . Consume también cigarros peninsulares/canarios/otras procedencias: 1 + 2 + 3 (17)
      . Consume solo cigarros habanos: Total menos [1+2+3 (17)]

    - Antigüedad en el consumo de cigarros habanos (2):

      Dos grupos equilibrados según resultados de P.12B.

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- Lugar de consumo de cigarros habanos (2):

  Dos grupos equilibrados según resultados de P.14.

- TABLAS

. P.2. Composición por edad del mercado de fumadores de cigarros habanos

Para cada grupo de edad, tabular "número de fumadores"

. Orígen de la entrevista

Tabular resultados de (14)

. P.5. Frecuencia de consumo de cigarros habanos

Calcular, además, $\bar{X}$ y σ de frecuencia de consumo semanal. Ponderaciones:

- Todos los días: 7
- Casi todos los días: 5
- 2 ó 3 veces a la semana: 2,5
- 1 vez a la semana: 1
- 1 vez cada 15 días: 0,50
- 1 vez al mes: 0,25

. P.6. Volumen de consumo de cigarros habanos

Calcular, además, $\bar{X}$ y σ de volumen de consumo. Ponderaciones: Cinco ó más = 6

Calcular, además, índice combinado ($\bar{X}$ y σ) de frecuencia y volumen, como producto de los índices de P.5 x P.6.

. P.7. Consumo de otros tipos de cigarros y de cigarrillos

Tabular solo las respuestas afirmativas.

Filas adicionales:

- Consume además otros cigarros o puros: 1+2+3 (17)
- Consume además cigarros o puros peninsulares o canarios: 1+2 (17)
- No consume además otros cigarros o puros: NO (1+2+3 (17))
- Consume además cigarrillos: 4+5 (17)
- No consume además cigarrillos: NO (4+5 (17))
- Consume además otros cigarros o puros y cigarrillos: (1+2+3 (17)) Y (4+5 (17))
- Solo consume cigarros habanos: NO (1+2+3+4+5 (17))

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. P.8. Volumen de consumo comparado entre cigarros habanos y otros cigarros

Base: Consume además otros cigarros o puros: 1+2+3 (17)

. P.9. Tendencia de consumo de cigarros habanos

. P.10. Explicación tendencia de consumo positiva de cigarros habanos

Base: Cada vez fuma más: 1 (20)

. P.11. Explicación de la tendencia de consumo negativa de cigarros habanos

Base: Cada vez fuma menos: 3 (20)

. P.12A. Edad de iniciación al consumo de cigarros habanos

Calcular, además, $\bar{X}$ y σ. Ponderaciones:

- 18 a 20: 19
- 21 a 25: 23
- 26 a 30: 28
- 31 a 35: 33
- 36 a 40: 38
- 41 a 45: 43
- 46 a 50: 48
- 51 a 55: 53
- Más de 55: 58

. P.12B. Antigüedad en el consumo de cigarros habanos

Calcular, además, $\bar{X}$ y σ. Ponderaciones:

- Menos de 5 años: 2,5
- 5 a 10: 7,5
- 11 a 15: 13
- 16 a 20: 18
- 21 a 25: 23
- 26 a 30: 28
- 31 a 35: 33
- 36 a 40: 38
- 41 a 45: 43
- Más de 45: 48

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. P.13. Consumos que fueron sustituidos por los cigarros habanos

Filas adicionales:

- Total otros cigarros: 1+2+3 (25)
- Total cigarrillos: 4+5 (25)

. P.14. Lugar de consumo de cigarros habanos

. P.15. Momentos u ocasiones de consumo de cigarros habanos en casa

Base: Consume en casa: 1+2+3 (26)

. P.16. Momentos u ocasiones de consumo de cigarros habanos fuera de casa

Base: Consume fuera de casa: 3+4+5 (26)

. P.17. Marca más frecuente de cigarros habanos

. P.18. Marcas ocasionales de cigarros habanos

. P.19. Marcas de cigarros habanos que ha dejado de fumar

. P.20. Razones para haber dejado de fumar una marca de cigarros habanos

Base: Ha dejado de fumar alguna marca = Muestra total menos 12 (39)

Cruzar solo por las marcas cuyo consumo se ha dejado según P.19

. P.21. Tamaño de los cigarros habanos fumados

. P.22. Regalo o compra de los cigarros habanos fumados

. P.23. Lugar de compra de los cigarros habanos fumados

Base: Compra cigarros habanos: 2+3+4+5 (44)

. P.24A. Forma de compra de los cigarros habanos

Base: Igual P.23

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. P.24B. Número de cigarros habanos sueltos comprados cada vez

Base: Compra por cigarros sueltos: 3 (46)

. P.25. Forma de petición de los cigarros habanos comprados

. P.26. Actitudes en relación con el consumo de cigarros habanos

Calcular índice de acuerdo ($\bar{X}$ y $\sqrt{V}$). Ponderaciones:

- Completamente de acuerdo: 1
- Bastante de acuerdo: 0,66
- Algo de acuerdo: 0,33
- Nada de acuerdo: 0
- No sabe: Excluidos de la base del índice

Para la Cabecera 1, cruzar frecuencias e índice de acuerdo.

Para la Cabecera 2, cruzar solo índice de acuerdo.

. P.27/P.28. Importancia atributos para distinguir una buena marca de cigarros habanos

Calcular índice de importancia ($\bar{X}$ y $\sqrt{V}$). Ponderaciones:

- Muy importante y 1º: 1
- Muy importante y 2º: 0,85
- Muy importante y 3º: 0,70
- Muy importante y NO 1º, 2º, ni 3º: 0,60
- Bastante importante: 0,40
- Algo importante: 0,20
- Nada importante: 0
- No sabe: Excluidos de la base del índice

Para cabeceras 1 y 2 cruzar solo:

- "Muy importante" y 1º: [(59) (67)] Y [(64) (72)]
- "Muy importante: (59) (67)
- No sabe
- Indice de importancia

. P.29. Notoriedad espontánea marcas de cigarros habanos

. P.30. Recuerdo publicitario marcas de cigarros habanos

. P.31. Notoriedad sugerida marcas de cigarros habanos

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. P.32. Imagen marcas de cigarros habanos

Para cada atributo, tabular respuestas en 1er, 2º y "menos".

. Cruce especial

- En columnas: 10 marcas de cigarros habanos con mayor frecuencia de mención en P.17 como marca habitual.

- En filas:

  . Indice combinado P.5/P.6
  . P.8
  . P.9
  . $\overline{X}$ P.12A
  . $\overline{X}$ P.12B
  . P.14
  . P.18
  . P.19
  . P.21
  . P.22
  . P.23
  . P.24A
  . P.25
  . Indice P.26
  . Indice P.27/P.28

. Datos de clasificación:

- Edad (51)
- Estado civil (52)
- Clase social: según programa de evaluación
- Ciudad (58)

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TABLAS DE RESULTADOS

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.2.-COMPOSICION POR EDAD DEL MERCADO DE FUMADORES DE CIGARROS HABANOS											
18 A 25 ANOS											
1	37	6	14	8	4	3	0	2	12	25	20
3 o mas	1	0	0	0	0	1	0	0	1	0	0
Ninguno	562	154	126	52	56	56	60	58	331	231	430
P.2.-26 A 35 ANOS											
1	138	26	43	9	18	17	14	11	64	74	109
2	1	0	0	0	0	0	1	0	0	1	1
Ninguno	461	134	97	51	42	43	45	49	280	181	340
P.2.-36 A 45 ANOS											
1	168	47	36	15	10	23	18	19	105	63	138
2	1	0	0	0	1	0	0	0	1	0	0
Ninguno	431	113	104	45	49	37	42	41	238	193	312
P.2.-46 A 55 ANOS											
1	155	51	27	16	16	10	18	17	91	64	105
Ninguno	445	109	113	44	44	50	42	43	253	192	345
P.2.-56 A 65 ANOS											
1	102	30	22	14	11	5	9	11	71	31	79
2	1	0	0	0	1	0	0	0	1	0	0
Ninguno	497	130	118	46	48	55	51	49	272	225	371
ORIGEN DE LA ENTREVISTA											
Fumador P.2	587	160	138	57	59	60	53	60	338	249	440
Otro fumador	13	0	2	3	1	0	7	0	6	7	10
P.5.-FRECUENCIA DE CONSUMO DE CIGARROS HABANOS											
Todos los dias	105	21	17	11	9	8	14	25	105	0	93
Casi todo dias	16	3	4	2	1	0	1	5	16	0	13
2/3 v. semana	89	18	24	14	7	9	6	11	89	0	80
1 vez semana	134	31	48	13	12	12	13	5	134	0	102
1 vez 15 dias	119	28	29	13	20	7	10	12	0	119	90
1 vez al mes	137	59	18	7	11	24	16	2	0	137	72
MEDIA	2.11	1.67	1.90	2.39	1.84	1.67	2.33	3.98	3.41	.37	2.40
DESV. TIPICA	2.45	2.26	2.14	2.44	2.35	2.24	2.73	2.84	2.56	.12	2.55
P.6.-VOLUMEN DE CONSUMO DE CIGARROS HABANOS											
Uno	453	113	118	40	53	43	45	41	227	226	325
Dos	107	35	19	13	5	10	10	15	80	27	92
Tres	20	6	3	2	1	2	3	3	17	3	17
Cuatro	6	1	0	1	0	3	0	1	6	0	4
Cinco o mas	14	5	0	4	1	2	2	0	14	0	12
MEDIA	1.39	1.47	1.18	1.67	1.20	1.55	1.43	1.40	1.59	1.13	1.44
DESV. TIPICA	.91	1.00	.44	1.32	.73	1.14	1.01	.67	1.12	.37	.95

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.2.-COMPOSICION POR EDAD DEL MERCADO DE FUMADORES DE CIGARROS HABANOS											
18 A 25 ANOS											
1	6.2	3.8	10.0	13.3	6.7	5.0	0.0	3.3	3.5	9.8	4.4
3 o mas	0.2	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.3	0.0	0.0
Ninguno	93.7	96.3	90.0	86.7	93.3	93.3	100.0	96.7	96.2	90.2	95.6
P.2.-26 A 35 ANOS											
1	23.0	16.3	30.7	15.0	30.0	28.3	23.3	18.3	18.6	28.9	24.2
2	0.2	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.4	0.2
Ninguno	76.8	83.8	69.3	85.0	70.0	71.7	75.0	81.7	81.4	70.7	75.6
P.2.-36 A 45 ANOS											
1	28.0	29.4	25.7	25.0	16.7	38.3	30.0	31.7	30.5	24.6	30.7
2	0.2	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.3	0.0	0.0
Ninguno	71.8	70.6	74.3	75.0	81.7	61.7	70.0	68.3	69.2	75.4	69.3
P.2.-46 A 55 ANOS											
1	25.8	31.9	19.3	26.7	26.7	16.7	30.0	28.3	26.5	25.0	23.3
Ninguno	74.2	68.1	80.7	73.3	73.3	83.3	70.0	71.7	73.5	75.0	76.7
P.2.-56 A 65 ANOS											
1	17.0	18.8	15.7	23.3	18.3	8.3	15.0	18.3	20.6	12.1	17.6
2	0.2	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.3	0.0	0.0
Ninguno	82.8	81.3	84.3	76.7	80.0	91.7	85.0	81.7	79.1	87.9	82.4
ORIGEN DE LA ENTREVISTA											
Fumador P.2	97.8	100.0	98.6	95.0	98.3	100.0	88.3	100.0	98.3	97.3	97.8
Otro fumador	2.2	0.0	1.4	5.0	1.7	0.0	11.7	0.0	1.7	2.7	2.2
P.5.-FRECUENCIA DE CONSUMO DE CIGARROS HABANOS											
Todos los dias	17.5	13.1	12.1	18.3	15.0	13.3	23.3	41.7	30.5	0.0	20.7
Casi todo dias	2.7	1.9	2.9	3.3	1.7	0.0	1.7	8.3	4.7	0.0	2.9
2/3 v. semana	14.8	11.3	17.1	23.3	11.7	15.0	10.0	18.3	25.9	0.0	17.8
1 vez semana	22.3	19.4	34.3	21.7	20.0	20.0	21.7	8.3	39.0	0.0	22.7
1 vez 15 dias	19.8	17.5	20.7	21.7	33.3	11.7	16.7	20.0	0.0	46.5	20.0
1 vez al mes	22.8	36.9	12.9	11.7	18.3	40.0	26.7	3.3	0.0	53.5	16.0
MEDIA	2.11	1.67	1.90	2.39	1.84	1.67	2.33	3.98	3.41	.37	2.40
DESV. TIPICA	2.45	2.26	2.14	2.44	2.35	2.24	2.73	2.84	2.56	.12	2.55
P.6.-VOLUMEN DE CONSUMO DE CIGARROS HABANOS											
Uno	75.5	70.6	84.3	66.7	88.3	71.7	75.0	68.3	66.0	88.3	72.2
Dos	17.8	21.9	13.6	21.7	8.3	16.7	16.7	25.0	23.3	10.5	20.4
Tres	3.3	3.8	2.1	3.3	1.7	3.3	5.0	5.0	4.9	1.2	3.8
Cuatro	1.0	0.6	0.0	1.7	0.0	5.0	0.0	1.7	1.7	0.0	0.9
Cinco o mas	2.3	3.1	0.0	6.7	1.7	3.3	3.3	0.0	4.1	0.0	2.7
MEDIA	1.39	1.47	1.18	1.67	1.20	1.55	1.43	1.40	1.59	1.13	1.44
DESV. TIPICA	.91	1.00	.44	1.32	.73	1.14	1.01	.67	1.12	.37	.95

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD						F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.2.-COMPOSICION POR EDAD DEL MERCADO DE FUMADORES DE CIGARROS HABANOS											
18 A 25 ANOS											
1	37	16.2	37.8	21.6	10.8	8.1	0.0	5.4	32.4	67.6	54.1
3 o mas	1	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
Ninguno	562	27.4	22.4	9.3	10.0	10.0	10.7	10.3	58.9	41.1	76.5
P.2.-26 A 35 ANOS											
1	138	18.8	31.2	6.5	13.0	12.3	10.1	8.0	46.4	53.6	79.0
2	1	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	100.0
Ninguno	461	29.1	21.0	11.1	9.1	9.3	9.8	10.6	60.7	39.3	73.8
P.2.-36 A 45 ANOS											
1	168	28.0	21.4	8.9	6.0	13.7	10.7	11.3	62.5	37.5	82.1
2	1	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0
Ninguno	431	26.2	24.1	10.4	11.4	8.6	9.7	9.5	55.2	44.8	72.4
P.2.-46 A 55 ANOS											
1	155	32.9	17.4	10.3	10.3	6.5	11.6	11.0	58.7	41.3	67.7
Ninguno	445	24.5	25.4	9.9	9.9	11.2	9.4	9.7	56.9	43.1	77.5
P.2.-56 A 65 ANOS											
1	102	29.4	21.6	13.7	10.8	4.9	8.8	10.8	69.6	30.4	77.5
2	1	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0
Ninguno	497	26.2	23.7	9.3	9.7	11.1	10.3	9.9	54.7	45.3	74.6
ORIGEN DE LA ENTREVISTA											
Fumador P.2	587	27.3	23.5	9.7	10.1	10.2	9.0	10.2	57.6	42.4	75.0
Otro fumador	13	0.0	15.4	23.1	7.7	0.0	53.8	0.0	46.2	53.8	76.9
P.5.-FRECUENCIA DE CONSUMO DE CIGARROS HABANOS											
Todos los dias	105	20.0	16.2	10.5	8.6	7.6	13.3	23.8	100.0	0.0	88.6
Casi todo dias	16	18.8	25.0	12.5	6.3	0.0	6.3	31.3	100.0	0.0	81.3
2/3 v. semana	89	20.2	27.0	15.7	7.9	10.1	6.7	12.4	100.0	0.0	89.9
1 vez semana	134	23.1	35.8	9.7	9.0	9.0	9.7	3.7	100.0	0.0	76.1
1 vez 15 dias	119	23.5	24.4	10.9	16.8	5.9	8.4	10.1	0.0	100.0	75.6
1 vez al mes	137	43.1	13.1	5.1	8.0	17.5	11.7	1.5	0.0	100.0	52.6
MEDIA	2.11	1.67	1.90	2.39	1.84	1.67	2.33	3.98	3.41	.37	2.40
DESV. TIPICA	2.45	2.26	2.14	2.44	2.35	2.24	2.73	2.84	2.56	.12	2.55
P.6.-VOLUMEN DE CONSUMO DE CIGARROS HABANOS											
Uno	453	24.9	26.0	8.8	11.7	9.5	9.9	9.1	50.1	49.9	71.7
Dos	107	32.7	17.8	12.1	4.7	9.3	9.3	14.0	74.8	25.2	86.0
Tres	20	30.0	15.0	10.0	5.0	10.0	15.0	15.0	85.0	15.0	85.0
Cuatro	6	16.7	0.0	16.7	0.0	50.0	0.0	16.7	100.0	0.0	66.7
Cinco o mas	14	35.7	0.0	28.6	7.1	14.3	14.3	0.0	100.0	0.0	85.7
MEDIA	1.39	1.47	1.18	1.67	1.20	1.55	1.43	1.40	1.59	1.13	1.44
DESV. TIPICA	.91	1.00	.44	1.32	.73	1.14	1.01	.67	1.12	.37	.95

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		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.5/6											
-INDICE COMBINAD	3.8	3.5	2.6	5.5	2.9	3.8	4.4	6.2	6.4	.4	4.4
P.7.-CONSUMO DE OTROS TIPOS DE CIGARROS Y DE CIGARRILLOS											
Cig/Pur Peninsul	274	44	67	38	37	32	32	24	167	107	216
Cig/Pur Canarios	260	58	52	36	35	30	20	29	155	105	200
Cig/Pur Ot proc.	125	18	33	21	15	12	15	11	85	40	100
Cigarrillo negro	255	63	45	32	32	31	32	20	130	125	194
Cigarrillo rubio	251	71	68	24	30	21	16	21	129	122	188
C.Otro Cigar/Pur	374	75	85	46	43	47	41	37	220	154	289
C.Cig/Pur pen/ca	355	70	79	44	43	45	37	37	209	146	273
N/cons Cig/Puros	226	85	55	14	17	13	19	23	124	102	161
Consume cigarril	430	123	100	39	47	43	42	36	222	208	324
N/cons. cigarril	170	37	40	21	13	17	18	24	122	48	126
C.Cig/Puro o cig	269	56	62	33	34	34	28	22	142	127	209
Solo c.Cig.Haban	65	18	17	8	4	4	5	9	44	21	46
P.8.-VOLUMEN DE CONSUMO COMPARADO ENTRE CIGARROS HABANOS Y OTROS CIGARRO											
B:C.OTROS CIG/PUR	374	75	85	46	43	47	41	37	220	154	289
+ puros habanos	131	21	30	15	13	24	13	15	90	41	104
+ otros puros	200	41	46	26	28	21	22	16	104	96	153
Igual	40	12	8	5	2	2	5	6	24	16	30
N.s/N.c	3	1	1	0	0	0	1	0	2	1	2
P.9.-TENDENCIA DE CONSUMO DE CIGARROS HABANOS											
BASE:TOTAL	600	160	140	60	60	60	60	60	344	256	450
+ puros habanos	57	11	7	8	5	11	7	8	42	15	49
Igual siempre	437	121	111	41	44	31	43	46	249	188	321
Menos puro haban	103	28	21	11	11	16	10	6	52	51	77
N.s/N.c	3	0	1	0	0	2	0	0	1	2	3
P.10.-EXPLICACION TENDENCIA DE CONSUMO POSITIVA DE CIGARROS HABANOS											
B:CADA VEZ FUMA +	57	11	7	8	5	11	7	8	42	15	49
Global fuma +	31	7	4	5	4	6	3	2	22	9	25
Fuma menos	24	4	3	3	1	4	4	5	18	6	23
.Cig/Pur peninsu	6	0	1	2	0	1	0	2	5	1	6
.Cig/Pur canario	5	0	1	1	1	0	1	1	3	2	5
.Cig/Pur Ot.proc	3	0	1	0	0	0	2	0	2	1	3
.Cigarrill negro	6	2	1	0	0	0	1	2	6	0	6
.Cigarrill rubio	5	2	0	1	0	1	1	0	3	2	5
.Otras respuesta	2	0	0	0	0	2	0	0	1	1	1
N.s/N.c	2	0	0	0	0	1	0	1	2	0	1

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.5/6 -INDICE COMBINAD	3.8	3.5	2.6	5.5	2.9	3.8	4.4	6.2	6.4	.4	4.4
P.7.-CONSUMO DE OTROS TIPOS DE CIGARROS Y DE CIGARRILLOS											
Cig/Pur Peninsul	45.7	27.5	47.9	63.3	61.7	53.3	53.3	40.0	48.5	41.8	48.0
Cig/Pur Canarios	43.3	36.3	37.1	60.0	58.3	50.0	33.3	48.3	45.1	41.0	44.4
Cig/Pur Ot proc.	20.8	11.3	23.6	35.0	25.0	20.0	25.0	18.3	24.7	15.6	22.2
Cigarrillo negro	42.5	39.4	32.1	53.3	53.3	51.7	53.3	33.3	37.8	48.8	43.1
Cigarrillo rubio	41.8	44.4	48.6	40.0	50.0	35.0	26.7	35.0	37.5	47.7	41.8
C.Otro Cigar/Pur	62.3	46.9	60.7	76.7	71.7	78.3	68.3	61.7	64.0	60.2	64.2
C.Cig/Pur pen/ca	59.2	43.8	56.4	73.3	71.7	75.0	61.7	61.7	60.8	57.0	60.7
N/cons Cig/Puros	37.7	53.1	39.3	23.3	28.3	21.7	31.7	38.3	36.0	39.8	35.8
Consume cigarril	71.7	76.9	71.4	65.0	78.3	71.7	70.0	60.0	64.5	81.3	72.0
N/cons. cigarril	28.3	23.1	28.6	35.0	21.7	28.3	30.0	40.0	35.5	18.8	28.0
C.Cig/Puro o cig	44.8	35.0	44.3	55.0	56.7	56.7	46.7	36.7	41.3	49.6	46.4
Solo c.Cig.Haban	10.8	11.3	12.1	13.3	6.7	6.7	8.3	15.0	12.8	8.2	10.2
P.8.-VOLUMEN DE CONSUMO COMPARADO ENTRE CIGARROS HABANOS Y OTROS CIGARRO											
B:C.OTROS CIG/PUR	374	75	85	46	43	47	41	37	220	154	289
+ puros habanos	35.0	28.0	35.3	32.6	30.2	51.1	31.7	40.5	40.9	26.6	36.0
+ otros puros	53.5	54.7	54.1	56.5	65.1	44.7	53.7	43.2	47.3	62.3	52.9
Igual	10.7	16.0	9.4	10.9	4.7	4.3	12.2	16.2	10.9	10.4	10.4
N.s/N.c	0.8	1.3	1.2	0.0	0.0	0.0	2.4	0.0	0.9	0.6	0.7
P.9.-TENDENCIA DE CONSUMO DE CIGARROS HABANOS											
BASE:TOTAL	600	160	140	60	60	60	60	60	344	256	450
+ puros habanos	9.5	6.9	5.0	13.3	8.3	18.3	11.7	13.3	12.2	5.9	10.9
Igual siempre	72.8	75.6	79.3	68.3	73.3	51.7	71.7	76.7	72.4	73.4	71.3
Menos puro haban	17.2	17.5	15.0	18.3	18.3	26.7	16.7	10.0	15.1	19.9	17.1
N.s/N.c	0.5	0.0	0.7	0.0	0.0	3.3	0.0	0.0	0.3	0.8	0.7
P.10.-EXPLICACION TENDENCIA DE CONSUMO POSITIVA DE CIGARROS HABANOS											
B:CADA VEZ FUMA +	57	11	7	8	5	11	7	8	42	15	49
Global fuma +	54.4	63.6	57.1	62.5	80.0	54.5	42.9	25.0	52.4	60.0	51.0
Fuma menos	42.1	36.4	42.9	37.5	20.0	36.4	57.1	62.5	42.9	40.0	46.9
.Cig/Pur peninsu	10.5	0.0	14.3	25.0	0.0	9.1	0.0	25.0	11.9	6.7	12.2
.Cig/Pur canario	8.8	0.0	14.3	12.5	20.0	0.0	14.3	12.5	7.1	13.3	10.2
.Cig/Pur Ot.proc	5.3	0.0	14.3	0.0	0.0	0.0	28.6	0.0	4.8	6.7	6.1
.Cigarrill negro	10.5	18.2	14.3	0.0	0.0	0.0	14.3	25.0	14.3	0.0	12.2
.Cigarrill rubio	8.8	18.2	0.0	12.5	0.0	9.1	14.3	0.0	7.1	13.3	10.2
.Otras respuesta	3.5	0.0	0.0	0.0	0.0	18.2	0.0	0.0	2.4	6.7	2.0
N.s/N.c	3.5	0.0	0.0	0.0	0.0	9.1	0.0	12.5	4.8	0.0	2.0

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.5/6 -INDICE COMBINAD	3.8	3.5	2.6	5.5	2.9	3.8	4.4	6.2	6.4	.4	4.4
P.7.-CONSUMO DE OTROS TIPOS DE CIGARROS Y DE CIGARRILLOS											
Cig/Pur Peninsul	274	16.1	24.5	13.9	13.5	11.7	11.7	8.8	60.9	39.1	78.8
Cig/Pur Canarios	260	22.3	20.0	13.8	13.5	11.5	7.7	11.2	59.6	40.4	76.9
Cig/Pur Ot proc.	125	14.4	26.4	16.8	12.0	9.6	12.0	8.8	68.0	32.0	80.0
Cigarrillo negro	255	24.7	17.6	12.5	12.5	12.2	12.5	7.8	51.0	49.0	76.1
Cigarrillo rubio	251	28.3	27.1	9.6	12.0	8.4	6.4	8.4	51.4	48.6	74.9
C.Otro Cigar/Pur	374	20.1	22.7	12.3	11.5	12.6	11.0	9.9	58.8	41.2	77.3
C.Cig/Pur pen/ca	355	19.7	22.3	12.4	12.1	12.7	10.4	10.4	58.9	41.1	76.9
N/cons Cig/Puros	226	37.6	24.3	6.2	7.5	5.8	8.4	10.2	54.9	45.1	71.2
Consume cigarril	430	28.6	23.3	9.1	10.9	10.0	9.8	8.4	51.6	48.4	75.3
N/cons. cigarril	170	21.8	23.5	12.4	7.6	10.0	10.6	14.1	71.8	28.2	74.1
C.Cig/Puro o cig	269	20.8	23.0	12.3	12.6	12.6	10.4	8.2	52.8	47.2	77.7
Solo c.Cig.Haban	65	27.7	26.2	12.3	6.2	6.2	7.7	13.8	67.7	32.3	70.8
P.8.-VOLUMEN DE CONSUMO COMPARADO ENTRE CIGARROS HABANOS Y OTROS CIGARRO											
B:C.OTROS CIG/PUR	374	20.1	22.7	12.3	11.5	12.6	11.0	9.9	58.8	41.2	77.3
+ puros habanos	131	16.0	22.9	11.5	9.9	18.3	9.9	11.5	68.7	31.3	79.4
+ otros puros	200	20.5	23.0	13.0	14.0	10.5	11.0	8.0	52.0	48.0	76.5
Igual	40	30.0	20.0	12.5	5.0	5.0	12.5	15.0	60.0	40.0	75.0
N.s/N.c	3	33.3	33.3	0.0	0.0	0.0	33.3	0.0	66.7	33.3	66.7
P.9.-TENDENCIA DE CONSUMO DE CIGARROS HABANOS											
BASE:TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
+ puros habanos	57	19.3	12.3	14.0	8.8	19.3	12.3	14.0	73.7	26.3	86.0
Igual siempre	437	27.7	25.4	9.4	10.1	7.1	9.8	10.5	57.0	43.0	73.5
Menos puro haban	103	27.2	20.4	10.7	10.7	15.5	9.7	5.8	50.5	49.5	74.8
N.s/N.c	3	0.0	33.3	0.0	0.0	66.7	0.0	0.0	33.3	66.7	100.0
P.10.-EXPLICACION TENDENCIA DE CONSUMO POSITIVA DE CIGARROS HABANOS											
B:CADA VEZ FUMA +	57	19.3	12.3	14.0	8.8	19.3	12.3	14.0	73.7	26.3	86.0
Global fuma +	31	22.6	12.9	16.1	12.9	19.4	9.7	6.5	71.0	29.0	80.6
Fuma menos	24	16.7	12.5	12.5	4.2	16.7	16.7	20.8	75.0	25.0	95.8
.Cig/Pur peninsu	6	0.0	16.7	33.3	0.0	16.7	0.0	33.3	83.3	16.7	100.0
.Cig/Pur canario	5	0.0	20.0	20.0	20.0	0.0	20.0	20.0	60.0	40.0	100.0
.Cig/Pur Ot.proc	3	0.0	33.3	0.0	0.0	0.0	66.7	0.0	66.7	33.3	100.0
.Cigarrill negro	6	33.3	16.7	0.0	0.0	0.0	16.7	33.3	100.0	0.0	100.0
.Cigarrill rubio	5	40.0	0.0	20.0	0.0	20.0	20.0	0.0	60.0	40.0	100.0
.Otras respuesta	2	0.0	0.0	0.0	0.0	100.0	0.0	0.0	50.0	50.0	50.0
N.s/N.c	2	0.0	0.0	0.0	0.0	50.0	0.0	50.0	100.0	0.0	50.0

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.11.-EXPLICACION TENDENCIA DE CONSUMO NEGATIVA DE CIGARROS HABANOS											
B:CADA VEZ FUMA -	103	28	21	11	11	16	10	6	52	51	77
Global fuma -	52	16	15	4	5	6	4	2	29	23	38
Fuma mas	46	10	6	7	6	10	5	2	21	25	35
.Cig/Pur peninsu	17	3	3	3	3	2	2	1	7	10	15
.Cig/Pur canario	13	1	2	3	4	1	1	1	9	4	12
.Cig/Pur Ot.proc	7	1	1	1	0	1	2	1	3	4	2
.Cigarrill negro	15	6	0	0	1	5	3	0	4	11	10
.Cigarrill rubio	11	6	2	2	0	1	0	0	5	6	8
.Otras respuesta	1	1	0	0	0	0	0	0	1	0	1
N.s/N.c	5	2	0	0	0	0	1	2	2	3	4
P.12A.-EDAD DE INICIACION AL CONSUMO DE CIGARROS HABANOS											
BASE:TOTAL	600	160	140	60	60	60	60	60	344	256	450
18 a 20 anos	207	53	38	18	25	27	23	23	112	95	156
21 a 25 anos	207	55	58	21	17	22	17	17	112	95	156
26 a 30 anos	116	31	24	14	13	9	9	16	71	45	90
31 a 35 anos	34	11	13	3	0	0	5	2	23	11	22
36 a 40 anos	21	5	5	4	1	2	3	1	14	7	17
41 a 45 anos	10	3	2	0	3	0	1	1	9	1	6
46 a 50 anos	5	2	0	0	1	0	2	0	3	2	3
MEDIA	24.2	24.5	24.5	24.5	24.1	22.5	25.0	23.7	24.8	23.5	24.1
DESV. TIPICA	5.9	6.1	5.4	5.4	6.8	4.3	7.3	5.1	6.3	5.2	5.7
P.12B.-ANTIGUEDAD EN EL CONSUMO DE CIGARROS HABANOS											
Menos 5 anos	71	14	25	12	8	2	7	3	26	45	47
5 a 10 anos	113	26	28	8	12	19	8	12	62	51	86
11 a 15 anos	94	29	24	3	10	8	11	9	57	37	78
16 a 20 anos	94	29	20	9	4	11	10	11	54	40	68
21 a 25 anos	84	26	14	10	7	9	11	7	52	32	59
26 a 30 anos	55	15	12	9	6	1	5	7	31	24	41
31 a 35 anos	41	8	8	7	3	5	4	6	25	16	31
36 a 40 anos	29	8	6	2	5	4	1	3	22	7	26
41 a 45 anos	12	1	3	0	2	1	3	2	9	3	10
Mas de 45 anos	7	4	0	0	3	0	0	0	6	1	4
MEDIA	17.9	18.4	15.9	18.0	19.3	17.4	18.2	19.5	19.3	15.9	18.1
DESV. TIPICA	11.1	10.7	11.0	11.2	13.5	10.4	10.7	10.7	11.3	10.6	11.1

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heav Consume	Ligh Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.11.-EXPLICACION TENDENCIA DE CONSUMO NEGATIVA DE CIGARROS HABANOS											
B:CADA VEZ FUMA -	103	28	21	11	11	16	10	6	52	51	77
Global fuma -	50.5	57.1	71.4	36.4	45.5	37.5	40.0	33.3	55.8	45.1	49.4
Fuma mas	44.7	35.7	28.6	63.6	54.5	62.5	50.0	33.3	40.4	49.0	45.5
.Cig/Pur peninsu	16.5	10.7	14.3	27.3	27.3	12.5	20.0	16.7	13.5	19.6	19.5
.Cig/Pur canario	12.6	3.6	9.5	27.3	36.4	6.3	10.0	16.7	17.3	7.8	15.6
.Cig/Pur Ot.proc	6.8	3.6	4.8	9.1	0.0	6.3	20.0	16.7	5.8	7.8	2.6
.Cigarrill negro	14.6	21.4	0.0	0.0	9.1	31.3	30.0	0.0	7.7	21.6	13.0
.Cigarrill rubio	10.7	21.4	9.5	18.2	0.0	6.3	0.0	0.0	9.6	11.8	10.4
.Otras respuesta	1.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	1.3
N.s/N.c	4.9	7.1	0.0	0.0	0.0	0.0	10.0	33.3	3.8	5.9	5.2
P.12A.-EDAD DE INICIACION AL CONSUMO DE CIGARROS HABANOS											
BASE:TOTAL	600	160	140	60	60	60	60	60	344	256	450
18 a 20 anos	34.5	33.1	27.1	30.0	41.7	45.0	38.3	38.3	32.6	37.1	34.7
21 a 25 anos	34.5	34.4	41.4	35.0	28.3	36.7	28.3	28.3	32.6	37.1	34.7
26 a 30 anos	19.3	19.4	17.1	23.3	21.7	15.0	15.0	26.7	20.6	17.6	20.0
31 a 35 anos	5.7	6.9	9.3	5.0	0.0	0.0	8.3	3.3	6.7	4.3	4.9
36 a 40 anos	3.5	3.1	3.6	6.7	1.7	3.3	5.0	1.7	4.1	2.7	3.8
41 a 45 anos	1.7	1.9	1.4	0.0	5.0	0.0	1.7	1.7	2.6	0.4	1.3
46 a 50 anos	0.8	1.3	0.0	0.0	1.7	0.0	3.3	0.0	0.9	0.8	0.7
MEDIA	24.2	24.5	24.5	24.5	24.1	22.5	25.0	23.7	24.8	23.5	24.1
DESV. TIPICA	5.9	6.1	5.4	5.4	6.8	4.3	7.3	5.1	6.3	5.2	5.7
P.12B.-ANTIGUEDAD EN EL CONSUMO DE CIGARROS HABANOS											
Menos 5 anos	11.8	8.8	17.9	20.0	13.3	3.3	11.7	5.0	7.6	17.6	10.4
5 a 10 anos	18.8	16.3	20.0	13.3	20.0	31.7	13.3	20.0	18.0	19.9	19.1
11 a 15 anos	15.7	18.1	17.1	5.0	16.7	13.3	18.3	15.0	16.6	14.5	17.3
16 a 20 anos	15.7	18.1	14.3	15.0	6.7	18.3	16.7	18.3	15.7	15.6	15.1
21 a 25 anos	14.0	16.3	10.0	16.7	11.7	15.0	18.3	11.7	15.1	12.5	13.1
26 a 30 anos	9.2	9.4	8.6	15.0	10.0	1.7	8.3	11.7	9.0	9.4	9.1
31 a 35 anos	6.8	5.0	5.7	11.7	5.0	8.3	6.7	10.0	7.3	6.3	6.9
36 a 40 anos	4.8	5.0	4.3	3.3	8.3	6.7	1.7	5.0	6.4	2.7	5.8
41 a 45 anos	2.0	0.6	2.1	0.0	3.3	1.7	5.0	3.3	2.6	1.2	2.2
Mas de 45 anos	1.2	2.5	0.0	0.0	5.0	0.0	0.0	0.0	1.7	0.4	0.9
MEDIA	17.9	18.4	15.9	18.0	19.3	17.4	18.2	19.5	19.3	15.9	18.1
DESV. TIPICA	11.1	10.7	11.0	11.2	13.5	10.4	10.7	10.7	11.3	10.6	11.1

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD						F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.11.-EXPLICACION TENDENCIA DE CONSUMO NEGATIVA DE CIGARROS HABANOS											
B:CADA VEZ FUMA -	103	27.2	20.4	10.7	10.7	15.5	9.7	5.8	50.5	49.5	74.8
Global fuma -	52	30.8	28.8	7.7	9.6	11.5	7.7	3.8	55.8	44.2	73.1
Fuma mas	46	21.7	13.0	15.2	13.0	21.7	10.9	4.3	45.7	54.3	76.1
.Cig/Pur peninsu	17	17.6	17.6	17.6	17.6	11.8	11.8	5.9	41.2	58.8	88.2
.Cig/Pur canario	13	7.7	15.4	23.1	30.8	7.7	7.7	7.7	69.2	30.8	92.3
.Cig/Pur Ot.proc	7	14.3	14.3	14.3	0.0	14.3	28.6	14.3	42.9	57.1	28.6
.Cigarrill negro	15	40.0	0.0	0.0	6.7	33.3	20.0	0.0	26.7	73.3	66.7
.Cigarrill rubio	11	54.5	18.2	18.2	0.0	9.1	0.0	0.0	45.5	54.5	72.7
.Otras respuesta	1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0
N.s/N.c	5	40.0	0.0	0.0	0.0	0.0	20.0	40.0	40.0	60.0	80.0
P.12A.-EDAD DE INICIACION AL CONSUMO DE CIGARROS HABANOS											
BASE:TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
18 a 20 anos	207	25.6	18.4	8.7	12.1	13.0	11.1	11.1	54.1	45.9	75.4
21 a 25 anos	207	26.6	28.0	10.1	8.2	10.6	8.2	8.2	54.1	45.9	75.4
26 a 30 anos	116	26.7	20.7	12.1	11.2	7.8	7.8	13.8	61.2	38.8	77.6
31 a 35 anos	34	32.4	38.2	8.8	0.0	0.0	14.7	5.9	67.6	32.4	64.7
36 a 40 anos	21	23.8	23.8	19.0	4.8	9.5	14.3	4.8	66.7	33.3	81.0
41 a 45 anos	10	30.0	20.0	0.0	30.0	0.0	10.0	10.0	90.0	10.0	60.0
46 a 50 anos	5	40.0	0.0	0.0	20.0	0.0	40.0	0.0	60.0	40.0	60.0
MEDIA	24.2	24.5	24.5	24.5	24.1	22.5	25.0	23.7	24.8	23.5	24.1
DESV. TIPICA	5.9	6.1	5.4	5.4	6.8	4.3	7.3	5.1	6.3	5.2	5.7
P.12B.-ANTIGUEDAD EN EL CONSUMO DE CIGARROS HABANOS											
Menos 5 anos	71	19.7	35.2	16.9	11.3	2.8	9.9	4.2	36.6	63.4	66.2
5 a 10 anos	113	23.0	24.8	7.1	10.6	16.8	7.1	10.6	54.9	45.1	76.1
11 a 15 anos	94	30.9	25.5	3.2	10.6	8.5	11.7	9.6	60.6	39.4	83.0
16 a 20 anos	94	30.9	21.3	9.6	4.3	11.7	10.6	11.7	57.4	42.6	72.3
21 a 25 anos	84	31.0	16.7	11.9	8.3	10.7	13.1	8.3	61.9	38.1	70.2
26 a 30 anos	55	27.3	21.8	16.4	10.9	1.8	9.1	12.7	56.4	43.6	74.5
31 a 35 anos	41	19.5	19.5	17.1	7.3	12.2	9.8	14.6	61.0	39.0	75.6
36 a 40 anos	29	27.6	20.7	6.9	17.2	13.8	3.4	10.3	75.9	24.1	89.7
41 a 45 anos	12	8.3	25.0	0.0	16.7	8.3	25.0	16.7	75.0	25.0	83.3
Mas de 45 anos	7	57.1	0.0	0.0	42.9	0.0	0.0	0.0	85.7	14.3	57.1
MEDIA	17.9	18.4	15.9	18.0	19.3	17.4	18.2	19.5	19.3	15.9	18.1
DESV. TIPICA	11.1	10.7	11.0	11.2	13.5	10.4	10.7	10.7	11.3	10.6	11.1

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		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.13.-CONSUMOS QUE FUERON SUSTITUIDOS POR LOS CIGARROS HABANOS											
Cig/Pur Peninsul	59	13	18	9	10	1	5	3	37	22	48
Cig/Pur Canarios	32	8	8	4	7	3	1	1	21	11	26
Cig/Pur Ot proc.	12	1	4	1	5	0	0	1	7	5	8
Cigarrillo negro	122	31	33	18	15	9	6	10	80	42	92
Cigarrillo rubio	110	39	36	12	8	5	3	7	63	47	94
Tabaco de pipa	13	2	6	4	1	0	0	0	10	3	11
Otras respuestas	5	3	1	0	0	1	0	0	4	1	5
N/sustituid nada	150	41	6	18	14	25	38	8	77	73	114
No fumaba nada	114	23	36	6	8	18	5	18	62	52	79
N.s/N.c	48	17	9	1	2	1	4	14	26	22	28
Total ot.cigarro	89	19	27	10	19	4	6	4	55	34	71
Total cigarrillo	212	68	65	25	20	11	7	16	131	81	168
P.14.-LUGAR DE CONSUMO DE CIGARROS HABANOS											
Solo en casa	39	14	13	3	3	4	1	1	16	23	31
Princ.casa/t.fue	102	20	43	16	7	4	9	3	72	30	81
Tanto casa/fuera	173	39	33	19	19	25	22	16	105	68	138
Princ.fuer/t.cas	117	37	27	9	8	4	11	21	77	40	92
Solo fuera casa	169	50	24	13	23	23	17	19	74	95	108
P.15.-MOMENTOS U OCASIONES DE CONSUMO DE CIGARROS HABANOS EN CASA											
B:CONSUME EN CASA	314	73	89	38	29	33	32	20	193	121	250
Por la manana	12	7	2	1	1	1	0	0	9	3	12
Despues comer	247	48	76	29	22	27	27	18	148	99	195
Por la tarde	31	14	3	5	2	3	2	2	27	4	25
Despues cenar	56	13	6	7	7	5	11	7	45	11	49
Ratos descanso	25	11	0	6	4	3	1	0	16	9	22
Leyendo/oy.musi	9	1	3	2	1	1	1	0	7	2	6
Necesito concent	2	0	0	0	0	1	1	0	2	0	2
Vienen amigos	12	5	2	3	0	1	1	0	8	4	11
Dias festivos	43	9	22	2	2	4	3	1	28	15	35
Celebraciones	37	10	17	3	0	2	5	0	17	20	30
Cualq. momento	4	1	1	1	0	0	1	0	4	0	4
Otros momentos	4	0	1	3	0	0	0	0	4	0	4
N.s/N.c	1	0	0	0	1	0	0	0	0	1	1

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heav Consume	Ligh Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.13.-CONSUMOS QUE FUERON SUSTITUIDOS POR LOS CIGARROS HABANOS											
Cig/Pur Peninsul	9.8	8.1	12.9	15.0	16.7	1.7	8.3	5.0	10.8	8.6	10.7
Cig/Pur Canarios	5.3	5.0	5.7	6.7	11.7	5.0	1.7	1.7	6.1	4.3	5.8
Cig/Pur Ot proc.	2.0	0.6	2.9	1.7	8.3	0.0	0.0	1.7	2.0	2.0	1.8
Cigarrillo negro	20.3	19.4	23.6	30.0	25.0	15.0	10.0	16.7	23.3	16.4	20.4
Cigarrillo rubio	18.3	24.4	25.7	20.0	13.3	8.3	5.0	11.7	18.3	18.4	20.9
Tabaco de pipa	2.2	1.3	4.3	6.7	1.7	0.0	0.0	0.0	2.9	1.2	2.4
Otras respuestas	0.8	1.9	0.7	0.0	0.0	1.7	0.0	0.0	1.2	0.4	1.1
N/sustituid nada	25.0	25.6	4.3	30.0	23.3	41.7	63.3	13.3	22.4	28.5	25.3
No fumaba nada	19.0	14.4	25.7	10.0	13.3	30.0	8.3	30.0	18.0	20.3	17.6
N.s/N.c	8.0	10.6	6.4	1.7	3.3	1.7	6.7	23.3	7.6	8.6	6.2
Total ot.cigarro	14.8	11.9	19.3	16.7	31.7	6.7	10.0	6.7	16.0	13.3	15.8
Total cigarrillo	35.3	42.5	46.4	41.7	33.3	18.3	11.7	26.7	38.1	31.6	37.3
P.14.-LUGAR DE CONSUMO DE CIGARROS HABANOS											
Solo en casa	6.5	8.8	9.3	5.0	5.0	6.7	1.7	1.7	4.7	9.0	6.9
Princ.casa/t.fue	17.0	12.5	30.7	26.7	11.7	6.7	15.0	5.0	20.9	11.7	18.0
Tanto casa/fuera	28.8	24.4	23.6	31.7	31.7	41.7	36.7	26.7	30.5	26.6	30.7
Princ.fuer/t.cas	19.5	23.1	19.3	15.0	13.3	6.7	18.3	35.0	22.4	15.6	20.4
Solo fuera casa	28.2	31.3	17.1	21.7	38.3	38.3	28.3	31.7	21.5	37.1	24.0
P.15.-MOMENTOS U OCASIONES DE CONSUMO DE CIGARROS HABANOS EN CASA											
B:CONSUME EN CASA	314	73	89	38	29	33	32	20	193	121	250
Por la manana	3.8	9.6	2.2	2.6	3.4	3.0	0.0	0.0	4.7	2.5	4.8
Despues comer	78.7	65.8	85.4	76.3	75.9	81.8	84.4	90.0	76.7	81.8	78.0
Por la tarde	9.9	19.2	3.4	13.2	6.9	9.1	6.3	10.0	14.0	3.3	10.0
Despues cenar	17.8	17.8	6.7	18.4	24.1	15.2	34.4	35.0	23.3	9.1	19.6
Ratos descanso	8.0	15.1	0.0	15.8	13.8	9.1	3.1	0.0	8.3	7.4	8.8
Leyendo/oy.musi	2.9	1.4	3.4	5.3	3.4	3.0	3.1	0.0	3.6	1.7	2.4
Necesito concent	0.6	0.0	0.0	0.0	0.0	3.0	3.1	0.0	1.0	0.0	0.8
Vienen amigos	3.8	6.8	2.2	7.9	0.0	3.0	3.1	0.0	4.1	3.3	4.4
Dias festivos	13.7	12.3	24.7	5.3	6.9	12.1	9.4	5.0	14.5	12.4	14.0
Celebraciones	11.8	13.7	19.1	7.9	0.0	6.1	15.6	0.0	8.8	16.5	12.0
Cualq. momento	1.3	1.4	1.1	2.6	0.0	0.0	3.1	0.0	2.1	0.0	1.6
Otros momentos	1.3	0.0	1.1	7.9	0.0	0.0	0.0	0.0	2.1	0.0	1.6
N.s/N.c	0.3	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.8	0.4

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		CIUDAD						F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.13.-CONSUMOS QUE FUERON SUSTITUIDOS POR LOS CIGARROS HABANOS											
Cig/Pur Peninsul	59	22.0	30.5	15.3	16.9	1.7	8.5	5.1	62.7	37.3	81.4
Cig/Pur Canarios	32	25.0	25.0	12.5	21.9	9.4	3.1	3.1	65.6	34.4	81.3
Cig/Pur Ot proc.	12	8.3	33.3	8.3	41.7	0.0	0.0	8.3	58.3	41.7	66.7
Cigarrillo negro	122	25.4	27.0	14.8	12.3	7.4	4.9	8.2	65.6	34.4	75.4
Cigarrillo rubio	110	35.5	32.7	10.9	7.3	4.5	2.7	6.4	57.3	42.7	85.5
Tabaco de pipa	13	15.4	46.2	30.8	7.7	0.0	0.0	0.0	76.9	23.1	84.6
Otras respuestas	5	60.0	20.0	0.0	0.0	20.0	0.0	0.0	80.0	20.0	100.0
N/sustituid nada	150	27.3	4.0	12.0	9.3	16.7	25.3	5.3	51.3	48.7	76.0
No fumaba nada	114	20.2	31.6	5.3	7.0	15.8	4.4	15.8	54.4	45.6	69.3
N.s/N.c	48	35.4	18.8	2.1	4.2	2.1	8.3	29.2	54.2	45.8	58.3
Total ot.cigarro	89	21.3	30.3	11.2	21.3	4.5	6.7	4.5	61.8	38.2	79.8
Total cigarrillo	212	32.1	30.7	11.8	9.4	5.2	3.3	7.5	61.8	38.2	79.2
P.14.-LUGAR DE CONSUMO DE CIGARROS HABANOS											
Solo en casa	39	35.9	33.3	7.7	7.7	10.3	2.6	2.6	41.0	59.0	79.5
Princ.casa/t.fue	102	19.6	42.2	15.7	6.9	3.9	8.8	2.9	70.6	29.4	79.4
Tanto casa/fuera	173	22.5	19.1	11.0	11.0	14.5	12.7	9.2	60.7	39.3	79.8
Princ.fuer/t.cas	117	31.6	23.1	7.7	6.8	3.4	9.4	17.9	65.8	34.2	78.6
Solo fuera casa	169	29.6	14.2	7.7	13.6	13.6	10.1	11.2	43.8	56.2	63.9
P.15.-MOMENTOS U OCASIONES DE CONSUMO DE CIGARROS HABANOS EN CASA											
B:CONSUME EN CASA	314	23.2	28.3	12.1	9.2	10.5	10.2	6.4	61.5	38.5	79.6
Por la manana	12	58.3	16.7	8.3	8.3	8.3	0.0	0.0	75.0	25.0	100.0
Despues comer	247	19.4	30.8	11.7	8.9	10.9	10.9	7.3	59.9	40.1	78.9
Por la tarde	31	45.2	9.7	16.1	6.5	9.7	6.5	6.5	87.1	12.9	80.6
Despues cenar	56	23.2	10.7	12.5	12.5	8.9	19.6	12.5	80.4	19.6	87.5
Ratos descanso	25	44.0	0.0	24.0	16.0	12.0	4.0	0.0	64.0	36.0	88.0
Leyendo/oy.musi	9	11.1	33.3	22.2	11.1	11.1	11.1	0.0	77.8	22.2	66.7
Necesito concent	2	0.0	0.0	0.0	0.0	50.0	50.0	0.0	100.0	0.0	100.0
Vienen amigos	12	41.7	16.7	25.0	0.0	8.3	8.3	0.0	66.7	33.3	91.7
Dias festivos	43	20.9	51.2	4.7	4.7	9.3	7.0	2.3	65.1	34.9	81.4
Celebraciones	37	27.0	45.9	8.1	0.0	5.4	13.5	0.0	45.9	54.1	81.1
Cualq. momento	4	25.0	25.0	25.0	0.0	0.0	25.0	0.0	100.0	0.0	100.0
Otros momentos	4	0.0	25.0	75.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0
N.s/N.c	1	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	100.0

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		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.16.-MOMENTOS U OCASIONES DE CONSUMO DE CIGARROS HABANOS FUERA DE CASA											
B:CONSUME FUERA	459	126	84	41	50	52	50	56	256	203	338
Por la manana	34	10	3	9	2	3	3	4	29	5	30
Despues comer	260	42	53	29	21	43	36	36	156	104	196
Por la tarde	70	22	6	9	7	5	7	14	57	13	53
Despues cenar	68	4	7	5	5	11	20	16	45	23	61
Comidas profesio	57	20	14	4	7	1	9	2	31	26	45
En el trabajo	38	14	6	2	4	3	4	5	33	5	32
Reuniones/tertul	75	31	6	9	13	4	9	3	36	39	53
Espectac.deporti	91	29	15	9	16	8	11	3	47	44	74
Espectac.taurino	34	14	2	2	6	3	3	4	19	15	26
Celebraciones	95	50	17	3	4	2	17	2	41	54	70
Cualq. momento	11	3	3	2	1	2	0	0	9	2	7
Otros momentos	5	1	0	2	1	0	0	1	4	1	5
P.17.-MARCA MAS FRECUENTE DE CIGARROS HABANOS											
BASE:TOTAL	600	160	140	60	60	60	60	60	344	256	450
Cohiba	39	20	6	3	6	1	3	0	14	25	16
Davidoff	41	7	16	2	4	4	6	2	21	20	36
Dunhill	2	1	0	0	1	0	0	0	1	1	1
Flor de Cano	10	3	3	3	0	1	0	0	5	5	9
Fonseca	11	3	5	0	1	0	2	0	9	2	8
H. Upmann	6	4	0	0	1	0	0	1	5	1	5
Montecristo	369	82	77	39	29	47	42	53	219	150	290
Partagas	60	23	14	3	11	3	4	2	33	27	43
Quintero	5	2	0	0	2	1	0	0	3	2	5
Romeo y Julieta	31	9	15	4	1	1	0	1	18	13	18
Sancho Panza	3	1	1	1	0	0	0	0	3	0	3
Los Statos	3	0	1	1	1	0	0	0	3	0	2
Troya	5	1	1	1	1	0	0	1	1	4	4
Churchill	2	0	1	0	0	0	1	0	1	1	2
Don Julian	4	4	0	0	0	0	0	0	3	1	3
Otras marcas	6	0	0	1	1	2	2	0	4	2	5
N.recuerda marca	3	0	0	2	1	0	0	0	1	2	0

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		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.16.-MOMENTOS U OCASIONES DE CONSUMO DE CIGARROS HABANOS FUERA DE CASA											
B:CONSUME FUERA	459	126	84	41	50	52	50	56	256	203	338
Por la manana	7.4	7.9	3.6	22.0	4.0	5.8	6.0	7.1	11.3	2.5	8.9
Despues comer	56.6	33.3	63.1	70.7	42.0	82.7	72.0	64.3	60.9	51.2	58.0
Por la tarde	15.3	17.5	7.1	22.0	14.0	9.6	14.0	25.0	22.3	6.4	15.7
Despues cenar	14.8	3.2	8.3	12.2	10.0	21.2	40.0	28.6	17.6	11.3	18.0
Comidas profesio	12.4	15.9	16.7	9.8	14.0	1.9	18.0	3.6	12.1	12.8	13.3
En el trabajo	8.3	11.1	7.1	4.9	8.0	5.8	8.0	8.9	12.9	2.5	9.5
Reuniones/tertul	16.3	24.6	7.1	22.0	26.0	7.7	18.0	5.4	14.1	19.2	15.7
Espectac.deporti	19.8	23.0	17.9	22.0	32.0	15.4	22.0	5.4	18.4	21.7	21.9
Espectac.taurino	7.4	11.1	2.4	4.9	12.0	5.8	6.0	7.1	7.4	7.4	7.7
Celebraciones	20.7	39.7	20.2	7.3	8.0	3.8	34.0	3.6	16.0	26.6	20.7
Cualq. momento	2.4	2.4	3.6	4.9	2.0	3.8	0.0	0.0	3.5	1.0	2.1
Otros momentos	1.1	0.8	0.0	4.9	2.0	0.0	0.0	1.8	1.6	0.5	1.5
P.17.-MARCA MAS FRECUENTE DE CIGARROS HABANOS											
BASE:TOTAL	600	160	140	60	60	60	60	60	344	256	450
Cohiba	6.5	12.5	4.3	5.0	10.0	1.7	5.0	0.0	4.1	9.8	3.6
Davidoff	6.8	4.4	11.4	3.3	6.7	6.7	10.0	3.3	6.1	7.8	8.0
Dunhill	0.3	0.6	0.0	0.0	1.7	0.0	0.0	0.0	0.3	0.4	0.2
Flor de Cano	1.7	1.9	2.1	5.0	0.0	1.7	0.0	0.0	1.5	2.0	2.0
Fonseca	1.8	1.9	3.6	0.0	1.7	0.0	3.3	0.0	2.6	0.8	1.8
H. Upmann	1.0	2.5	0.0	0.0	1.7	0.0	0.0	1.7	1.5	0.4	1.1
Montecristo	61.5	51.3	55.0	65.0	48.3	78.3	70.0	88.3	63.7	58.6	64.4
Partagas	10.0	14.4	10.0	5.0	18.3	5.0	6.7	3.3	9.6	10.5	9.6
Quintero	0.8	1.3	0.0	0.0	3.3	1.7	0.0	0.0	0.9	0.8	1.1
Romeo y Julieta	5.2	5.6	10.7	6.7	1.7	1.7	0.0	1.7	5.2	5.1	4.0
Sancho Panza	0.5	0.6	0.7	1.7	0.0	0.0	0.0	0.0	0.9	0.0	0.7
Los Statos	0.5	0.0	0.7	1.7	1.7	0.0	0.0	0.0	0.9	0.0	0.4
Troya	0.8	0.6	0.7	1.7	1.7	0.0	0.0	1.7	0.3	1.6	0.9
Churchill	0.3	0.0	0.7	0.0	0.0	0.0	1.7	0.0	0.3	0.4	0.4
Don Julian	0.7	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.7
Otras marcas	1.0	0.0	0.0	1.7	1.7	3.3	3.3	0.0	1.2	0.8	1.1
N.recuerda marca	0.5	0.0	0.0	3.3	1.7	0.0	0.0	0.0	0.3	0.8	0.0

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.16.-MOMENTOS U OCASIONES DE CONSUMO DE CIGARROS HABANOS FUERA DE CASA											
B:CONSUME FUERA	459	27.5	18.3	8.9	10.9	11.3	10.9	12.2	55.8	44.2	73.6
Por la manana	34	29.4	8.8	26.5	5.9	8.8	8.8	11.8	85.3	14.7	88.2
Despues comer	260	16.2	20.4	11.2	8.1	16.5	13.8	13.8	60.0	40.0	75.4
Por la tarde	70	31.4	8.6	12.9	10.0	7.1	10.0	20.0	81.4	18.6	75.7
Despues cenar	68	5.9	10.3	7.4	7.4	16.2	29.4	23.5	66.2	33.8	89.7
Comidas profesio	57	35.1	24.6	7.0	12.3	1.8	15.8	3.5	54.4	45.6	78.9
En el trabajo	38	36.8	15.8	5.3	10.5	7.9	10.5	13.2	86.8	13.2	84.2
Reuniones/tertul	75	41.3	8.0	12.0	17.3	5.3	12.0	4.0	48.0	52.0	70.7
Espectac.deporti	91	31.9	16.5	9.9	17.6	8.8	12.1	3.3	51.6	48.4	81.3
Espectac.taurino	34	41.2	5.9	5.9	17.6	8.8	8.8	11.8	55.9	44.1	76.5
Celebraciones	95	52.6	17.9	3.2	4.2	2.1	17.9	2.1	43.2	56.8	73.7
Cualq. momento	11	27.3	27.3	18.2	9.1	18.2	0.0	0.0	81.8	18.2	63.6
Otros momentos	5	20.0	0.0	40.0	20.0	0.0	0.0	20.0	80.0	20.0	100.0
P.17.-MARCA MAS FRECUENTE DE CIGARROS HABANOS											
BASE:TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
Cohiba	39	51.3	15.4	7.7	15.4	2.6	7.7	0.0	35.9	64.1	41.0
Davidoff	41	17.1	39.0	4.9	9.8	9.8	14.6	4.9	51.2	48.8	87.8
Dunhill	2	50.0	0.0	0.0	50.0	0.0	0.0	0.0	50.0	50.0	50.0
Flor de Cano	10	30.0	30.0	30.0	0.0	10.0	0.0	0.0	50.0	50.0	90.0
Fonseca	11	27.3	45.5	0.0	9.1	0.0	18.2	0.0	81.8	18.2	72.7
H. Upmann	6	66.7	0.0	0.0	16.7	0.0	0.0	16.7	83.3	16.7	83.3
Montecristo	369	22.2	20.9	10.6	7.9	12.7	11.4	14.4	59.3	40.7	78.6
Partagas	60	38.3	23.3	5.0	18.3	5.0	6.7	3.3	55.0	45.0	71.7
Quintero	5	40.0	0.0	0.0	40.0	20.0	0.0	0.0	60.0	40.0	100.0
Romeo y Julieta	31	29.0	48.4	12.9	3.2	3.2	0.0	3.2	58.1	41.9	58.1
Sancho Panza	3	33.3	33.3	33.3	0.0	0.0	0.0	0.0	100.0	0.0	100.0
Los Statos	3	0.0	33.3	33.3	33.3	0.0	0.0	0.0	100.0	0.0	66.7
Troya	5	20.0	20.0	20.0	20.0	0.0	0.0	20.0	20.0	80.0	80.0
Churchill	2	0.0	50.0	0.0	0.0	0.0	50.0	0.0	50.0	50.0	100.0
Don Julian	4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	75.0	25.0	75.0
Otras marcas	6	0.0	0.0	16.7	16.7	33.3	33.3	0.0	66.7	33.3	83.3
N.recuerda marca	3	0.0	0.0	66.7	33.3	0.0	0.0	0.0	33.3	66.7	0.0

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heav Consume	Ligh Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.18.-MARCAS OCASIONALES DE CIGARROS HABANOS											
Cohiba	88	21	11	10	11	10	10	15	60	28	72
Davidoff	130	23	31	13	3	22	14	24	85	45	106
Dunhill	11	5	0	2	2	0	0	2	8	3	10
Flor de Cano	28	8	9	3	4	1	0	3	15	13	21
Fonseca	36	6	17	8	2	1	1	1	27	9	33
Raf.Gonzales Mar	7	1	1	0	1	1	2	1	5	2	6
H. Upmann	28	10	6	3	1	3	2	3	19	9	22
Montecristo	135	50	40	7	16	7	11	4	76	59	107
Partagas	150	40	38	14	13	14	15	16	100	50	130
Quintero	11	6	4	0	0	0	1	0	8	3	10
Rey del mundo	9	2	1	0	1	0	2	3	8	1	8
Romeo y Julieta	107	36	37	10	10	7	3	4	58	49	85
Sancho Panza	11	3	5	2	0	0	0	1	10	1	10
Los Statos	7	2	5	0	0	0	0	0	6	1	6
Troya	18	6	6	2	3	1	0	0	12	6	14
Churchill	2	0	0	0	0	0	1	1	2	0	2
Don Julian	5	2	0	0	2	1	0	0	3	2	3
Otras marcas	24	2	3	4	3	6	6	0	12	12	20
N.recuerda marca	22	4	2	4	5	1	3	3	13	9	12
N/fuma ning.ocas	138	44	30	10	16	11	17	10	65	73	81
P.19.-MARCAS DE CIGARROS HABANOS QUE HA DEJADO DE FUMAR											
Cohiba	6	2	0	0	0	1	2	1	4	2	6
Davidoff	4	1	1	0	0	1	1	0	2	2	3
Flor de Cano	2	1	1	0	0	0	0	0	1	1	1
Fonseca	6	0	2	0	1	0	2	1	5	1	6
H. Upmann	10	4	1	1	0	2	2	0	8	2	9
Montecristo	9	4	2	1	0	1	0	1	7	2	7
Partagas	26	7	4	4	1	3	4	3	17	9	20
Romeo y Julieta	9	1	4	0	0	2	1	1	8	1	8
Sancho Panza	1	0	0	0	0	0	1	0	1	0	1
Los Statos	4	0	1	3	0	0	0	0	4	0	4
Troya	11	2	2	3	1	0	2	1	10	1	11
Churchill	2	1	0	0	0	0	1	0	2	0	1
Otras marcas	10	2	0	1	1	1	3	2	7	3	8
N.recuerda marca	6	2	2	1	1	0	0	0	4	2	5
N/fuma ning.ocas	513	140	122	48	56	50	46	51	282	231	378
N.s/N.c	3	1	1	0	0	1	0	0	1	2	2
P.21.-TAMANO DE LOS CIGARROS HABANOS FUMADOS											
Tamano "A"	62	23	5	11	2	5	6	10	41	21	47
Tamano "B"	225	63	55	21	22	26	26	12	119	106	165
Tamano "C"	260	55	70	22	29	25	25	34	159	101	201
Tamano "D"	52	18	10	6	7	4	3	4	24	28	36
N.s/N.c	1	1	0	0	0	0	0	0	1	0	1

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.18.-MARCAS OCASIONALES DE CIGARROS HABANOS											
Cohiba	14.7	13.1	7.9	16.7	18.3	16.7	16.7	25.0	17.4	10.9	16.0
Davidoff	21.7	14.4	22.1	21.7	5.0	36.7	23.3	40.0	24.7	17.6	23.6
Dunhill	1.8	3.1	0.0	3.3	3.3	0.0	0.0	3.3	2.3	1.2	2.2
Flor de Cano	4.7	5.0	6.4	5.0	6.7	1.7	0.0	5.0	4.4	5.1	4.7
Fonseca	6.0	3.8	12.1	13.3	3.3	1.7	1.7	1.7	7.8	3.5	7.3
Raf.Gonzales Mar	1.2	0.6	0.7	0.0	1.7	1.7	3.3	1.7	1.5	0.8	1.3
H. Upmann	4.7	6.3	4.3	5.0	1.7	5.0	3.3	5.0	5.5	3.5	4.9
Montecristo	22.5	31.3	28.6	11.7	26.7	11.7	18.3	6.7	22.1	23.0	23.8
Partagas	25.0	25.0	27.1	23.3	21.7	23.3	25.0	26.7	29.1	19.5	28.9
Quintero	1.8	3.8	2.9	0.0	0.0	0.0	1.7	0.0	2.3	1.2	2.2
Rey del mundo	1.5	1.3	0.7	0.0	1.7	0.0	3.3	5.0	2.3	0.4	1.8
Romeo y Julieta	17.8	22.5	26.4	16.7	16.7	11.7	5.0	6.7	16.9	19.1	18.9
Sancho Panza	1.8	1.9	3.6	3.3	0.0	0.0	0.0	1.7	2.9	0.4	2.2
Los Statos	1.2	1.3	3.6	0.0	0.0	0.0	0.0	0.0	1.7	0.4	1.3
Troya	3.0	3.8	4.3	3.3	5.0	1.7	0.0	0.0	3.5	2.3	3.1
Churchill	0.3	0.0	0.0	0.0	0.0	0.0	1.7	1.7	0.6	0.0	0.4
Don Julian	0.8	1.3	0.0	0.0	3.3	1.7	0.0	0.0	0.9	0.8	0.7
Otras marcas	4.0	1.3	2.1	6.7	5.0	10.0	10.0	0.0	3.5	4.7	4.4
N.recuerda marca	3.7	2.5	1.4	6.7	8.3	1.7	5.0	5.0	3.8	3.5	2.7
N/fuma ning.ocas	23.0	27.5	21.4	16.7	26.7	18.3	28.3	16.7	18.9	28.5	18.0
P.19.-MARCAS DE CIGARROS HABANOS QUE HA DEJADO DE FUMAR											
Cohiba	1.0	1.3	0.0	0.0	0.0	1.7	3.3	1.7	1.2	0.8	1.3
Davidoff	0.7	0.6	0.7	0.0	0.0	1.7	1.7	0.0	0.6	0.8	0.7
Flor de Cano	0.3	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.2
Fonseca	1.0	0.0	1.4	0.0	1.7	0.0	3.3	1.7	1.5	0.4	1.3
H. Upmann	1.7	2.5	0.7	1.7	0.0	3.3	3.3	0.0	2.3	0.8	2.0
Montecristo	1.5	2.5	1.4	1.7	0.0	1.7	0.0	1.7	2.0	0.8	1.6
Partagas	4.3	4.4	2.9	6.7	1.7	5.0	6.7	5.0	4.9	3.5	4.4
Romeo y Julieta	1.5	0.6	2.9	0.0	0.0	3.3	1.7	1.7	2.3	0.4	1.8
Sancho Panza	0.2	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.3	0.0	0.2
Los Statos	0.7	0.0	0.7	5.0	0.0	0.0	0.0	0.0	1.2	0.0	0.9
Troya	1.8	1.3	1.4	5.0	1.7	0.0	3.3	1.7	2.9	0.4	2.4
Churchill	0.3	0.6	0.0	0.0	0.0	0.0	1.7	0.0	0.6	0.0	0.2
Otras marcas	1.7	1.3	0.0	1.7	1.7	1.7	5.0	3.3	2.0	1.2	1.8
N.recuerda marca	1.0	1.3	1.4	1.7	1.7	0.0	0.0	0.0	1.2	0.8	1.1
N/fuma ning.ocas	85.5	87.5	87.1	80.0	93.3	83.3	76.7	85.0	82.0	90.2	84.0
N.s/N.c	0.5	0.6	0.7	0.0	0.0	1.7	0.0	0.0	0.3	0.8	0.4
P.21.-TAMANO DE LOS CIGARROS HABANOS FUMADOS											
Tamano "A"	10.3	14.4	3.6	18.3	3.3	8.3	10.0	16.7	11.9	8.2	10.4
Tamano "B"	37.5	39.4	39.3	35.0	36.7	43.3	43.3	20.0	34.6	41.4	36.7
Tamano "C"	43.3	34.4	50.0	36.7	48.3	41.7	41.7	56.7	46.2	39.5	44.7
Tamano "D"	8.7	11.3	7.1	10.0	11.7	6.7	5.0	6.7	7.0	10.9	8.0
N.s/N.c	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.18.-MARCAS OCASIONALES DE CIGARROS HABANOS											
Cohiba	88	23.9	12.5	11.4	12.5	11.4	11.4	17.0	68.2	31.8	81.8
Davidoff	130	17.7	23.8	10.0	2.3	16.9	10.8	18.5	65.4	34.6	81.5
Dunhill	11	45.5	0.0	18.2	18.2	0.0	0.0	18.2	72.7	27.3	90.9
Flor de Cano	28	28.6	32.1	10.7	14.3	3.6	0.0	10.7	53.6	46.4	75.0
Fonseca	36	16.7	47.2	22.2	5.6	2.8	2.8	2.8	75.0	25.0	91.7
Raf.Gonzales Mar	7	14.3	14.3	0.0	14.3	14.3	28.6	14.3	71.4	28.6	85.7
H. Upmann	28	35.7	21.4	10.7	3.6	10.7	7.1	10.7	67.9	32.1	78.6
Montecristo	135	37.0	29.6	5.2	11.9	5.2	8.1	3.0	56.3	43.7	79.3
Partagas	150	26.7	25.3	9.3	8.7	9.3	10.0	10.7	66.7	33.3	86.7
Quintero	11	54.5	36.4	0.0	0.0	0.0	9.1	0.0	72.7	27.3	90.9
Rey del mundo	9	22.2	11.1	0.0	11.1	0.0	22.2	33.3	88.9	11.1	88.9
Romeo y Julieta	107	33.6	34.6	9.3	9.3	6.5	2.8	3.7	54.2	45.8	79.4
Sancho Panza	11	27.3	45.5	18.2	0.0	0.0	0.0	9.1	90.9	9.1	90.9
Los Statos	7	28.6	71.4	0.0	0.0	0.0	0.0	0.0	85.7	14.3	85.7
Troya	18	33.3	33.3	11.1	16.7	5.6	0.0	0.0	66.7	33.3	77.8
Churchill	2	0.0	0.0	0.0	0.0	0.0	50.0	50.0	100.0	0.0	100.0
Don Julian	5	40.0	0.0	0.0	40.0	20.0	0.0	0.0	60.0	40.0	60.0
Otras marcas	24	8.3	12.5	16.7	12.5	25.0	25.0	0.0	50.0	50.0	83.3
N.recuerda marca	22	18.2	9.1	18.2	22.7	4.5	13.6	13.6	59.1	40.9	54.5
N/fuma ning.ocas	138	31.9	21.7	7.2	11.6	8.0	12.3	7.2	47.1	52.9	58.7
P.19.-MARCAS DE CIGARROS HABANOS QUE HA DEJADO DE FUMAR											
Cohiba	6	33.3	0.0	0.0	0.0	16.7	33.3	16.7	66.7	33.3	100.0
Davidoff	4	25.0	25.0	0.0	0.0	25.0	25.0	0.0	50.0	50.0	75.0
Flor de Cano	2	50.0	50.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0	50.0
Fonseca	6	0.0	33.3	0.0	16.7	0.0	33.3	16.7	83.3	16.7	100.0
H. Upmann	10	40.0	10.0	10.0	0.0	20.0	20.0	0.0	80.0	20.0	90.0
Montecristo	9	44.4	22.2	11.1	0.0	11.1	0.0	11.1	77.8	22.2	77.8
Partagas	26	26.9	15.4	15.4	3.8	11.5	15.4	11.5	65.4	34.6	76.9
Romeo y Julieta	9	11.1	44.4	0.0	0.0	22.2	11.1	11.1	88.9	11.1	88.9
Sancho Panza	1	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	100.0
Los Statos	4	0.0	25.0	75.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0
Troya	11	18.2	18.2	27.3	9.1	0.0	18.2	9.1	90.9	9.1	100.0
Churchill	2	50.0	0.0	0.0	0.0	0.0	50.0	0.0	100.0	0.0	50.0
Otras marcas	10	20.0	0.0	10.0	10.0	10.0	30.0	20.0	70.0	30.0	80.0
N.recuerda marca	6	33.3	33.3	16.7	16.7	0.0	0.0	0.0	66.7	33.3	83.3
N/fuma ning.ocas	513	27.3	23.8	9.4	10.9	9.7	9.0	9.9	55.0	45.0	73.7
N.s/N.c	3	33.3	33.3	0.0	0.0	33.3	0.0	0.0	33.3	66.7	66.7
P.21.-TAMANO DE LOS CIGARROS HABANOS FUMADOS											
Tamano "A"	62	37.1	8.1	17.7	3.2	8.1	9.7	16.1	66.1	33.9	75.8
Tamano "B"	225	28.0	24.4	9.3	9.8	11.6	11.6	5.3	52.9	47.1	73.3
Tamano "C"	260	21.2	26.9	8.5	11.2	9.6	9.6	13.1	61.2	38.8	77.3
Tamano "D"	52	34.6	19.2	11.5	13.5	7.7	5.8	7.7	46.2	53.8	69.2
N.s/N.c	1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0

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		P.19.-MARCAS HABANOS HA DEJADO DE FUMAR									
	TOTAL	Cohiba	Davidoff	Fonseca	H. Upmann	Montecristo	Partagas	Romeo y Juli	Los Statos	Troya	Otra marcas
TOTAL	600	6	4	6	10	9	26	9	4	11	14
P.20.-RAZONES PARA HABER DEJADO DE FUMAR UNA MARCA DE CIGARROS HABANOS											
B:HA DEJADO FUMAR	87	5	4	6	9	8	25	9	4	11	14
N/gustaba sabor	13	1	1	1	1	0	2	2	1	3	3
Demasiado fuerte	17	0	0	0	2	3	7	1	1	1	3
Demasiado flojos	4	1	0	1	0	0	1	1	1	0	0
No tiran bien	8	1	0	0	0	1	2	0	0	2	2
Secos/muy secos	8	0	0	1	2	0	3	3	0	1	0
Perdieron calida	23	0	1	2	2	3	12	5	1	3	0
Demasiado grande	1	0	0	0	0	0	0	0	0	0	1
Es caro	14	3	1	3	0	2	6	2	0	1	3
Gusta +otra marc	14	0	0	0	2	1	3	1	1	2	2
Otros motivos	6	0	2	0	2	0	1	0	0	1	2
N.s/N.c	8	0	0	1	0	0	0	0	1	0	1

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P.19.-MARCAS HABANOS HA DEJADO DE FUMAR

	TOTAL	Cohiba	Davidoff	Fonseca	H. Upmann	Montecristo	Partagas	Romeo y Juli	Los Statos	Troya	Otra marcas
TOTAL	600	6	4	6	10	9	26	9	4	11	14
P.20.-RAZONES PARA HABER DEJADO DE FUMAR UNA MARCA DE CIGARROS HABANOS											
B:HA DEJADO FUMAR	87	5	4	6	9	8	25	9	4	11	14
N/gustaba sabor	14.9	20.0	25.0	16.7	11.1	0.0	8.0	22.2	25.0	27.3	21.4
Demasiado fuerte	19.5	0.0	0.0	0.0	22.2	37.5	28.0	11.1	25.0	9.1	21.4
Demasiado flojos	4.6	20.0	0.0	16.7	0.0	0.0	4.0	11.1	25.0	0.0	0.0
No tiran bien	9.2	20.0	0.0	0.0	0.0	12.5	8.0	0.0	0.0	18.2	14.3
Secos/muy secos	9.2	0.0	0.0	16.7	22.2	0.0	12.0	33.3	0.0	9.1	0.0
Perdieron calida	26.4	0.0	25.0	33.3	22.2	37.5	48.0	55.6	25.0	27.3	0.0
Demasiado grande	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Es caro	16.1	60.0	25.0	50.0	0.0	25.0	24.0	22.2	0.0	9.1	21.4
Gusta +otra marc	16.1	0.0	0.0	0.0	22.2	12.5	12.0	11.1	25.0	18.2	14.3
Otros motivos	6.9	0.0	50.0	0.0	22.2	0.0	4.0	0.0	0.0	9.1	14.3
N.s/N.c	9.2	0.0	0.0	16.7	0.0	0.0	0.0	0.0	25.0	0.0	7.1

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

P.19.-MARCAS HABANOS HA DEJADO DE FUMAR

	TOTAL	Cohiba	Davidoff	Fonseca	H. Upmann	Montecristo	Partagas	Romeo y Julieta	Los Statos	Troya	Otra marcas
TOTAL	600	1.0	0.7	1.0	1.7	1.5	4.3	1.5	0.7	1.8	2.3
P.20.-RAZONES PARA HABER DEJADO DE FUMAR UNA MARCA DE CIGARROS HABANOS											
B:HA DEJADO FUMAR	87	5.7	4.6	6.9	10.3	9.2	28.7	10.3	4.6	12.6	16.1
N/gustaba sabor	13	7.7	7.7	7.7	7.7	0.0	15.4	15.4	7.7	23.1	23.1
Demasiado fuerte	17	0.0	0.0	0.0	11.8	17.6	41.2	5.9	5.9	5.9	17.6
Demasiado flojos	4	25.0	0.0	25.0	0.0	0.0	25.0	25.0	25.0	0.0	0.0
No tiran bien	8	12.5	0.0	0.0	0.0	12.5	25.0	0.0	0.0	25.0	25.0
Secos/muy secos	8	0.0	0.0	12.5	25.0	0.0	37.5	37.5	0.0	12.5	0.0
Perdieron calida	23	0.0	4.3	8.7	8.7	13.0	52.2	21.7	4.3	13.0	0.0
Demasiado grande	1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Es caro	14	21.4	7.1	21.4	0.0	14.3	42.9	14.3	0.0	7.1	21.4
Gusta +otra marc	14	0.0	0.0	0.0	14.3	7.1	21.4	7.1	7.1	14.3	14.3
Otros motivos	6	0.0	33.3	0.0	33.3	0.0	16.7	0.0	0.0	16.7	33.3
N.s/N.c	8	0.0	0.0	12.5	0.0	0.0	0.0	0.0	12.5	0.0	12.5

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	TOTAL	CIUDAD Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	F.CONSUMO Heavy Consume	Light Consume	PIDE Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.22.-REGALO O COMPRA DE LOS CIGARROS HABANOS FUMADOS											
Siempre regalan	101	43	11	9	14	14	5	5	28	73	0
Norm reg./v.comp	136	50	36	11	12	5	11	11	65	71	116
Regalan/compran	85	12	24	5	4	21	8	11	49	36	76
Norm com./v.rega	195	33	55	26	22	9	27	23	145	50	184
Siempre compran	83	22	14	9	8	11	9	10	57	26	74
P.23.-LUGAR DE COMPRA DE LOS CIGARROS HABANOS FUMADOS											
B:C.CIGARROS HABA	499	117	129	51	46	46	55	55	316	183	450
Estanco	418	106	109	49	42	34	35	43	267	151	382
Restaurantes	58	7	19	2	2	7	10	11	33	25	48
Cafeterias	15	0	1	0	0	4	9	1	9	6	13
Otros lugares	7	3	0	0	2	1	1	0	7	0	7
N.s/N.c	1	1	0	0	0	0	0	0	0	1	0
P.24A.-FORMA DE COMPRA DE LOS CIGARROS HABANOS											
B:C.CIGARROS HABA	499	117	129	51	46	46	55	55	316	183	450
Cajas 25/50	112	21	28	13	8	8	13	21	92	20	105
Estuches 3/5	83	29	14	14	10	6	5	5	59	24	76
Cigarros sueltos	301	66	87	24	26	32	37	29	164	137	267
Otras formas	2	0	0	0	2	0	0	0	1	1	2
N.s/N.c	1	1	0	0	0	0	0	0	0	1	0
P.24B.-NUMERO DE CIGARROS HABANOS SUELTOS COMPRADOS CADA VEZ											
B:CIGARROS SUELTO	301	66	87	24	26	32	37	29	164	137	267
Uno	159	25	52	7	16	16	26	17	81	78	137
Dos	89	27	23	12	7	8	6	6	44	45	81
Tres	33	10	7	4	2	5	1	4	24	9	30
Cuatro	10	2	2	1	0	2	2	1	6	4	9
Cinco	6	1	2	0	0	1	2	0	6	0	6
Seis a diez	4	1	1	0	1	0	0	1	3	1	4
P.25.-FORMA DE PETICION DE LOS CIGARROS HABANOS COMPRADOS											
B:C.CIGARROS HABA	499	117	129	51	46	46	55	55	316	183	450
Marca y variedad	262	35	61	12	32	26	47	49	188	74	262
Marca de cigarro	188	65	52	35	10	16	6	4	100	88	188
Buen cig. Habano	29	8	12	1	4	1	2	1	21	8	0
+senc. cig.Haban	18	7	4	3	0	3	0	1	6	12	0
N.s/N.c	2	2	0	0	0	0	0	0	1	1	0

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		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.22.-REGALO O COMPRA DE LOS CIGARROS HABANOS FUMADOS											
Siempre regalan	16.8	26.9	7.9	15.0	23.3	23.3	8.3	8.3	8.1	28.5	0.0
Norm reg./v.comp	22.7	31.3	25.7	18.3	20.0	8.3	18.3	18.3	18.9	27.7	25.8
Regalan/compran	14.2	7.5	17.1	8.3	6.7	35.0	13.3	18.3	14.2	14.1	16.9
Norm com./v.rega	32.5	20.6	39.3	43.3	36.7	15.0	45.0	38.3	42.2	19.5	40.9
Siempre compran	13.8	13.8	10.0	15.0	13.3	18.3	15.0	16.7	16.6	10.2	16.4
P.23.-LUGAR DE COMPRA DE LOS CIGARROS HABANOS FUMADOS											
B:C.CIGARROS HABA	499	117	129	51	46	46	55	55	316	183	450
Estanco	83.8	90.6	84.5	96.1	91.3	73.9	63.6	78.2	84.5	82.5	84.9
Restaurantes	11.6	6.0	14.7	3.9	4.3	15.2	18.2	20.0	10.4	13.7	10.7
Cafeterias	3.0	0.0	0.8	0.0	0.0	8.7	16.4	1.8	2.8	3.3	2.9
Otros lugares	1.4	2.6	0.0	0.0	4.3	2.2	1.8	0.0	2.2	0.0	1.6
N.s/N.c	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
P.24A.-FORMA DE COMPRA DE LOS CIGARROS HABANOS											
B:C.CIGARROS HABA	499	117	129	51	46	46	55	55	316	183	450
Cajas 25/50	22.4	17.9	21.7	25.5	17.4	17.4	23.6	38.2	29.1	10.9	23.3
Estuches 3/5	16.6	24.8	10.9	27.5	21.7	13.0	9.1	9.1	18.7	13.1	16.9
Cigarros sueltos	60.3	56.4	67.4	47.1	56.5	69.6	67.3	52.7	51.9	74.9	59.3
Otras formas	0.4	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.3	0.5	0.4
N.s/N.c	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
P.24B.-NUMERO DE CIGARROS HABANOS SUELTOS COMPRADOS CADA VEZ											
B:CIGARROS SUELTO	301	66	87	24	26	32	37	29	164	137	267
Uno	52.8	37.9	59.8	29.2	61.5	50.0	70.3	58.6	49.4	56.9	51.3
Dos	29.6	40.9	26.4	50.0	26.9	25.0	16.2	20.7	26.8	32.8	30.3
Tres	11.0	15.2	8.0	16.7	7.7	15.6	2.7	13.8	14.6	6.6	11.2
Cuatro	3.3	3.0	2.3	4.2	0.0	6.3	5.4	3.4	3.7	2.9	3.4
Cinco	2.0	1.5	2.3	0.0	0.0	3.1	5.4	0.0	3.7	0.0	2.2
Seis a diez	1.3	1.5	1.1	0.0	3.8	0.0	0.0	3.4	1.8	0.7	1.5
P.25.-FORMA DE PETICION DE LOS CIGARROS HABANOS COMPRADOS											
B:C.CIGARROS HABA	499	117	129	51	46	46	55	55	316	183	450
Marca y variedad	52.5	29.9	47.3	23.5	69.6	56.5	85.5	89.1	59.5	40.4	58.2
Marca de cigarro	37.7	55.6	40.3	68.6	21.7	34.8	10.9	7.3	31.6	48.1	41.8
Buen cig. Habano	5.8	6.8	9.3	2.0	8.7	2.2	3.6	1.8	6.6	4.4	0.0
+senc. cig.Haban	3.6	6.0	3.1	5.9	0.0	6.5	0.0	1.8	1.9	6.6	0.0
N.s/N.c	0.4	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0

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	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	Santander	F.CONSUMO Heavy Consume	F.CONSUMO Light Consume	PIDE Marca
		CIUDAD									
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.22.-REGALO O COMPRA DE LOS CIGARROS HABANOS FUMADOS											
Siempre regalan	101	42.6	10.9	8.9	13.9	13.9	5.0	5.0	27.7	72.3	0.0
Norm reg./v.comp	136	36.8	26.5	8.1	8.8	3.7	8.1	8.1	47.8	52.2	85.3
Regalan/compran	85	14.1	28.2	5.9	4.7	24.7	9.4	12.9	57.6	42.4	89.4
Norm com./v.rega	195	16.9	28.2	13.3	11.3	4.6	13.8	11.8	74.4	25.6	94.4
Siempre compran	83	26.5	16.9	10.8	9.6	13.3	10.8	12.0	68.7	31.3	89.2
P.23.-LUGAR DE COMPRA DE LOS CIGARROS HABANOS FUMADOS											
B:C.CIGARROS HABA	499	23.4	25.9	10.2	9.2	9.2	11.0	11.0	63.3	36.7	90.2
Estanco	418	25.4	26.1	11.7	10.0	8.1	8.4	10.3	63.9	36.1	91.4
Restaurantes	58	12.1	32.8	3.4	3.4	12.1	17.2	19.0	56.9	43.1	82.8
Cafeterias	15	0.0	6.7	0.0	0.0	26.7	60.0	6.7	60.0	40.0	86.7
Otros lugares	7	42.9	0.0	0.0	28.6	14.3	14.3	0.0	100.0	0.0	100.0
N.s/N.c	1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0
P.24A.-FORMA DE COMPRA DE LOS CIGARROS HABANOS											
B:C.CIGARROS HABA	499	23.4	25.9	10.2	9.2	9.2	11.0	11.0	63.3	36.7	90.2
Cajas 25/50	112	18.8	25.0	11.6	7.1	7.1	11.6	18.8	82.1	17.9	93.8
Estuches 3/5	83	34.9	16.9	16.9	12.0	7.2	6.0	6.0	71.1	28.9	91.6
Cigarros sueltos	301	21.9	28.9	8.0	8.6	10.6	12.3	9.6	54.5	45.5	88.7
Otras formas	2	0.0	0.0	0.0	100.0	0.0	0.0	0.0	50.0	50.0	100.0
N.s/N.c	1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0
P.24B.-NUMERO DE CIGARROS HABANOS SUELTOS COMPRADOS CADA VEZ											
B:CIGARROS SUELTO	301	21.9	28.9	8.0	8.6	10.6	12.3	9.6	54.5	45.5	88.7
Uno	159	15.7	32.7	4.4	10.1	10.1	16.4	10.7	50.9	49.1	86.2
Dos	89	30.3	25.8	13.5	7.9	9.0	6.7	6.7	49.4	50.6	91.0
Tres	33	30.3	21.2	12.1	6.1	15.2	3.0	12.1	72.7	27.3	90.9
Cuatro	10	20.0	20.0	10.0	0.0	20.0	20.0	10.0	60.0	40.0	90.0
Cinco	6	16.7	33.3	0.0	0.0	16.7	33.3	0.0	100.0	0.0	100.0
Seis a diez	4	25.0	25.0	0.0	25.0	0.0	0.0	25.0	75.0	25.0	100.0
P.25.-FORMA DE PETICION DE LOS CIGARROS HABANOS COMPRADOS											
B:C.CIGARROS HABA	499	23.4	25.9	10.2	9.2	9.2	11.0	11.0	63.3	36.7	90.2
Marca y variedad	262	13.4	23.3	4.6	12.2	9.9	17.9	18.7	71.8	28.2	100.0
Marca de cigarro	188	34.6	27.7	18.6	5.3	8.5	3.2	2.1	53.2	46.8	100.0
Buen cig. Habano	29	27.6	41.4	3.4	13.8	3.4	6.9	3.4	72.4	27.6	0.0
+senc. cig.Haban	18	38.9	22.2	16.7	0.0	16.7	0.0	5.6	33.3	66.7	0.0
N.s/N.c	2	100.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0

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	TOTAL	CIUDAD Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	F.CONSUMO Heavy Consume	Light Consume	PIDE Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.26.-ACTITUDES EN RELACION CON EL CONSUMO DE CIGARROS HABANOS											
UN CIGARRO HABANO LLENA Y SATISFACE											
Complet. acuerdo	365	77	87	36	46	35	41	43	225	140	290
Bastante acuerdo	170	57	44	17	7	18	14	13	92	78	121
Algo de acuerdo	49	22	7	3	6	5	4	2	20	29	30
Nada de acuerdo	14	4	2	3	1	2	0	2	6	8	8
N.s/N.c	2	0	0	1	0	0	1	0	1	1	1
MEDIA	.83	.76	.85	.82	.88	.81	.87	.87	.85	.79	.85
DESV. TIPICA	.25	.27	.22	.27	.25	.26	.21	.24	.23	.27	.24
P.26.-SOLO SE PUEDE FUMAR CIGARROS HABANOS EN MOMENTOS DETERMINADOS											
Complet. acuerdo	157	30	43	21	26	12	12	13	76	81	100
Bastante acuerdo	150	49	37	8	19	15	12	10	77	73	110
Algo de acuerdo	98	41	18	12	3	8	9	7	52	46	79
Nada de acuerdo	193	40	42	18	12	24	27	30	137	56	160
N.s/N.c	2	0	0	1	0	1	0	0	2	0	1
MEDIA	.48	.47	.52	.51	.66	.42	.38	.37	.42	.56	.44
DESV. TIPICA	.40	.35	.40	.42	.38	.40	.40	.41	.40	.38	.39
P.26.-DISFRUTO FUMANDO CIGARROS HABANOS EN COMPANIA OTROS FUMADORES											
Complet. acuerdo	198	54	47	21	28	14	15	19	113	85	146
Bastante acuerdo	162	46	31	20	20	18	16	11	86	76	118
Algo de acuerdo	105	35	23	7	6	13	12	9	58	47	80
Nada de acuerdo	131	23	38	12	6	14	17	21	85	46	103
N.s/N.c	4	2	1	0	0	1	0	0	2	2	3
MEDIA	.57	.61	.54	.61	.72	.51	.49	.49	.55	.59	.56
DESV. TIPICA	.38	.35	.40	.37	.33	.37	.39	.42	.39	.37	.38
P.26.-FUMAR UN CIGARRO HABANO RESULTA PRETENCIOSO											
Complet. acuerdo	38	7	12	6	5	2	1	5	18	20	23
Bastante acuerdo	51	9	12	5	8	5	5	7	31	20	39
Algo de acuerdo	107	37	28	9	13	5	11	4	49	58	77
Nada de acuerdo	398	106	86	40	33	46	43	44	244	154	307
N.s/N.c	6	1	2	0	1	2	0	0	2	4	4
MEDIA	.18	.16	.21	.20	.25	.12	.13	.18	.16	.21	.17
DESV. TIPICA	.30	.26	.32	.34	.33	.26	.24	.33	.29	.31	.28
P.26.-FUMAR UN CIGARRO HABANO RELAJA Y TRANQUILIZA MAS											
Complet. acuerdo	164	41	31	18	23	16	10	25	100	64	127
Bastante acuerdo	184	49	42	16	17	19	22	19	111	73	146
Algo de acuerdo	148	48	42	18	10	11	11	8	83	65	104
Nada de acuerdo	98	21	25	8	10	11	15	8	48	50	68
N.s/N.c	6	1	0	0	0	3	2	0	2	4	5
MEDIA	.56	.56	.52	.58	.63	.56	.49	.67	.59	.53	.58
DESV. TIPICA	.35	.33	.34	.35	.37	.36	.35	.35	.34	.36	.34

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	Santander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.26.-ACTITUDES EN RELACION CON EL CONSUMO DE CIGARROS HABANOS											
UN CIGARRO HABANO LLENA Y SATISFACE											
Complet. acuerdo	60.8	48.1	62.1	60.0	76.7	58.3	68.3	71.7	65.4	54.7	64.4
Bastante acuerdo	28.3	35.6	31.4	28.3	11.7	30.0	23.3	21.7	26.7	30.5	26.9
Algo de acuerdo	8.2	13.8	5.0	5.0	10.0	8.3	6.7	3.3	5.8	11.3	6.7
Nada de acuerdo	2.3	2.5	1.4	5.0	1.7	3.3	0.0	3.3	1.7	3.1	1.8
N.s/N.c	0.3	0.0	0.0	1.7	0.0	0.0	1.7	0.0	0.3	0.4	0.2
MEDIA	.83	.76	.85	.82	.88	.81	.87	.87	.85	.79	.85
DESV. TIPICA	.25	.27	.22	.27	.25	.26	.21	.24	.23	.27	.24
P.26.-SOLO SE PUEDE FUMAR CIGARROS HABANOS EN MOMENTOS DETERMINADOS											
Complet. acuerdo	26.2	18.8	30.7	35.0	43.3	20.0	20.0	21.7	22.1	31.6	22.2
Bastante acuerdo	25.0	30.6	26.4	13.3	31.7	25.0	20.0	16.7	22.4	28.5	24.4
Algo de acuerdo	16.3	25.6	12.9	20.0	5.0	13.3	15.0	11.7	15.1	18.0	17.6
Nada de acuerdo	32.2	25.0	30.0	30.0	20.0	40.0	45.0	50.0	39.8	21.9	35.6
N.s/N.c	0.3	0.0	0.0	1.7	0.0	1.7	0.0	0.0	0.6	0.0	0.2
MEDIA	.48	.47	.52	.51	.66	.42	.38	.37	.42	.56	.44
DESV. TIPICA	.40	.35	.40	.42	.38	.40	.40	.41	.40	.38	.39
P.26.-DISFRUTO FUMANDO CIGARROS HABANOS EN COMPANIA OTROS FUMADORES											
Complet. acuerdo	33.0	33.8	33.6	35.0	46.7	23.3	25.0	31.7	32.8	33.2	32.4
Bastante acuerdo	27.0	28.8	22.1	33.3	33.3	30.0	26.7	18.3	25.0	29.7	26.2
Algo de acuerdo	17.5	21.9	16.4	11.7	10.0	21.7	20.0	15.0	16.9	18.4	17.8
Nada de acuerdo	21.8	14.4	27.1	20.0	10.0	23.3	28.3	35.0	24.7	18.0	22.9
N.s/N.c	0.7	1.3	0.7	0.0	0.0	1.7	0.0	0.0	0.6	0.8	0.7
MEDIA	.57	.61	.54	.61	.72	.51	.49	.49	.55	.59	.56
DESV. TIPICA	.38	.35	.40	.37	.33	.37	.39	.42	.39	.37	.38
P.26.-FUMAR UN CIGARRO HABANO RESULTA PRETENCIOSO											
Complet. acuerdo	6.3	4.4	8.6	10.0	8.3	3.3	1.7	8.3	5.2	7.8	5.1
Bastante acuerdo	8.5	5.6	8.6	8.3	13.3	8.3	8.3	11.7	9.0	7.8	8.7
Algo de acuerdo	17.8	23.1	20.0	15.0	21.7	8.3	18.3	6.7	14.2	22.7	17.1
Nada de acuerdo	66.3	66.3	61.4	66.7	55.0	76.7	71.7	73.3	70.9	60.2	68.2
N.s/N.c	1.0	0.6	1.4	0.0	1.7	3.3	0.0	0.0	0.6	1.6	0.9
MEDIA	.18	.16	.21	.20	.25	.12	.13	.18	.16	.21	.17
DESV. TIPICA	.30	.26	.32	.34	.33	.26	.24	.33	.29	.31	.28
P.26.-FUMAR UN CIGARRO HABANO RELAJA Y TRANQUILIZA MAS											
Complet. acuerdo	27.3	25.6	22.1	30.0	38.3	26.7	16.7	41.7	29.1	25.0	28.2
Bastante acuerdo	30.7	30.6	30.0	26.7	28.3	31.7	36.7	31.7	32.3	28.5	32.4
Algo de acuerdo	24.7	30.0	30.0	30.0	16.7	18.3	18.3	13.3	24.1	25.4	23.1
Nada de acuerdo	16.3	13.1	17.9	13.3	16.7	18.3	25.0	13.3	14.0	19.5	15.1
N.s/N.c	1.0	0.6	0.0	0.0	0.0	5.0	3.3	0.0	0.6	1.6	1.1
MEDIA	.56	.56	.52	.58	.63	.56	.49	.67	.59	.53	.58
DESV. TIPICA	.35	.33	.34	.35	.37	.36	.35	.35	.34	.36	.34

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

	TOTAL	CIUDAD Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	F.CONSUMO Heavy Consume	Light Consume	PIDE Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.26.-ACTITUDES EN RELACION CON EL CONSUMO DE CIGARROS HABANOS											
UN CIGARRO HABANO LLENA Y SATISFACE											
Complet. acuerdo	365	21.1	23.8	9.9	12.6	9.6	11.2	11.8	61.6	38.4	79.5
Bastante acuerdo	170	33.5	25.9	10.0	4.1	10.6	8.2	7.6	54.1	45.9	71.2
Algo de acuerdo	49	44.9	14.3	6.1	12.2	10.2	8.2	4.1	40.8	59.2	61.2
Nada de acuerdo	14	28.6	14.3	21.4	7.1	14.3	0.0	14.3	42.9	57.1	57.1
N.s/N.c	2	0.0	0.0	50.0	0.0	0.0	50.0	0.0	50.0	50.0	50.0
MEDIA	.83	.76	.85	.82	.88	.81	.87	.87	.85	.79	.85
DESV. TIPICA	.25	.27	.22	.27	.25	.26	.21	.24	.23	.27	.24
P.26.-SOLO SE PUEDE FUMAR CIGARROS HABANOS EN MOMENTOS DETERMINADOS											
Complet. acuerdo	157	19.1	27.4	13.4	16.6	7.6	7.6	8.3	48.4	51.6	63.7
Bastante acuerdo	150	32.7	24.7	5.3	12.7	10.0	8.0	6.7	51.3	48.7	73.3
Algo de acuerdo	98	41.8	18.4	12.2	3.1	8.2	9.2	7.1	53.1	46.9	80.6
Nada de acuerdo	193	20.7	21.8	9.3	6.2	12.4	14.0	15.5	71.0	29.0	82.9
N.s/N.c	2	0.0	0.0	50.0	0.0	50.0	0.0	0.0	100.0	0.0	50.0
MEDIA	.48	.47	.52	.51	.66	.42	.38	.37	.42	.56	.44
DESV. TIPICA	.40	.35	.40	.42	.38	.40	.40	.41	.40	.38	.39
P.26.-DISFRUTO FUMANDO CIGARROS HABANOS EN COMPANIA OTROS FUMADORES											
Complet. acuerdo	198	27.3	23.7	10.6	14.1	7.1	7.6	9.6	57.1	42.9	73.7
Bastante acuerdo	162	28.4	19.1	12.3	12.3	11.1	9.9	6.8	53.1	46.9	72.8
Algo de acuerdo	105	33.3	21.9	6.7	5.7	12.4	11.4	8.6	55.2	44.8	76.2
Nada de acuerdo	131	17.6	29.0	9.2	4.6	10.7	13.0	16.0	64.9	35.1	78.6
N.s/N.c	4	50.0	25.0	0.0	0.0	25.0	0.0	0.0	50.0	50.0	75.0
MEDIA	.57	.61	.54	.61	.72	.51	.49	.49	.55	.59	.56
DESV. TIPICA	.38	.35	.40	.37	.33	.37	.39	.42	.39	.37	.38
P.26.-FUMAR UN CIGARRO HABANO RESULTA PRETENCIOSO											
Complet. acuerdo	38	18.4	31.6	15.8	13.2	5.3	2.6	13.2	47.4	52.6	60.5
Bastante acuerdo	51	17.6	23.5	9.8	15.7	9.8	9.8	13.7	60.8	39.2	76.5
Algo de acuerdo	107	34.6	26.2	8.4	12.1	4.7	10.3	3.7	45.8	54.2	72.0
Nada de acuerdo	398	26.6	21.6	10.1	8.3	11.6	10.8	11.1	61.3	38.7	77.1
N.s/N.c	6	16.7	33.3	0.0	16.7	33.3	0.0	0.0	33.3	66.7	66.7
MEDIA	.18	.16	.21	.20	.25	.12	.13	.18	.16	.21	.17
DESV. TIPICA	.30	.26	.32	.34	.33	.26	.24	.33	.29	.31	.28
P.26.-FUMAR UN CIGARRO HABANO RELAJA Y TRANQUILIZA MAS											
Complet. acuerdo	164	25.0	18.9	11.0	14.0	9.8	6.1	15.2	61.0	39.0	77.4
Bastante acuerdo	184	26.6	22.8	8.7	9.2	10.3	12.0	10.3	60.3	39.7	79.3
Algo de acuerdo	148	32.4	28.4	12.2	6.8	7.4	7.4	5.4	56.1	43.9	70.3
Nada de acuerdo	98	21.4	25.5	8.2	10.2	11.2	15.3	8.2	49.0	51.0	69.4
N.s/N.c	6	16.7	0.0	0.0	0.0	50.0	33.3	0.0	33.3	66.7	83.3
MEDIA	.56	.56	.52	.58	.63	.56	.49	.67	.59	.53	.58
DESV. TIPICA	.35	.33	.34	.35	.37	.36	.35	.35	.34	.36	.34

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.26.-FUMAR CIGASRROS HABANOS DA BUENA IMAGEN											
Complet. acuerdo	114	41	25	12	19	5	3	9	56	58	78
Bastante acuerdo	112	30	27	9	13	11	12	10	65	47	82
Algo de acuerdo	126	44	30	11	6	13	15	7	71	55	96
Nada de acuerdo	231	43	55	27	19	28	26	33	137	94	181
N.s/N.c	17	2	3	1	3	3	4	1	15	2	13
MEDIA	.39	.48	.38	.37	.52	.29	.28	.30	.37	.42	.37
DESV. TIPICA	.38	.38	.38	.40	.42	.34	.31	.39	.38	.39	.38
P.26.-LOS CIGARROS HABANOS CANSAN DEMASIADO											
Complet. acuerdo	60	25	11	5	7	5	3	4	27	33	38
Bastante acuerdo	71	23	18	4	8	8	5	5	29	42	53
Algo de acuerdo	147	49	40	17	13	7	10	11	78	69	108
Nada de acuerdo	316	62	71	34	31	39	42	37	206	110	247
N.s/N.c	6	1	0	0	1	1	0	3	4	2	4
MEDIA	.26	.35	.26	.22	.28	.21	.16	.19	.21	.33	.24
DESV. TIPICA	.33	.36	.32	.31	.35	.34	.28	.31	.31	.35	.32
P.26.-DISFRUTO PERSONALMENTE CUANDO FUMO UN CIGARRO HABANO											
Complet. acuerdo	375	76	85	39	44	43	43	45	242	133	299
Bastante acuerdo	162	57	43	17	10	13	13	9	71	91	110
Algo de acuerdo	43	18	9	3	5	3	3	2	23	20	29
Nada de acuerdo	14	6	2	1	0	1	1	3	3	11	8
N.s/N.c	6	3	1	0	1	0	0	1	5	1	4
MEDIA	.84	.76	.84	.85	.89	.88	.88	.87	.87	.78	.85
DESV. TIPICA	.25	.27	.23	.23	.21	.22	.22	.26	.22	.27	.23
P.26.-LOS CIGARROS HABANOS SON DEMASIADO CAROS											
Complet. acuerdo	334	81	71	40	33	37	37	35	189	145	252
Bastante acuerdo	158	50	38	14	14	13	14	15	90	68	116
Algo de acuerdo	72	21	20	5	7	4	8	7	47	25	56
Nada de acuerdo	28	5	9	0	5	5	1	3	17	11	25
N.s/N.c	8	3	2	1	1	1	0	0	1	7	1
MEDIA	.78	.77	.74	.86	.76	.79	.81	.79	.77	.80	.77
DESV. TIPICA	.29	.28	.31	.22	.33	.32	.27	.30	.30	.28	.30
P.26.-EL FUMADOR DE CIGARROS HABANOS ES UNA PERSONA QUE SABE FUMAR											
Complet. acuerdo	232	52	48	25	35	22	22	28	144	88	188
Bastante acuerdo	175	47	49	18	14	11	17	19	103	72	129
Algo de acuerdo	101	31	20	11	7	13	14	5	53	48	77
Nada de acuerdo	75	25	19	4	3	12	5	7	34	41	45
N.s/N.c	17	5	4	2	1	2	2	1	10	7	11
MEDIA	.65	.60	.64	.70	.79	.58	.65	.72	.69	.61	.68
DESV. TIPICA	.35	.36	.34	.32	.30	.39	.33	.34	.33	.36	.34

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.26.-FUMAR CIGASRROS HABANOS DA BUENA IMAGEN											
Complet. acuerdo	19.0	25.6	17.9	20.0	31.7	8.3	5.0	15.0	16.3	22.7	17.3
Bastante acuerdo	18.7	18.8	19.3	15.0	21.7	18.3	20.0	16.7	18.9	18.4	18.2
Algo de acuerdo	21.0	27.5	21.4	18.3	10.0	21.7	25.0	11.7	20.6	21.5	21.3
Nada de acuerdo	38.5	26.9	39.3	45.0	31.7	46.7	43.3	55.0	39.8	36.7	40.2
N.s/N.c	2.8	1.3	2.1	1.7	5.0	5.0	6.7	1.7	4.4	0.8	2.9
MEDIA	.39	.48	.38	.37	.52	.29	.28	.30	.37	.42	.37
DESV. TIPICA	.38	.38	.38	.40	.42	.34	.31	.39	.38	.39	.38
P.26.-LOS CIGARROS HABANOS CANSAN DEMASIADO											
Complet. acuerdo	10.0	15.6	7.9	8.3	11.7	8.3	5.0	6.7	7.8	12.9	8.4
Bastante acuerdo	11.8	14.4	12.9	6.7	13.3	13.3	8.3	8.3	8.4	16.4	11.8
Algo de acuerdo	24.5	30.6	28.6	28.3	21.7	11.7	16.7	18.3	22.7	27.0	24.0
Nada de acuerdo	52.7	38.8	50.7	56.7	51.7	65.0	70.0	61.7	59.9	43.0	54.9
N.s/N.c	1.0	0.6	0.0	0.0	1.7	1.7	0.0	5.0	1.2	0.8	0.9
MEDIA	.26	.35	.26	.22	.28	.21	.16	.19	.21	.33	.24
DESV. TIPICA	.33	.36	.32	.31	.35	.34	.28	.31	.31	.35	.32
P.26.-DISFRUTO PERSONALMENTE CUANDO FUMO UN CIGARRO HABANO											
Complet. acuerdo	62.5	47.5	60.7	65.0	73.3	71.7	71.7	75.0	70.3	52.0	66.4
Bastante acuerdo	27.0	35.6	30.7	28.3	16.7	21.7	21.7	15.0	20.6	35.5	24.4
Algo de acuerdo	7.2	11.3	6.4	5.0	8.3	5.0	5.0	3.3	6.7	7.8	6.4
Nada de acuerdo	2.3	3.8	1.4	1.7	0.0	1.7	1.7	5.0	0.9	4.3	1.8
N.s/N.c	1.0	1.9	0.7	0.0	1.7	0.0	0.0	1.7	1.5	0.4	0.9
MEDIA	.84	.76	.84	.85	.89	.88	.88	.87	.87	.78	.85
DESV. TIPICA	.25	.27	.23	.23	.21	.22	.22	.26	.22	.27	.23
P.26.-LOS CIGARROS HABANOS SON DEMASIADO CAROS											
Complet. acuerdo	55.7	50.6	50.7	66.7	55.0	61.7	61.7	58.3	54.9	56.6	56.0
Bastante acuerdo	26.3	31.3	27.1	23.3	23.3	21.7	23.3	25.0	26.2	26.6	25.8
Algo de acuerdo	12.0	13.1	14.3	8.3	11.7	6.7	13.3	11.7	13.7	9.8	12.4
Nada de acuerdo	4.7	3.1	6.4	0.0	8.3	8.3	1.7	5.0	4.9	4.3	5.6
N.s/N.c	1.3	1.9	1.4	1.7	1.7	1.7	0.0	0.0	0.3	2.7	0.2
MEDIA	.78	.77	.74	.86	.76	.79	.81	.79	.77	.80	.77
DESV. TIPICA	.29	.28	.31	.22	.33	.32	.27	.30	.30	.28	.30
P.26.-EL FUMADOR DE CIGARROS HABANOS ES UNA PERSONA QUE SABE FUMAR											
Complet. acuerdo	38.7	32.5	34.3	41.7	58.3	36.7	36.7	46.7	41.9	34.4	41.8
Bastante acuerdo	29.2	29.4	35.0	30.0	23.3	18.3	28.3	31.7	29.9	28.1	28.7
Algo de acuerdo	16.8	19.4	14.3	18.3	11.7	21.7	23.3	8.3	15.4	18.8	17.1
Nada de acuerdo	12.5	15.6	13.6	6.7	5.0	20.0	8.3	11.7	9.9	16.0	10.0
N.s/N.c	2.8	3.1	2.9	3.3	1.7	3.3	3.3	1.7	2.9	2.7	2.4
MEDIA	.65	.60	.64	.70	.79	.58	.65	.72	.69	.61	.68
DESV. TIPICA	.35	.36	.34	.32	.30	.39	.33	.34	.33	.36	.34

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.26.-FUMAR CIGASRROS HABANOS DA BUENA IMAGEN											
Complet. acuerdo	114	36.0	21.9	10.5	16.7	4.4	2.6	7.9	49.1	50.9	68.4
Bastante acuerdo	112	26.8	24.1	8.0	11.6	9.8	10.7	8.9	58.0	42.0	73.2
Algo de acuerdo	126	34.9	23.8	8.7	4.8	10.3	11.9	5.6	56.3	43.7	76.2
Nada de acuerdo	231	18.6	23.8	11.7	8.2	12.1	11.3	14.3	59.3	40.7	78.4
N.s/N.c	17	11.8	17.6	5.9	17.6	17.6	23.5	5.9	88.2	11.8	76.5
MEDIA	.39	.48	.38	.37	.52	.29	.28	.30	.37	.42	.37
DESV. TIPICA	.38	.38	.38	.40	.42	.34	.31	.39	.38	.39	.38
P.26.-LOS CIGARROS HABANOS CANSAN DEMASIADO											
Complet. acuerdo	60	41.7	18.3	8.3	11.7	8.3	5.0	6.7	45.0	55.0	63.3
Bastante acuerdo	71	32.4	25.4	5.6	11.3	11.3	7.0	7.0	40.8	59.2	74.6
Algo de acuerdo	147	33.3	27.2	11.6	8.8	4.8	6.8	7.5	53.1	46.9	73.5
Nada de acuerdo	316	19.6	22.5	10.8	9.8	12.3	13.3	11.7	65.2	34.8	78.2
N.s/N.c	6	16.7	0.0	0.0	16.7	16.7	0.0	50.0	66.7	33.3	66.7
MEDIA	.26	.35	.26	.22	.28	.21	.16	.19	.21	.33	.24
DESV. TIPICA	.33	.36	.32	.31	.35	.34	.28	.31	.31	.35	.32
P.26.-DISFRUTO PERSONALMENTE CUANDO FUMO UN CIGARRO HABANO											
Complet. acuerdo	375	20.3	22.7	10.4	11.7	11.5	11.5	12.0	64.5	35.5	79.7
Bastante acuerdo	162	35.2	26.5	10.5	6.2	8.0	8.0	5.6	43.8	56.2	67.9
Algo de acuerdo	43	41.9	20.9	7.0	11.6	7.0	7.0	4.7	53.5	46.5	67.4
Nada de acuerdo	14	42.9	14.3	7.1	0.0	7.1	7.1	21.4	21.4	78.6	57.1
N.s/N.c	6	50.0	16.7	0.0	16.7	0.0	0.0	16.7	83.3	16.7	66.7
MEDIA	.84	.76	.84	.85	.89	.88	.88	.87	.87	.78	.85
DESV. TIPICA	.25	.27	.23	.23	.21	.22	.22	.26	.22	.27	.23
P.26.-LOS CIGARROS HABANOS SON DEMASIADO CAROS											
Complet. acuerdo	334	24.3	21.3	12.0	9.9	11.1	11.1	10.5	56.6	43.4	75.4
Bastante acuerdo	158	31.6	24.1	8.9	8.9	8.2	8.9	9.5	57.0	43.0	73.4
Algo de acuerdo	72	29.2	27.8	6.9	9.7	5.6	11.1	9.7	65.3	34.7	77.8
Nada de acuerdo	28	17.9	32.1	0.0	17.9	17.9	3.6	10.7	60.7	39.3	89.3
N.s/N.c	8	37.5	25.0	12.5	12.5	12.5	0.0	0.0	12.5	87.5	12.5
MEDIA	.78	.77	.74	.86	.76	.79	.81	.79	.77	.80	.77
DESV. TIPICA	.29	.28	.31	.22	.33	.32	.27	.30	.30	.28	.30
P.26.-EL FUMADOR DE CIGARROS HABANOS ES UNA PERSONA QUE SABE FUMAR											
Complet. acuerdo	232	22.4	20.7	10.8	15.1	9.5	9.5	12.1	62.1	37.9	81.0
Bastante acuerdo	175	26.9	28.0	10.3	8.0	6.3	9.7	10.9	58.9	41.1	73.7
Algo de acuerdo	101	30.7	19.8	10.9	6.9	12.9	13.9	5.0	52.5	47.5	76.2
Nada de acuerdo	75	33.3	25.3	5.3	4.0	16.0	6.7	9.3	45.3	54.7	60.0
N.s/N.c	17	29.4	23.5	11.8	5.9	11.8	11.8	5.9	58.8	41.2	64.7
MEDIA	.65	.60	.64	.70	.79	.58	.65	.72	.69	.61	.68
DESV. TIPICA	.35	.36	.34	.32	.30	.39	.33	.34	.33	.36	.34

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

	TOTAL	CIUDAD Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	F.CONSUMO Heavy Consume	Light Consume	PIDE Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.26.-LAS PERSONAS JOVENES NO FUMAN CIGARROS HABANOS											
Complet. acuerdo	200	42	51	16	27	20	21	23	119	81	151
Bastante acuerdo	161	56	32	13	11	12	15	22	93	68	128
Algo de acuerdo	122	31	24	18	12	16	16	5	58	64	92
Nada de acuerdo	92	23	29	10	9	9	6	6	56	36	62
N.s/N.c	25	8	4	3	1	3	2	4	18	7	17
MEDIA	.60	.59	.59	.54	.65	.58	.62	.70	.61	.59	.61
DESV. TIPICA	.36	.34	.39	.36	.38	.37	.34	.32	.37	.35	.35
P.26.-UN CIGARRO HABANO ES TABACO DE VERDAD											
Complet. acuerdo	390	97	90	36	50	39	34	44	237	153	305
Bastante acuerdo	151	49	39	13	8	8	21	13	75	76	107
Algo de acuerdo	43	11	7	11	2	8	2	2	25	18	30
Nada de acuerdo	13	2	4	0	0	4	2	1	5	8	7
N.s/N.c	3	1	0	0	0	1	1	0	2	1	1
MEDIA	.84	.84	.84	.80	.93	.80	.82	.89	.86	.82	.86
DESV. TIPICA	.24	.23	.24	.26	.16	.32	.24	.21	.23	.26	.23
P.26.-FUMAR UN CIGARRO HABANO PUEDE MOLESTAR A LOS DEMAS											
Complet. acuerdo	217	72	48	18	11	29	18	21	115	102	150
Bastante acuerdo	172	46	39	18	13	16	19	21	92	80	131
Algo de acuerdo	134	33	32	20	19	9	15	6	79	55	110
Nada de acuerdo	68	7	19	2	17	5	8	10	50	18	51
N.s/N.c	9	2	2	2	0	1	0	2	8	1	8
MEDIA	.63	.72	.61	.63	.43	.72	.59	.64	.60	.68	.62
DESV. TIPICA	.34	.30	.35	.30	.36	.33	.34	.36	.36	.32	.34
P.26.-CUANDO FUMO CIGARROS HABANOS FUMO MENOS CIGARRILLOS											
Complet. acuerdo	289	66	81	38	35	25	19	25	177	112	230
Bastante acuerdo	105	46	22	8	5	9	8	7	55	50	74
Algo de acuerdo	53	13	11	5	5	11	5	3	27	26	36
Nada de acuerdo	132	25	23	6	15	12	28	23	73	59	94
N.s/N.c	21	10	3	3	0	3	0	2	12	9	16
MEDIA	.65	.67	.72	.79	.67	.61	.43	.53	.67	.62	.67
DESV. TIPICA	.41	.37	.38	.34	.43	.40	.45	.46	.41	.41	.41
P.27/28.-IMPORTANCIA ATRIBUTOS PARA DISTINGUIR UNA BUENA MARCA DE CIGARROS HABANOS											
TENGA UN SABOR FUERTE											
Muy import y lro	36	4	8	3	5	11	2	3	22	14	27
Muy importante	129	34	28	14	14	14	9	16	80	49	95
No sabe	3	1	0	0	0	1	0	1	2	1	2
MEDIA	.31	.33	.31	.31	.31	.38	.24	.30	.32	.30	.31
DESV. TIPICA	.28	.25	.28	.29	.31	.35	.26	.28	.29	.27	.28

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.26.-LAS PERSONAS JOVENES NO FUMAN CIGARROS HABANOS											
Complet. acuerdo	33.3	26.3	36.4	26.7	45.0	33.3	35.0	38.3	34.6	31.6	33.6
Bastante acuerdo	26.8	35.0	22.9	21.7	18.3	20.0	25.0	36.7	27.0	26.6	28.4
Algo de acuerdo	20.3	19.4	17.1	30.0	20.0	26.7	26.7	8.3	16.9	25.0	20.4
Nada de acuerdo	15.3	14.4	20.7	16.7	15.0	15.0	10.0	10.0	16.3	14.1	13.8
N.s/N.c	4.2	5.0	2.9	5.0	1.7	5.0	3.3	6.7	5.2	2.7	3.8
MEDIA	.60	.59	.59	.54	.65	.58	.62	.70	.61	.59	.61
DESV. TIPICA	.36	.34	.39	.36	.38	.37	.34	.32	.37	.35	.35
P.26.-UN CIGARRO HABANO ES TABACO DE VERDAD											
Complet. acuerdo	65.0	60.6	64.3	60.0	83.3	65.0	56.7	73.3	68.9	59.8	67.8
Bastante acuerdo	25.2	30.6	27.9	21.7	13.3	13.3	35.0	21.7	21.8	29.7	23.8
Algo de acuerdo	7.2	6.9	5.0	18.3	3.3	13.3	3.3	3.3	7.3	7.0	6.7
Nada de acuerdo	2.2	1.3	2.9	0.0	0.0	6.7	3.3	1.7	1.5	3.1	1.6
N.s/N.c	0.5	0.6	0.0	0.0	0.0	1.7	1.7	0.0	0.6	0.4	0.2
MEDIA	.84	.84	.84	.80	.93	.80	.82	.89	.86	.82	.86
DESV. TIPICA	.24	.23	.24	.26	.16	.32	.24	.21	.23	.26	.23
P.26.-FUMAR UN CIGARRO HABANO PUEDE MOLESTAR A LOS DEMAS											
Complet. acuerdo	36.2	45.0	34.3	30.0	18.3	48.3	30.0	35.0	33.4	39.8	33.3
Bastante acuerdo	28.7	28.8	27.9	30.0	21.7	26.7	31.7	35.0	26.7	31.3	29.1
Algo de acuerdo	22.3	20.6	22.9	33.3	31.7	15.0	25.0	10.0	23.0	21.5	24.4
Nada de acuerdo	11.3	4.4	13.6	3.3	28.3	8.3	13.3	16.7	14.5	7.0	11.3
N.s/N.c	1.5	1.3	1.4	3.3	0.0	1.7	0.0	3.3	2.3	0.4	1.8
MEDIA	.63	.72	.61	.63	.43	.72	.59	.64	.60	.68	.62
DESV. TIPICA	.34	.30	.35	.30	.36	.33	.34	.36	.36	.32	.34
P.26.-CUANDO FUMO CIGARROS HABANOS FUMO MENOS CIGARRILLOS											
Complet. acuerdo	48.2	41.3	57.9	63.3	58.3	41.7	31.7	41.7	51.5	43.8	51.1
Bastante acuerdo	17.5	28.8	15.7	13.3	8.3	15.0	13.3	11.7	16.0	19.5	16.4
Algo de acuerdo	8.8	8.1	7.9	8.3	8.3	18.3	8.3	5.0	7.8	10.2	8.0
Nada de acuerdo	22.0	15.6	16.4	10.0	25.0	20.0	46.7	38.3	21.2	23.0	20.9
N.s/N.c	3.5	6.3	2.1	5.0	0.0	5.0	0.0	3.3	3.5	3.5	3.6
MEDIA	.65	.67	.72	.79	.67	.61	.43	.53	.67	.62	.67
DESV. TIPICA	.41	.37	.38	.34	.43	.40	.45	.46	.41	.41	.41
P.27/28.-IMPORTANCIA ATRIBUTOS PARA DISTINGUIR UNA BUENA MARCA DE CIGARROS HABANOS											
TENGA UN SABOR FUERTE											
Muy import y lro	6.0	2.5	5.7	5.0	8.3	18.3	3.3	5.0	6.4	5.5	6.0
Muy importante	21.5	21.3	20.0	23.3	23.3	23.3	15.0	26.7	23.3	19.1	21.1
No sabe	0.5	0.6	0.0	0.0	0.0	1.7	0.0	1.7	0.6	0.4	0.4
MEDIA	.31	.33	.31	.31	.31	.38	.24	.30	.32	.30	.31
DESV. TIPICA	.28	.25	.28	.29	.31	.35	.26	.28	.29	.27	.28

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

	TOTAL	CIUDAD Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	F.CONSUMO Heavy Consume	Light Consume	PIDE Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.26.-LAS PERSONAS JOVENES NO FUMAN CIGARROS HABANOS											
Complet. acuerdo	200	21.0	25.5	8.0	13.5	10.0	10.5	11.5	59.5	40.5	75.5
Bastante acuerdo	161	34.8	19.9	8.1	6.8	7.5	9.3	13.7	57.8	42.2	79.5
Algo de acuerdo	122	25.4	19.7	14.8	9.8	13.1	13.1	4.1	47.5	52.5	75.4
Nada de acuerdo	92	25.0	31.5	10.9	9.8	9.8	6.5	6.5	60.9	39.1	67.4
N.s/N.c	25	32.0	16.0	12.0	4.0	12.0	8.0	16.0	72.0	28.0	68.0
MEDIA	.60	.59	.59	.54	.65	.58	.62	.70	.61	.59	.61
DESV. TIPICA	.36	.34	.39	.36	.38	.37	.34	.32	.37	.35	.35
P.26.-UN CIGARRO HABANO ES TABACO DE VERDAD											
Complet. acuerdo	390	24.9	23.1	9.2	12.8	10.0	8.7	11.3	60.8	39.2	78.2
Bastante acuerdo	151	32.5	25.8	8.6	5.3	5.3	13.9	8.6	49.7	50.3	70.9
Algo de acuerdo	43	25.6	16.3	25.6	4.7	18.6	4.7	4.7	58.1	41.9	69.8
Nada de acuerdo	13	15.4	30.8	0.0	0.0	30.8	15.4	7.7	38.5	61.5	53.8
N.s/N.c	3	33.3	0.0	0.0	0.0	33.3	33.3	0.0	66.7	33.3	33.3
MEDIA	.84	.84	.84	.80	.93	.80	.82	.89	.86	.82	.86
DESV. TIPICA	.24	.23	.24	.26	.16	.32	.24	.21	.23	.26	.23
P.26.-FUMAR UN CIGARRO HABANO PUEDE MOLESTAR A LOS DEMAS											
Complet. acuerdo	217	33.2	22.1	8.3	5.1	13.4	8.3	9.7	53.0	47.0	69.1
Bastante acuerdo	172	26.7	22.7	10.5	7.6	9.3	11.0	12.2	53.5	46.5	76.2
Algo de acuerdo	134	24.6	23.9	14.9	14.2	6.7	11.2	4.5	59.0	41.0	82.1
Nada de acuerdo	68	10.3	27.9	2.9	25.0	7.4	11.8	14.7	73.5	26.5	75.0
N.s/N.c	9	22.2	22.2	22.2	0.0	11.1	0.0	22.2	88.9	11.1	88.9
MEDIA	.63	.72	.61	.63	.43	.72	.59	.64	.60	.68	.62
DESV. TIPICA	.34	.30	.35	.30	.36	.33	.34	.36	.36	.32	.34
P.26.-CUANDO FUMO CIGARROS HABANOS FUMO MENOS CIGARRILLOS											
Complet. acuerdo	289	22.8	28.0	13.1	12.1	8.7	6.6	8.7	61.2	38.8	79.6
Bastante acuerdo	105	43.8	21.0	7.6	4.8	8.6	7.6	6.7	52.4	47.6	70.5
Algo de acuerdo	53	24.5	20.8	9.4	9.4	20.8	9.4	5.7	50.9	49.1	67.9
Nada de acuerdo	132	18.9	17.4	4.5	11.4	9.1	21.2	17.4	55.3	44.7	71.2
N.s/N.c	21	47.6	14.3	14.3	0.0	14.3	0.0	9.5	57.1	42.9	76.2
MEDIA	.65	.67	.72	.79	.67	.61	.43	.53	.67	.62	.67
DESV. TIPICA	.41	.37	.38	.34	.43	.40	.45	.46	.41	.41	.41
P.27/28.-IMPORTANCIA ATRIBUTOS PARA DISTINGUIR UNA BUENA MARCA DE CIGARROS HABANOS											
TENGA UN SABOR FUERTE											
Muy import y lro	36	11.1	22.2	8.3	13.9	30.6	5.6	8.3	61.1	38.9	75.0
Muy importante	129	26.4	21.7	10.9	10.9	10.9	7.0	12.4	62.0	38.0	73.6
No sabe	3	33.3	0.0	0.0	0.0	33.3	0.0	33.3	66.7	33.3	66.7
MEDIA	.31	.33	.31	.31	.31	.38	.24	.30	.32	.30	.31
DESV. TIPICA	.28	.25	.28	.29	.31	.35	.26	.28	.29	.27	.28

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.27/28.-NO SEA CARO											
Muy import y lro	64	16	8	9	3	14	9	5	37	27	46
Muy importante	287	81	54	29	31	34	37	21	161	126	213
No sabe	6	1	2	1	0	1	0	1	4	2	5
MEDIA	.50	.53	.44	.55	.46	.60	.57	.42	.49	.52	.50
DESV. TIPICA	.28	.26	.26	.32	.25	.32	.27	.29	.29	.28	.28
P.27/28.-NO PIQUE											
Muy import y lro	79	19	26	9	4	8	10	3	36	43	51
Muy importante	417	108	93	39	40	42	51	44	241	176	316
No sabe	4	2	0	1	0	0	1	0	4	0	4
MEDIA	.63	.62	.65	.62	.58	.64	.69	.58	.62	.63	.62
DESV. TIPICA	.24	.24	.25	.26	.23	.22	.20	.21	.23	.24	.23
P.27/28.-TENGA UN ENVASE QUE LO CONSERVE BIEN											
Muy import y lro	51	10	14	9	5	7	1	5	32	19	41
Muy importante	389	98	93	41	44	35	35	43	224	165	295
No sabe	3	0	1	0	0	0	1	1	2	1	3
MEDIA	.57	.55	.58	.61	.62	.57	.51	.59	.57	.58	.57
DESV. TIPICA	.25	.23	.27	.25	.22	.26	.25	.23	.25	.24	.25
P.27/28.-TENGA UN BUEN AROMA											
Muy import y lro	108	21	28	12	15	6	15	11	59	49	88
Muy importante	462	111	112	48	56	40	44	51	266	196	352
No sabe	1	0	0	0	0	0	0	1	1	0	1
MEDIA	.68	.64	.69	.69	.76	.61	.69	.71	.67	.68	.69
DESV. TIPICA	.23	.21	.23	.22	.18	.26	.24	.22	.23	.22	.23
P.27/28.-NO ESTE SECO											
Muy import y lro	137	52	23	8	17	9	11	17	95	42	106
Muy importante	458	135	86	42	55	47	37	56	270	188	347
No sabe	3	0	2	0	0	0	0	1	1	2	3
MEDIA	.68	.74	.59	.61	.76	.66	.60	.76	.70	.64	.68
DESV. TIPICA	.25	.22	.28	.23	.20	.21	.28	.18	.25	.24	.25
P.27/28.-SEA UNA MARCA CONOCIDA											
Muy import y lro	4	2	0	0	1	0	0	1	2	2	4
Muy importante	160	39	34	16	22	12	14	23	93	67	126
No sabe	5	1	1	1	1	0	0	1	2	3	3
MEDIA	.35	.36	.35	.32	.39	.29	.35	.40	.35	.35	.36
DESV. TIPICA	.23	.22	.22	.22	.24	.22	.21	.25	.22	.23	.23
P.27/28.-TENGA UN BUEN ACABADO											
Muy import y lro	24	11	2	1	4	1	3	2	10	14	18
Muy importante	358	91	73	30	44	33	38	49	210	148	279
No sabe	2	0	1	0	0	0	1	0	1	1	2
MEDIA	.54	.55	.51	.53	.60	.50	.58	.61	.54	.55	.56
DESV. TIPICA	.21	.23	.19	.22	.18	.23	.22	.20	.21	.22	.21

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.27/28.-NO SEA CARO											
Muy import y lro	10.7	10.0	5.7	15.0	5.0	23.3	15.0	8.3	10.8	10.5	10.2
Muy importante	47.8	50.6	38.6	48.3	51.7	56.7	61.7	35.0	46.8	49.2	47.3
No sabe	1.0	0.6	1.4	1.7	0.0	1.7	0.0	1.7	1.2	0.8	1.1
MEDIA	.50	.53	.44	.55	.46	.60	.57	.42	.49	.52	.50
DESV. TIPICA	.28	.26	.26	.32	.25	.32	.27	.29	.29	.28	.28
P.27/28.-NO PIQUE											
Muy import y lro	13.2	11.9	18.6	15.0	6.7	13.3	16.7	5.0	10.5	16.8	11.3
Muy importante	69.5	67.5	66.4	65.0	66.7	70.0	85.0	73.3	70.1	68.8	70.2
No sabe	0.7	1.3	0.0	1.7	0.0	0.0	1.7	0.0	1.2	0.0	0.9
MEDIA	.63	.62	.65	.62	.58	.64	.69	.58	.62	.63	.62
DESV. TIPICA	.24	.24	.25	.26	.23	.22	.20	.21	.23	.24	.23
P.27/28.-TENGA UN ENVASE QUE LO CONSERVE BIEN											
Muy import y lro	8.5	6.3	10.0	15.0	8.3	11.7	1.7	8.3	9.3	7.4	9.1
Muy importante	64.8	61.3	66.4	68.3	73.3	58.3	58.3	71.7	65.1	64.5	65.6
No sabe	0.5	0.0	0.7	0.0	0.0	0.0	1.7	1.7	0.6	0.4	0.7
MEDIA	.57	.55	.58	.61	.62	.57	.51	.59	.57	.58	.57
DESV. TIPICA	.25	.23	.27	.25	.22	.26	.25	.23	.25	.24	.25
P.27/28.-TENGA UN BUEN AROMA											
Muy import y lro	18.0	13.1	20.0	20.0	25.0	10.0	25.0	18.3	17.2	19.1	19.6
Muy importante	77.0	69.4	80.0	80.0	93.3	66.7	73.3	85.0	77.3	76.6	78.2
No sabe	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.2
MEDIA	.68	.64	.69	.69	.76	.61	.69	.71	.67	.68	.69
DESV. TIPICA	.23	.21	.23	.22	.18	.26	.24	.22	.23	.22	.23
P.27/28.-NO ESTE SECO											
Muy import y lro	22.8	32.5	16.4	13.3	28.3	15.0	18.3	28.3	27.6	16.4	23.6
Muy importante	76.3	84.4	61.4	70.0	91.7	78.3	61.7	93.3	78.5	73.4	77.1
No sabe	0.5	0.0	1.4	0.0	0.0	0.0	0.0	1.7	0.3	0.8	0.7
MEDIA	.68	.74	.59	.61	.76	.66	.60	.76	.70	.64	.68
DESV. TIPICA	.25	.22	.28	.23	.20	.21	.28	.18	.25	.24	.25
P.27/28.-SEA UNA MARCA CONOCIDA											
Muy import y lro	0.7	1.3	0.0	0.0	1.7	0.0	0.0	1.7	0.6	0.8	0.9
Muy importante	26.7	24.4	24.3	26.7	36.7	20.0	23.3	38.3	27.0	26.2	28.0
No sabe	0.8	0.6	0.7	1.7	1.7	0.0	0.0	1.7	0.6	1.2	0.7
MEDIA	.35	.36	.35	.32	.39	.29	.35	.40	.35	.35	.36
DESV. TIPICA	.23	.22	.22	.22	.24	.22	.21	.25	.22	.23	.23
P.27/28.-TENGA UN BUEN ACABADO											
Muy import y lro	4.0	6.9	1.4	1.7	6.7	1.7	5.0	3.3	2.9	5.5	4.0
Muy importante	59.7	56.9	52.1	50.0	73.3	55.0	63.3	81.7	61.0	57.8	62.0
No sabe	0.3	0.0	0.7	0.0	0.0	0.0	1.7	0.0	0.3	0.4	0.4
MEDIA	.54	.55	.51	.53	.60	.50	.58	.61	.54	.55	.56
DESV. TIPICA	.21	.23	.19	.22	.18	.23	.22	.20	.21	.22	.21

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.27/28.-NO SEA CARO											
Muy import y lro	64	25.0	12.5	14.1	4.7	21.9	14.1	7.8	57.8	42.2	71.9
Muy importante	287	28.2	18.8	10.1	10.8	11.8	12.9	7.3	56.1	43.9	74.2
No sabe	6	16.7	33.3	16.7	0.0	16.7	0.0	16.7	66.7	33.3	83.3
MEDIA	.50	.53	.44	.55	.46	.60	.57	.42	.49	.52	.50
DESV. TIPICA	.28	.26	.26	.32	.25	.32	.27	.29	.29	.28	.28
P.27/28.-NO PIQUE											
Muy import y lro	79	24.1	32.9	11.4	5.1	10.1	12.7	3.8	45.6	54.4	64.6
Muy importante	417	25.9	22.3	9.4	9.6	10.1	12.2	10.6	57.8	42.2	75.8
No sabe	4	50.0	0.0	25.0	0.0	0.0	25.0	0.0	100.0	0.0	100.0
MEDIA	.63	.62	.65	.62	.58	.64	.69	.58	.62	.63	.62
DESV. TIPICA	.24	.24	.25	.26	.23	.22	.20	.21	.23	.24	.23
P.27/28.-TENGA UN ENVASE QUE LO CONSERVE BIEN											
Muy import y lro	51	19.6	27.5	17.6	9.8	13.7	2.0	9.8	62.7	37.3	80.4
Muy importante	389	25.2	23.9	10.5	11.3	9.0	9.0	11.1	57.6	42.4	75.8
No sabe	3	0.0	33.3	0.0	0.0	0.0	33.3	33.3	66.7	33.3	100.0
MEDIA	.57	.55	.58	.61	.62	.57	.51	.59	.57	.58	.57
DESV. TIPICA	.25	.23	.27	.25	.22	.26	.25	.23	.25	.24	.25
P.27/28.-TENGA UN BUEN AROMA											
Muy import y lro	108	19.4	25.9	11.1	13.9	5.6	13.9	10.2	54.6	45.4	81.5
Muy importante	462	24.0	24.2	10.4	12.1	8.7	9.5	11.0	57.6	42.4	76.2
No sabe	1	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	100.0
MEDIA	.68	.64	.69	.69	.76	.61	.69	.71	.67	.68	.69
DESV. TIPICA	.23	.21	.23	.22	.18	.26	.24	.22	.23	.22	.23
P.27/28.-NO ESTE SECO											
Muy import y lro	137	38.0	16.8	5.8	12.4	6.6	8.0	12.4	69.3	30.7	77.4
Muy importante	458	29.5	18.8	9.2	12.0	10.3	8.1	12.2	59.0	41.0	75.8
No sabe	3	0.0	66.7	0.0	0.0	0.0	0.0	33.3	33.3	66.7	100.0
MEDIA	.68	.74	.59	.61	.76	.66	.60	.76	.70	.64	.68
DESV. TIPICA	.25	.22	.28	.23	.20	.21	.28	.18	.25	.24	.25
P.27/28.-SEA UNA MARCA CONOCIDA											
Muy import y lro	4	50.0	0.0	0.0	25.0	0.0	0.0	25.0	50.0	50.0	100.0
Muy importante	160	24.4	21.3	10.0	13.8	7.5	8.8	14.4	58.1	41.9	78.8
No sabe	5	20.0	20.0	20.0	20.0	0.0	0.0	20.0	40.0	60.0	60.0
MEDIA	.35	.36	.35	.32	.39	.29	.35	.40	.35	.35	.36
DESV. TIPICA	.23	.22	.22	.22	.24	.22	.21	.25	.22	.23	.23
P.27/28.-TENGA UN BUEN ACABADO											
Muy import y lro	24	45.8	8.3	4.2	16.7	4.2	12.5	8.3	41.7	58.3	75.0
Muy importante	358	25.4	20.4	8.4	12.3	9.2	10.6	13.7	58.7	41.3	77.9
No sabe	2	0.0	50.0	0.0	0.0	0.0	50.0	0.0	50.0	50.0	100.0
MEDIA	.54	.55	.51	.53	.60	.50	.58	.61	.54	.55	.56
DESV. TIPICA	.21	.23	.19	.22	.18	.23	.22	.20	.21	.22	.21

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.27/28.-SEA DE TAMANO GRANDE											
Muy import y lro	1	0	0	0	0	0	0	1	1	0	1
Muy importante	74	11	13	6	15	6	7	16	50	24	59
No sabe	5	0	1	1	1	1	1	0	2	3	4
MEDIA	.20	.20	.17	.18	.25	.21	.17	.25	.21	.18	.21
DESV. TIPICA	.21	.19	.20	.22	.24	.19	.21	.28	.22	.20	.22
P.27/28.-SEA UNA MARCA DE PRESTIGIO											
Muy import y lro	6	0	1	2	0	0	1	2	4	2	5
Muy importante	185	41	46	16	30	10	15	27	111	74	144
No sabe	4	0	1	0	0	0	0	3	1	3	3
MEDIA	.38	.35	.39	.34	.46	.29	.39	.45	.38	.37	.39
DESV. TIPICA	.23	.22	.23	.25	.19	.22	.22	.25	.23	.23	.23
P.27/28.-TENGA UN AROMA INTENSO											
Muy import y lro	25	6	7	4	1	0	2	5	13	12	17
Muy importante	269	76	58	28	41	17	22	27	158	111	210
No sabe	3	0	2	0	0	0	1	0	1	2	3
MEDIA	.47	.49	.49	.48	.54	.37	.42	.46	.48	.46	.47
DESV. TIPICA	.22	.21	.22	.23	.17	.20	.23	.25	.22	.23	.22
P.27/28.-TENGA UN SABOR SUAVE											
Muy import y lro	28	10	8	0	4	0	3	3	11	17	25
Muy importante	227	63	49	23	38	11	23	20	130	97	178
No sabe	3	0	1	0	0	1	1	0	1	2	2
MEDIA	.41	.41	.42	.38	.53	.31	.41	.37	.40	.42	.42
DESV. TIPICA	.27	.29	.27	.26	.23	.22	.30	.29	.27	.29	.28
P.27/28.-NO SEA MUY GRANDE											
Muy import y lro	4	0	3	0	1	0	0	0	3	1	4
Muy importante	98	15	21	6	18	8	8	22	62	36	75
No sabe	13	6	0	1	1	2	3	0	5	8	9
MEDIA	.27	.24	.29	.21	.37	.26	.25	.34	.27	.28	.28
DESV. TIPICA	.23	.19	.24	.21	.24	.23	.22	.28	.24	.22	.23

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.27/28.-SEA DE TAMANO GRANDE											
Muy import y 1ro	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.2
Muy importante	12.3	6.9	9.3	10.0	25.0	10.0	11.7	26.7	14.5	9.4	13.1
No sabe	0.8	0.0	0.7	1.7	1.7	1.7	1.7	0.0	0.6	1.2	0.9
MEDIA	.20	.20	.17	.18	.25	.21	.17	.25	.21	.18	.21
DESV. TIPICA	.21	.19	.20	.22	.24	.19	.21	.28	.22	.20	.22
P.27/28.-SEA UNA MARCA DE PRESTIGIO											
Muy import y 1ro	1.0	0.0	0.7	3.3	0.0	0.0	1.7	3.3	1.2	0.8	1.1
Muy importante	30.8	25.6	32.9	26.7	50.0	16.7	25.0	45.0	32.3	28.9	32.0
No sabe	0.7	0.0	0.7	0.0	0.0	0.0	0.0	5.0	0.3	1.2	0.7
MEDIA	.38	.35	.39	.34	.46	.29	.39	.45	.38	.37	.39
DESV. TIPICA	.23	.22	.23	.25	.19	.22	.22	.25	.23	.23	.23
P.27/28.-TENGA UN AROMA INTENSO											
Muy import y 1ro	4.2	3.8	5.0	6.7	1.7	0.0	3.3	8.3	3.8	4.7	3.8
Muy importante	44.8	47.5	41.4	46.7	68.3	28.3	36.7	45.0	45.9	43.4	46.7
No sabe	0.5	0.0	1.4	0.0	0.0	0.0	1.7	0.0	0.3	0.8	0.7
MEDIA	.47	.49	.49	.48	.54	.37	.42	.46	.48	.46	.47
DESV. TIPICA	.22	.21	.22	.23	.17	.20	.23	.25	.22	.23	.22
P.27/28.-TENGA UN SABOR SUAVE											
Muy import y 1ro	4.7	6.3	5.7	0.0	6.7	0.0	5.0	5.0	3.2	6.6	5.6
Muy importante	37.8	39.4	35.0	38.3	63.3	18.3	38.3	33.3	37.8	37.9	39.6
No sabe	0.5	0.0	0.7	0.0	0.0	1.7	1.7	0.0	0.3	0.8	0.4
MEDIA	.41	.41	.42	.38	.53	.31	.41	.37	.40	.42	.42
DESV. TIPICA	.27	.29	.27	.26	.23	.22	.30	.29	.27	.29	.28
P.27/28.-NO SEA MUY GRANDE											
Muy import y 1ro	0.7	0.0	2.1	0.0	1.7	0.0	0.0	0.0	0.9	0.4	0.9
Muy importante	16.3	9.4	15.0	10.0	30.0	13.3	13.3	36.7	18.0	14.1	16.7
No sabe	2.2	3.8	0.0	1.7	1.7	3.3	5.0	0.0	1.5	3.1	2.0
MEDIA	.27	.24	.29	.21	.37	.26	.25	.34	.27	.28	.28
DESV. TIPICA	.23	.19	.24	.21	.24	.23	.22	.28	.24	.22	.23

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

	TOTAL	CIUDAD Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	F.CONSUMO Heavy Consume	Light Consume	PIDE Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.27/28.-SEA DE TAMANO GRANDE											
Muy import y lro	1	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	100.0
Muy importante	74	14.9	17.6	8.1	20.3	8.1	9.5	21.6	67.6	32.4	79.7
No sabe	5	0.0	20.0	20.0	20.0	20.0	20.0	0.0	40.0	60.0	80.0
MEDIA	.20	.20	.17	.18	.25	.21	.17	.25	.21	.18	.21
DESV. TIPICA	.21	.19	.20	.22	.24	.19	.21	.28	.22	.20	.22
P.27/28.-SEA UNA MARCA DE PRESTIGIO											
Muy import y lro	6	0.0	16.7	33.3	0.0	0.0	16.7	33.3	66.7	33.3	83.3
Muy importante	185	22.2	24.9	8.6	16.2	5.4	8.1	14.6	60.0	40.0	77.8
No sabe	4	0.0	25.0	0.0	0.0	0.0	0.0	75.0	25.0	75.0	75.0
MEDIA	.38	.35	.39	.34	.46	.29	.39	.45	.38	.37	.39
DESV. TIPICA	.23	.22	.23	.25	.19	.22	.22	.25	.23	.23	.23
P.27/28.-TENGA UN AROMA INTENSO											
Muy import y lro	25	24.0	28.0	16.0	4.0	0.0	8.0	20.0	52.0	48.0	68.0
Muy importante	269	28.3	21.6	10.4	15.2	6.3	8.2	10.0	58.7	41.3	78.1
No sabe	3	0.0	66.7	0.0	0.0	0.0	33.3	0.0	33.3	66.7	100.0
MEDIA	.47	.49	.49	.48	.54	.37	.42	.46	.48	.46	.47
DESV. TIPICA	.22	.21	.22	.23	.17	.20	.23	.25	.22	.23	.22
P.27/28.-TENGA UN SABOR SUAVE											
Muy import y lro	28	35.7	28.6	0.0	14.3	0.0	10.7	10.7	39.3	60.7	89.3
Muy importante	227	27.8	21.6	10.1	16.7	4.8	10.1	8.8	57.3	42.7	78.4
No sabe	3	0.0	33.3	0.0	0.0	33.3	33.3	0.0	33.3	66.7	66.7
MEDIA	.41	.41	.42	.38	.53	.31	.41	.37	.40	.42	.42
DESV. TIPICA	.27	.29	.27	.26	.23	.22	.30	.29	.27	.29	.28
P.27/28.-NO SEA MUY GRANDE											
Muy import y lro	4	0.0	75.0	0.0	25.0	0.0	0.0	0.0	75.0	25.0	100.0
Muy importante	98	15.3	21.4	6.1	18.4	8.2	8.2	22.4	63.3	36.7	76.5
No sabe	13	46.2	0.0	7.7	7.7	15.4	23.1	0.0	38.5	61.5	69.2
MEDIA	.27	.24	.29	.21	.37	.26	.25	.34	.27	.28	.28
DESV. TIPICA	.23	.19	.24	.21	.24	.23	.22	.28	.24	.22	.23

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		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.29.-NOTORIEDAD ESPONTANEA MARCAS DE CIGARROS HABANOS											
Cohiba	375	117	67	34	34	40	41	42	218	157	283
Davidoff	360	73	98	33	21	48	40	47	224	136	285
Dunhill	79	26	15	10	3	5	6	14	56	23	60
Flor de Cano	139	41	39	11	9	13	6	20	94	45	111
Fonseca	97	19	37	13	2	10	5	11	71	26	83
Raf.Gonzales Mar	37	12	4	1	2	7	4	7	25	12	29
H. Upmann	144	49	23	8	6	16	14	28	101	43	115
Montecristo	569	153	132	55	54	58	58	59	326	243	431
Partagas	421	125	104	37	34	38	38	45	248	173	329
Quintero	52	23	10	1	3	2	3	10	36	16	39
Rey del mundo	34	11	6	0	1	2	7	7	25	9	28
Romeo y Julieta	322	83	108	30	20	29	25	27	199	123	256
Sancho Panza	62	19	11	9	1	5	5	12	45	17	51
Los Statos	27	6	9	4	1	0	2	5	25	2	23
Troya	74	26	19	8	5	6	1	9	48	26	60
Cifuentes	8	0	0	1	1	3	2	1	6	2	8
Coronas	10	1	0	1	1	3	3	1	6	4	8
Churchill	8	1	1	0	1	1	3	1	6	2	7
Don Julian	16	6	2	1	2	2	2	1	9	7	12
Gener/Giner	19	1	1	4	0	3	6	4	12	7	17
Monterrey	12	1	1	1	0	1	4	4	8	4	12
8-9-8	11	0	1	0	0	6	4	0	7	4	9
Otras marcas	57	6	5	8	5	11	11	11	37	20	49
N.recuerda ning.	1	0	0	1	0	0	0	0	0	1	0
P.30.-RECUERDO PUBLICITARIO MARCAS DE CIGARROS HABANOS											
Cohiba	86	26	19	8	4	10	10	9	50	36	75
Davidoff	106	26	29	10	3	13	11	14	61	45	82
Dunhill	22	10	5	3	0	1	1	2	14	8	17
Flor de Cano	13	3	7	0	1	2	0	0	9	4	9
Fonseca	16	6	9	1	0	0	0	0	9	7	12
Raf.Gonzales Mar	21	8	2	0	1	6	2	2	10	11	15
H. Upmann	21	11	5	1	0	2	0	2	13	8	13
Montecristo	125	34	35	11	6	16	11	12	78	47	98
Partagas	112	37	33	10	6	12	4	10	61	51	77
Quintero	10	3	2	0	2	1	0	2	7	3	6
Rey del mundo	8	3	2	0	0	0	2	1	6	2	3
Romeo y Julieta	51	14	27	4	2	3	1	0	29	22	34
Sancho Panza	9	2	2	2	0	1	0	2	7	2	6
Troya	6	2	2	0	0	2	0	0	2	4	5
Don Julian	3	1	1	0	1	0	0	0	2	1	3
Monterrey	1	1	0	0	0	0	0	0	1	0	1
8-9-8	1	0	0	0	0	1	0	0	1	0	1
Otras marcas	3	0	2	0	0	0	1	0	2	1	3
De todas marcas	35	4	5	6	7	3	1	9	29	6	33
N.recuerda ning.	294	67	68	31	39	30	34	25	161	133	211
N.s/N.c	2	2	0	0	0	0	0	0	1	1	1

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.29.-NOTORIEDAD ESPONTANEA MARCAS DE CIGARROS HABANOS											
Cohiba	62.5	73.1	47.9	56.7	56.7	66.7	68.3	70.0	63.4	61.3	62.9
Davidoff	60.0	45.6	70.0	55.0	35.0	80.0	66.7	78.3	65.1	53.1	63.3
Dunhill	13.2	16.3	10.7	16.7	5.0	8.3	10.0	23.3	16.3	9.0	13.3
Flor de Cano	23.2	25.6	27.9	18.3	15.0	21.7	10.0	33.3	27.3	17.6	24.7
Fonseca	16.2	11.9	26.4	21.7	3.3	16.7	8.3	18.3	20.6	10.2	18.4
Raf.Gonzales Mar	6.2	7.5	2.9	1.7	3.3	11.7	6.7	11.7	7.3	4.7	6.4
H. Upmann	24.0	30.6	16.4	13.3	10.0	26.7	23.3	46.7	29.4	16.8	25.6
Montecristo	94.8	95.6	94.3	91.7	90.0	96.7	96.7	98.3	94.8	94.9	95.8
Partagas	70.2	78.1	74.3	61.7	56.7	63.3	63.3	75.0	72.1	67.6	73.1
Quintero	8.7	14.4	7.1	1.7	5.0	3.3	5.0	16.7	10.5	6.3	8.7
Rey del mundo	5.7	6.9	4.3	0.0	1.7	3.3	11.7	11.7	7.3	3.5	6.2
Romeo y Julieta	53.7	51.9	77.1	50.0	33.3	48.3	41.7	45.0	57.8	48.0	56.9
Sancho Panza	10.3	11.9	7.9	15.0	1.7	8.3	8.3	20.0	13.1	6.6	11.3
Los Statos	4.5	3.8	6.4	6.7	1.7	0.0	3.3	8.3	7.3	0.8	5.1
Troya	12.3	16.3	13.6	13.3	8.3	10.0	1.7	15.0	14.0	10.2	13.3
Cifuentes	1.3	0.0	0.0	1.7	1.7	5.0	3.3	1.7	1.7	0.8	1.8
Coronas	1.7	0.6	0.0	1.7	1.7	5.0	5.0	1.7	1.7	1.6	1.8
Churchill	1.3	0.6	0.7	0.0	1.7	1.7	5.0	1.7	1.7	0.8	1.6
Don Julian	2.7	3.8	1.4	1.7	3.3	3.3	3.3	1.7	2.6	2.7	2.7
Gener/Giner	3.2	0.6	0.7	6.7	0.0	5.0	10.0	6.7	3.5	2.7	3.8
Monterrey	2.0	0.6	0.7	1.7	0.0	1.7	6.7	6.7	2.3	1.6	2.7
8-9-8	1.8	0.0	0.7	0.0	0.0	10.0	6.7	0.0	2.0	1.6	2.0
Otras marcas	9.5	3.8	3.6	13.3	8.3	18.3	18.3	18.3	10.8	7.8	10.9
N.recuerda ning.	0.2	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.4	0.0
P.30.-RECUERDO PUBLICITARIO MARCAS DE CIGARROS HABANOS											
Cohiba	14.3	16.3	13.6	13.3	6.7	16.7	16.7	15.0	14.5	14.1	16.7
Davidoff	17.7	16.3	20.7	16.7	5.0	21.7	18.3	23.3	17.7	17.6	18.2
Dunhill	3.7	6.3	3.6	5.0	0.0	1.7	1.7	3.3	4.1	3.1	3.8
Flor de Cano	2.2	1.9	5.0	0.0	1.7	3.3	0.0	0.0	2.6	1.6	2.0
Fonseca	2.7	3.8	6.4	1.7	0.0	0.0	0.0	0.0	2.6	2.7	2.7
Raf.Gonzales Mar	3.5	5.0	1.4	0.0	1.7	10.0	3.3	3.3	2.9	4.3	3.3
H. Upmann	3.5	6.9	3.6	1.7	0.0	3.3	0.0	3.3	3.8	3.1	2.9
Montecristo	20.8	21.3	25.0	18.3	10.0	26.7	18.3	20.0	22.7	18.4	21.8
Partagas	18.7	23.1	23.6	16.7	10.0	20.0	6.7	16.7	17.7	19.9	17.1
Quintero	1.7	1.9	1.4	0.0	3.3	1.7	0.0	3.3	2.0	1.2	1.3
Rey del mundo	1.3	1.9	1.4	0.0	0.0	0.0	3.3	1.7	1.7	0.8	0.7
Romeo y Julieta	8.5	8.8	19.3	6.7	3.3	5.0	1.7	0.0	8.4	8.6	7.6
Sancho Panza	1.5	1.3	1.4	3.3	0.0	1.7	0.0	3.3	2.0	0.8	1.3
Troya	1.0	1.3	1.4	0.0	0.0	3.3	0.0	0.0	0.6	1.6	1.1
Don Julian	0.5	0.6	0.7	0.0	1.7	0.0	0.0	0.0	0.6	0.4	0.7
Monterrey	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2
8-9-8	0.2	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.3	0.0	0.2
Otras marcas	0.5	0.0	1.4	0.0	0.0	0.0	1.7	0.0	0.6	0.4	0.7
De todas marcas	5.8	2.5	3.6	10.0	11.7	5.0	1.7	15.0	8.4	2.3	7.3
N.recuerda ning.	49.0	41.9	48.6	51.7	65.0	50.0	56.7	41.7	46.8	52.0	46.9
N.s/N.c	0.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.2

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.29.-NOTORIEDAD ESPONTANEA MARCAS DE CIGARROS HABANOS											
Cohiba	375	31.2	17.9	9.1	9.1	10.7	10.9	11.2	58.1	41.9	75.5
Davidoff	360	20.3	27.2	9.2	5.8	13.3	11.1	13.1	62.2	37.8	79.2
Dunhill	79	32.9	19.0	12.7	3.8	6.3	7.6	17.7	70.9	29.1	75.9
Flor de Cano	139	29.5	28.1	7.9	6.5	9.4	4.3	14.4	67.6	32.4	79.9
Fonseca	97	19.6	38.1	13.4	2.1	10.3	5.2	11.3	73.2	26.8	85.6
Raf.Gonzales Mar	37	32.4	10.8	2.7	5.4	18.9	10.8	18.9	67.6	32.4	78.4
H. Upmann	144	34.0	16.0	5.6	4.2	11.1	9.7	19.4	70.1	29.9	79.9
Montecristo	569	26.9	23.2	9.7	9.5	10.2	10.2	10.4	57.3	42.7	75.7
Partagas	421	29.7	24.7	8.8	8.1	9.0	9.0	10.7	58.9	41.1	78.1
Quintero	52	44.2	19.2	1.9	5.8	3.8	5.8	19.2	69.2	30.8	75.0
Rey del mundo	34	32.4	17.6	0.0	2.9	5.9	20.6	20.6	73.5	26.5	82.4
Romeo y Julieta	322	25.8	33.5	9.3	6.2	9.0	7.8	8.4	61.8	38.2	79.5
Sancho Panza	62	30.6	17.7	14.5	1.6	8.1	8.1	19.4	72.6	27.4	82.3
Los Statos	27	22.2	33.3	14.8	3.7	0.0	7.4	18.5	92.6	7.4	85.2
Troya	74	35.1	25.7	10.8	6.8	8.1	1.4	12.2	64.9	35.1	81.1
Cifuentes	8	0.0	0.0	12.5	12.5	37.5	25.0	12.5	75.0	25.0	100.0
Coronas	10	10.0	0.0	10.0	10.0	30.0	30.0	10.0	60.0	40.0	80.0
Churchill	8	12.5	12.5	0.0	12.5	12.5	37.5	12.5	75.0	25.0	87.5
Don Julian	16	37.5	12.5	6.3	12.5	12.5	12.5	6.3	56.3	43.8	75.0
Gener/Giner	19	5.3	5.3	21.1	0.0	15.8	31.6	21.1	63.2	36.8	89.5
Monterrey	12	8.3	8.3	8.3	0.0	8.3	33.3	33.3	66.7	33.3	100.0
8-9-8	11	0.0	9.1	0.0	0.0	54.5	36.4	0.0	63.6	36.4	81.8
Otras marcas	57	10.5	8.8	14.0	8.8	19.3	19.3	19.3	64.9	35.1	86.0
N.recuerda ning.	1	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0
P.30.-RECUERDO PUBLICITARIO MARCAS DE CIGARROS HABANOS											
Cohiba	86	30.2	22.1	9.3	4.7	11.6	11.6	10.5	58.1	41.9	87.2
Davidoff	106	24.5	27.4	9.4	2.8	12.3	10.4	13.2	57.5	42.5	77.4
Dunhill	22	45.5	22.7	13.6	0.0	4.5	4.5	9.1	63.6	36.4	77.3
Flor de Cano	13	23.1	53.8	0.0	7.7	15.4	0.0	0.0	69.2	30.8	69.2
Fonseca	16	37.5	56.3	6.3	0.0	0.0	0.0	0.0	56.3	43.8	75.0
Raf.Gonzales Mar	21	38.1	9.5	0.0	4.8	28.6	9.5	9.5	47.6	52.4	71.4
H. Upmann	21	52.4	23.8	4.8	0.0	9.5	0.0	9.5	61.9	38.1	61.9
Montecristo	125	27.2	28.0	8.8	4.8	12.8	8.8	9.6	62.4	37.6	78.4
Partagas	112	33.0	29.5	8.9	5.4	10.7	3.6	8.9	54.5	45.5	68.8
Quintero	10	30.0	20.0	0.0	20.0	10.0	0.0	20.0	70.0	30.0	60.0
Rey del mundo	8	37.5	25.0	0.0	0.0	0.0	25.0	12.5	75.0	25.0	37.5
Romeo y Julieta	51	27.5	52.9	7.8	3.9	5.9	2.0	0.0	56.9	43.1	66.7
Sancho Panza	9	22.2	22.2	22.2	0.0	11.1	0.0	22.2	77.8	22.2	66.7
Troya	6	33.3	33.3	0.0	0.0	33.3	0.0	0.0	33.3	66.7	83.3
Don Julian	3	33.3	33.3	0.0	33.3	0.0	0.0	0.0	66.7	33.3	100.0
Monterrey	1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0
8-9-8	1	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	100.0
Otras marcas	3	0.0	66.7	0.0	0.0	0.0	33.3	0.0	66.7	33.3	100.0
De todas marcas	35	11.4	14.3	17.1	20.0	8.6	2.9	25.7	82.9	17.1	94.3
N.recuerda ning.	294	22.8	23.1	10.5	13.3	10.2	11.6	8.5	54.8	45.2	71.8
N.s/N.c	2	100.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0	50.0

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.31.-NOTORIEDAD SUGERIDA MARCAS DE CIGARROS HABANOS											
Cohiba	535	149	111	48	55	56	58	58	310	225	408
Davidoff	490	105	119	50	44	56	58	58	298	192	383
Dunhill	271	68	53	26	24	31	25	44	178	93	213
Flor de Cano	369	81	91	44	36	32	30	55	243	126	301
Fonseca	310	47	91	41	26	35	28	42	212	98	261
Raf.Gonzales Mar	151	35	22	15	15	27	16	21	100	51	125
H. Upmann	333	82	50	31	31	43	43	53	220	113	272
Montecristo	596	158	138	60	60	60	60	60	342	254	447
Partagas	578	154	135	58	57	55	60	59	333	245	437
Quintero	233	56	42	23	23	22	26	41	169	64	192
Rey del mundo	104	22	15	9	14	11	13	20	75	29	88
Romeo y Julieta	539	127	135	58	45	56	59	59	328	211	419
Sancho Panza	226	38	50	26	18	23	28	43	149	77	193
Los Statos	164	21	50	24	21	15	10	23	121	43	141
Troya	327	76	77	39	29	24	30	52	219	108	273

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.31.-NOTORIEDAD SUGERIDA MARCAS DE CIGARROS HABANOS											
Cohiba	89.2	93.1	79.3	80.0	91.7	93.3	96.7	96.7	90.1	87.9	90.7
Davidoff	81.7	65.6	85.0	83.3	73.3	93.3	96.7	96.7	86.6	75.0	85.1
Dunhill	45.2	42.5	37.9	43.3	40.0	51.7	41.7	73.3	51.7	36.3	47.3
Flor de Cano	61.5	50.6	65.0	73.3	60.0	53.3	50.0	91.7	70.6	49.2	66.9
Fonseca	51.7	29.4	65.0	68.3	43.3	58.3	46.7	70.0	61.6	38.3	58.0
Raf.Gonzales Mar	25.2	21.9	15.7	25.0	25.0	45.0	26.7	35.0	29.1	19.9	27.8
H. Upmann	55.5	51.3	35.7	51.7	51.7	71.7	71.7	88.3	64.0	44.1	60.4
Montecristo	99.3	98.8	98.6	100.0	100.0	100.0	100.0	100.0	99.4	99.2	99.3
Partagas	96.3	96.3	96.4	96.7	95.0	91.7	100.0	98.3	96.8	95.7	97.1
Quintero	38.8	35.0	30.0	38.3	38.3	36.7	43.3	68.3	49.1	25.0	42.7
Rey del mundo	17.3	13.8	10.7	15.0	23.3	18.3	21.7	33.3	21.8	11.3	19.6
Romeo y Julieta	89.8	79.4	96.4	96.7	75.0	93.3	98.3	98.3	95.3	82.4	93.1
Sancho Panza	37.7	23.8	35.7	43.3	30.0	38.3	46.7	71.7	43.3	30.1	42.9
Los Statos	27.3	13.1	35.7	40.0	35.0	25.0	16.7	38.3	35.2	16.8	31.3
Troya	54.5	47.5	55.0	65.0	48.3	40.0	50.0	86.7	63.7	42.2	60.7

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.31.-NOTORIEDAD SUGERIDA MARCAS DE CIGARROS HABANOS											
Cohiba	535	27.9	20.7	9.0	10.3	10.5	10.8	10.8	57.9	42.1	76.3
Davidoff	490	21.4	24.3	10.2	9.0	11.4	11.8	11.8	60.8	39.2	78.2
Dunhill	271	25.1	19.6	9.6	8.9	11.4	9.2	16.2	65.7	34.3	78.6
Flor de Cano	369	22.0	24.7	11.9	9.8	8.7	8.1	14.9	65.9	34.1	81.6
Fonseca	310	15.2	29.4	13.2	8.4	11.3	9.0	13.5	68.4	31.6	84.2
Raf.Gonzales Mar	151	23.2	14.6	9.9	9.9	17.9	10.6	13.9	66.2	33.8	82.8
H. Upmann	333	24.6	15.0	9.3	9.3	12.9	12.9	15.9	66.1	33.9	81.7
Montecristo	596	26.5	23.2	10.1	10.1	10.1	10.1	10.1	57.4	42.6	75.0
Partagas	578	26.6	23.4	10.0	9.9	9.5	10.4	10.2	57.6	42.4	75.6
Quintero	233	24.0	18.0	9.9	9.9	9.4	11.2	17.6	72.5	27.5	82.4
Rey del mundo	104	21.2	14.4	8.7	13.5	10.6	12.5	19.2	72.1	27.9	84.6
Romeo y Julieta	539	23.6	25.0	10.8	8.3	10.4	10.9	10.9	60.9	39.1	77.7
Sancho Panza	226	16.8	22.1	11.5	8.0	10.2	12.4	19.0	65.9	34.1	85.4
Los Statos	164	12.8	30.5	14.6	12.8	9.1	6.1	14.0	73.8	26.2	86.0
Troya	327	23.2	23.5	11.9	8.9	7.3	9.2	15.9	67.0	33.0	83.5

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		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	Santander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-IMAGEN MARCAS DE CIGARROS HABANOS											
TENER UN SABOR FUERTE "PRIMERO"											
Cohiba	65	27	7	10	4	7	5	5	33	32	37
Davidoff	48	8	17	4	3	5	7	4	24	24	36
La Flor de Cano	14	1	7	0	3	0	3	0	10	4	13
Fonseca	12	0	9	1	2	0	0	0	7	5	10
Partagas	207	46	49	18	20	27	18	29	133	74	170
H. Upmann	30	8	2	1	1	5	6	7	18	12	26
Montecristo	131	52	22	12	14	10	14	7	66	65	96
Romeo y Julieta	25	2	13	2	1	2	4	1	18	7	16
Troya	21	7	4	8	1	1	0	0	16	5	16
Todas igual	7	3	2	0	0	0	0	2	2	5	5
Ninguna	7	0	3	0	4	0	0	0	3	4	3
N.s/N.c	33	6	5	4	7	3	3	5	14	19	22
P.32.-TENER UN SABOR FUERTE "SEGUNDO"											
Cohiba	58	25	6	2	8	5	8	4	30	28	42
Davidoff	47	12	15	4	2	7	1	6	27	20	32
La Flor de Cano	21	4	8	1	1	1	2	4	15	6	17
Fonseca	24	2	14	4	2	1	0	1	20	4	21
Partagas	98	34	18	13	9	11	8	5	52	46	78
H. Upmann	47	10	8	2	1	7	7	12	36	11	43
Montecristo	115	30	33	12	17	9	9	5	69	46	85
Romeo y Julieta	59	13	11	10	2	10	5	8	33	26	43
Troya	28	5	11	6	2	0	3	1	18	10	24
Todas igual	11	4	1	0	1	0	2	3	6	5	9
Ninguna	11	0	5	0	5	0	1	0	4	7	5
N.s/N.c	81	21	10	6	10	9	14	11	34	47	51
P.32.-TENER UN SABOR FUERTE "MENOS"											
Cohiba	60	11	14	3	7	5	10	10	40	20	54
Davidoff	80	14	20	8	6	14	12	6	48	32	69
La Flor de Cano	44	12	7	9	5	7	2	2	24	20	29
Fonseca	22	2	7	2	1	4	3	3	19	3	21
Partagas	32	14	6	4	1	2	1	4	18	14	23
H. Upmann	19	5	4	2	2	0	1	5	11	8	13
Montecristo	83	17	23	11	6	6	10	10	55	28	69
Romeo y Julieta	71	23	23	6	7	8	3	1	35	36	52
Troya	32	4	6	6	7	4	2	3	22	10	25
Todas igual	10	5	1	0	0	0	2	2	5	5	8
Ninguna	17	2	6	0	8	0	1	0	9	8	9
N.s/N.c	130	51	23	9	10	10	13	14	58	72	78

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-IMAGEN MARCAS DE CIGARROS HABANOS											
TENER UN SABOR FUERTE "PRIMERO"											
Cohiba	10.8	16.9	5.0	16.7	6.7	11.7	8.3	8.3	9.6	12.5	8.2
Davidoff	8.0	5.0	12.1	6.7	5.0	8.3	11.7	6.7	7.0	9.4	8.0
La Flor de Cano	2.3	0.6	5.0	0.0	5.0	0.0	5.0	0.0	2.9	1.6	2.9
Fonseca	2.0	0.0	6.4	1.7	3.3	0.0	0.0	0.0	2.0	2.0	2.2
Partagas	34.5	28.8	35.0	30.0	33.3	45.0	30.0	48.3	38.7	28.9	37.8
H. Upmann	5.0	5.0	1.4	1.7	1.7	8.3	10.0	11.7	5.2	4.7	5.8
Montecristo	21.8	32.5	15.7	20.0	23.3	16.7	23.3	11.7	19.2	25.4	21.3
Romeo y Julieta	4.2	1.3	9.3	3.3	1.7	3.3	6.7	1.7	5.2	2.7	3.6
Troya	3.5	4.4	2.9	13.3	1.7	1.7	0.0	0.0	4.7	2.0	3.6
Todas igual	1.2	1.9	1.4	0.0	0.0	0.0	0.0	3.3	0.6	2.0	1.1
Ninguna	1.2	0.0	2.1	0.0	6.7	0.0	0.0	0.0	0.9	1.6	0.7
N.s/N.c	5.5	3.8	3.6	6.7	11.7	5.0	5.0	8.3	4.1	7.4	4.9
P.32.-TENER UN SABOR FUERTE "SEGUNDO"											
Cohiba	9.7	15.6	4.3	3.3	13.3	8.3	13.3	6.7	8.7	10.9	9.3
Davidoff	7.8	7.5	10.7	6.7	3.3	11.7	1.7	10.0	7.8	7.8	7.1
La Flor de Cano	3.5	2.5	5.7	1.7	1.7	1.7	3.3	6.7	4.4	2.3	3.8
Fonseca	4.0	1.3	10.0	6.7	3.3	1.7	0.0	1.7	5.8	1.6	4.7
Partagas	16.3	21.3	12.9	21.7	15.0	18.3	13.3	8.3	15.1	18.0	17.3
H. Upmann	7.8	6.3	5.7	3.3	1.7	11.7	11.7	20.0	10.5	4.3	9.6
Montecristo	19.2	18.8	23.6	20.0	28.3	15.0	15.0	8.3	20.1	18.0	18.9
Romeo y Julieta	9.8	8.1	7.9	16.7	3.3	16.7	8.3	13.3	9.6	10.2	9.6
Troya	4.7	3.1	7.9	10.0	3.3	0.0	5.0	1.7	5.2	3.9	5.3
Todas igual	1.8	2.5	0.7	0.0	1.7	0.0	3.3	5.0	1.7	2.0	2.0
Ninguna	1.8	0.0	3.6	0.0	8.3	0.0	1.7	0.0	1.2	2.7	1.1
N.s/N.c	13.5	13.1	7.1	10.0	16.7	15.0	23.3	18.3	9.9	18.4	11.3
P.32.-TENER UN SABOR FUERTE "MENOS"											
Cohiba	10.0	6.9	10.0	5.0	11.7	8.3	16.7	16.7	11.6	7.8	12.0
Davidoff	13.3	8.8	14.3	13.3	10.0	23.3	20.0	10.0	14.0	12.5	15.3
La Flor de Cano	7.3	7.5	5.0	15.0	8.3	11.7	3.3	3.3	7.0	7.8	6.4
Fonseca	3.7	1.3	5.0	3.3	1.7	6.7	5.0	5.0	5.5	1.2	4.7
Partagas	5.3	8.8	4.3	6.7	1.7	3.3	1.7	6.7	5.2	5.5	5.1
H. Upmann	3.2	3.1	2.9	3.3	3.3	0.0	1.7	8.3	3.2	3.1	2.9
Montecristo	13.8	10.6	16.4	18.3	10.0	10.0	16.7	16.7	16.0	10.9	15.3
Romeo y Julieta	11.8	14.4	16.4	10.0	11.7	13.3	5.0	1.7	10.2	14.1	11.6
Troya	5.3	2.5	4.3	10.0	11.7	6.7	3.3	5.0	6.4	3.9	5.6
Todas igual	1.7	3.1	0.7	0.0	0.0	0.0	3.3	3.3	1.5	2.0	1.8
Ninguna	2.8	1.3	4.3	0.0	13.3	0.0	1.7	0.0	2.6	3.1	2.0
N.s/N.c	21.7	31.9	16.4	15.0	16.7	16.7	21.7	23.3	16.9	28.1	17.3

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.32.-IMAGEN MARCAS DE CIGARROS HABANOS											
TENER UN SABOR FUERTE "PRIMERO"											
Cohiba	65	41.5	10.8	15.4	6.2	10.8	7.7	7.7	50.8	49.2	56.9
Davidoff	48	16.7	35.4	8.3	6.3	10.4	14.6	8.3	50.0	50.0	75.0
La Flor de Cano	14	7.1	50.0	0.0	21.4	0.0	21.4	0.0	71.4	28.6	92.9
Fonseca	12	0.0	75.0	8.3	16.7	0.0	0.0	0.0	58.3	41.7	83.3
Partagas	207	22.2	23.7	8.7	9.7	13.0	8.7	14.0	64.3	35.7	82.1
H. Upmann	30	26.7	6.7	3.3	3.3	16.7	20.0	23.3	60.0	40.0	86.7
Montecristo	131	39.7	16.8	9.2	10.7	7.6	10.7	5.3	50.4	49.6	73.3
Romeo y Julieta	25	8.0	52.0	8.0	4.0	8.0	16.0	4.0	72.0	28.0	64.0
Troya	21	33.3	19.0	38.1	4.8	4.8	0.0	0.0	76.2	23.8	76.2
Todas igual	7	42.9	28.6	0.0	0.0	0.0	0.0	28.6	28.6	71.4	71.4
Ninguna	7	0.0	42.9	0.0	57.1	0.0	0.0	0.0	42.9	57.1	42.9
N.s/N.c	33	18.2	15.2	12.1	21.2	9.1	9.1	15.2	42.4	57.6	66.7
P.32.-TENER UN SABOR FUERTE "SEGUNDO"											
Cohiba	58	43.1	10.3	3.4	13.8	8.6	13.8	6.9	51.7	48.3	72.4
Davidoff	47	25.5	31.9	8.5	4.3	14.9	2.1	12.8	57.4	42.6	68.1
La Flor de Cano	21	19.0	38.1	4.8	4.8	4.8	9.5	19.0	71.4	28.6	81.0
Fonseca	24	8.3	58.3	16.7	8.3	4.2	0.0	4.2	83.3	16.7	87.5
Partagas	98	34.7	18.4	13.3	9.2	11.2	8.2	5.1	53.1	46.9	79.6
H. Upmann	47	21.3	17.0	4.3	2.1	14.9	14.9	25.5	76.6	23.4	91.5
Montecristo	115	26.1	28.7	10.4	14.8	7.8	7.8	4.3	60.0	40.0	73.9
Romeo y Julieta	59	22.0	18.6	16.9	3.4	16.9	8.5	13.6	55.9	44.1	72.9
Troya	28	17.9	39.3	21.4	7.1	0.0	10.7	3.6	64.3	35.7	85.7
Todas igual	11	36.4	9.1	0.0	9.1	0.0	18.2	27.3	54.5	45.5	81.8
Ninguna	11	0.0	45.5	0.0	45.5	0.0	9.1	0.0	36.4	63.6	45.5
N.s/N.c	81	25.9	12.3	7.4	12.3	11.1	17.3	13.6	42.0	58.0	63.0
P.32.-TENER UN SABOR FUERTE "MENOS"											
Cohiba	60	18.3	23.3	5.0	11.7	8.3	16.7	16.7	66.7	33.3	90.0
Davidoff	80	17.5	25.0	10.0	7.5	17.5	15.0	7.5	60.0	40.0	86.3
La Flor de Cano	44	27.3	15.9	20.5	11.4	15.9	4.5	4.5	54.5	45.5	65.9
Fonseca	22	9.1	31.8	9.1	4.5	18.2	13.6	13.6	86.4	13.6	95.5
Partagas	32	43.8	18.8	12.5	3.1	6.3	3.1	12.5	56.3	43.8	71.9
H. Upmann	19	26.3	21.1	10.5	10.5	0.0	5.3	26.3	57.9	42.1	68.4
Montecristo	83	20.5	27.7	13.3	7.2	7.2	12.0	12.0	66.3	33.7	83.1
Romeo y Julieta	71	32.4	32.4	8.5	9.9	11.3	4.2	1.4	49.3	50.7	73.2
Troya	32	12.5	18.8	18.8	21.9	12.5	6.3	9.4	68.8	31.3	78.1
Todas igual	10	50.0	10.0	0.0	0.0	0.0	20.0	20.0	50.0	50.0	80.0
Ninguna	17	11.8	35.3	0.0	47.1	0.0	5.9	0.0	52.9	47.1	52.9
N.s/N.c	130	39.2	17.7	6.9	7.7	7.7	10.0	10.8	44.6	55.4	60.0

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-NO SER CARO "PRIMERO"											
Cohiba	24	12	4	1	4	2	1	0	15	9	14
Davidoff	9	1	4	0	3	0	0	1	5	4	6
La Flor de Cano	55	9	11	11	1	6	6	11	35	20	47
Fonseca	27	2	13	4	1	2	2	3	20	7	24
Partagas	62	16	17	8	9	5	3	4	28	34	49
H. Upmann	11	2	2	0	1	0	4	2	7	4	8
Montecristo	47	8	14	4	4	5	9	3	27	20	38
Romeo y Julieta	50	19	9	2	1	9	5	5	26	24	42
Troya	133	29	22	21	7	17	15	22	92	41	108
Todas igual	42	7	26	1	4	1	1	2	27	15	36
Ninguna	52	15	14	1	15	4	3	0	24	28	36
N.s/N.c	88	40	4	7	10	9	11	7	38	50	42
P.32.-NO SER CARO "SEGUNDO"											
Cohiba	9	2	3	0	1	1	1	1	3	6	6
Davidoff	21	6	9	1	3	0	1	1	8	13	13
La Flor de Cano	70	10	13	7	3	15	8	14	48	22	58
Fonseca	53	11	8	8	2	9	7	8	42	11	45
Partagas	43	13	14	4	4	2	5	1	26	17	34
H. Upmann	23	5	4	4	1	3	1	5	13	10	18
Montecristo	42	15	8	5	6	4	1	3	18	24	30
Romeo y Julieta	62	16	16	5	2	6	7	10	36	26	52
Troya	63	12	16	11	4	3	8	9	45	18	51
Todas igual	46	8	28	1	6	1	1	1	28	18	40
Ninguna	50	15	15	1	12	4	3	0	23	27	33
N.s/N.c	118	47	6	13	16	12	17	7	54	64	70
P.32.-NO SER CARO "MENOS"											
Cohiba	204	50	32	28	11	35	23	25	129	75	166
Davidoff	76	7	26	10	2	7	19	5	48	28	68
La Flor de Cano	8	3	0	1	1	0	0	3	4	4	6
Fonseca	17	4	3	2	1	1	2	4	10	7	10
Partagas	22	15	2	0	2	3	0	0	12	10	19
H. Upmann	9	1	4	0	1	0	1	2	6	3	9
Montecristo	59	28	13	8	2	0	1	7	30	29	43
Romeo y Julieta	18	2	4	3	6	1	1	1	8	10	12
Troya	11	0	5	0	1	0	3	2	9	2	9
Todas igual	48	9	25	1	9	2	1	1	28	20	41
Ninguna	41	8	15	1	12	3	2	0	20	21	27
N.s/N.c	87	33	11	6	12	8	7	10	40	47	40

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-NO SER CARO "PRIMERO"											
Cohiba	4.0	7.5	2.9	1.7	6.7	3.3	1.7	0.0	4.4	3.5	3.1
Davidoff	1.5	0.6	2.9	0.0	5.0	0.0	0.0	1.7	1.5	1.6	1.3
La Flor de Cano	9.2	5.6	7.9	18.3	1.7	10.0	10.0	18.3	10.2	7.8	10.4
Fonseca	4.5	1.3	9.3	6.7	1.7	3.3	3.3	5.0	5.8	2.7	5.3
Partagas	10.3	10.0	12.1	13.3	15.0	8.3	5.0	6.7	8.1	13.3	10.9
H. Upmann	1.8	1.3	1.4	0.0	1.7	0.0	6.7	3.3	2.0	1.6	1.8
Montecristo	7.8	5.0	10.0	6.7	6.7	8.3	15.0	5.0	7.8	7.8	8.4
Romeo y Julieta	8.3	11.9	6.4	3.3	1.7	15.0	8.3	8.3	7.6	9.4	9.3
Troya	22.2	18.1	15.7	35.0	11.7	28.3	25.0	36.7	26.7	16.0	24.0
Todas igual	7.0	4.4	18.6	1.7	6.7	1.7	1.7	3.3	7.8	5.9	8.0
Ninguna	8.7	9.4	10.0	1.7	25.0	6.7	5.0	0.0	7.0	10.9	8.0
N.s/N.c	14.7	25.0	2.9	11.7	16.7	15.0	18.3	11.7	11.0	19.5	9.3
P.32.-NO SER CARO "SEGUNDO"											
Cohiba	1.5	1.3	2.1	0.0	1.7	1.7	1.7	1.7	0.9	2.3	1.3
Davidoff	3.5	3.8	6.4	1.7	5.0	0.0	1.7	1.7	2.3	5.1	2.9
La Flor de Cano	11.7	6.3	9.3	11.7	5.0	25.0	13.3	23.3	14.0	8.6	12.9
Fonseca	8.8	6.9	5.7	13.3	3.3	15.0	11.7	13.3	12.2	4.3	10.0
Partagas	7.2	8.1	10.0	6.7	6.7	3.3	8.3	1.7	7.6	6.6	7.6
H. Upmann	3.8	3.1	2.9	6.7	1.7	5.0	1.7	8.3	3.8	3.9	4.0
Montecristo	7.0	9.4	5.7	8.3	10.0	6.7	1.7	5.0	5.2	9.4	6.7
Romeo y Julieta	10.3	10.0	11.4	8.3	3.3	10.0	11.7	16.7	10.5	10.2	11.6
Troya	10.5	7.5	11.4	18.3	6.7	5.0	13.3	15.0	13.1	7.0	11.3
Todas igual	7.7	5.0	20.0	1.7	10.0	1.7	1.7	1.7	8.1	7.0	8.9
Ninguna	8.3	9.4	10.7	1.7	20.0	6.7	5.0	0.0	6.7	10.5	7.3
N.s/N.c	19.7	29.4	4.3	21.7	26.7	20.0	28.3	11.7	15.7	25.0	15.6
P.32.-NO SER CARO "MENOS"											
Cohiba	34.0	31.3	22.9	46.7	18.3	58.3	38.3	41.7	37.5	29.3	36.9
Davidoff	12.7	4.4	18.6	16.7	3.3	11.7	31.7	8.3	14.0	10.9	15.1
La Flor de Cano	1.3	1.9	0.0	1.7	1.7	0.0	0.0	5.0	1.2	1.6	1.3
Fonseca	2.8	2.5	2.1	3.3	1.7	1.7	3.3	6.7	2.9	2.7	2.2
Partagas	3.7	9.4	1.4	0.0	3.3	5.0	0.0	0.0	3.5	3.9	4.2
H. Upmann	1.5	0.6	2.9	0.0	1.7	0.0	1.7	3.3	1.7	1.2	2.0
Montecristo	9.8	17.5	9.3	13.3	3.3	0.0	1.7	11.7	8.7	11.3	9.6
Romeo y Julieta	3.0	1.3	2.9	5.0	10.0	1.7	1.7	1.7	2.3	3.9	2.7
Troya	1.8	0.0	3.6	0.0	1.7	0.0	5.0	3.3	2.6	0.8	2.0
Todas igual	8.0	5.6	17.9	1.7	15.0	3.3	1.7	1.7	8.1	7.8	9.1
Ninguna	6.8	5.0	10.7	1.7	20.0	5.0	3.3	0.0	5.8	8.2	6.0
N.s/N.c	14.5	20.6	7.9	10.0	20.0	13.3	11.7	16.7	11.6	18.4	8.9

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD						F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San Tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.32.-NO SER CARO "PRIMERO"											
Cohiba	24	50.0	16.7	4.2	16.7	8.3	4.2	0.0	62.5	37.5	58.3
Davidoff	9	11.1	44.4	0.0	33.3	0.0	0.0	11.1	55.6	44.4	66.7
La Flor de Cano	55	16.4	20.0	20.0	1.8	10.9	10.9	20.0	63.6	36.4	85.5
Fonseca	27	7.4	48.1	14.8	3.7	7.4	7.4	11.1	74.1	25.9	88.9
Partagas	62	25.8	27.4	12.9	14.5	8.1	4.8	6.5	45.2	54.8	79.0
H. Upmann	11	18.2	18.2	0.0	9.1	0.0	36.4	18.2	63.6	36.4	72.7
Montecristo	47	17.0	29.8	8.5	8.5	10.6	19.1	6.4	57.4	42.6	80.9
Romeo y Julieta	50	38.0	18.0	4.0	2.0	18.0	10.0	10.0	52.0	48.0	84.0
Troya	133	21.8	16.5	15.8	5.3	12.8	11.3	16.5	69.2	30.8	81.2
Todas igual	42	16.7	61.9	2.4	9.5	2.4	2.4	4.8	64.3	35.7	85.7
Ninguna	52	28.8	26.9	1.9	28.8	7.7	5.8	0.0	46.2	53.8	69.2
N.s/N.c	88	45.5	4.5	8.0	11.4	10.2	12.5	8.0	43.2	56.8	47.7
P.32.-NO SER CARO "SEGUNDO"											
Cohiba	9	22.2	33.3	0.0	11.1	11.1	11.1	11.1	33.3	66.7	66.7
Davidoff	21	28.6	42.9	4.8	14.3	0.0	4.8	4.8	38.1	61.9	61.9
La Flor de Cano	70	14.3	18.6	10.0	4.3	21.4	11.4	20.0	68.6	31.4	82.9
Fonseca	53	20.8	15.1	15.1	3.8	17.0	13.2	15.1	79.2	20.8	84.9
Partagas	43	30.2	32.6	9.3	9.3	4.7	11.6	2.3	60.5	39.5	79.1
H. Upmann	23	21.7	17.4	17.4	4.3	13.0	4.3	21.7	56.5	43.5	78.3
Montecristo	42	35.7	19.0	11.9	14.3	9.5	2.4	7.1	42.9	57.1	71.4
Romeo y Julieta	62	25.8	25.8	8.1	3.2	9.7	11.3	16.1	58.1	41.9	83.9
Troya	63	19.0	25.4	17.5	6.3	4.8	12.7	14.3	71.4	28.6	81.0
Todas igual	46	17.4	60.9	2.2	13.0	2.2	2.2	2.2	60.9	39.1	87.0
Ninguna	50	30.0	30.0	2.0	24.0	8.0	6.0	0.0	46.0	54.0	66.0
N.s/N.c	118	39.8	5.1	11.0	13.6	10.2	14.4	5.9	45.8	54.2	59.3
P.32.-NO SER CARO "MENOS"											
Cohiba	204	24.5	15.7	13.7	5.4	17.2	11.3	12.3	63.2	36.8	81.4
Davidoff	76	9.2	34.2	13.2	2.6	9.2	25.0	6.6	63.2	36.8	89.5
La Flor de Cano	8	37.5	0.0	12.5	12.5	0.0	0.0	37.5	50.0	50.0	75.0
Fonseca	17	23.5	17.6	11.8	5.9	5.9	11.8	23.5	58.8	41.2	58.8
Partagas	22	68.2	9.1	0.0	9.1	13.6	0.0	0.0	54.5	45.5	86.4
H. Upmann	9	11.1	44.4	0.0	11.1	0.0	11.1	22.2	66.7	33.3	100.0
Montecristo	59	47.5	22.0	13.6	3.4	0.0	1.7	11.9	50.8	49.2	72.9
Romeo y Julieta	18	11.1	22.2	16.7	33.3	5.6	5.6	5.6	44.4	55.6	66.7
Troya	11	0.0	45.5	0.0	9.1	0.0	27.3	18.2	81.8	18.2	81.8
Todas igual	48	18.8	52.1	2.1	18.8	4.2	2.1	2.1	58.3	41.7	85.4
Ninguna	41	19.5	36.6	2.4	29.3	7.3	4.9	0.0	48.8	51.2	65.9
N.s/N.c	87	37.9	12.6	6.9	13.8	9.2	8.0	11.5	46.0	54.0	46.0

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-NO PICAR "PRIMERO"											
Cohiba	105	32	16	9	8	12	14	14	62	43	68
Davidoff	85	12	27	9	6	11	12	8	52	33	70
La Flor de Cano	14	3	3	2	1	2	1	2	7	7	10
Fonseca	19	6	4	2	3	1	2	1	14	5	15
Partagas	37	12	12	2	7	1	1	2	19	18	26
H. Upmann	9	3	2	1	0	0	2	1	2	7	4
Montecristo	150	35	39	13	11	15	19	18	86	64	119
Romeo y Julieta	30	6	13	5	1	3	2	0	19	11	23
Troya	6	0	1	2	2	1	0	0	5	1	4
Todas igual	51	25	10	4	6	2	1	3	26	25	44
Ninguna	40	10	7	4	12	1	3	3	27	13	30
N.s/N.c	54	16	6	7	3	11	3	8	25	29	37
P.32.-NO PICAR "SEGUNDO"											
Cohiba	56	12	12	8	0	6	9	9	36	20	48
Davidoff	93	8	26	7	9	18	13	12	61	32	71
La Flor de Cano	23	6	4	3	3	4	1	2	10	13	16
Fonseca	12	4	4	2	0	1	0	1	9	3	8
Partagas	42	9	13	7	2	1	6	4	26	16	36
H. Upmann	12	6	3	2	0	0	1	0	7	5	12
Montecristo	103	30	28	8	12	6	10	9	61	42	82
Romeo y Julieta	48	11	13	4	7	5	5	3	27	21	31
Troya	10	2	2	1	0	3	1	1	5	5	9
Todas igual	49	25	11	4	2	2	2	3	26	23	42
Ninguna	44	11	10	4	10	2	3	4	27	17	30
N.s/N.c	108	36	14	10	15	12	9	12	49	59	65
P.32.-NO PICAR "MENOS"											
Cohiba	22	10	4	2	1	2	2	1	13	9	18
Davidoff	19	6	7	2	0	1	2	1	8	11	15
La Flor de Cano	22	2	6	2	1	6	4	1	15	7	16
Fonseca	21	3	6	2	4	2	1	3	8	13	17
Partagas	86	14	26	9	6	9	9	13	48	38	69
H. Upmann	20	2	3	1	3	6	3	2	12	8	15
Montecristo	43	9	5	4	5	5	8	7	30	13	32
Romeo y Julieta	27	2	11	3	3	3	2	3	18	9	23
Troya	57	9	21	13	4	2	4	4	41	16	44
Todas igual	47	24	9	5	3	2	2	2	28	19	42
Ninguna	65	17	15	4	14	2	9	4	40	25	49
N.s/N.c	171	62	27	13	16	20	14	19	83	88	110

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-NO PICAR "PRIMERO"											
Cohiba	17.5	20.0	11.4	15.0	13.3	20.0	23.3	23.3	18.0	16.8	15.1
Davidoff	14.2	7.5	19.3	15.0	10.0	18.3	20.0	13.3	15.1	12.9	15.6
La Flor de Cano	2.3	1.9	2.1	3.3	1.7	3.3	1.7	3.3	2.0	2.7	2.2
Fonseca	3.2	3.8	2.9	3.3	5.0	1.7	3.3	1.7	4.1	2.0	3.3
Partagas	6.2	7.5	8.6	3.3	11.7	1.7	1.7	3.3	5.5	7.0	5.8
H. Upmann	1.5	1.9	1.4	1.7	0.0	0.0	3.3	1.7	0.6	2.7	0.9
Montecristo	25.0	21.9	27.9	21.7	18.3	25.0	31.7	30.0	25.0	25.0	26.4
Romeo y Julieta	5.0	3.8	9.3	8.3	1.7	5.0	3.3	0.0	5.5	4.3	5.1
Troya	1.0	0.0	0.7	3.3	3.3	1.7	0.0	0.0	1.5	0.4	0.9
Todas igual	8.5	15.6	7.1	6.7	10.0	3.3	1.7	5.0	7.6	9.8	9.8
Ninguna	6.7	6.3	5.0	6.7	20.0	1.7	5.0	5.0	7.8	5.1	6.7
N.s/N.c	9.0	10.0	4.3	11.7	5.0	18.3	5.0	13.3	7.3	11.3	8.2
P.32.-NO PICAR "SEGUNDO"											
Cohiba	9.3	7.5	8.6	13.3	0.0	10.0	15.0	15.0	10.5	7.8	10.7
Davidoff	15.5	5.0	18.6	11.7	15.0	30.0	21.7	20.0	17.7	12.5	15.8
La Flor de Cano	3.8	3.8	2.9	5.0	5.0	6.7	1.7	3.3	2.9	5.1	3.6
Fonseca	2.0	2.5	2.9	3.3	0.0	1.7	0.0	1.7	2.6	1.2	1.8
Partagas	7.0	5.6	9.3	11.7	3.3	1.7	10.0	6.7	7.6	6.3	8.0
H. Upmann	2.0	3.8	2.1	3.3	0.0	0.0	1.7	0.0	2.0	2.0	2.7
Montecristo	17.2	18.8	20.0	13.3	20.0	10.0	16.7	15.0	17.7	16.4	18.2
Romeo y Julieta	8.0	6.9	9.3	6.7	11.7	8.3	8.3	5.0	7.8	8.2	6.9
Troya	1.7	1.3	1.4	1.7	0.0	5.0	1.7	1.7	1.5	2.0	2.0
Todas igual	8.2	15.6	7.9	6.7	3.3	3.3	3.3	5.0	7.6	9.0	9.3
Ninguna	7.3	6.9	7.1	6.7	16.7	3.3	5.0	6.7	7.8	6.6	6.7
N.s/N.c	18.0	22.5	10.0	16.7	25.0	20.0	15.0	20.0	14.2	23.0	14.4
P.32.-NO PICAR "MENOS"											
Cohiba	3.7	6.3	2.9	3.3	1.7	3.3	3.3	1.7	3.8	3.5	4.0
Davidoff	3.2	3.8	5.0	3.3	0.0	1.7	3.3	1.7	2.3	4.3	3.3
La Flor de Cano	3.7	1.3	4.3	3.3	1.7	10.0	6.7	1.7	4.4	2.7	3.6
Fonseca	3.5	1.9	4.3	3.3	6.7	3.3	1.7	5.0	2.3	5.1	3.8
Partagas	14.3	8.8	18.6	15.0	10.0	15.0	15.0	21.7	14.0	14.8	15.3
H. Upmann	3.3	1.3	2.1	1.7	5.0	10.0	5.0	3.3	3.5	3.1	3.3
Montecristo	7.2	5.6	3.6	6.7	8.3	8.3	13.3	11.7	8.7	5.1	7.1
Romeo y Julieta	4.5	1.3	7.9	5.0	5.0	5.0	3.3	5.0	5.2	3.5	5.1
Troya	9.5	5.6	15.0	21.7	6.7	3.3	6.7	6.7	11.9	6.3	9.8
Todas igual	7.8	15.0	6.4	8.3	5.0	3.3	3.3	3.3	8.1	7.4	9.3
Ninguna	10.8	10.6	10.7	6.7	23.3	3.3	15.0	6.7	11.6	9.8	10.9
N.s/N.c	28.5	38.8	19.3	21.7	26.7	33.3	23.3	31.7	24.1	34.4	24.4

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METRA/6.E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.32.-NO PICAR "PRIMERO"											
Cohiba	105	30.5	15.2	8.6	7.6	11.4	13.3	13.3	59.0	41.0	64.8
Davidoff	85	14.1	31.8	10.6	7.1	12.9	14.1	9.4	61.2	38.8	82.4
La Flor de Cano	14	21.4	21.4	14.3	7.1	14.3	7.1	14.3	50.0	50.0	71.4
Fonseca	19	31.6	21.1	10.5	15.8	5.3	10.5	5.3	73.7	26.3	78.9
Partagas	37	32.4	32.4	5.4	18.9	2.7	2.7	5.4	51.4	48.6	70.3
H. Upmann	9	33.3	22.2	11.1	0.0	0.0	22.2	11.1	22.2	77.8	44.4
Montecristo	150	23.3	26.0	8.7	7.3	10.0	12.7	12.0	57.3	42.7	79.3
Romeo y Julieta	30	20.0	43.3	16.7	3.3	10.0	6.7	0.0	63.3	36.7	76.7
Troya	6	0.0	16.7	33.3	33.3	16.7	0.0	0.0	83.3	16.7	66.7
Todas igual	51	49.0	19.6	7.8	11.8	3.9	2.0	5.9	51.0	49.0	86.3
Ninguna	40	25.0	17.5	10.0	30.0	2.5	7.5	7.5	67.5	32.5	75.0
N.s/N.c	54	29.6	11.1	13.0	5.6	20.4	5.6	14.8	46.3	53.7	68.5
P.32.-NO PICAR "SEGUNDO"											
Cohiba	56	21.4	21.4	14.3	0.0	10.7	16.1	16.1	64.3	35.7	85.7
Davidoff	93	8.6	28.0	7.5	9.7	19.4	14.0	12.9	65.6	34.4	76.3
La Flor de Cano	23	26.1	17.4	13.0	13.0	17.4	4.3	8.7	43.5	56.5	69.6
Fonseca	12	33.3	33.3	16.7	0.0	8.3	0.0	8.3	75.0	25.0	66.7
Partagas	42	21.4	31.0	16.7	4.8	2.4	14.3	9.5	61.9	38.1	85.7
H. Upmann	12	50.0	25.0	16.7	0.0	0.0	8.3	0.0	58.3	41.7	100.0
Montecristo	103	29.1	27.2	7.8	11.7	5.8	9.7	8.7	59.2	40.8	79.6
Romeo y Julieta	48	22.9	27.1	8.3	14.6	10.4	10.4	6.3	56.3	43.8	64.6
Troya	10	20.0	20.0	10.0	0.0	30.0	10.0	10.0	50.0	50.0	90.0
Todas igual	49	51.0	22.4	8.2	4.1	4.1	4.1	6.1	53.1	46.9	85.7
Ninguna	44	25.0	22.7	9.1	22.7	4.5	6.8	9.1	61.4	38.6	68.2
N.s/N.c	108	33.3	13.0	9.3	13.9	11.1	8.3	11.1	45.4	54.6	60.2
P.32.-NO PICAR "MENOS"											
Cohiba	22	45.5	18.2	9.1	4.5	9.1	9.1	4.5	59.1	40.9	81.8
Davidoff	19	31.6	36.8	10.5	0.0	5.3	10.5	5.3	42.1	57.9	78.9
La Flor de Cano	22	9.1	27.3	9.1	4.5	27.3	18.2	4.5	68.2	31.8	72.7
Fonseca	21	14.3	28.6	9.5	19.0	9.5	4.8	14.3	38.1	61.9	81.0
Partagas	86	16.3	30.2	10.5	7.0	10.5	10.5	15.1	55.8	44.2	80.2
H. Upmann	20	10.0	15.0	5.0	15.0	30.0	15.0	10.0	60.0	40.0	75.0
Montecristo	43	20.9	11.6	9.3	11.6	11.6	18.6	16.3	69.8	30.2	74.4
Romeo y Julieta	27	7.4	40.7	11.1	11.1	11.1	7.4	11.1	66.7	33.3	85.2
Troya	57	15.8	36.8	22.8	7.0	3.5	7.0	7.0	71.9	28.1	77.2
Todas igual	47	51.1	19.1	10.6	6.4	4.3	4.3	4.3	59.6	40.4	89.4
Ninguna	65	26.2	23.1	6.2	21.5	3.1	13.8	6.2	61.5	38.5	75.4
N.s/N.c	171	36.3	15.8	7.6	9.4	11.7	8.2	11.1	48.5	51.5	64.3

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		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "PRIMERO"											
Cohiba	86	32	10	5	8	7	14	10	46	40	55
Davidoff	42	7	11	7	3	4	5	5	29	13	34
La Flor de Cano	6	0	3	0	1	0	1	1	4	2	5
Fonseca	12	2	5	1	1	1	2	0	9	3	9
Partagas	63	15	21	6	5	7	6	3	36	27	42
H. Upmann	31	5	7	4	4	6	1	4	20	11	25
Montecristo	131	47	23	5	9	19	9	19	67	64	100
Romeo y Julieta	120	14	42	22	14	5	12	11	75	45	99
Troya	2	0	2	0	0	0	0	0	1	1	2
Todas igual	59	23	10	4	11	5	3	3	30	29	44
Ninguna	8	2	2	0	0	1	1	2	6	2	7
N.s/N.c	40	13	4	6	4	5	6	2	21	19	28
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "SEGUNDO"											
Cohiba	59	13	11	11	4	8	7	5	38	21	46
Davidoff	74	11	23	4	7	12	10	7	45	29	56
La Flor de Cano	11	4	4	0	1	1	0	1	5	6	9
Fonseca	8	0	6	1	1	0	0	0	7	1	7
Partagas	54	24	9	2	7	2	3	7	35	19	41
H. Upmann	31	3	6	4	0	5	5	8	18	13	26
Montecristo	125	39	29	12	11	7	16	11	70	55	92
Romeo y Julieta	76	18	22	12	4	10	4	6	42	34	55
Troya	4	0	3	0	1	0	0	0	2	2	3
Todas igual	60	23	11	3	11	5	4	3	33	27	46
Ninguna	12	2	5	0	0	2	1	2	7	5	9
N.s/N.c	86	23	11	11	13	8	10	10	42	44	60
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "MENOS"											
Cohiba	20	5	8	1	0	3	1	2	10	10	16
Davidoff	30	9	10	0	1	3	3	4	14	16	28
La Flor de Cano	33	6	6	8	1	4	2	6	23	10	32
Fonseca	14	1	5	2	3	2	0	1	9	5	11
Partagas	38	9	11	6	3	5	1	3	24	14	30
H. Upmann	10	4	1	0	2	0	1	2	5	5	7
Montecristo	42	7	13	4	6	5	5	2	24	18	27
Romeo y Julieta	31	5	5	3	9	3	0	6	16	15	23
Troya	120	28	34	15	7	12	12	12	87	33	97
Todas igual	59	23	10	5	10	5	3	3	31	28	45
Ninguna	30	6	11	1	2	4	3	3	16	14	24
N.s/N.c	173	57	26	15	16	14	29	16	85	88	110

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "PRIMERO"											
Cohiba	14.3	20.0	7.1	8.3	13.3	11.7	23.3	16.7	13.4	15.6	12.2
Davidoff	7.0	4.4	7.9	11.7	5.0	6.7	8.3	8.3	8.4	5.1	7.6
La Flor de Cano	1.0	0.0	2.1	0.0	1.7	0.0	1.7	1.7	1.2	0.8	1.1
Fonseca	2.0	1.3	3.6	1.7	1.7	1.7	3.3	0.0	2.6	1.2	2.0
Partagas	10.5	9.4	15.0	10.0	8.3	11.7	10.0	5.0	10.5	10.5	9.3
H. Upmann	5.2	3.1	5.0	6.7	6.7	10.0	1.7	6.7	5.8	4.3	5.6
Montecristo	21.8	29.4	16.4	8.3	15.0	31.7	15.0	31.7	19.5	25.0	22.2
Romeo y Julieta	20.0	8.8	30.0	36.7	23.3	8.3	20.0	18.3	21.8	17.6	22.0
Troya	0.3	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.4
Todas igual	9.8	14.4	7.1	6.7	18.3	8.3	5.0	5.0	8.7	11.3	9.8
Ninguna	1.3	1.3	1.4	0.0	0.0	1.7	1.7	3.3	1.7	0.8	1.6
N.s/N.c	6.7	8.1	2.9	10.0	6.7	8.3	10.0	3.3	6.1	7.4	6.2
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "SEGUNDO"											
Cohiba	9.8	8.1	7.9	18.3	6.7	13.3	11.7	8.3	11.0	8.2	10.2
Davidoff	12.3	6.9	16.4	6.7	11.7	20.0	16.7	11.7	13.1	11.3	12.4
La Flor de Cano	1.8	2.5	2.9	0.0	1.7	1.7	0.0	1.7	1.5	2.3	2.0
Fonseca	1.3	0.0	4.3	1.7	1.7	0.0	0.0	0.0	2.0	0.4	1.6
Partagas	9.0	15.0	6.4	3.3	11.7	3.3	5.0	11.7	10.2	7.4	9.1
H. Upmann	5.2	1.9	4.3	6.7	0.0	8.3	8.3	13.3	5.2	5.1	5.8
Montecristo	20.8	24.4	20.7	20.0	18.3	11.7	26.7	18.3	20.3	21.5	20.4
Romeo y Julieta	12.7	11.3	15.7	20.0	6.7	16.7	6.7	10.0	12.2	13.3	12.2
Troya	0.7	0.0	2.1	0.0	1.7	0.0	0.0	0.0	0.6	0.8	0.7
Todas igual	10.0	14.4	7.9	5.0	18.3	8.3	6.7	5.0	9.6	10.5	10.2
Ninguna	2.0	1.3	3.6	0.0	0.0	3.3	1.7	3.3	2.0	2.0	2.0
N.s/N.c	14.3	14.4	7.9	18.3	21.7	13.3	16.7	16.7	12.2	17.2	13.3
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "MENOS"											
Cohiba	3.3	3.1	5.7	1.7	0.0	5.0	1.7	3.3	2.9	3.9	3.6
Davidoff	5.0	5.6	7.1	0.0	1.7	5.0	5.0	6.7	4.1	6.3	6.2
La Flor de Cano	5.5	3.8	4.3	13.3	1.7	6.7	3.3	10.0	6.7	3.9	7.1
Fonseca	2.3	0.6	3.6	3.3	5.0	3.3	0.0	1.7	2.6	2.0	2.4
Partagas	6.3	5.6	7.9	10.0	5.0	8.3	1.7	5.0	7.0	5.5	6.7
H. Upmann	1.7	2.5	0.7	0.0	3.3	0.0	1.7	3.3	1.5	2.0	1.6
Montecristo	7.0	4.4	9.3	6.7	10.0	8.3	8.3	3.3	7.0	7.0	6.0
Romeo y Julieta	5.2	3.1	3.6	5.0	15.0	5.0	0.0	10.0	4.7	5.9	5.1
Troya	20.0	17.5	24.3	25.0	11.7	20.0	20.0	20.0	25.3	12.9	21.6
Todas igual	9.8	14.4	7.1	8.3	16.7	8.3	5.0	5.0	9.0	10.9	10.0
Ninguna	5.0	3.8	7.9	1.7	3.3	6.7	5.0	5.0	4.7	5.5	5.3
N.s/N.c	28.8	35.6	18.6	25.0	26.7	23.3	48.3	26.7	24.7	34.4	24.4

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD						F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "PRIMERO"											
Cohiba	86	37.2	11.6	5.8	9.3	8.1	16.3	11.6	53.5	46.5	64.0
Davidoff	42	16.7	26.2	16.7	7.1	9.5	11.9	11.9	69.0	31.0	81.0
La Flor de Cano	6	0.0	50.0	0.0	16.7	0.0	16.7	16.7	66.7	33.3	83.3
Fonseca	12	16.7	41.7	8.3	8.3	8.3	16.7	0.0	75.0	25.0	75.0
Partagas	63	23.8	33.3	9.5	7.9	11.1	9.5	4.8	57.1	42.9	66.7
H. Upmann	31	16.1	22.6	12.9	12.9	19.4	3.2	12.9	64.5	35.5	80.6
Montecristo	131	35.9	17.6	3.8	6.9	14.5	6.9	14.5	51.1	48.9	76.3
Romeo y Julieta	120	11.7	35.0	18.3	11.7	4.2	10.0	9.2	62.5	37.5	82.5
Troya	2	0.0	100.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0	100.0
Todas igual	59	39.0	16.9	6.8	18.6	8.5	5.1	5.1	50.8	49.2	74.6
Ninguna	8	25.0	25.0	0.0	0.0	12.5	12.5	25.0	75.0	25.0	87.5
N.s/N.c	40	32.5	10.0	15.0	10.0	12.5	15.0	5.0	52.5	47.5	70.0
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "SEGUNDO"											
Cohiba	59	22.0	18.6	18.6	6.8	13.6	11.9	8.5	64.4	35.6	78.0
Davidoff	74	14.9	31.1	5.4	9.5	16.2	13.5	9.5	60.8	39.2	75.7
La Flor de Cano	11	36.4	36.4	0.0	9.1	9.1	0.0	9.1	45.5	54.5	81.8
Fonseca	8	0.0	75.0	12.5	12.5	0.0	0.0	0.0	87.5	12.5	87.5
Partagas	54	44.4	16.7	3.7	13.0	3.7	5.6	13.0	64.8	35.2	75.9
H. Upmann	31	9.7	19.4	12.9	0.0	16.1	16.1	25.8	58.1	41.9	83.9
Montecristo	125	31.2	23.2	9.6	8.8	5.6	12.8	8.8	56.0	44.0	73.6
Romeo y Julieta	76	23.7	28.9	15.8	5.3	13.2	5.3	7.9	55.3	44.7	72.4
Troya	4	0.0	75.0	0.0	25.0	0.0	0.0	0.0	50.0	50.0	75.0
Todas igual	60	38.3	18.3	5.0	18.3	8.3	6.7	5.0	55.0	45.0	76.7
Ninguna	12	16.7	41.7	0.0	0.0	16.7	8.3	16.7	58.3	41.7	75.0
N.s/N.c	86	26.7	12.8	12.8	15.1	9.3	11.6	11.6	48.8	51.2	69.8
P.32.-TENER UN ENVASE QUE LO CONSERVA BIEN "MENOS"											
Cohiba	20	25.0	40.0	5.0	0.0	15.0	5.0	10.0	50.0	50.0	80.0
Davidoff	30	30.0	33.3	0.0	3.3	10.0	10.0	13.3	46.7	53.3	93.3
La Flor de Cano	33	18.2	18.2	24.2	3.0	12.1	6.1	18.2	69.7	30.3	97.0
Fonseca	14	7.1	35.7	14.3	21.4	14.3	0.0	7.1	64.3	35.7	78.6
Partagas	38	23.7	28.9	15.8	7.9	13.2	2.6	7.9	63.2	36.8	78.9
H. Upmann	10	40.0	10.0	0.0	20.0	0.0	10.0	20.0	50.0	50.0	70.0
Montecristo	42	16.7	31.0	9.5	14.3	11.9	11.9	4.8	57.1	42.9	64.3
Romeo y Julieta	31	16.1	16.1	9.7	29.0	9.7	0.0	19.4	51.6	48.4	74.2
Troya	120	23.3	28.3	12.5	5.8	10.0	10.0	10.0	72.5	27.5	80.8
Todas igual	59	39.0	16.9	8.5	16.9	8.5	5.1	5.1	52.5	47.5	76.3
Ninguna	30	20.0	36.7	3.3	6.7	13.3	10.0	10.0	53.3	46.7	80.0
N.s/N.c	173	32.9	15.0	8.7	9.2	8.1	16.8	9.2	49.1	50.9	63.6

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-TENER BUEN AROMA "PRIMERO"											
Cohiba	120	38	17	13	11	14	17	10	65	55	83
Davidoff	91	13	30	8	6	17	10	7	54	37	77
La Flor de Cano	6	3	0	1	1	1	0	0	2	4	4
Fonseca	11	4	4	2	1	0	0	0	8	3	8
Partagas	63	21	13	4	11	5	4	5	35	28	46
H. Upmann	6	1	1	1	1	1	0	1	5	1	6
Montecristo	221	62	52	22	20	15	23	27	133	88	170
Romeo y Julieta	40	4	18	5	4	0	4	5	24	16	30
Todas igual	30	12	5	2	3	5	1	2	14	16	19
Ninguna	1	1	0	0	0	0	0	0	0	1	1
N.s/N.c	11	1	0	2	2	2	1	3	4	7	6
P.32.-TENER BUEN AROMA "SEGUNDO"											
Cohiba	86	22	18	9	5	11	11	10	61	25	70
Davidoff	121	18	35	13	6	16	19	14	82	39	98
La Flor de Cano	9	4	4	0	1	0	0	0	6	3	7
Fonseca	10	0	6	2	1	0	0	1	8	2	9
Partagas	73	28	11	2	13	6	6	7	36	37	60
H. Upmann	13	4	3	1	1	1	0	3	9	4	9
Montecristo	146	38	36	14	17	9	15	17	78	68	113
Romeo y Julieta	53	14	13	11	4	6	4	1	29	24	33
Troya	2	0	1	0	1	0	0	0	0	2	2
Todas igual	32	14	5	2	3	5	1	2	15	17	20
Ninguna	4	1	2	0	1	0	0	0	1	3	2
N.s/N.c	51	17	6	6	7	6	4	5	19	32	27
P.32.-TENER BUEN AROMA "MENOS"											
Cohiba	20	10	3	1	2	0	1	3	10	10	19
Davidoff	18	8	2	2	1	1	1	3	7	11	15
La Flor de Cano	44	6	11	6	1	7	5	8	28	16	35
Fonseca	37	5	11	3	6	3	3	6	21	16	31
Partagas	60	12	20	6	4	8	8	2	38	22	46
H. Upmann	29	7	9	3	1	3	2	4	20	9	24
Montecristo	22	8	6	1	0	2	2	3	11	11	16
Romeo y Julieta	38	9	11	4	3	4	4	3	28	10	31
Troya	126	20	36	20	15	14	10	11	87	39	103
Todas igual	38	20	6	2	2	5	2	1	15	23	25
Ninguna	29	7	5	1	9	2	3	2	14	15	20
N.s/N.c	139	48	20	11	16	11	19	14	65	74	85

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-TENER BUEN AROMA "PRIMERO"											
Cohiba	20.0	23.8	12.1	21.7	18.3	23.3	28.3	16.7	18.9	21.5	18.4
Davidoff	15.2	8.1	21.4	13.3	10.0	28.3	16.7	11.7	15.7	14.5	17.1
La Flor de Cano	1.0	1.9	0.0	1.7	1.7	1.7	0.0	0.0	0.6	1.6	0.9
Fonseca	1.8	2.5	2.9	3.3	1.7	0.0	0.0	0.0	2.3	1.2	1.8
Partagas	10.5	13.1	9.3	6.7	18.3	8.3	6.7	8.3	10.2	10.9	10.2
H. Upmann	1.0	0.6	0.7	1.7	1.7	1.7	0.0	1.7	1.5	0.4	1.3
Montecristo	36.8	38.8	37.1	36.7	33.3	25.0	38.3	45.0	38.7	34.4	37.8
Romeo y Julieta	6.7	2.5	12.9	8.3	6.7	0.0	6.7	8.3	7.0	6.3	6.7
Todas igual	5.0	7.5	3.6	3.3	5.0	8.3	1.7	3.3	4.1	6.3	4.2
Ninguna	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2
N.s/N.c	1.8	0.6	0.0	3.3	3.3	3.3	1.7	5.0	1.2	2.7	1.3
P.32.-TENER BUEN AROMA "SEGUNDO"											
Cohiba	14.3	13.8	12.9	15.0	8.3	18.3	18.3	16.7	17.7	9.8	15.6
Davidoff	20.2	11.3	25.0	21.7	10.0	26.7	31.7	23.3	23.8	15.2	21.8
La Flor de Cano	1.5	2.5	2.9	0.0	1.7	0.0	0.0	0.0	1.7	1.2	1.6
Fonseca	1.7	0.0	4.3	3.3	1.7	0.0	0.0	1.7	2.3	0.8	2.0
Partagas	12.2	17.5	7.9	3.3	21.7	10.0	10.0	11.7	10.5	14.5	13.3
H. Upmann	2.2	2.5	2.1	1.7	1.7	1.7	0.0	5.0	2.6	1.6	2.0
Montecristo	24.3	23.8	25.7	23.3	28.3	15.0	25.0	28.3	22.7	26.6	25.1
Romeo y Julieta	8.8	8.8	9.3	18.3	6.7	10.0	6.7	1.7	8.4	9.4	7.3
Troya	0.3	0.0	0.7	0.0	1.7	0.0	0.0	0.0	0.0	0.8	0.4
Todas igual	5.3	8.8	3.6	3.3	5.0	8.3	1.7	3.3	4.4	6.6	4.4
Ninguna	0.7	0.6	1.4	0.0	1.7	0.0	0.0	0.0	0.3	1.2	0.4
N.s/N.c	8.5	10.6	4.3	10.0	11.7	10.0	6.7	8.3	5.5	12.5	6.0
P.32.-TENER BUEN AROMA "MENOS"											
Cohiba	3.3	6.3	2.1	1.7	3.3	0.0	1.7	5.0	2.9	3.9	4.2
Davidoff	3.0	5.0	1.4	3.3	1.7	1.7	1.7	5.0	2.0	4.3	3.3
La Flor de Cano	7.3	3.8	7.9	10.0	1.7	11.7	8.3	13.3	8.1	6.3	7.8
Fonseca	6.2	3.1	7.9	5.0	10.0	5.0	5.0	10.0	6.1	6.3	6.9
Partagas	10.0	7.5	14.3	10.0	6.7	13.3	13.3	3.3	11.0	8.6	10.2
H. Upmann	4.8	4.4	6.4	5.0	1.7	5.0	3.3	6.7	5.8	3.5	5.3
Montecristo	3.7	5.0	4.3	1.7	0.0	3.3	3.3	5.0	3.2	4.3	3.6
Romeo y Julieta	6.3	5.6	7.9	6.7	5.0	6.7	6.7	5.0	8.1	3.9	6.9
Troya	21.0	12.5	25.7	33.3	25.0	23.3	16.7	18.3	25.3	15.2	22.9
Todas igual	6.3	12.5	4.3	3.3	3.3	8.3	3.3	1.7	4.4	9.0	5.6
Ninguna	4.8	4.4	3.6	1.7	15.0	3.3	5.0	3.3	4.1	5.9	4.4
N.s/N.c	23.2	30.0	14.3	18.3	26.7	18.3	31.7	23.3	18.9	28.9	18.9

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.32.-TENER BUEN AROMA "PRIMERO"											
Cohiba	120	31.7	14.2	10.8	9.2	11.7	14.2	8.3	54.2	45.8	69.2
Davidoff	91	14.3	33.0	8.8	6.6	18.7	11.0	7.7	59.3	40.7	84.6
La Flor de Cano	6	50.0	0.0	16.7	16.7	16.7	0.0	0.0	33.3	66.7	66.7
Fonseca	11	36.4	36.4	18.2	9.1	0.0	0.0	0.0	72.7	27.3	72.7
Partagas	63	33.3	20.6	6.3	17.5	7.9	6.3	7.9	55.6	44.4	73.0
H. Upmann	6	16.7	16.7	16.7	16.7	16.7	0.0	16.7	83.3	16.7	100.0
Montecristo	221	28.1	23.5	10.0	9.0	6.8	10.4	12.2	60.2	39.8	76.9
Romeo y Julieta	40	10.0	45.0	12.5	10.0	0.0	10.0	12.5	60.0	40.0	75.0
Todas igual	30	40.0	16.7	6.7	10.0	16.7	3.3	6.7	46.7	53.3	63.3
Ninguna	1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
N.s/N.c	11	9.1	0.0	18.2	18.2	18.2	9.1	27.3	36.4	63.6	54.5
P.32.-TENER BUEN AROMA "SEGUNDO"											
Cohiba	86	25.6	20.9	10.5	5.8	12.8	12.8	11.6	70.9	29.1	81.4
Davidoff	121	14.9	28.9	10.7	5.0	13.2	15.7	11.6	67.8	32.2	81.0
La Flor de Cano	9	44.4	44.4	0.0	11.1	0.0	0.0	0.0	66.7	33.3	77.8
Fonseca	10	0.0	60.0	20.0	10.0	0.0	0.0	10.0	80.0	20.0	90.0
Partagas	73	38.4	15.1	2.7	17.8	8.2	8.2	9.6	49.3	50.7	82.2
H. Upmann	13	30.8	23.1	7.7	7.7	7.7	0.0	23.1	69.2	30.8	69.2
Montecristo	146	26.0	24.7	9.6	11.6	6.2	10.3	11.6	53.4	46.6	77.4
Romeo y Julieta	53	26.4	24.5	20.8	7.5	11.3	7.5	1.9	54.7	45.3	62.3
Troya	2	0.0	50.0	0.0	50.0	0.0	0.0	0.0	0.0	100.0	100.0
Todas igual	32	43.8	15.6	6.3	9.4	15.6	3.1	6.3	46.9	53.1	62.5
Ninguna	4	25.0	50.0	0.0	25.0	0.0	0.0	0.0	25.0	75.0	50.0
N.s/N.c	51	33.3	11.8	11.8	13.7	11.8	7.8	9.8	37.3	62.7	52.9
P.32.-TENER BUEN AROMA "MENOS"											
Cohiba	20	50.0	15.0	5.0	10.0	0.0	5.0	15.0	50.0	50.0	95.0
Davidoff	18	44.4	11.1	11.1	5.6	5.6	5.6	16.7	38.9	61.1	83.3
La Flor de Cano	44	13.6	25.0	13.6	2.3	15.9	11.4	18.2	63.6	36.4	79.5
Fonseca	37	13.5	29.7	8.1	16.2	8.1	8.1	16.2	56.8	43.2	83.8
Partagas	60	20.0	33.3	10.0	6.7	13.3	13.3	3.3	63.3	36.7	76.7
H. Upmann	29	24.1	31.0	10.3	3.4	10.3	6.9	13.8	69.0	31.0	82.8
Montecristo	22	36.4	27.3	4.5	0.0	9.1	9.1	13.6	50.0	50.0	72.7
Romeo y Julieta	38	23.7	28.9	10.5	7.9	10.5	10.5	7.9	73.7	26.3	81.6
Troya	126	15.9	28.6	15.9	11.9	11.1	7.9	8.7	69.0	31.0	81.7
Todas igual	38	52.6	15.8	5.3	5.3	13.2	5.3	2.6	39.5	60.5	65.8
Ninguna	29	24.1	17.2	3.4	31.0	6.9	10.3	6.9	48.3	51.7	69.0
N.s/N.c	139	34.5	14.4	7.9	11.5	7.9	13.7	10.1	46.8	53.2	61.2

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METRA/6 E/7715 CIGARROS HABANOS ABSOLUTOS

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-NO ESTAR SECO "PRIMERO"											
Cohiba	84	30	8	7	9	7	11	12	47	37	50
Davidoff	56	7	24	4	4	8	4	5	35	21	46
La Flor de Cano	12	2	4	1	1	2	1	1	9	3	11
Fonseca	11	1	7	3	0	0	0	0	8	3	10
Partagas	44	13	9	6	9	3	2	2	19	25	31
H. Upmann	6	2	3	0	0	1	0	0	3	3	4
Montecristo	144	35	39	12	15	9	23	11	82	62	111
Romeo y Julieta	31	5	12	5	3	1	3	2	19	12	23
Troya	5	1	2	0	1	0	0	1	3	2	5
Todas igual	72	32	15	5	12	1	3	4	40	32	61
Ninguna	51	15	5	3	4	11	3	10	32	19	38
N.s/N.c	84	17	12	14	2	17	10	12	47	37	60
P.32.-NO ESTAR SECO "SEGUNDO"											
Cohiba	64	15	14	6	4	7	11	7	35	29	53
Davidoff	76	11	26	8	6	8	10	7	52	24	55
La Flor de Cano	9	1	4	1	0	0	1	2	4	5	6
Fonseca	10	1	5	1	1	1	1	0	7	3	9
Partagas	40	16	12	0	4	2	3	3	21	19	34
H. Upmann	15	4	2	3	0	3	2	1	8	7	14
Montecristo	87	28	20	8	15	6	3	7	47	40	61
Romeo y Julieta	40	5	14	6	3	4	5	3	24	16	29
Troya	11	1	4	2	1	0	3	0	7	4	9
Todas igual	70	33	15	5	9	1	3	4	39	31	59
Ninguna	47	12	7	2	3	11	3	9	27	20	34
N.s/N.c	131	33	17	18	14	17	15	17	73	58	87
P.32.-NO ESTAR SECO "MENOS"											
Cohiba	18	7	5	1	0	2	2	1	13	5	16
Davidoff	18	5	7	0	1	2	1	2	6	12	15
La Flor de Cano	31	6	14	3	3	2	2	1	20	11	24
Fonseca	25	2	6	2	4	6	4	1	16	9	18
Partagas	42	6	18	5	4	3	4	2	25	17	31
H. Upmann	13	2	2	1	1	3	1	3	7	6	8
Montecristo	20	4	5	3	0	2	2	4	15	5	16
Romeo y Julieta	27	4	8	4	5	4	1	1	19	8	25
Troya	75	16	27	9	4	6	5	8	47	28	57
Todas igual	66	32	13	3	11	1	3	3	38	28	57
Ninguna	66	22	7	4	10	8	5	10	36	30	48
N.s/N.c	199	54	28	25	17	21	30	24	102	97	135

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METRA/6 E/7715 CIGARROS HABANOS % VERTICALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	160	140	60	60	60	60	60	344	256	450
P.32.-NO ESTAR SECO "PRIMERO"											
Cohiba	14.0	18.8	5.7	11.7	15.0	11.7	18.3	20.0	13.7	14.5	11.1
Davidoff	9.3	4.4	17.1	6.7	6.7	13.3	6.7	8.3	10.2	8.2	10.2
La Flor de Cano	2.0	1.3	2.9	1.7	1.7	3.3	1.7	1.7	2.6	1.2	2.4
Fonseca	1.8	0.6	5.0	5.0	0.0	0.0	0.0	0.0	2.3	1.2	2.2
Partagas	7.3	8.1	6.4	10.0	15.0	5.0	3.3	3.3	5.5	9.8	6.9
H. Upmann	1.0	1.3	2.1	0.0	0.0	1.7	0.0	0.0	0.9	1.2	0.9
Montecristo	24.0	21.9	27.9	20.0	25.0	15.0	38.3	18.3	23.8	24.2	24.7
Romeo y Julieta	5.2	3.1	8.6	8.3	5.0	1.7	5.0	3.3	5.5	4.7	5.1
Troya	0.8	0.6	1.4	0.0	1.7	0.0	0.0	1.7	0.9	0.8	1.1
Todas igual	12.0	20.0	10.7	8.3	20.0	1.7	5.0	6.7	11.6	12.5	13.6
Ninguna	8.5	9.4	3.6	5.0	6.7	18.3	5.0	16.7	9.3	7.4	8.4
N.s/N.c	14.0	10.6	8.6	23.3	3.3	28.3	16.7	20.0	13.7	14.5	13.3
P.32.-NO ESTAR SECO "SEGUNDO"											
Cohiba	10.7	9.4	10.0	10.0	6.7	11.7	18.3	11.7	10.2	11.3	11.8
Davidoff	12.7	6.9	18.6	13.3	10.0	13.3	16.7	11.7	15.1	9.4	12.2
La Flor de Cano	1.5	0.6	2.9	1.7	0.0	0.0	1.7	3.3	1.2	2.0	1.3
Fonseca	1.7	0.6	3.6	1.7	1.7	1.7	1.7	0.0	2.0	1.2	2.0
Partagas	6.7	10.0	8.6	0.0	6.7	3.3	5.0	5.0	6.1	7.4	7.6
H. Upmann	2.5	2.5	1.4	5.0	0.0	5.0	3.3	1.7	2.3	2.7	3.1
Montecristo	14.5	17.5	14.3	13.3	25.0	10.0	5.0	11.7	13.7	15.6	13.6
Romeo y Julieta	6.7	3.1	10.0	10.0	5.0	6.7	8.3	5.0	7.0	6.3	6.4
Troya	1.8	0.6	2.9	3.3	1.7	0.0	5.0	0.0	2.0	1.6	2.0
Todas igual	11.7	20.6	10.7	8.3	15.0	1.7	5.0	6.7	11.3	12.1	13.1
Ninguna	7.8	7.5	5.0	3.3	5.0	18.3	5.0	15.0	7.8	7.8	7.6
N.s/N.c	21.8	20.6	12.1	30.0	23.3	28.3	25.0	28.3	21.2	22.7	19.3
P.32.-NO ESTAR SECO "MENOS"											
Cohiba	3.0	4.4	3.6	1.7	0.0	3.3	3.3	1.7	3.8	2.0	3.6
Davidoff	3.0	3.1	5.0	0.0	1.7	3.3	1.7	3.3	1.7	4.7	3.3
La Flor de Cano	5.2	3.8	10.0	5.0	5.0	3.3	3.3	1.7	5.8	4.3	5.3
Fonseca	4.2	1.3	4.3	3.3	6.7	10.0	6.7	1.7	4.7	3.5	4.0
Partagas	7.0	3.8	12.9	8.3	6.7	5.0	6.7	3.3	7.3	6.6	6.9
H. Upmann	2.2	1.3	1.4	1.7	1.7	5.0	1.7	5.0	2.0	2.3	1.8
Montecristo	3.3	2.5	3.6	5.0	0.0	3.3	3.3	6.7	4.4	2.0	3.6
Romeo y Julieta	4.5	2.5	5.7	6.7	8.3	6.7	1.7	1.7	5.5	3.1	5.6
Troya	12.5	10.0	19.3	15.0	6.7	10.0	8.3	13.3	13.7	10.9	12.7
Todas igual	11.0	20.0	9.3	5.0	18.3	1.7	5.0	5.0	11.0	10.9	12.7
Ninguna	11.0	13.8	5.0	6.7	16.7	13.3	8.3	16.7	10.5	11.7	10.7
N.s/N.c	33.2	33.8	20.0	41.7	28.3	35.0	50.0	40.0	29.7	37.9	30.0

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METRA/6 E/7715 CIGARROS HABANOS % HORIZONTALES

		CIUDAD							F.CONSUMO		PIDE
	TOTAL	Madrid	Barcelona	Valencia	Sevilla	Bilbao	San Sebastian	San tander	Heavy Consume	Light Consume	Marca
TOTAL	600	26.7	23.3	10.0	10.0	10.0	10.0	10.0	57.3	42.7	75.0
P.32.-NO ESTAR SECO "PRIMERO"											
Cohiba	84	35.7	9.5	8.3	10.7	8.3	13.1	14.3	56.0	44.0	59.5
Davidoff	56	12.5	42.9	7.1	7.1	14.3	7.1	8.9	62.5	37.5	82.1
La Flor de Cano	12	16.7	33.3	8.3	8.3	16.7	8.3	8.3	75.0	25.0	91.7
Fonseca	11	9.1	63.6	27.3	0.0	0.0	0.0	0.0	72.7	27.3	90.9
Partagas	44	29.5	20.5	13.6	20.5	6.8	4.5	4.5	43.2	56.8	70.5
H. Upmann	6	33.3	50.0	0.0	0.0	16.7	0.0	0.0	50.0	50.0	66.7
Montecristo	144	24.3	27.1	8.3	10.4	6.3	16.0	7.6	56.9	43.1	77.1
Romeo y Julieta	31	16.1	38.7	16.1	9.7	3.2	9.7	6.5	61.3	38.7	74.2
Troya	5	20.0	40.0	0.0	20.0	0.0	0.0	20.0	60.0	40.0	100.0
Todas igual	72	44.4	20.8	6.9	16.7	1.4	4.2	5.6	55.6	44.4	84.7
Ninguna	51	29.4	9.8	5.9	7.8	21.6	5.9	19.6	62.7	37.3	74.5
N.s/N.c	84	20.2	14.3	16.7	2.4	20.2	11.9	14.3	56.0	44.0	71.4
P.32.-NO ESTAR SECO "SEGUNDO"											
Cohiba	64	23.4	21.9	9.4	6.3	10.9	17.2	10.9	54.7	45.3	82.8
Davidoff	76	14.5	34.2	10.5	7.9	10.5	13.2	9.2	68.4	31.6	72.4
La Flor de Cano	9	11.1	44.4	11.1	0.0	0.0	11.1	22.2	44.4	55.6	66.7
Fonseca	10	10.0	50.0	10.0	10.0	10.0	10.0	0.0	70.0	30.0	90.0
Partagas	40	40.0	30.0	0.0	10.0	5.0	7.5	7.5	52.5	47.5	85.0
H. Upmann	15	26.7	13.3	20.0	0.0	20.0	13.3	6.7	53.3	46.7	93.3
Montecristo	87	32.2	23.0	9.2	17.2	6.9	3.4	8.0	54.0	46.0	70.1
Romeo y Julieta	40	12.5	35.0	15.0	7.5	10.0	12.5	7.5	60.0	40.0	72.5
Troya	11	9.1	36.4	18.2	9.1	0.0	27.3	0.0	63.6	36.4	81.8
Todas igual	70	47.1	21.4	7.1	12.9	1.4	4.3	5.7	55.7	44.3	84.3
Ninguna	47	25.5	14.9	4.3	6.4	23.4	6.4	19.1	57.4	42.6	72.3
N.s/N.c	131	25.2	13.0	13.7	10.7	13.0	11.5	13.0	55.7	44.3	66.4
P.32.-NO ESTAR SECO "MENOS"											
Cohiba	18	38.9	27.8	5.6	0.0	11.1	11.1	5.6	72.2	27.8	88.9
Davidoff	18	27.8	38.9	0.0	5.6	11.1	5.6	11.1	33.3	66.7	83.3
La Flor de Cano	31	19.4	45.2	9.7	9.7	6.5	6.5	3.2	64.5	35.5	77.4
Fonseca	25	8.0	24.0	8.0	16.0	24.0	16.0	4.0	64.0	36.0	72.0
Partagas	42	14.3	42.9	11.9	9.5	7.1	9.5	4.8	59.5	40.5	73.8
H. Upmann	13	15.4	15.4	7.7	7.7	23.1	7.7	23.1	53.8	46.2	61.5
Montecristo	20	20.0	25.0	15.0	0.0	10.0	10.0	20.0	75.0	25.0	80.0
Romeo y Julieta	27	14.8	29.6	14.8	18.5	14.8	3.7	3.7	70.4	29.6	92.6
Troya	75	21.3	36.0	12.0	5.3	8.0	6.7	10.7	62.7	37.3	76.0
Todas igual	66	48.5	19.7	4.5	16.7	1.5	4.5	4.5	57.6	42.4	86.4
Ninguna	66	33.3	10.6	6.1	15.2	12.1	7.6	15.2	54.5	45.5	72.7
N.s/N.c	199	27.1	14.1	12.6	8.5	10.6	15.1	12.1	51.3	48.7	67.8

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[LW819]

METRA/SEIS

TABLES OF RESULTS
OF THE HAVANA CIGARS STUDY

CUBATABACO/ CREACTUAL, S.A.

March, 1988

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P8864

[LW820]

METRA/SEIS – MARKETING

Paseo de la Castellana, 86
Telephones: 262 41 45 / 262 20 64
28046 – MADRID

Delg. Mariano Cubi, 4 – Tel.: 218 09 12 – 08006 BARCELONA

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TABLES OF RESULTS OF THE HAVANA CIGARS STUDY

March, 1988

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FORMULATED QUESTIONS

[Please see original Spanish document for flow charts and numbers]

METRA/SEIS - MARKETING
Survey Department
Castellana, 86 Tel.: 262 41 45 28046 Madrid
Mariano Cubí, 4 Tel.: 218 09 12 08006 Barcelona

STUDY:
QUESTIONNAIRE:
SHEET:

STUDY OF CUBAN CIGARS/ FEBRUARY 1988

CONTACT SHEET

GOOD MORNING/ AFTERNOON! I'M DOING INTERVIEWS FOR A STUDY OF SMOKERS AND I WOULD APPRECIATE IT IF YOU COULD ANSWER SOME QUESTIONS ON THIS SUBJECT FOR ME.

INTERVIEWER: Ask Q1 and Q2 to the adult person who answers.

Q1 IS THERE A MAN AT THIS RESIDENCE WHO SMOKES CIGARETTES OR CUBAN CIGARS, AND WHO SMOKES AT LEAST ONE CUBAN CIGAR A MONTH? PLEASE NOTE THAT I AM REFERRING TO PURE HAVANAS FROM CUBA, NOT SPANISH CIGARS.

Yes
No

INTERVIEWER: Go on to another contact.

Q2 COULD YOU TELL ME THE AGE(S) OF THIS/THESE CUBAN CIGAR SMOKER(S)?

INTERVIEWER: Formulate the question based on the number of smokers. Note the age of the cigar smoker(s) on the table below.

AGE:	NUMBER OF SMOKERS		
	1	2	3 or more
18 to 25			
26 to 35			
36 to 45			
46 to 55			
56 to 65			

INTERVIEWER: To select which Cuban cigar smoker to interview:
If there is only one, then interview him.
If there is more than one, and the questionnaires are different, select the younger.
If there is more than one and the questionnaires are the same, select the elder.
(If there is more than one smoker in a certain age bracket, then select whichever one you want.)

INTERVIEWER: Ask Q3 and Q4 to the selected smoker.

Q3 DO YOU SMOKE CUBAN CIGARS REGULARLY? I AM REFERRING TO PURE HAVANA CIGARS FROM CUBA, NOT SPANISH CIGARS.

Yes
No

INTERVIEWER: Select a Cuban cigar smoker from the same age bracket and redo Q3 with him.

Q4 DO YOU SMOKE AT LEAST ONE CUBAN CIGAR A MONTH?

Yes
No

INTERVIEWER: Replace him with a Cuban cigar smoker in the same age bracket and redo Q3 and Q4.

INTERVIEWER: Go to the questionnaire.

INTERVIEWER: Make a note here if:
The interview was with a smoker from Q2,
The interview was with another replacement smoker per Q2 or Q4.

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[Please see original Spanish document for flow charts.]

QUESTIONNAIRE

Q5 HOW OFTEN DO YOU SMOKE CUBAN CIGARS?

INTERVIEWER: Check with precoded items. There cannot be any smoking frequency of less than once a month.

- Every day
- Almost every day
- 2 or three times a week
- Once a week
- Once every two weeks
- Once a month

Q6 ON AVERAGE, HOW MANY CUBAN CIGARS DO YOU SMOKE WHEN YOU DO SO?

- One Two Three Four Five or more

Q7 IN ADDITION TO CUBAN CIGARS, DO YOU ALSO SMOKE .....?

INTERVIEWER: Ask about each item.

- Peninsular cigars
- Canary Islands cigars
- Cigars from other origins (Dutch, Filipino, etc.)
- Black cigarettes
- Gold cigarettes

Q8 INTERVIEWER: Ask Q8 if the answer to Q7 was affirmative, YES, HE ALSO SMOKES CIGARS FROM SPAIN, THE CANARY ISLANDS OR FROM OTHER ORIGINS.

DO YOU SMOKE MORE CUBAN CIGARS OR MORE CIGARS FROM _____?

INTERVIEWER: Ask according to affirmative answer(s) to Q7.

- More Cuban Cigars
- More from other origins

Q9 - The same amount of both

GETTING BACK TO THE CUBAN CIGARS, WOULD YOU SAY THAT YOU .....

INTERVIEWER: Read.

... ARE SMOKING MORE AND MORE CUBAN CIGARS.

... ARE SMOKING THE SAME AMOUNT AS ALWAYS.

... ARE SMOKING FEWER AND FEWER CUBAN CIGARS.

Q10 AND IS THIS BECAUSE YOU ARE GENERALLY SMOKING MORE OR BECAUSE YOU ARE SMOKING MORE CUBAN CIGARS AND FEWER OTHER THINGS?

INTERVIEWER: If the answer is "SMOKING FEWER OTHER THINGS" continue:

WHAT ARE YOU SMOKING LESS?

INTERVIEWER: There may be many answers to what he is SMOKING LESS OF Adapt it to the precoded items.

- Generally smoking more
- Smoking fewer:
  - Peninsular cigars
  - Canary Islands cigars
  - Other cigars
  - Black cigarettes
  - Gold cigarettes
  - Pipe tobacco
  - Other (specify):

INTERVIEWER: Go to Q 12.

Q11 IS THIS BECAUSE YOU ARE GENERALLY SMOKING LESS, OR BECAUSE YOU ARE SMOKING FEWER CUBAN CIGAR AND MORE OTHER THINGS?

INTERVIEWER: If the answer is 'SMOKING MORE OTHER THINGS" continue.

WHAT ARE YOU SMOKING MORE OF?

INTERVIEWER: There may be many answers to what he is SMOKING MORE OF. Adapt it to the precoded items.

INTERVIEWER: Note the following page...

[Please see original Spanish document for flow charts]

Q11 Generally smokes less...
Smokes fewer:
- Peninsular cigars
- Canary Islands cigars
- Other cigars
- Black cigarettes
- Gold cigarettes
- Pipe tobacco
- Other (specify):

Q12 A HOW OLD WERE YOU WHEN YOU STARTED SMOKING CUBAN CIGARS?
INTERVIEWER: Put the answer into the appropriate bracket.
- 18 to 20
- 21 to 25
- 26 to 30
- 31 to 35
- 36 to 40
- 41 to 45
- 46 to 50
- 51 to 55
- Over 55

Q12 B SO HOW MANY YEARS AGO DID YOU START SMOKING CUBAN CIGARS?
INTERVIEWER: Ask the interviewee to calculate this based on his present age. Put the answer into the appropriate bracket.
- Fewer than 5 years
- 5 to 10 years
- 11 to 15 years
- 16 to 20 years
- 21 to 25 years
- 26 to 30 years
- 31 to 35 years
- 36 to 40 years
- 41 to 45 years
- Over 45 years

Q13 WHEN YOU STARTED SMOKING CUBAN CIGARS, WHAT PRODUCT DID YOU REPLACE? IN OTHER WORDS, WHAT DID YOU STOP SMOKING, OR SMOKE LESS OF?
INTERVIEWER: There may be a multiple answer. Adapt it to the precoded items. Make a note below.
- Peninsular cigars
- Canary Islands cigars
- Other cigars
- Black cigarettes
- Gold cigarettes
- Pipe tobacco
- Other (specify):
- Did not smoke anything

Q14 AS FOR THE LOCATION, WHERE DO YOU SMOKE CUBAN CIGARS, AT HOME OR OUT?
INTERVIEWER: Read:
- ONLY AT HOME
- PRIMARILY AT HOME, BUT ALSO OUTSIDE OF THE HOME
- BOTH AT HOME AND OUTSIDE OF THE HOME
- PRIMARILY OUTSIDE OF THE HOME, BUT ALSO AT HOME
- ONLY OUTSIDE OF THE HOME

Q15 WHEN, OR ON WHAT OCCASIONS, DO YOU SMOKE CUBAN CIGARS AT HOME?
INTERVIEWER: Go to precoded items and ask:

- In the morning
- After meals
- In the afternoon
- After dinner
- When relaxing, leisure occasions
- Reading, listening to music
- When I need to concentrate
- When friends come over
- On holidays, Sundays
- During celebrations, parties
- Other times and occasions (specify):

[Please see original Spanish for figures]

Q16 AT WHAT TIMES OR OCCASIONS DO YOU USUALLY SMOKE CUBAN CIGARS OUTSIDE OF THE HOME?

INTERVIEWER: Go to the precoded items and focus in on them.

- In the morning
- After lunch
- In the afternoon
- After dinner
- During business lunches, dinners
- At work, at the office
- At meetings, gatherings, bars or restaurants
- At sports events, soccer games, etc.
- At builfights
- At celebrations, parties
- Other times or occasions (specify):

Q17 WHAT BRAND OF CUBAN CIGAR DO YOU SMOKE MOST OFTEN AT THESE TIMES?

INTERVIEWER: Only one brand. Make a note of it in the chart by Q19. If he mentions types of cigars, such as "CORONAS" or "PANATELAS", etc., rephrase the question asking for a specific brand.

Q18 BESIDES THAT, DO YOU SMOKE ANY OTHER BRAND OF CUBAN CIGARS, EVEN THOUGH IT MAY BE LESS OFTEN OR ONLY OCCASIONALLY?

INTERVIEWER: There may be several brands. Make a note of it in the chart by Q19. He should not mention the brand in Q17.

Q19 IS THERE A BRAND OF CUBAN CIGAR THAT YOU USED TO SMOKE BUT DON'T SMOKE ANY MORE?

INTERVIEWER: There may be several brands. He should not mention the brands in Q17 or Q18.

	Most frequently smoked brand	Occasionally smoked brands	Formerly smoked brands
- Cohiba			
- Davidoff			
- Dunhill			
- La Flor de Cano			
- Fonseca			
- Rafael Gonzáles Márquez			
- H. Upmann			
- Montecristo			
- Partagás			
- Quintero			
- El Rey del Mundo			
- Romeo y Julieta			
- Sancho Panza			
- Los Statos			
- Troya			
- Others (specify):			
- Don't remember brand			
- Did not smoke anything occasionally/ Did not stop smoking any brand			

INTERVIEWER: If a specific brand is mentioned in response to Q19, then go on to Q20.

Q20 WHY DID YOU STOP SMOKING _____?

INTERVIEWER: Mention the brand(s) in Q19

WHAT DON'T YOU LIKE ABOUT THAT BRAND?

INTERVIEWER: Persist, without making suggestions. Do some probing. Carefully make a notation on the following page.

[Please see original Spanish for figures and flow charts]

Q20
Cont

Q21 LET'S GET BACK TO YOUR USUAL BRAND OF CUBAN CIGAR, WHICH IS _____ (Interviewer: Mention the brand in Q17). LOOKING AT THIS CHART, PLEASE TELL ME THE SIZE OF THE _____ CIGARS (Interviewer: Mention the brand in Q17 again) THAT YOU USUALLY SMOKE.
INTERVIEWER: Show him Table No. 1 with drawings of cigar sizes. Make a note of the one that seems closest in size to the cigars he smokes. Only one answer.
- Size A
- Size B
- Size C
- Size D

Q22 THESE CIGARS THAT YOU SMOKE...
INTERVIEWER: Read.
... ARE THEY ALWAYS A GIFT?
... ARE THEY NORMALLY A GIFT, BUT DO YOU SOMETIMES BUY THEM?
... ARE THEY SOMETIMES A GIFT AND DO YOU SOMETIMES BUY THEM?
... DO YOU NORMALLY BUY THEM, BUT SOMETIMES RECEIVE THEM AS A GIFT?
... DO YOU ALWAYS BUY THEM?

Q23 IN GENERAL, WHERE DO YOU USUALLY BUY THE CUBAN CIGARS THAT YOU SMOKE?
INTERVIEWER: Only one answer, whichever is most frequent.
- Tobacconists
- Restaurants
- Cafeterias, pubs, bars
- Other places (specify):

Q24 A IN GENERAL, HOW DO YOU USUALLY BUY CUBAN CIGARS?
INTERVIEWER: Read the following. Only one answer, whichever is most common.
- IN BOXES OF 25 OR 50 CIGARS
- IN PACKS OF 5 OR 3 CIGARS
- BY UNIT, OR LOOSE CIGARS
- OTHER (SPECIFY):

Q24 B HOW MANY CUBAN CIGARS DO YOU BUY AT A TIME?
- One
- Two
- Three
- Four
- Five
- Five to ten
- More than ten

Q25 IN GENERAL, WHEN YOU BUY CUBAN CIGARS DO YOU USUALLY ASK FOR ...
INTERVIEWER: Read the following. Only one answer.
... A BRAND AND VARIETY OR A TYPE OF CIGAR
... A BRAND OF CIGAR
... "A GOOD CUBAN CIGAR"
... OR SIMPLY "A CUBAN CIGAR"

[Please see original Spanish for figures]

Q16 I'M GOING TO READ YOU A SERIES OF THINGS THAT OTHER SMOKERS HAVE TOLD US ABOUT CUBAN CIGARS. I WOULD LIKE YOU TO TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH OF THESE. FOR EACH ITEM YOU MAY "COMPLETELY AGREE", "VERY MUCH AGREE", "SOMEWHAT AGREE", OR "COMPLETELY DISAGREE" WITH THE STATEMENT THAT I AM GOING TO READ.
INTERVIEWER: Hold up Card 2 with the degrees of agreement. Read it and get an answer for each sentence. Accept, but do not suggest the answer "don't know." Begin to read at the sentence indicated.

READING ORDER	SENTENCES	COMPLETELY AGREE	VERY MUCH AGREE	SOMEWHAT AGREE	COMPLETELY DISAGREE	DON'T KNOW
	A Cuban cigar fulfills and satisfies more.					
	Cuban cigars can only be smoked in very special occasions.					
	I enjoy smoking a Cuban cigar in the company of other smokers.					
	Smoking a Cuban cigar is pretentious.					
	Smoking a Cuban cigar is more relaxing and soothing.					
	Smoking Cuban cigars projects a positive image.					
	Cuban cigars are too tiring.					
	I personally enjoy smoking a Cuban cigar.					
	Cuban cigars are too expensive.					
	A Cuban cigar smoker is someone who really knows how to smoke.					
	Young people don't smoke Cuban cigars.					
	A Cuban cigar is real tobacco.					
	Smoking Cuban cigars can annoy others.					
	When I smoke Cuban cigars, I smoke fewer cigarettes.					

[Please see original Spanish for figures]

Q27 I AM GOING TO READ YOU VARIOUS CHARACTERISTICS THAT COULD BE USED TO DESCRIBE A BRAND OF CUBAN CIGARS. FOR EACH OF THESE CHARACTERISTICS, PLEASE TELL ME WHETHER YOU CONSIDER THESE TO BE "VERY IMPORTANT," "QUITE IMPORTANT," "SOMEWHAT IMPORTANT," OR "NOT IMPORTANT" IN DETERMINING A GOOD BRAND OF CUBAN CIGARS.

INTERVIEWER: Give the candidate Sheet No. 3 and read him the degrees of importance. Get an answer for each characteristic. Accept, but do not suggest the answer "I don't know." Start reading the question indicated.

How important is it for a Cuban cigars brand to:

CHARACTERISTICS	Very Imp.	Quite Imp.	Some what	Not Imp.	Don't know	1 a	2 a	3 a
Have a strong flavor?								
Be inexpensive?								
Have no burning sensation?								
Have a container that keeps it well preserved?								
Have good aroma?								
Not be dry?								
Be a well-known brand?								
Be well finished?								
Be large?								
Be a prestige brand?								
Have an intense aroma?								
Be smooth?								
Not be too large?								

INTERVIEWER: Go on to Q. 28, if more than one item was described as "Very Important" in Q 27.

Q28 AND OF THE CHARACTERISTICS THAT YOU DESCRIBED TO ME AS "VERY IMPORTANT," WHICH DO YOU CONSIDER THE MOST IMPORTANT?

WHICH WOULD BE THE SECOND MOST IMPORTANT?

WHICH WOULD BE THE THIRD?

INTERVIEWER: Get the 1st, 2nd and 3rd from all of those items described as "MOST IMPORTANT". If the respondent wants, read the questions to him again. If he only described two characteristics as "MOST IMPORTANT," then just use those two. One answer per column.

Q29 PLEASE TELL ME THE NAME OF ALL OF THE CUBAN CIGAR BRANDS THAT YOU RECALL AT THIS TIME. HAVE YOU EVER SMOKED THEM?
ANY OTHERS?
INTERVIEWER: Insist, but don't make any suggestions. Make notations in the table in Q31.

Q30 WHICH CUBAN CIGAR BRANDS DO YOU RECALL HAVING SEEN OR HEARD ADS FOR IN THE PAST FEW MONTHS? I AM REFERRING TO CUBAN CIGAR BRANDS THAT HAVE APPEARED IN MAGAZINES, NEWSPAPERS, POSTERS, RADIO, MOVIES, ETC.
INTERVIEWER: Insist, but don't make any suggestions. Make notations in the table in Q31.

Q31 OF THE BRANDS ON THIS TABLE, WHICH COULD YOU SAY FOR CERTAIN ARE CUBAN CIGAR BRANDS, EVEN THOUGH YOU MAY NEVER HAVE SMOKED THEM?
INTERVIEWER: Show him and read him Card No. 4. If he mentioned a brand in Q20 and/or Q30, make a note of it again in Q31

	Q29 Spontaneous recognition	Q30 Suggested recall	Q31 Suggested recognition
COHIBA			
DAVIDOFF			
DUNHILL			
LA FLOR DE CANO			
FONSECA			
RAFAEL GONZALEZ MARQUEZ			
H. UPMANN			
MONTECRISTO			
PARTAGAS			
QUINTERO			
EL REY DEL MUNDO			
ROMEO Y JULIETA			
SANCHO PANZA			
LOS STATOS			
TROYA			
Other Brands (specify):			
All the brands/ads with all the brands			
Doesn't recall any brand			

[Please see original Spanish document for figures]

Q32 NOW WE NEED TO FIND OUT WHAT YOU THINK ABOUT SOME BRANDS OF CUBAN CIGARS. WE ARE GOING TO FOCUS ON THE FOLLOWING BRANDS: COHIBA, DAVIDOFF, LA FLOR DE CANO, FONSECA, PARTAGAS, H. UPMANN, MONTECRISTO, ROMEO Y JULIETA, AND TROYA.
FOR EACH OF THE CHARACTERISTICS OF A CUBAN CIGAR BRAND THAT I READ, PLEASE TELL ME:
A) WHAT BRAND COMES CLOSEST TO THIS CONCEPT?
B) WHICH BRAND WOULD YOU RANK IN SECOND PLACE?
C) AND THE OPPOSITE, WHICH BRAND IS LEAST DESCRIBED BY THIS CONCEPT?

INTERVIEWER: Give him Card No. 5 with the brands. Read each characteristic and get the three answers for each case. Accept, but do not suggest the answers "All the same," "None" and "I don't know." Start reading the question indicated.

ORDER	CHARACTERISTICS:		COHIBA	DAVIDOFF	FLOR de CANO	FONSECA	PARTAGAS	H. UPMANN	MONTECRISTO	ROMEO y JULIETA	TROYA	All the same	None	Don't know
	Have a strong flavor													
	Be inexpensive													
	Have no burning sensation													
	Have a container that keeps it well preserved													
	Have good aroma													
	Not be dry													
	Be a well-known brand													
	Be well finished													
	Be large													
	Be a prestige brand													
	Have an intense aroma													
	Be smooth													

[Please see original Spanish document for figures]

CLASSIFICATION DATA:

AGE:
18 to 25 26 to 35 36 to 45 46 to 55 56 to 65
MARITAL STATUS:
Single:
Married, living together:
Widowed, separated, divorced:

WHAT IS THE HIGHEST EDUCATIONAL LEVEL ACHIEVED BY THE PRINCIPAL WAGE EARNER IN THIS HOUSEHOLD?
A1 NONE (primary school started but not finished, EGB unfinished)
A2 STUDIES COMPLETED AT AGE 14-15, NOTHING AFTER (primary studies, EGB, *cultura general)*
STUDIES COMPLETED AT AGE 16-19, NOTHING AFTER (*Bachillerato*, professional training, BUP)
STUDIES AFTER THE AGE OF 19, BUT NO UNIVERSITY, OR UNCOMPLETED UNIVERSITY (mid-level studies, expert studies, technical engineers, teachers, foremen, etc. – uncompleted specialty schooling or engineering studies)
COMPLETED UNIVERSITY OR POST-GRADUATE STUDIES (attorneys, doctors, licensed engineers, architects, etc.)

WHAT IS THE OCCUPATION OF THE PRINCIPAL WAGE EARNER IN THIS HOUSEHOLD?

FOR THE SELF EMPLOYED:
FARMER (small scale, no more than one employee)
FARMER (large scale, more than one regular employee)
SELF
BUSINESSMAN WITH 5 OR FEWER EMPLOYEES
BUSINESSMAN WITH 6 OR MORE EMPLOYEES
SELF-EMPLOYED PROFESSIONAL (requiring acknowledged license: physicians, attorneys, etc.)

FOR THE EMPLOYED (PRIVATE OR PUBLIC SECTOR)
MEMBER OF THE BOARD (Board members, senior management, etc.)
- Supervising 5 or fewer persons
- Supervising 6 or more persons

SALARIED PROFESSIONAL (requiring acknowledged license: physicians, attorneys, etc.)
MIDDLE MANAGEMENT (department heads, etc.)
PRIMARILY OFFICE WORKERS (secretaries, assistants, etc.)
OTHER EMPLOYEES, PRIMARILY OUT OF OFFICE: (salespeople, etc.)
LICENSED WORKER (with some apprenticeship, teachers, officials, etc.)
WORKER FOR WHOM LICENSE IS NOT REQUIRED (manual laborers, etc.)

FOR THOSE WHO DO NOT WORK:
RETIRED, ON PENSION, ON SOCIAL SECURITY
UNEMPLOYED (more than 3 months)
UNEMPLOYED (less than 3 months)
WHAT WAS THIS PERSON'S LAST EMPLOYMENT?
INTERVIEWER: Take detailed note in the appropriate lines for the above question.

SOCIAL CLASS:
A: Upper B: Middle to High C1: Middle to Middle C2: Middle to Low D: Modest

NAME OF THE PERSON INTERVIEWED:

ADDRESS:
Street
Number Floor/Suite
TELEPHONE

CITY:
Madrid
Barcelona
Valencia
Seville
Bilbao
San Sebastian
Santander

INTERVIEWER:

D.N.I.
Company:
Date of the Interview:

INSPECTOR:

D.N.I.
Company:
Date of the Inspection:

SURVEY MATERIAL

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CHART No. 1

[Please see original document for drawings of 4 cigars]

CODIFICATION PLAN

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CODIFICATION PLAN – STUDY OF CUBAN CIGARS – E/7715

Q. 10	Col. 21
Other answers	11
Doesn't know	12
Q. 11	Col. 22
Other answers	11
Doesn't know	12
Note: "For health reasons, doesn't feel well," etc.	
Classify this as "Generally, smokes less"	
Q. 13	Col. 25
Other answers	9
No replacement: not type of product, continues smoking everything, smokes the same	0
Doesn't know	11
Q. 15	Col. 27
Anytime, whenever accepted	11
	Col. 28
Other times and occasions	11
Doesn't know	12
Q. 16	Col. 29
At any time, whenever accepted	11
	Col. 30
Other times and occasions	11
Doesn't know	12

Q. 17/ 18/ 19	Cols. 34, 35, 36
Churchill	4
Don Julian	5
	Cols. 37, 38, 39
Other brands	0

Q. 20	Col. 40
Did not like the flavor, didn't like it	1
Too strong, very strong	2
Too weak, very mild	3
Doesn't draw well, burns poorly, goes out	4
Dry, too dry, old	5
Lost its quality, irregularity in quality, poor quality, was bad	6
Too big, very big	7
It's expensive, too expensive	8
Prefers another brand, found another brand he likes better	9
	Col. 42
Other reasons	11
Doesn't know	12

Q. 23	Col. 45
Other places	11
Doesn't know	12

Q 24A	Col. 46
In other ways	11
Doesn't know	12

Q 29/ Q 30	Columns 78, 79
Cifuentes	4
Coronas, La Corona	5
Churchill	6
Don Julián	7
Gener, Giner	8
Monterrey	9
8-9-8-	0
	Cols. 9, 10
Other brands	0

PLAN OF ANALYSIS

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PLAN OF ANALYSIS FOR 7715 STUDY ON CUBAN CIGARS

HEADINGS
Total Sample

Heading 1

City (7):
Madrid: 1(58)
Barcelona: 2 (58)
Valencia: 3 (58)
Seville: 4 (58)
Bilbao: 5 (58)
San Sebastian: 6 (58)
Santander 7 (58)

Frequency of Consumption (2):
Two groups, broken down per results to Q 5:
Heavy consumer
Light consumer

Asks for brand (1): 1 + 2 (48) in Q 25

Heading 2

Age (2):
Two groups, broken down per results to (51)

Social status (2):
Two groups, broken down per evaluation criteria:
Higher status
Lower status

Exclusive consumption/ shared consumption of Cuban cigars (2):
Also consume Peninsular/ Canary Islands/ other cigars: 1 + 2 + 3 (17)
Consume only Cuban cigars: Total less [1 + 2 + 3 (17)]

How long has he been smoking Cuban cigars (2):
Two groups, broken down per results to Q 12B

Location where Cuban cigars are smoked (2):
Two groups, broken down per results to Q 14

TABLES

Q2 Composition by age of the market of Cuban cigar smokers
For each age group, tabulate the "number of smokers"

Origin of the interview
Tabulate the results of (14)

Q5 Q5 Frequency of consumption of Cuban cigars
Also calculate X and V for frequency of weekly consumption. Considerations:
- Every day: 7
- Almost every day: 5
- 2 or 3 times per week: 2.5
- Once a week: 1
- Once every two weeks: 0.5
- Once a month: 0.25

Q6 Q6 Volume of consumption of Cuban cigars
Also calculate X and V for consumption volume. Considerations: 5 or more = 6.
Also calculate the combined index (X and V) of frequency and volume, as a product of the indices from Q5 x Q6.

Q7
Consumption of other types of cigars and cigarettes
Tabulate only affirmative results

Additional lines:
- Also consumes other cigars or *puros:* 1 + 2 + 3 (17)
- Also consumes cigars or *puros* from Spain or the Canary Islands: 1 + 2 (17)
- Does not consume other cigars or *puros*: NO [1 + 2 + 3 (17)]
- Also consumes cigarettes: 4 + 5 (17)
- Does not also consume cigarettes: NO [4 + 5 (17)]
- Also consumes other cigars, *puros* or cigarettes: [1 + 2 + 3 (17)] and [4 + 5 (17)]
- Only consumes Cuban cigars: NO [1 + 2 + 3 + 4 + 5 (17)]

Q8 A comparison of the volume of consumption between Cuban cigars and other cigars
Base: Also consumes other cigars or *puros* 1 + 2 + 3 (17)

Q9 The trend in the consumption of Cuban cigars

Q10 Explanation of the positive trend in the consumption of Cuban cigars
Base: Smoking more and more: 1 (20)

Q11 Explanation of the negative trend in the consumption of Cuban cigars
Base: Smoking less and less: 3 (20)

Q12A Age at which consumption of Cuban cigars started
Also calculate X and V. Considerations:

- 18 to 20: 19
- 21 to 25: 23
- 26 to 30: 28
- 31 to 35: 33
- 36 to 40: 38
- 41 to 45: 43
- 46 to 50: 48
- 51 to 55: 53
- Over 55: 58

Q12B How long has the consumer been smoking Cuban cigars
Also calculate X and V. Considerations:
Less than 5 years: 2.5

- 5 to 10: 7.5
- 11 to 15: 13
- 16 to 20: 18
- 21 to 25: 23
- 26 to 30: 28
- 31 to 35: 33
- 36 to 40: 38
- 41 to 45: 43
- More than 45: 48

Q13 Items that were replaced by Cuban cigars
Additional lines:
- Total other cigars 1 + 2 + 3 (25)
- Total cigarettes 4 + 5 (25)

Q14 Place where Cuban cigars are smoked

Q15 Times or occasions when Cuban cigars are smoked at home
Base: Smoked at home: 1 + 2 + 3 (26)

Q16 Times or occasions when Cuban cigars are smoked outside the home
Base: Smoked outside the home: 3 + 4 + 5 (26)

Q17 Most frequently-used brand of Cuban cigar

Q18 Occasionally-used brands of Cuban cigars

Q19 Brands of Cuban cigars that are no longer smoked

Q20 Reasons for no longer smoking a brand of Cuban cigar
Base: Stopped smoking a certain brand = total sample less 12 (39)
Only go through the brands no longer smoked per Q19

Q21 Size of Cuban cigars smoked

Q22 Were the Cuban cigars purchased or a gift?

Q23 Where were the Cuban cigars purchased?
Base: Purchase of Cuban cigars: 2 + 3 + 4 + 5 (44)

Q24A How were the Cuban cigars purchased
Base: Same as Q23

Q24B Number of loose Cuban cigars bought at a time
Base: Purchase of loose cigars: 3 (46)

Q25 Type of order for Cuban cigars purchased

Q26 Attitude to the consumption of Cuban cigars
Calculate the index of agreement (X and V). Considerations:
- Completely agrees: 1
- Very much agrees: .66
- Somewhat agrees: .33
- Completely disagrees: 0
- Doesn't know: Excluded from the index base

For heading 1, cross frequencies and indices of agreement

For heading 2, cross only index of agreement

Q27/ Q28 Importance of attributes in distinguishing a good brand of Cuban cigars
Calculate the index of importance (X and V). Considerations:
- Very important and 1st: 1
- Very important and 2nd: 0.85
- Very important and 3rd: 0.70
- Very important but neither 1st, 2nd, nor 3rd : 0.60
- Considerably important: 0.40
- Somewhat important: 0.20
- Not important: 0
- Doesn't know: Excluded from the index base

For headings 1 and 2, cross only:
- Very important and 1st: [(59) (67)] and [(64) (72)]
- Very important: (59) (67)
- Doesn't know
- Index of importance

Q29 Spontaneous awareness of Cuban cigar brands

Q30 Recollection of ads for Cuban cigars

Q31 Suggested awareness of Cuban cigar brands

Q32 Image of Cuban cigar brands

For each characteristic, tabulate answers as 1st, 2nd or "less"

Special intersection

- In columns: 10 brands of Cuban cigars most often mentioned in Q17 as a customary brand
- In lines:
  Combined index Q5/ Q6
  Q8
  Q9
  XQ12A
  XQ12B
  Q14
  Q18
  Q19
  Q21
  Q22
  Q23
  Q24A
  Q25
  Index Q26
  Index Q27/ Q28

Classification Data:
- Age (51)
- Marital Status (52)
- Social Status: per evaluation criteria
- City (58)

TABLE OF RESULTS

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CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								RAW DATA Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q 2. AGE BREAKDOWN FOR THE POPULATION OF CUBAN CIGAR SMOKERS											
18 to 25											
1											
3 or more											
None											
Q 2. 26 TO 35 YEARS OLD											
1											
2											
None											
Q 2. 36 TO 45 YEARS OLD											
1											
2											
None											
Q 2. 46 TO 55 YEARS OLD											
1											
None											
Q 2. 56 TO 65 YEARS OLD											
1											
2											
None											
SOURCE OF THE INTERVIEW											
Smoker Q2											
Other smoker											
Q 5. FREQUENCY OF CONSUMPTION OF CUBAN CIGARS											
Every day											
Almost every day											
2/3 times per week											
Once a week											
Once every two weeks											
Once a month											
AVERAGE											
STANDARD DEVIATION											
Q 6. VOLUME OF CONSUMPTION OF CUBAN CIGARS											
One											
Two											
Three											
Four											
Five or more											
AVERAGE											
STANDARD DEVIATION											

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CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								% VERTICAL Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q 2. AGE BREAKDOWN FOR THE POPULATION OF CUBAN CIGAR SMOKERS											
18 to 25											
1											
3 or more											
None											
Q 2. 26 TO 35 YEARS OLD											
1											
2											
None											
Q 2. 36 TO 45 YEARS OLD											
1											
2											
None											
Q 2. 46 TO 55 YEARS OLD											
1											
None											
Q 2. 56 TO 65 YEARS OLD											
1											
2											
None											
SOURCE OF THE INTERVIEW											
Smoker Q2											
Other smoker											
Q 5. FREQUENCY OF CONSUMPTION OF CUBAN CIGARS											
Every day											
Almost every day											
2/3 times per week											
Once a week											
Once every two weeks											
Once a month											
AVERAGE											
STANDARD DEVIATION											
Q 6. VOLUME OF CONSUMPTION OF CUBAN CIGARS											
One											
Two											
Three											
Four											
Five or more											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								% HORIZONTAL Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q 2. AGE BREAKDOWN FOR THE POPULATION OF CUBAN CIGAR SMOKERS											
18 to 25											
1											
3 or more											
None											
Q 2. 26 TO 35 YEARS OLD											
1											
2											
None											
Q 2. 36 TO 45 YEARS OLD											
1											
2											
None											
Q 2. 46 TO 55 YEARS OLD											
1											
None											
Q 2. 56 TO 65 YEARS OLD											
1											
2											
None											
SOURCE OF THE INTERVIEW											
Smoker Q2											
Other smoker											
Q 5. FREQUENCY OF CONSUMPTION OF CUBAN CIGARS											
Every day											
Almost every day											
2/3 times per week											
Once a week											
Once every two weeks											
Once a month											
AVERAGE											
STANDARD DEVIATION											
Q 6. VOLUME OF CONSUMPTION OF CUBAN CIGARS											
One											
Two											
Three											
Four											
Five or more											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q. 5/ 6											
COMBINED INDEX											
Q. 7 CONSUMPTION OF OTHER TYPES OF CIGARS AND CIGARETTES											
Peninsular cigars/ *puros*											
Canary Islands cigars/ *puros*											
Cigars/ *puros* from other origins											
Black cigarettes											
Gold cigarettes											
Consumes other cigars/ *puros*											
Consumes Pen/Canary cigars or *puros*											
Does not consume cigars/*puros*											
Consumes cigarettes											
Does not consume cigarettes											
Consumes cigars/*puros* or cigarettes											
Only consumes Cuban cigars											
Q 8. COMPARISON OF VOLUME OF CONSUMPTION BETWEEN CUBAN AND OTHER CIGARS											
Base: CONSUMPTION OF OTHER CIGARS/ *PUROS*											
+ Cuban cigars											
+ other cigars											
Equal											
Doesn't know/ No answer											
Q 9. TREND IN THE CONSUMPTION OF CUBAN CIGARS											
BASE: TOTAL											
+ Cuban cigars											
Always equal											
Fewer Cuban											
Doesn't know/ No answer											
Q 10. EXPLANATION OF THE POSITIVE TREND IN THE CONSUMPTION OF CUBAN CIGARS											
Base: SMOKING MORE AND MORE +											
Overall smoking +											
Smoking fewer											
- Peninsular											
- Canary Islands											
- Other origins											
- Black cigarettes											
- Gold cigarettes											
- Other answers											
- Doesn't know/ No answer											

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CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								% VERTICAL Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q. 5/ 6											
COMBINED INDEX											
Q. 7 CONSUMPTION OF OTHER TYPES OF CIGARS AND CIGARETTES											
Peninsular cigars/ *puros*											
Canary Islands cigars/ *puros*											
Other origins cigars/ *puros*											
Black cigarettes											
Gold cigarettes											
Consumes other cigars/ *puros*											
Consumes Pen. /Canary cigars or *puros*											
Does not consume cigars/*puros*											
Consumes cigarettes											
Does not consume cigarettes											
Consumes cigars/*puros* or cigarettes											
Only consumes Cuban cigars											
Q 8. COMPARISON OF VOLUME OF CONSUMPTION BETWEEN CUBAN AND OTHER CIGARS											
Base: CONSUMPTION OF OTHER CIGARS/ *PUROS*											
+ Cuban cigars											
+ other cigars											
Equal											
Doesn't know/ No answer											
Q 9. TREND IN THE CONSUMPTION OF CUBAN CIGARS											
BASE: TOTAL											
+ Cuban cigars											
Always equal											
Fewer Cuban											
Doesn't know/ No answer											
Q 10. EXPLANATION OF THE POSITIVE TREND IN THE CONSUMPTION OF CUBAN CIGARS											
Base: SMOKING MORE AND MORE +											
Overall smoking +											
Smoking fewer											
- Peninsular											
- Canary Islands											
- Other origins											
- Black cigarettes											
- Gold cigarettes											
- Other answers											
- Doesn't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q. 5/ 6											
COMBINED INDEX											
Q. 7 CONSUMPTION OF OTHER TYPES OF CIGARS AND CIGARETTES											
Peninsular cigars/ *puros*											
Canary Islands cigars/ *puros*											
Other origins cigars/ *puros*											
Black cigarettes											
Gold cigarettes											
Consumes other cigars/ *puros*											
Consumes Pen. /Canary cigars or *puros*											
Does not consume cigars/*puros*											
Consumes cigarettes											
Does not consume cigarettes											
Consumes cigars/*puros* or cigarettes											
Only consumes Cuban cigars											
Q 8. COMPARISON OF VOLUME OF CONSUMPTION BETWEEN CUBAN AND OTHER CIGARS											
Base: CONSUMPTION OF OTHER CIGARS/ *PUROS*											
+ Cuban cigars											
+ other cigars											
Equal											
Doesn't know/ No answer											
Q 9. TREND IN THE CONSUMPTION OF CUBAN CIGARS											
BASE: TOTAL											
+ Cuban cigars											
Always equal											
Fewer Cuban											
Doesn't know/ No answer											
Q 10. EXPLANATION OF THE POSITIVE TREND IN THE CONSUMPTION OF CUBAN CIGARS											
Base: SMOKING MORE AND MORE +											
Overall smoking +											
Smoking fewer											
- Peninsular											
- Canary Islands											
- Other origins											
- Black cigarettes											
- Gold cigarettes											
- Other answers											
- Doesn't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q. 11. EXPLANATION OF THE TREND TOWARD LESS CUBAN CIGAR SMOKING											
Base: EACH TIME SMOKES -											
Overall smoking -											
Smokes more											
Peninsular cigars/ *puros*											
Canary Islands cigars/ *puros*											
Other origins cigars/ *puros*											
Black cigarettes											
Gold cigarettes											
Other answers											
Doesn't know/ No answer											
Q 12. AGE WHEN THE SMOKER BEGAN SMOKING CUBAN CIGARS											
Base: TOTAL											
18 to 20											
21 to 25											
26 to 30											
31 to 35											
36 to 40											
41 to 45											
46 to 50											
AVERAGE											
STANDARD DEVIATION											
Q. 12B. HOW LONG HAS HE BEEN SMOKING CUBAN CIGARS											
Less than 5 years											
5 to 10 years											
11 to 15 years											
16 to 20 years											
21 to 25 years											
26 to 30 years											
31 to 35 years											
36 to 40 years											
41 to 45 years											
More than 45 years											
AVERAGE											
STANDARD DEVIATION											

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CUBAN CIGARS
[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% VERTICAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q. 11. EXPLANATION OF THE TREND TOWARD LESS CUBAN CIGAR SMOKING											
Base: EACH TIME SMOKES -											
Overall smoking -											
Smokes more											
Peninsular cigars/ *puros*											
Canary Islands cigars/ *puros*											
Other origins cigars/ *puros*											
Black cigarettes											
Gold cigarettes											
Other answers											
Doesn't know/ No answer											
Q 12. AGE WHEN THE SMOKER BEGAN SMOKING CUBAN CIGARS											
Base: TOTAL											
18 to 20											
21 to 25											
26 to 30											
31 to 35											
36 to 40											
41 to 45											
46 to 50											
AVERAGE											
STANDARD DEVIATION											
Q. 12B. HOW LONG HAS HE BEEN SMOKING CUBAN CIGARS											
Less than 5 years											
5 to 10 years											
11 to 15 years											
16 to 20 years											
21 to 25 years											
26 to 30 years											
31 to 35 years											
36 to 40 years											
41 to 45 years											
More than 45 years											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madnd	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q. 11. EXPLANATION OF THE TREND TOWARD LESS CUBAN CIGAR SMOKING											
Base: EACH TIME SMOKES -											
Overall smoking -											
Smokes more											
Peninsular cigars/ *puros*											
Canary Islands cigars/ *puros*											
Other origins cigars/ *puros*											
Black cigarettes											
Gold cigarettes											
Other answers											
Doesn't know/ No answer											
Q 12. AGE WHEN THE SMOKER BEGAN SMOKING CUBAN CIGARS											
Base: TOTAL											
18 to 20											
21 to 25											
26 to 30											
31 to 35											
36 to 40											
41 to 45											
46 to 50											
AVERAGE											
STANDARD DEVIATION											
Q. 12B. HOW LONG HAS HE BEEN SMOKING CUBAN CIGARS											
Less than 5 years											
5 to 10 years											
11 to 15 years											
16 to 20 years											
21 to 25 years											
26 to 30 years											
31 to 35 years											
36 to 40 years											
41 to 45 years											
More than 45 years											
AVERAGE											
STANDARD DEVIATION											

Confidential Under Protective Order

CUBAN CIGARS
[Please see original Spanish document for figures]

RAW DATA

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q 13 CONSUMPTION REPLACED BY CUBAN CIGARS											
Peninsular cigars											
Canary Islands cigars											
Other source cigars											
Black cigarettes											
Gold cigarettes											
Pipe tobacco											
Other answers											
Nothing replaced											
Did not smoke anything											
Don't know/ no answer											
Total other cigars											
Total cigarettes											
Q14 PLACE WHERE CUBAN CIGARS ARE SMOKED											
Only at home											
Primarily at home, also out of the home											
Both at home and out of the home											
Primarily out of the home, also at home											
Only out of the home											
Q15 TIMES OR OCCASIONS WHEN CUBAN CIGARS ARE SMOKED AT HOME											
B: SMOKED AT HOME											
In the morning											
After eating											
In the afternoon											
After dinner											
While relaxing											
Reading, listening to music											
For concentration											
When friends come by											
Holidays											
Celebrations											
Anytime											
Other times											
Don't know/ no answer											

CUBAN CIGARS
[Please see original Spanish document for figures]

% VERTICAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q 13 CONSUMPTION REPLACED BY CUBAN CIGARS											
Peninsular cigars											
Canary Islands cigars											
Other source cigars											
Black cigarettes											
Gold cigarettes											
Pipe tobacco											
Other answers											
Nothing replaced											
Did not smoke anything											
Don't know/ no answer											
Total other cigars											
Total cigarettes											
Q14 PLACE WHERE CUBAN CIGARS ARE SMOKED											
Only at home											
Primarily at home, also out of the home											
Both at home and out of the home											
Primarily out of the home, also at home											
Only out of the home											
Q15 TIMES OR OCCASIONS WHEN CUBAN CIGARS ARE SMOKED AT HOME											
B: SMOKED AT HOME											
In the morning											
After eating											
In the afternoon											
After dinner											
While relaxing											
Reading, listening to music											
For concentration											
When friends come by											
Holidays											
Celebrations											
Anytime											
Other times											
Don't know/ no answer											

CUBAN CIGARS
[Please see original Spanish document for figures]

% HORIZONTAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q 13 CONSUMPTION REPLACED BY CUBAN CIGARS											
Peninsular cigars											
Canary Islands cigars											
Other source cigars											
Black cigarettes											
Gold cigarettes											
Pipe tobacco											
Other answers											
Nothing replaced											
Did not smoke anything											
Don't know/ no answer											
Total other cigars											
Total cigarettes											
Q14 PLACE WHERE CUBAN CIGARS ARE SMOKED											
Only at home											
Primarily at home, also out of the home											
Both at home and out of the home											
Primarily out of the home, also at home											
Only out of the home											
Q15 TIMES OR OCCASIONS WHEN CUBAN CIGARS ARE SMOKED AT HOME											
B: SMOKED AT HOME											
In the morning											
After eating											
In the afternoon											
After dinner											
While relaxing											
Reading, listening to music											
For concentration											
When friends come by											
Holidays											
Celebrations											
Anytime											
Other times											
Don't know/ no answer											

CUBAN CIGARS
[Please see original Spanish document for figures]

RAW DATA

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											

Q16 TIMES OR OCCASIONS WHEN CUBAN CIGARS ARE SMOKED OUTSIDE OF THE HOME
B: SMOKED OUTSIDE THE HOME
In the morning
After eating
In the afternoon
After dinner
Business luncheons or dinners
At work
Meetings
Sports events
Bullfights
Celebrations
Anytime
Other times

Q17 MOST FREQUENTLY SMOKED CUBAN CIGAR
BASE: TOTAL
Cohiba
Davidoff
Dunhill
Flor de Cano
Fonseca
H. Upmann
Montecristo
Partagas
Quintero
Romeo y Julieta
Sancho Panza
Los Statos
Troya
Churchill
Don Julian
Other brands
Can't recall brand

CUBAN CIGARS
[Please see original Spanish document for figures]

% VERTICAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q16 TIMES OR OCCASIONS WHEN CUBAN CIGARS ARE SMOKED OUTSIDE OF THE HOME											
B: SMOKED OUTSIDE THE HOME											
In the morning											
After eating											
In the afternoon											
After dinner											
Business luncheons or dinners											
At work											
Meetings											
Sports events											
Bullfights											
Celebrations											
Anytime											
Other times											
Q17 MOST FREQUENTLY SMOKED CUBAN CIGAR											
BASE: TOTAL											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Churchill											
Don Julian											
Other brands											
Can't recall brand											

CUBAN CIGARS
[Please see original Spanish document for figures]

% HORIZONTAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q16 TIMES OR OCCASIONS WHEN CUBAN CIGARS ARE SMOKED OUTSIDE OF THE HOME											
B: SMOKED OUTSIDE THE HOME											
In the morning											
After eating											
In the afternoon											
After dinner											
Business luncheons or dinners											
At work											
Meetings											
Sports events											
Bullfights											
Celebrations											
Anytime											
Other times											
Q17 MOST FREQUENTLY SMOKED CUBAN CIGAR											
BASE: TOTAL											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Churchill											
Don Julian											
Other brands											
Can't recall brand											

CUBAN CIGARS
[Please see original Spanish document for figures]

RAW DATA

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q18 OCCASIONAL BRANDS OF CUBAN CIGARS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Mar											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Churchill											
Don Julian											
Other brands											
Can't recall brand											
Don't ever smoke them											
Q19 CUBAN CIGARS THAT HE HAS STOPPED SMOKING											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Mar											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Churchill											
Don Julian											
Other brands											
Can't recall brand											
Don't ever smoke them											
Q21 SIZE OF CUBAN CIGARS SMOKED											
Size A											
Size B											
Size C											
Size D											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

% VERTICAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q18 OCCASIONAL BRANDS OF CUBAN CIGARS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Mar											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Churchill											
Don Julian											
Other brands											
Can't recall brand											
Don't ever smoke them											
Q19 CUBAN CIGARS THAT HE HAS STOPPED SMOKING											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Mar											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Churchill											
Don Julian											
Other brands											
Can't recall brand											
Don't ever smoke them											
Q21 SIZE OF CUBAN CIGARS SMOKED											
Size A											
Size B											
Size C											
Size D											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

% HORIZONTAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q18 OCCASIONAL BRANDS OF CUBAN CIGARS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Mar											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Churchill											
Don Julian											
Other brands											
Can't recall brand											
Don't ever smoke them											
Q19 CUBAN CIGARS THAT HE HAS STOPPED SMOKING											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Mar											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Churchill											
Don Julian											
Other brands											
Can't recall brand											
Don't ever smoke them											
Q21 SIZE OF CUBAN CIGARS SMOKED											
Size A											
Size B											
Size C											
Size D											
Don't know/ No answer											

METRA/ 6 E/7715 CUBAN CIGARS RAW DATA

[Please see original Spanish document for figures]

Q19 CUBAN CIGARS NO LONGER SMOKED

	TOTAL	Cohiba	Davidoff	Fonseca	H. Upmann	Montecristo	Partagas	Romeo Y Julieta	Los Statos	Troya	Other Brands
TOTAL											

Q20. REASONS FOR HAVING STOPPED SMOKING A CERTAIN BRAND OF CUBAN CIGARS
B: STOPPED SMOKING
Didn't like the flavor
Too strong
Too weak
Did not draw well
Dry/ too dry
Quality deteriorated
Too big
Too expensive
Likes another brand
Other reasons
Don't know/ no answer

METRA/ 6 E/7715 CUBAN CIGARS % VERTICAL

[Please see original Spanish document for figures]

Q19 CUBAN CIGARS NO LONGER SMOKED

	TOTAL	Cohiba	Davidoff	Fonseca	H. Upmann	Montecristo	Partagas	Romeo Y Julieta	Los Statos	Troya	Other Brands
TOTAL											

Q20. REASONS FOR HAVING STOPPED SMOKING A CERTAIN BRAND OF CUBAN CIGARS
B: STOPPED SMOKING
Didn't like the flavor
Too strong
Too weak
Did not draw well
Dry/ too dry
Quality deteriorated
Too big
Too expensive
Likes another brand
Other reasons
Don't know/ no answer

METRA/ 6 E/7715 CUBAN CIGARS % HORIZONTAL

[Please see original Spanish document for figures]

Q19 CUBAN CIGARS NO LONGER SMOKED

	TOTAL	Cohiba	Davidoff	Fonseca	H. Upmann	Montecristo	Partagas	Romeo Y Julieta	Los Statos	Troya	Other Brands
TOTAL											

Q20. REASONS FOR HAVING STOPPED SMOKING A CERTAIN BRAND OF CUBAN CIGARS
B: STOPPED SMOKING
Didn't like the flavor
Too strong
Too weak
Did not draw well
Dry/ too dry
Quality deteriorated
Too big
Too expensive
Likes another brand
Other reasons
Don't know/ no answer

CUBAN CIGARS
[Please see original Spanish document for figures]

RAW DATA

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q22 DOES HE BUY CUBAN CIGARS OR RECEIVE THEM AS GIFTS											
Always receives them as gifts											
Normally as a gift/ sometimes buys											
Gifts/ buys											
Normally buys/ sometimes gifts											
Always buys											
Q23 WHERE DOES HE BUY HIS CUBAN CIGARS											
B: BUYS CUBAN CIGARS											
Tobacconist											
Restaurants											
Cafeterias											
Other places											
Don't know/ no answer											
Q24A HOW DOES HE BUY HIS CUBAN CIGARS											
B: BUYS CUBAN CIGARS											
Boxes 25/50											
Packs 3/5											
Loose cigars											
Other											
Don't know/ no answer											
Q24B NUMBER OF LOOSE CUBAN CIGARS PURCHASED AT A TIME											
One											
Two											
Three											
Four											
Five											
Six to ten											
Q25 HOW DOES HE ASK FOR THE CUBAN CIGARS HE BUYS											
B: BUYS CUBAN CIGARS											
Brand and type											
Cigar brand											
A good Cuban cigar											
+ Cuban cigar											
Don't know/ no answer											

CUBAN CIGARS
[Please see original Spanish document for figures]

% VERTICAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q22 DOES HE BUY CUBAN CIGARS OR RECEIVE THEM AS GIFTS											
Always receives them as gifts											
Normally as a gift/ sometimes buys											
Gifts/ buys											
Normally buys/ sometimes gifts											
Always buys											
Q23 WHERE DOES HE BUY HIS CUBAN CIGARS											
B: BUYS CUBAN CIGARS											
Tobacconist											
Restaurants											
Cafeterias											
Other places											
Don't know/ no answer											
Q24A HOW DOES HE BUY HIS CUBAN CIGARS											
B: BUYS CUBAN CIGARS											
Boxes 25/50											
Packs 3/5											
Loose cigars											
Other											
Don't know/ no answer											
Q24B NUMBER OF LOOSE CUBAN CIGARS PURCHASED AT A TIME											
One											
Two											
Three											
Four											
Five											
Six to ten											
Q25 HOW DOES HE ASK FOR THE CUBAN CIGARS HE BUYS											
B: BUYS CUBAN CIGARS											
Brand and type											
Cigar brand											
A good Cuban cigar											
+ Cuban cigar											
Don't know/ no answer											

[LW871]
[number illegible]

CUBAN CIGARS
[Please see original Spanish document for figures]

% HORIZONTAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q22 DOES HE BUY CUBAN CIGARS OR RECEIVE THEM AS GIFTS											
Always receives them as gifts											
Normally as a gift/ sometimes buys											
Gifts/ buys											
Normally buys/ sometimes gifts											
Always buys											
Q23 WHERE DOES HE BUY HIS CUBAN CIGARS											
B: BUYS CUBAN CIGARS											
Tobacconist											
Restaurants											
Cafeterias											
Other places											
Don't know/ no answer											
Q24A HOW DOES HE BUY HIS CUBAN CIGARS											
B: BUYS CUBAN CIGARS											
Boxes 25/50											
Packs 3/5											
Loose cigars											
Other											
Don't know/ no answer											
Q24B NUMBER OF LOOSE CUBAN CIGARS PURCHASED AT A TIME											
One											
Two											
Three											
Four											
Five											
Six to ten											
Q25 HOW DOES HE ASK FOR THE CUBAN CIGARS HE BUYS											
B: BUYS CUBAN CIGARS											
Brand and type											
Cigar brand											
A good Cuban cigar											
+ Cuban cigar											
Don't know/ no answer											

[LW872]
005 [number cut off]

CUBAN CIGARS
[Please see original Spanish document for figures]

RAW DATA

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 ATTITUDES REGARDING SMOKING CUBAN CIGARS											
A CUBAN CIGAR FULFILLS AND SATISFIES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 YOU CAN ONLY SMOKE A CUBAN CIGAR AT CERTAIN TIMES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 I ENJOY SMOKING CUBAN CIGARS IN THE COMPANY OF OTHER SMOKERS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR LOOKS PRETENTIOUS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR IS RELAXING AND SOOTHING											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

[LW873]
[number cut off]

CUBAN CIGARS
[Please see original Spanish document for figures]

% VERTICAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 ATTITUDES REGARDING SMOKING CUBAN CIGARS											
A CUBAN CIGAR FULFILLS AND SATISFIES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 YOU CAN ONLY SMOKE A CUBAN CIGAR AT CERTAIN TIMES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 I ENJOY SMOKING CUBAN CIGARS IN THE COMPANY OF OTHER SMOKERS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR LOOKS PRETENTIOUS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR IS RELAXING AND SOOTHING											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS
[Please see original Spanish document for figures]

% HORIZONTAL

METRA/ 6 E/ 7715

		City							Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 ATTITUDES REGARDING SMOKING CUBAN CIGARS											
A CUBAN CIGAR FULFILLS AND SATISFIES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 YOU CAN ONLY SMOKE A CUBAN CIGAR AT CERTAIN TIMES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 I ENJOY SMOKING CUBAN CIGARS IN THE COMPANY OF OTHER SMOKERS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR LOOKS PRETENTIOUS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR IS RELAXING AND SOOTHING											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

[LW875]
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CUBAN CIGARS
[Please see original Spanish document for figures]

RAW DATA

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 SMOKING CUBAN CIGARS PROJECTS A POSITIVE IMAGE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE TOO TIRING											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 I PERSONALLY ENJOY SMOKING A CUBAN CIGAR											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE TOO EXPENSIVE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 A CUBAN CIGAR SMOKER IS SOMEONE WHO REALLY KNOWS HOW TO SMOKE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS
[Please see original Spanish document for figures]

% VERTICAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 SMOKING CUBAN CIGARS PROJECTS A POSITIVE IMAGE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE TOO TIRING											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 I PERSONALLY ENJOY SMOKING A CUBAN CIGAR											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE TOO EXPENSIVE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 A CUBAN CIGAR SMOKER IS SOMEONE WHO REALLY KNOWS HOW TO SMOKE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

% HORIZONTAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 SMOKING CUBAN CIGARS PROJECTS A POSITIVE IMAGE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE TOO TIRING											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 I PERSONALLY ENJOY SMOKING A CUBAN CIGAR											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE TOO EXPENSIVE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 A CUBAN CIGAR SMOKER IS SOMEONE WHO REALLY KNOWS HOW TO SMOKE											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS
[Please see original Spanish document for figures]

RAW DATA

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 YOUNG PEOPLE DON'T SMOKE CUBAN CIGARS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE REAL TOBACCO											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR CAN ANNOY PEOPLE AROUND YOU											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 WHEN I SMOKE CUBAN CIGARS, I SMOKE FEWER CIGARETTES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 IMPORTANT CHARACTERISTICS OF A GOOD BRAND OF CUBAN CIGAR:											
STRONG FLAVOR											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS
[Please see original Spanish document for figures]

% VERTICAL

METRA/ 6 E/ 7715

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 YOUNG PEOPLE DON'T SMOKE CUBAN CIGARS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE REAL TOBACCO											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR CAN ANNOY PEOPLE AROUND YOU											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 WHEN I SMOKE CUBAN CIGARS, I SMOKE FEWER CIGARETTES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 IMPORTANT CHARACTERISTICS OF A GOOD BRAND OF CUBAN CIGAR:											
STRONG FLAVOR											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS
[Please see original Spanish document for figures]

% HORIZONTAL

METRA/ 6 E/ 7715

		City							Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q26 YOUNG PEOPLE DON'T SMOKE CUBAN CIGARS											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 CUBAN CIGARS ARE REAL TOBACCO											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 SMOKING A CUBAN CIGAR CAN ANNOY PEOPLE AROUND YOU											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q26 WHEN I SMOKE CUBAN CIGARS, I SMOKE FEWER CIGARETTES											
Completely agree											
Very much agree											
Somewhat agree											
Completely disagree											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 IMPORTANT CHARACTERISTICS OF A GOOD BRAND OF CUBAN CIGAR:											
STRONG FLAVOR											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

City

	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian
Total							
Q27/28 NOT BEING EXPENSIVE							
Very important and 1st							
Very important							
Don't know/ No answer							
AVERAGE							
STANDARD DEVIATION							
Q27/28 NOT BURNING OR STINGING							
Very important and 1st							
Very important							
Don't know/ No answer							
AVERAGE							
STANDARD DEVIATION							
Q27/28 HAVING A CONTAINER THAT PRESERVES IT							
Very important and 1st							
Very important							
Don't know/ No answer							
AVERAGE							
STANDARD DEVIATION							
Q27/28 HAVING A GOOD AROMA							
Very important and 1st							
Very important							
Don't know/ No answer							
AVERAGE							
STANDARD DEVIATION							
Q27/28 NOT BEING DRY							
Very important and 1st							
Very important							
Don't know/ No answer							
AVERAGE							
STANDARD DEVIATION							
Q27/28 BEING A KNOWN BRAND							
Very important and 1st							
Very important							
Don't know/ No answer							
AVERAGE							
STANDARD DEVIATION							
Q27/28 HAVING A GOOD FINISH							
Very important and 1st							
Very important							

[LW881]
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DATA
Consu Ask
mption

Heavy Light Brand

Don't know/ No answer
AVERAGE
STANDARD DEVIATION

P8926

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% VERTICAL

	TOTAL	City							Consumption		Ask
		Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q27/28 NOT BEING EXPENSIVE											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 NOT BURNING OR STINGING											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A CONTAINER THAT PRESERVES IT											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A GOOD AROMA											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 NOT BEING DRY											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 BEING A KNOWN BRAND											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A GOOD FINISH											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

[LW883]
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CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q27/28 NOT BEING EXPENSIVE											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 NOT BURNING OR STINGING											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A CONTAINER THAT PRESERVES IT											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A GOOD AROMA											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 NOT BEING DRY											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 BEING A KNOWN BRAND											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A GOOD FINISH											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q27/28 BEING A LARGE SIZE											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 BEING A PRESTIGE BRAND											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A STRONG AROMA											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING SMOOTH FLAVOR											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 NOT BEING TOO BIG											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% VERTICAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q27/28 BEING A LARGE SIZE											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 BEING A PRESTIGE BRAND											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A STRONG AROMA											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING SMOOTH FLAVOR											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 NOT BEING TOO BIG											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% HORIZONTAL

	TOTAL	City							Consumption		Ask
		Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q27/28 BEING A LARGE SIZE											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 BEING A PRESTIGE BRAND											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING A STRONG AROMA											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 HAVING SMOOTH FLAVOR											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											
Q27/28 NOT BEING TOO BIG											
Very important and 1st											
Very important											
Don't know/ No answer											
AVERAGE											
STANDARD DEVIATION											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q29 SPONTANEOUS RECOGNITION OF CUBAN CIGAR BRANDS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Marquez											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Cifuentes											
Coronas											
Churchill											
Don Julian											
Gener/ Giner											
Monterrey											
8-9-8											
Other brands											
Can't recall any											
Q30 RECALL OF ADS FOR CUBAN CIGAR BRANDS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Marquez											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Troya											
Don Julian											
Monterrey											
8-9-8											
Other brands											
All brands											
Can't recall any											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								% VERTICAL Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q29 SPONTANEOUS RECOGNITION OF CUBAN CIGAR BRANDS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Marquez											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Cifuentes											
Coronas											
Churchill											
Don Julian											
Gener/ Giner											
Monterrey											
8-9-8											
Other brands											
Can't recall any											
Q30 RECALL OF ADS FOR CUBAN CIGAR BRANDS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Marquez											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Troya											
Don Julian											
Monterrey											
8-9-8											
Other brands											
All brands											
Can't recall any											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q29 SPONTANEOUS RECOGNITION OF CUBAN CIGAR BRANDS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Marquez											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											
Cifuentes											
Coronas											
Churchill											
Don Julian											
Gener/ Giner											
Monterrey											
8-9-8											
Other brands											
Can't recall any											
Q30 RECALL OF ADS FOR CUBAN CIGAR BRANDS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Marquez											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Troya											
Don Julian											
Monterrey											
8-9-8											
Other brands											
All brands											
Can't recall any											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q31 SUGGESTED RECOGNITION OF CUBAN CIGAR BRANDS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Marquez											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								% VERTICAL		
									Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q31 SUGGESTED RECOGNITION OF CUBAN CIGAR BRANDS											
Cohiba											
Davidoff											
Dunhill											
Flor de Cano											
Fonseca											
Raf. Gonzales Marquez											
H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q31 SUGGESTED RECOGNITION OF CUBAN CIGAR BRANDS											
Cohiba											
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Fonseca											
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H. Upmann											
Montecristo											
Partagas											
Quintero											
Rey del Mundo											
Romeo y Julieta											
Sancho Panza											
Los Statos											
Troya											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								RAW DATA Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 IMAGE OF CUBAN CIGAR BRANDS											
HAVING STRONG FLAVOR "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 HAVING STRONG FLAVOR "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 HAVING STRONG FLAVOR "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								% VERTICAL Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
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Q32 HAVING STRONG FLAVOR "SECOND"											
Cohiba											
Davidoff											
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Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

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METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
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Q32 HAVING STRONG FLAVOR "SECOND"											
Cohiba											
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Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BEING EXPENSIVE "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BEING EXPENSIVE "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
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H. Upmann											
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Q32 NOT BEING EXPENSIVE "LESS"											
Cohiba											
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Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								% VERTICAL Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BEING EXPENSIVE "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
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Q32 NOT BEING EXPENSIVE "SECOND"											
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Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

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CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BEING EXPENSIVE "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BEING EXPENSIVE "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
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Q32 NOT BEING EXPENSIVE "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS
[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BURNING OR STINGING "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
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Cohiba											
Davidoff											
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Fonseca											
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Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

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METRA/ 6 E/ 7715

	City								% VERTICAL Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BURNING OR STINGING "FIRST"											
Cohiba											
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H. Upmann											
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Q32 NOT BURNING OR STINGING "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BURNING OR STINGING "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

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METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BURNING OR STINGING "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
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Q32 NOT BURNING OR STINGING "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
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H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BURNING OR STINGING "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 HAVING A CONTAINER THAT PRESERVES IT "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 HAVING A CONTAINER THAT PRESERVES IT "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
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None											
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Q32 HAVING A CONTAINER THAT PRESERVES IT "LESS"											
Cohiba											
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H. Upmann											
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	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
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Troya											
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Q32 HAVING A CONTAINER THAT PRESERVES IT "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
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Romeo y Julieta											
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None											
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Q32 HAVING A CONTAINER THAT PRESERVES IT "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

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METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 HAVING A CONTAINER THAT PRESERVES IT "FIRST"											
Cohiba											
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None											
Don't know/ No answer											

CUBAN CIGARS

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METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 HAVING A GOOD AROMA "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
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Cohiba											
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Don't know/ No answer											

CUBAN CIGARS

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	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
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All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

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METRA/ 6 E/ 7715

% HORIZONTAL

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	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 HAVING A GOOD AROMA "FIRST"											
Cohiba											
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All the same											
None											
Don't know/ No answer											
Q32 HAVING A GOOD AROMA "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

RAW DATA

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BEING DRY "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BEING DRY "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BEING DRY "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

	City								% VERTICAL Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BEING DRY "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BEING DRY "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BEING DRY "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

CUBAN CIGARS

[Please see original Spanish document for figures]

METRA/ 6 E/ 7715

% HORIZONTAL

	City								Consumption		Ask
	TOTAL	Madrid	Barcelona	Valencia	Seville	Bilbao	S. Sebastian	Santander	Heavy	Light	Brand
Total											
Q32 NOT BEING DRY "FIRST"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BEING DRY "SECOND"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											
Q32 NOT BEING DRY "LESS"											
Cohiba											
Davidoff											
La Flor de Cano											
Fonseca											
Partagas											
H. Upmann											
Montecristo											
Romeo y Julieta											
Troya											
All the same											
None											
Don't know/ No answer											

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

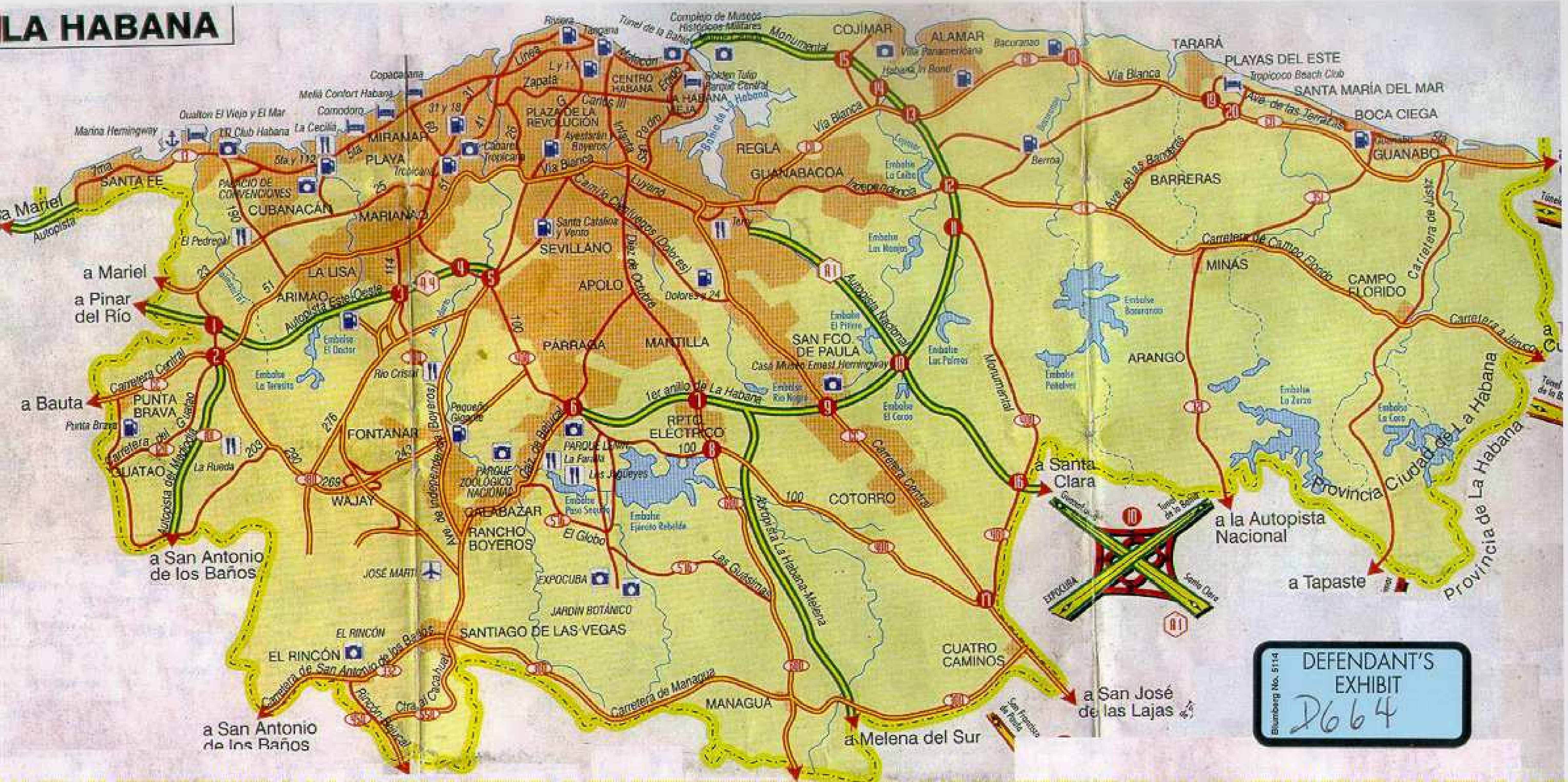
AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 664



DEFENDANT'S EXHIBIT

D664

Blumberg No. 5114

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

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PARTY: RESPONDENT
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Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 665

"BEST CIGARS IN THE FREE WORLD"
A Little Taste Of
CUBA
DEFENDANT'S
EXHIBIT
D665

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

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For the mark COHIBA
Date registered: February 17, 1981

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v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 666

DEFENDANT'S EXHIBIT
D666

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

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Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 667

COHIBA
COHIBA
COHIBA
COHIBA
COHIBA
DEFENDANT'S
EXHIBIT
D667

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

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PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 668

COJI
Blumberg No. 5114
DEFENDANT'S
EXHIBIT
D668

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

In the matter of Trademark Registration No. 1147309
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In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 672

94-95 Samples

	Marked	Added			
macaulay	63	82	+19	+23	+22=

Upmann - 94

80% hand ?

- 49% trial

51% non-triers

100

+	Nt triers
100 = 49	→ 51
80 - 49	→ 31 60%

67

DEFENDANT'S EXHIBIT D672

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

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PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 674

Blumberg No. 5114
DEFENDANT'S EXHIBIT
D674

MADE IN SANTIAGO
DOMINICAN REPUBLIC

IMPORTED BY
CIFUENTES Y CIA
PO BOX 418
MURRAY HILL STATION
NEW YORK NY 10156

6 89674 01333 4

WARNING: THIS PRODUCT CONTAINS/PRODUCES CHEMICALS KNOWN TO THE STATE OF CALIFORNIA TO CAUSE CANCER, AND BIRTH DEFECTS OR OTHER REPRODUCTIVE HARM.

8 MINIATURES
IMPORTED

8 MINIATURES

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
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Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 676

Blumberg No. 5114
DEFENDANT'S
EXHIBIT
D676

MADE IN
SANTIAGO, LA REPUBLICA DOMINICANA

IMPORTED BY
DIAZ Y CIA
PO BOX 418
MURRAY HILL STATION
NEW YORK NY 10156

6 89674 01518 5

DEFENDANT'S EXHIBIT
D674

8 MINIATURES
IMPORTED

8 MINIATURES
IMPORTED

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

In the matter of Trademark Registration No. 1147309
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Date registered: February 17, 1981

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EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 679

NFO WorldGroup
General Cigar Subpoena

August 20, 2001

#3

Project	Client Name	State	Project Name	AE
45233	Censydiam	NH	Premium Cigar Study	Scarfi, J J

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
NFO 03890

Blumberg No. 5114
DEFENDANT'S
EXHIBIT
D679

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 102

Bering

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 103

Padron

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the p
5 ☐ Use occasionally, duri
 # cigars per week:
6 ☐ My current brand I pur
 # cigars per week:
"X" the face that reflects hc cigar is to you?
1 ☐ ☺ 2 ☐ 😐

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 105

Romeo y Julieta

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 106

Montecristo

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the p
5 ☐ Use occasionally, duri
 # cigars per week:
6 ☐ My current brand I pur
 # cigars per week:
"X" the face that reflects hc cigar is to you?
1 ☐ ☺ 2 ☐

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 108

La Gloria Cubana

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 109

Don Diego

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the p
5 ☐ Use occasionally, duri
 # cigars per week:
6 ☐ My current brand I pur
 # cigars per week:
"X" the face that reflects hc cigar is to you?
1 ☐ ☺ 2 ☐

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 111

Dunhill

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 112

Montecruz

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the p
5 ☐ Use occasionally, duri
 # cigars per week:
6 ☐ My current brand I pur
 # cigars per week:
"X" the face that reflects hc cigar is to you?
1 ☐ ☺ 2 ☐

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UNDER PROTECTIVE ORDER
NFO 03891

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 114

A. Fuente

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 115

Partagas

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the p
5 ☐ Use occasionally, duri
 # cigars per week
6 ☐ My current brand I pur
 # cigars per week
"X" the face that reflects h
cigar is to you?
1 ☐ ☺ 2 ☐

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 117

Hoyo De Monterrey

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 118

AVO

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the p
5 ☐ Use occasionally, duri
 # cigars per week
6 ☐ My current brand I pur
 # cigars per week
"X" the face that reflects h
cigar is to you?
1 ☐ ☺ 2 ☐

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 120

Don Sebastian

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

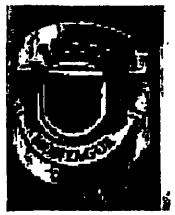
ID 121

Dannemann

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the p
5 ☐ Use occasionally, duri
 # cigars per week
6 ☐ My current brand I pur
 # cigars per week
"X" the face that reflects h
cigar is to you?
1 ☐ ☺ 2 ☐

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 123



Montague

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the past, but not any more
5 ☐ Use occasionally, during the last six months
 # cigars per week: _____
6 ☐ My current brand I purchase most often
 # cigars per week: _____
"X" the face that reflects how appealing this cigar is to you?
1 ☐ ☺ 2 ☐ 😐 3 ☐ ☹

ID 124

La Paz

1 ☐ Never seen before
2 ☐ Know, but never tried
3 ☐ Have tried
4 ☐ Used regularly in the p
5 ☐ Use occasionally, duri
 # cigars per week
6 ☐ My current brand I pur
 # cigars per week
"X" the face that reflects h
cigar is to you?
1 ☐ ☺ 2 ☐

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UNDER PROTECTIVE ORDER
NFO 03892

products. Of the last 10 times, how many of those 10 times were you using each of the products listed? Your total must equal 10. **(Write In For EACH In Column "C")**

1d. Which of these tobacco products, if any, have you ever used use on a regular basis in the past, but no longer use on a regular basis? **(X ALL That Apply In Column "D")**

	"A" Used Past 12 Months	"B" Used Past 2 Weeks	"C" # Of Last 10 Times Used	"D" Used To Use On A Regular Basis, But Not Any More
Cigarettes	1 ☐	1 ☐	_____	1 ☐
Cigarillos / Smaller Cigars	2 ☐	2 ☐	_____	2 ☐
Larger Cigars	3 ☐	3 ☐	_____	3 ☐
Moist snuff / Dip	4 ☐	4 ☐	_____	4 ☐
Chewing Tobacco	5 ☐	5 ☐	_____	5 ☐
Pipe Tobacco	6 ☐	6 ☐	_____	6 ☐
None of the above	7 ☐	7 ☐	_____	7 ☐
			Total = 10	

1e. On average, how many premium cigars do you smoke per week? **(Write In)** _____

In the following sections, we will be discussing all aspects of cigars and cigarillos (smaller cigars). For the rest of the survey, when the term cigar is used, it is meant to represent not only full-sized cigars, but also cigarillos and any other size of cigars.

CIGAR CONSUMPTION

2a. Where do you normally purchase your cigars? **(X ALL That Apply In Column "A")**

2b. Thinking about your last 10 cigar purchases, about how many were purchased at these locations? (For example: if out of your last ten cigar purchases you purchased 3 at the supermarket and 7 at a gas station you would put the number 3 on the appropriate line for supermarket and a 7 on the appropriate line for gas station/convenience store.) **(Write In For EACH In Column "B")**

	"A" Normal Purchase Locations	"B" Last 10 Purchases
Specialty cigar store	01 ☐	_____
Supermarket	02 ☐	_____
Drug store	03 ☐	_____
Mass merchandiser (e.g., Wal-Mart / Kmart)	04 ☐	_____
Discount tobacco store	05 ☐	_____
Gas station/convenience store	06 ☐	_____
Bar / Restaurant / Hotel	07 ☐	_____
Mail order	08 ☐	_____
Internet	09 ☐	_____
Some other location	10 ☐	_____
		Total = 10

3a. Below are a number of statements made by other cigar smokers about the ways in which they handle things that deal with cigar smoking, and what they pay attention to while buying cigars. Please respond by deciding whether or not you strongly agree with, agree with or do not agree with each statement. Please mark your response in the appropriate box. **(X ONE Box In Column "A" For EACH Statement)**

3b. Now, in **Column "B"**, please rank the 6 statements that you most strongly agree with. Write a "1" for the statement that you most strongly agree with, a "2" for the statement that you agree with 2nd most and so on. Please be sure to rank exactly 6 statements. **(Write In Ranking For 6 Statements In Column "B")**

	"A" Would Strongly Agree With	"A" Would Agree With	"A" Would Not Agree With	"B" Rank From 1 To 6
I could talk about cigars for a long time	1 ☐	2 ☐	3 ☐	_____
Cigars are of high importance to me personally	1 ☐	2 ☐	3 ☐	_____
If evaluating cigars, I would examine a very long list of features	1 ☐	2 ☐	3 ☐	_____
I usually look for cigars with an interesting price	1 ☐	2 ☐	3 ☐	_____
The quality of value brands (less expensive brands) is comparable to regular priced brands	1 ☐	2 ☐	3 ☐	_____
An expensive cigar would never become my regular brand	1 ☐	2 ☐	3 ☐	_____
I'm very loyal to the cigar brand I normally buy	1 ☐	2 ☐	3 ☐	_____
When choosing a cigar it isn't so bad if you choose a different brand	1 ☐	2 ☐	3 ☐	_____
The brand of cigars I smoke doesn't really matter to me	1 ☐	2 ☐	3 ☐	_____
I like to ask for advice about the cigars in the shop	1 ☐	2 ☐	3 ☐	_____
If I wanted a good cigar, I would go to a specialized tobacconist	1 ☐	2 ☐	3 ☐	_____
The kind of cigars I buy depends on my mood	1 ☐	2 ☐	3 ☐	_____

Do you think that in the future you will smoke less, more or the same amount of cigars than you do right now? **(X ONE Box)**

1 ☐ I will smoke more cigars than I do now
2 ☐ I will smoke fewer cigars than I do now
3 ☐ I will smoke about the same amount of cigars as I do now

NOW YOU MUST MAKE SURE THAT PAGES 1-2 ARE COMPLETED. IF THEY ARE NOT, PLEASE COMPLETE THEM BEFORE CONTINUING WITH THE REMAINDER OF THE QUESTIONNAIRE.

For the next sections, it is necessary that you have completed all the questions on pages 1-2. If the questions are not completed yet, please go back and complete them before you continue. If you have already completed all the questions on pages 1-2. please continue.

In some of the questions that follow, you will need to make reference to the specific item codes that can be found on the left of each product photograph on pages 1-2. Make sure to double check the code every time before you note it in the spaces provided. Try to write as neatly and clearly as possible.

6. Please look through the products on pages 1-2. Please indicate the code number for the cigar brand that you currently use the most often in the space provided below. **(Write In Code Number)**

Consumed Most Often
[ ]

7. Now imagine that you really need a cigar(s). You go to a store that has all the cigars found on pages 1-2, except for your most commonly purchased cigar, the cigar that was noted in the previous question. There is no time to go to another store, and you really need to buy a cigar(s). Please select an alternate choice from pages 1-2 and note the code number below. **(Write In Code Number)**

Replacement Choice
[ ]

8. How much does your current, most often used cigar cost per cigar? **(Write In Dollar Amount)**

$ [ ][ ] . [ ][ ] / Cigar

9. What is the lowest price you would pay for your current, most often used cigar and **still have confidence in the quality of the cigar**? **(Write In Dollar Amount)**

$ [ ][ ] . [ ][ ] / Cigar

10. What is the highest price you would be willing to pay for your current, most often used cigar? **(Write In Dollar Amount)**

$ [ ][ ] . [ ][ ] / Cigar

11a. In the future, do you think you will smoke more, less, or about the same amount of your most often purchased cigars? **(X ONE Box)**

1 ☐ I will probably smoke more of my most often purchased cigars in the future. → **(Skip To Qu. 12)**
2 ☐ I will probably smoke fewer of my most often purchased cigars in the future. → **(Continue)**
3 ☐ I will probably just smoke as many of my most often purchased cigars in the future as I do now. → **(Skip To Qu. 12)**

11b. Why do you plan to smoke fewer of your most often purchased cigars in the future? **(X ALL That Apply)**

1 ☐ It is becoming too expensive
2 ☐ Concerns about health or social issues
3 ☐ Want to change to a better brand or type
4 ☐ Am becoming tired of my current brand
5 ☐ Other reason

12. Please look at the photographs on pages 1-2 again. Please find the item code of the cigar you started smoking first on a regular basis. Please note the number in the box provided below. **(Write In Code Number)**

First Regularly Consumed Cigar

occasion that is your favorite for smoking cigars, a "2" for the occasion that is your 2nd favorite for smoking cigars, and so on. Please be sure to rank exactly 5 occasions. **(Write In Ranking For 5 Occasions In Column "B")**

	"A"			"B"
	Would Like Very Much	Might Or Might Not Like	Would Not Like	Rank From 1 To 5
With friends or family at my home	1 ☐	2 ☐	3 ☐	_____
Just relaxing by myself	1 ☐	2 ☐	3 ☐	_____
At a local bar with good friends	1 ☐	2 ☐	3 ☐	_____
When watching TV	1 ☐	2 ☐	3 ☐	_____
After I have finished a job	1 ☐	2 ☐	3 ☐	_____
At a party	1 ☐	2 ☐	3 ☐	_____
In a modern, trendy bar or dance club	1 ☐	2 ☐	3 ☐	_____
After a meal (at the table, outside on deck/patio, in the yard)	1 ☐	2 ☐	3 ☐	_____
When visiting friends at their home	1 ☐	2 ☐	3 ☐	_____
When I've come home from work	1 ☐	2 ☐	3 ☐	_____
When watching a sporting event	1 ☐	2 ☐	3 ☐	_____
Celebrating a special occasion	1 ☐	2 ☐	3 ☐	_____
After sex	1 ☐	2 ☐	3 ☐	_____
On the beach	1 ☐	2 ☐	3 ☐	_____
When reading the newspaper	1 ☐	2 ☐	3 ☐	_____
When doing work around the house/yard	1 ☐	2 ☐	3 ☐	_____
While fishing	1 ☐	2 ☐	3 ☐	_____
While driving my car	1 ☐	2 ☐	3 ☐	_____
When playing cards with friends	1 ☐	2 ☐	3 ☐	_____
While playing golf	1 ☐	2 ☐	3 ☐	_____
At work	1 ☐	2 ☐	3 ☐	_____

CIGAR MOTIVATIONS

14a. Please think about what smoking a cigar means to you. In the list below, you will find a number of statements that other cigar smokers have made in respect to smoking cigars. Please select as many of the statements with which you agree. **(X ALL That Apply In Column "A")**

14b. Now, in **Column "B"**, please rank the 8 statements that you agree with most in the order they are important to you in describing why you smoke cigars. Write a "1" for the statement that is most important to you, a "2" by the statement that is 2nd most important to you and so on. Please be sure to rank exactly 8 statements even if you X'd fewer than 8 statements in **Column "A"**. **(Write In Ranking For 8 Statements In Column "B")**

	"A"	"B"
	I Agree	Rank From 1 To 8
Smoking a cigar makes you feel more like you're in charge	01 ☐	_____
I enjoy talking about cigars with other people	02 ☐	_____
I have found that smoking cigars has just become a routine for me	03 ☐	_____
I like to play with the smoke in my mouth	04 ☐	_____
I like to have a cigar before starting a difficult task	05 ☐	_____
I enjoy having a cigar after being successful at something	06 ☐	_____
I prefer smoking cigars in the company of other smokers	07 ☐	_____
I have a cigar to keep me going	08 ☐	_____
I really enjoy watching the smoke of my cigar	09 ☐	_____
I love the feeling of the cigar in my mouth	10 ☐	_____
Smoking a cigar sometimes gives me a kick	11 ☐	_____
I love smoking cigars when spending an evening smoking with friends	12 ☐	_____
Smoking a cigar helps me to reflect on the day	13 ☐	_____
Smoking a cigar really is a fascinating, mysterious ritual to me	14 ☐	_____
I feel more distinguished when I smoke a cigar	15 ☐	_____
I often smoke a cigar out of habit	16 ☐	_____

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choose the box to the left or to the right, or adjust your answer by choosing a box in between the two extremes. **(X ONE Box For EACH)**

	1	2	3	4	5	
A light, mild cigar	☐	☐	☐	☐	☐	A robust, strong cigar
A thick cigar	☐	☐	☐	☐	☐	A thin cigar
A long cigar	☐	☐	☐	☐	☐	A short cigar
A cigar with a gentle flavor	☐	☐	☐	☐	☐	A cigar with a full flavor
A cigar with a refined flavor	☐	☐	☐	☐	☐	A cigar with a natural flavor
An expensive cigar	☐	☐	☐	☐	☐	An inexpensive cigar
A tightly rolled cigar	☐	☐	☐	☐	☐	A loosely rolled cigar
A cigar with delicate after-taste	☐	☐	☐	☐	☐	A cigar with a distinct after-taste
A cigar with a special flavor	☐	☐	☐	☐	☐	A cigar with a typical cigar flavor
A cigar with a special scent	☐	☐	☐	☐	☐	A cigar with a typical scent
A light colored cigar	☐	☐	☐	☐	☐	A dark colored cigar
A cigar that is easy to smoke	☐	☐	☐	☐	☐	A cigar for an experienced smoker
A sweet cigar	☐	☐	☐	☐	☐	A natural cigar
A slightly hot cigar	☐	☐	☐	☐	☐	A very hot cigar
A cigar with an oily wrapper	☐	☐	☐	☐	☐	A cigar with a dry wrapper
A cigar with a short finish	☐	☐	☐	☐	☐	A cigar with a long finish
A cigar that has an easy draw	☐	☐	☐	☐	☐	A cigar that has a hard draw
A cigar with a woodsy aroma	☐	☐	☐	☐	☐	A cigar with a peppery aroma

16. What type of box would your **ideal** cigar come packaged in? **(X ONE Box)**

1 ☐ Cardboard 2 ☐ Tin / Metal 3 ☐ Plastic 4 ☐ Wood

17. Thinking only of the locations listed below, where would your **ideal** cigar be produced? **(X ONE Box In EACH Column)**

	First Choice	Second Choice
The Dominican Republic	1 ☐	1 ☐
Honduras	2 ☐	2 ☐
Jamaica	3 ☐	3 ☐
Nicaragua	4 ☐	4 ☐
The Philippines	5 ☐	5 ☐
The United States	6 ☐	6 ☐
Mexico	7 ☐	7 ☐

Please look at the pictures on the back of the letter we sent you with this questionnaire. You will need to reference them to answer the next 3 questions (Qu. 18, 19, and Qu. 20).

18. Thinking only of the sizes listed below, please select the size of your **ideal** cigar. **(X ONE Box In EACH Column)**

	First Choice	Second Choice
Petit Corona (4"-5" X 40"-44")	1 ☐	1 ☐
Corona (5 ¼"-5 ¾" X 40"-44")	2 ☐	2 ☐
Churchill (6 ¾"-7 7/8" X 46"-48")	3 ☐	3 ☐
Robusto (4 ½"-5 ½" X 48"-54")	4 ☐	4 ☐
Corona Gorda (5 5/8" 6 7/8" X 45"-47")	☐	☐

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Claro Claro (light tan, candela or light green) ..... 5 ☐ 5 ☐

20. Thinking only of the shapes listed below, please select the shape of your **ideal** cigar.
(X ONE Box In EACH Column)

	First Choice	Second Choice
Corona	1 ☐	1 ☐
Panatela	2 ☐	2 ☐
Lonsdale	3 ☐	3 ☐
Pyramid	4 ☐	4 ☐
Belicoso	5 ☐	5 ☐
Torpedo	6 ☐	6 ☐
Perfecto	7 ☐	7 ☐
Culebras	8 ☐	8 ☐
Diademas	9 ☐	9 ☐

21. How would each individual cigar be packaged within your **ideal** package? **(X ONE Box)**

1 ☐ In a glass tube
2 ☐ In a metal tube
3 ☐ In a plastic tube
4 ☐ Wrapped in cellophane
5 ☐ Wrapped in cedar
6 ☐ Unwrapped

22a. Now imagine that you have to make an advertisement for your **ideal** cigar. For this advertisement, you are going to need pictures of different people who enjoy this cigar. From the list below, please select the 8 types of people that you would be most likely to use in your advertisement. **(X 8 Statements In Column "A")**

22b. Now, in **Column "B"**, please rank the 8 types of people that could be used in the advertisement for your **ideal** cigar in the order in which they best represent your **ideal** cigar. Write a "1" for the type of person that **best** represents your **ideal** cigar, a "2" for the type of person that next best represents your **ideal** cigar and so on. Please be sure to rank **exactly** 8 types of people even if you X'd fewer than 8 types of people in **Column "A"**.
(Write In Ranking For 8 Types Of People In Column "B")

	"A" Ideal Cigar Users	"B" Ranking 1 To 8
Family oriented people	01 ☐	_____
Stable people	02 ☐	_____
People who think things over carefully	03 ☐	_____
People who have an active and dynamic lifestyle	04 ☐	_____
People who are adventurous	05 ☐	_____
Party goers	06 ☐	_____
People who are easy to approach and helpful	07 ☐	_____
People who live life to the fullest	08 ☐	_____
Cheerful people	09 ☐	_____
People who respect tradition	10 ☐	_____
People who are confident about themselves	11 ☐	_____
People who are respected by others	12 ☐	_____
Mature people	13 ☐	_____
Real connoisseurs	14 ☐	_____
People who are successful	15 ☐	_____
People who like to stand out from the crowd	16 ☐	_____

23. If it were legal to import Cuban cigars into the United States, how likely would you be to use these cigars?
(X ONE Box)

1 ☐ Definitely would use

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EASE REFER TO THE PHOTOGRAPHS ON PAGES 2-4 TO FIND YOUR CURRENT BRAND CODE AND ENTER THE CODE NUMBER IN EACH OF THE GRIDS IN QU ESTION 25, AND QUESTION 26 UNDER THE HEADING "CURRENT BRAND."

. at each of the 8 cigar brands on this page. In the grid below, indicate which of these brands you are aware of by checking the appropriate box. **(X ONE Box For Each)**

elow, you will find a number of statements that describe various qualities of a cigar. For your current brand and each of the brands you indicated that you are aware of in Qu rand or brands that you believe fit with each of the qualities listed below. If a certain quality fits a certain brand, then "X" the corresponding box. Each quality may describe brands, therefore you may "X" all that apply. **(X ALL That Apply For Each)**

Brand	Current Brand	Romeo Y Julieta	Hoyo De Monterrey	Bering	Dannemann	Padron	A. Fuente	Macanudo
ode (from pages 1-2) →		105	117	102	121	103	114	107
f this cigar brand		1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No
...								
special flavor ... 01 ☐		01 ☐	01 ☐	01 ☐	01 ☐	01 ☐	01 ☐	01 ☐
perienced smokers ... 02 ☐		02 ☐	02 ☐	02 ☐	02 ☐	02 ☐	02 ☐	02 ☐
d cigar ... 03 ☐		03 ☐	03 ☐	03 ☐	03 ☐	03 ☐	03 ☐	03 ☐
pleasant scent which ely ... 04 ☐		04 ☐	04 ☐	04 ☐	04 ☐	04 ☐	04 ☐	04 ☐
ot spots ... 05 ☐		05 ☐	05 ☐	05 ☐	05 ☐	05 ☐	05 ☐	05 ☐
urns out frequently ... 06 ☐		06 ☐	06 ☐	06 ☐	06 ☐	06 ☐	06 ☐	06 ☐
strong flavor ... 07 ☐		07 ☐	07 ☐	07 ☐	07 ☐	07 ☐	07 ☐	07 ☐
ed cigar ... 08 ☐		08 ☐	08 ☐	08 ☐	08 ☐	08 ☐	08 ☐	08 ☐
rovides quality at an rice ... 09 ☐		09 ☐	09 ☐	09 ☐	09 ☐	09 ☐	09 ☐	09 ☐
n ordinary flavor ... 10 ☐		10 ☐	10 ☐	10 ☐	10 ☐	10 ☐	10 ☐	10 ☐
as a dry flavor ... 11 ☐		11 ☐	11 ☐	11 ☐	11 ☐	11 ☐	11 ☐	11 ☐
ar ... 12 ☐		12 ☐	12 ☐	12 ☐	12 ☐	12 ☐	12 ☐	12 ☐
pronounced aftertaste ... 13 ☐		13 ☐	13 ☐	13 ☐	13 ☐	13 ☐	13 ☐	13 ☐
good aftertaste ... 14 ☐		14 ☐	14 ☐	14 ☐	14 ☐	14 ☐	14 ☐	14 ☐
light aftertaste ... 15 ☐		15 ☐	15 ☐	15 ☐	15 ☐	15 ☐	15 ☐	15 ☐
heavy aftertaste ... 16 ☐		16 ☐	16 ☐	16 ☐	16 ☐	16 ☐	16 ☐	16 ☐
long finish ... 17 ☐		17 ☐	17 ☐	17 ☐	17 ☐	17 ☐	17 ☐	17 ☐
short finish ... 18 ☐		18 ☐	18 ☐	18 ☐	18 ☐	18 ☐	18 ☐	18 ☐
n oily wrapper ... 19 ☐		19 ☐	19 ☐	19 ☐	19 ☐	19 ☐	19 ☐	19 ☐
dry wrapper ... 20 ☐		20 ☐	20 ☐	20 ☐	20 ☐	20 ☐	20 ☐	20 ☐

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Brand	Current Brand	Romeo Y Julieta	Hoyo De Monterrey	Bering	Dannemann	Padron	A. Fuente	Macanudo
Code (from pages 1-2) →		105	117	102	121	103	114	107
spicy flavor 21	☐	21 ☐	21 ☐	21 ☐	21 ☐	21 ☐	21 ☐	21 ☐
woodsy aroma 22	☐	22 ☐	22 ☐	22 ☐	22 ☐	22 ☐	22 ☐	22 ☐
n earthy aroma 23	☐	23 ☐	23 ☐	23 ☐	23 ☐	23 ☐	23 ☐	23 ☐
sweet aroma 24	☐	24 ☐	24 ☐	24 ☐	24 ☐	24 ☐	24 ☐	24 ☐
peppery aroma 25	☐	25 ☐	25 ☐	25 ☐	25 ☐	25 ☐	25 ☐	25 ☐
burns with a long firm ash 26	☐	26 ☐	26 ☐	26 ☐	26 ☐	26 ☐	26 ☐	26 ☐
you can find anywhere 27	☐	27 ☐	27 ☐	27 ☐	27 ☐	27 ☐	27 ☐	27 ☐
is easy to smoke and o drag on 28	☐	28 ☐	28 ☐	28 ☐	28 ☐	28 ☐	28 ☐	28 ☐
d cigar 29	☐	29 ☐	29 ☐	29 ☐	29 ☐	29 ☐	29 ☐	29 ☐
is tightly rolled 30	☐	30 ☐	30 ☐	30 ☐	30 ☐	30 ☐	30 ☐	30 ☐
ıoks artificial 31	☐	31 ☐	31 ☐	31 ☐	31 ☐	31 ☐	31 ☐	31 ☐
clear leaf-structure 32	☐	32 ☐	32 ☐	32 ☐	32 ☐	32 ☐	32 ☐	32 ☐
cigar 33	☐	33 ☐	33 ☐	33 ☐	33 ☐	33 ☐	33 ☐	33 ☐
full flavor 34	☐	34 ☐	34 ☐	34 ☐	34 ☐	34 ☐	34 ☐	34 ☐
oy for a long time 35	☐	35 ☐	35 ☐	35 ☐	35 ☐	35 ☐	35 ☐	35 ☐
n outspoken flavor 36	☐	36 ☐	36 ☐	36 ☐	36 ☐	36 ☐	36 ☐	36 ☐
refined flavor 37	☐	37 ☐	37 ☐	37 ☐	37 ☐	37 ☐	37 ☐	37 ☐
sharp flavor 38	☐	38 ☐	38 ☐	38 ☐	38 ☐	38 ☐	38 ☐	38 ☐
looks nice 39	☐	39 ☐	39 ☐	39 ☐	39 ☐	39 ☐	39 ☐	39 ☐
is really satisfying 40	☐	40 ☐	40 ☐	40 ☐	40 ☐	40 ☐	40 ☐	40 ☐
igar 41	☐	41 ☐	41 ☐	41 ☐	41 ☐	41 ☐	41 ☐	41 ☐
strong flavor 42	☐	42 ☐	42 ☐	42 ☐	42 ☐	42 ☐	42 ☐	42 ☐
ɜmains lit after putting it 43	☐	43 ☐	43 ☐	43 ☐	43 ☐	43 ☐	43 ☐	43 ☐
firm feel 44	☐	44 ☐	44 ☐	44 ☐	44 ☐	44 ☐	44 ☐	44 ☐
urns evenly 45	☐	45 ☐	45 ☐	45 ☐	45 ☐	45 ☐	45 ☐	45 ☐
as a hard draw 46	☐	46 ☐	46 ☐	46 ☐	46 ☐	46 ☐	46 ☐	46 ☐

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se indicate which of the brands you are aware of in the grid below by checking the appropriate box. **(X ONE Box For EACH)**

k about the different types of people that smoke cigars. In the list below, you will find a number of descriptions that may fit people who use a specific brand of cigar. For you brands you indicated that you are aware of in Qu. 25a, please select the brand or brands that you believe fit each of the types of people listed below. Each type of person m none of the brands, therefore you may "X" all that apply. **(X ALL That Apply For EACH)**

Brand	Current Brand	Romeo Y Julieta	Hoyo De Monterrey	Bering	Dannemann	Padron	A. Fuente	Macanudo
ode (from pages 1-2) →		105	117	102	121	103	114	107
of this cigar brand		1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No
its with ...								
ıted people ..... 01 ☐		01 ☐	01 ☐	01 ☐	01 ☐	01 ☐	01 ☐	01 ☐
ɔle ..... 02 ☐		02 ☐	02 ☐	02 ☐	02 ☐	02 ☐	02 ☐	02 ☐
ı think things over ..... 03 ☐		03 ☐	03 ☐	03 ☐	03 ☐	03 ☐	03 ☐	03 ☐
ı have an active and lifestyle ..... 04 ☐		04 ☐	04 ☐	04 ☐	04 ☐	04 ☐	04 ☐	04 ☐
ı are adventurous ..... 05 ☐		05 ☐	05 ☐	05 ☐	05 ☐	05 ☐	05 ☐	05 ☐
..... 06 ☐		06 ☐	06 ☐	06 ☐	06 ☐	06 ☐	06 ☐	06 ☐
ı are easy to approach ul ..... 07 ☐		07 ☐	07 ☐	07 ☐	07 ☐	07 ☐	07 ☐	07 ☐
ı enjoy life ..... 08 ☐		08 ☐	08 ☐	08 ☐	08 ☐	08 ☐	08 ☐	08 ☐
ıople ..... 09 ☐		09 ☐	09 ☐	09 ☐	09 ☐	09 ☐	09 ☐	09 ☐
ı respect tradition ..... 10 ☐		10 ☐	10 ☐	10 ☐	10 ☐	10 ☐	10 ☐	10 ☐
ı are confident about ɜs ..... 11 ☐		11 ☐	11 ☐	11 ☐	11 ☐	11 ☐	11 ☐	11 ☐
ı are respected by others ..... 12 ☐		12 ☐	12 ☐	12 ☐	12 ☐	12 ☐	12 ☐	12 ☐
ple ..... 13 ☐		13 ☐	13 ☐	13 ☐	13 ☐	13 ☐	13 ☐	13 ☐
isseurs ..... 14 ☐		14 ☐	14 ☐	14 ☐	14 ☐	14 ☐	14 ☐	14 ☐
ı are successful ..... 15 ☐		15 ☐	15 ☐	15 ☐	15 ☐	15 ☐	15 ☐	15 ☐
ı like to stand out from l ..... 16 ☐		16 ☐	16 ☐	16 ☐	16 ☐	16 ☐	16 ☐	16 ☐

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NFO 03900

se indicate which of the brands you are aware of in the grid below by checking the appropriate box. **(X ONE Box For EACH)**

ur current brand and each of the cigar brands that you indicated you were aware of in Qu. 26a, please indicate what you believe is the average age of a typical smoker of tl may not know the answer, please give your opinion based on what you know of each brand. **(X ONE Box For EACH Brand)**

Brand	Current Brand	Romeo Y Julieta	Hoyo De Monterrey	Bering	Dannemann	Padron	A. Fuente	Macanudo
ode (from pages 1-2) →		105	117	102	121	103	114	107
aware of this cigar brand...	[redacted]	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No	1 ☐ Yes 2 ☐ No
25	1 ☐	1 ☐	1 ☐	1 ☐	1 ☐	1 ☐	1 ☐	1 ☐
35	2 ☐	2 ☐	2 ☐	2 ☐	2 ☐	2 ☐	2 ☐	2 ☐
45	3 ☐	3 ☐	3 ☐	3 ☐	3 ☐	3 ☐	3 ☐	3 ☐
55	4 ☐	4 ☐	4 ☐	4 ☐	4 ☐	4 ☐	4 ☐	4 ☐
65	5 ☐	5 ☐	5 ☐	5 ☐	5 ☐	5 ☐	5 ☐	5 ☐
75	6 ☐	6 ☐	6 ☐	6 ☐	6 ☐	6 ☐	6 ☐	6 ☐
75	7 ☐	7 ☐	7 ☐	7 ☐	7 ☐	7 ☐	7 ☐	7 ☐

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
NFO 03901

28. About how much time, if any, do you spend listening to the radio during a typical **weekday**?
(Record Time In Total Minutes)

# of Minutes: _____

29. In total, how many daily newspapers, if any, do you read or look into in an average **week**?
(Record Number Of Issues Of All Daily Newspapers Read In An Average Week)

# of Newspapers/Week: _____

30. Do you currently have access to the Internet in your home?

1 ☐ Yes → **How many hours do you spend on the Internet at HOME during a typical week?**
# of Hours/Week _____

2 ☐ No

31. Do you currently have access to the Internet where you work?

1 ☐ Yes → **How many hours do you spend on the Internet at WORK during a typical week?**
# of Hours/Week _____

2 ☐ No

32. Which of the following magazines do you read regularly? **(X ALL That Apply)**

01 ☐ American Hunter
02 ☐ American Rifleman
03 ☐ Cigar Aficionado
04 ☐ Field and Stream
05 ☐ Financial World
06 ☐ Food and Wine
07 ☐ Four Wheeler
08 ☐ Golf Magazine
09 ☐ Gray's Sporting Journal
10 ☐ Guns & Ammo
11 ☐ Inside NASCAR
12 ☐ Maxim
13 ☐ Motor Trend
14 ☐ Newsweek
15 ☐ Outdoor Life
16 ☐ People
17 ☐ Playboy
18 ☐ Popular Science
19 ☐ Robb Report
20 ☐ Rolling Stone
21 ☐ Smoke Magazine
22 ☐ Sports Illustrated
23 ☐ Time
24 ☐ Today's Homeowner
25 ☐ Wine Spectator
26 ☐ Other
27 ☐ Do not regularly read any magazines

33. Which is the highest level of education that you have completed? **(X ONE Box)**

1 ☐ Grade school
2 ☐ Some high school
3 ☐ High school completed
4 ☐ Some college
5 ☐ College completed
6 ☐ Some post graduate work
7 ☐ Post graduate degree or more

34. What is your current occupation? **(X ONE Box)**

1 ☐ Professional
2 ☐ Executive/Managerial/Owner
3 ☐ Salesperson
4 ☐ Clerical/White Collar
5 ☐ Skilled laborer
6 ☐ Technician
7 ☐ Student
8 ☐ Other

35. Please indicate your age and gender. Age:_____ Gender: 1 ☐ Male 2 ☐ Female

Thank you for your help with this study. Please return your completed questionnaire in the enclosed postage-paid envelope as soon as possible.

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
NFO 03902

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 680A

UNAIDED AWARENESS OF COHIBA IN 1992

Survey Month/Year	Cohiba			Macanudo		
	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided
1/1992	2.2	?		8.7	?	
9/1994	8.5	14.5	59%	22.5	63	36%
2/1995	10.9	16.7	65%	16.1	59.2	27%
5/1995	11.3	17.1	66%	14.6	59.3	25%
7/1996	3.6	5.0	72%	11.8	37.9	31%

Trial Exhibit D178, p. 24

DEFENDANT'S EXHIBIT D6804

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 680B

UNAIDED AWARENESS OF COHIBA IN 1992:

USING RATIO OF BEST CIGAR TO UNAIDED AWARENESS

Survey Month/Year	Cohiba			Macanudo		
	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided
1/1992	2.2	?		8.7	?	
9/1994	8.5	14.5	59%	22.5	63	36%
2/1995	10.9	16.7	65%	16.1	59.2	27%
5/1995	11.3	17.1	66%	14.6	59.3	25%
7/1996	3.6	5.0	72%	11.8	37.9	31%

2.2% of Respondents in January 1992 Rated Cohiba As The Finest Cigar Ever Smoked

Trial Exhibit D178, p. 24

DEFENDANT'S EXHIBIT D680B

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
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Def. Ex. 680C

UNAIDED AWARENESS OF COHIBA IN 1992:

USING RATIO OF BEST CIGAR TO UNAIDED AWARENESS

Survey Month/Year	Cohiba			Macanudo		
	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided
1/1992	2.2	?		8.7	?	
9/1994	8.5	14.5	59%	22.5	63	36%
2/1995	10.9	16.7	65%	16.1	59.2	27%
5/1995	11.3	17.1	66%	14.6	59.3	25%
7/1996	3.6	5.0	72%	11.8	37.9	31%

Average Ratio of Best Cigar to Unaided Awareness 65%

DEFENDANT'S EXHIBIT D680C

Trial Exhibit D178, p. 24

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 680D

UNAIDED AWARENESS OF COHIBA IN 1992:

USING RATIO OF BEST CIGAR TO UNAIDED AWARENESS

Survey Month/Year	Cohiba			Macanudo		
	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided
1/1992	2.2	?	**65%**	8.7	?	
9/1994	8.5	14.5	59%	22.5	63	36%
2/1995	10.9	16.7	65%	16.1	59.2	27%
5/1995	11.3	17.1	66%	14.6	59.3	25%
7/1996	3.6	5.0	72%	11.8	37.9	31%

January 1992

Best Cigar 2.2
Average Ratio .65

= 3.4%

Unaided Awareness of Cohiba in January 1992

DEFENDANT'S EXHIBIT D680D

Trial Exhibit D178, p. 24

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 680E

UNAIDED AWARENESS OF COHIBA IN 1992:

USING RATIO OF BEST CIGAR TO UNAIDED AWARENESS FROM 1994 STUDY

Survey Month/Year	Cohiba			Macanudo		
	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided
1/1992	2.2	?		8.7	?	
9/1994	8.5	14.5	59%	22.5	63	36%
2/1995	10.9	16.7	65%	16.1	59.2	27%
5/1995	11.3	17.1	66%	14.6	59.3	25%
7/1996	3.6	5.0	72%	11.8	37.9	31%

January 1992

Best Cigar 2.2
Average Ratio .59

= 3.7%

Unaided Awareness of Cohiba in January 1992

DEFENDANT'S EXHIBIT D680E

Trial Exhibit D178, p. 24

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 680F

UNAIDED AWARENESS OF COHIBA IN 1992

Survey Month/Year	Cohiba			Macanudo		
	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided	Best Cigar (%)	Unaided Awareness (%)	Ratio of "Best" to Unaided
1/1992	2.2	**3.4% - 3.7%**		8.7	?	
9/1994	8.5	14.5	59%	22.5	63	36%
2/1995	10.9	16.7	65%	16.1	59.2	27%
5/1995	11.3	17.1	66%	14.6	59.3	25%
7/1996	3.6	5.0	72%	11.8	37.9	31%

3.4% – 3.7%

Trial Exhibit D178, p. 24

DEFENDANT'S EXHIBIT D680F

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

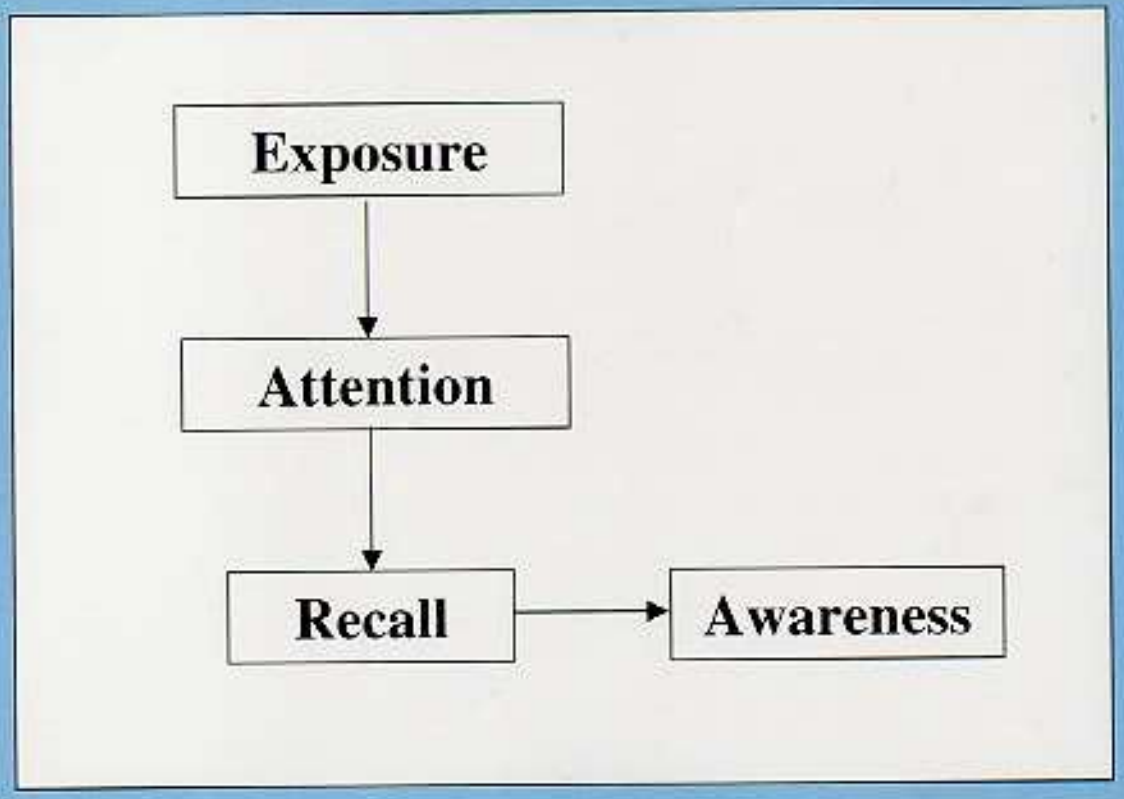
In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 681

PRINCIPLES OF CONSUMER AWARENESS



Trial Exhibit D178, p. 35

DEFENDANT'S EXHIBIT
D681

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
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GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 684A

OSSIP SURVEY:
AIDED AWARENESS OF CUBAN COHIBA IN 2000

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CROSSFIELD CONSULTING GROUP
CIGAR STUDY (PRESS)
NOVEMBER, 2000

Table 12

Q11 FOR EACH CIGAR LISTED, PLEASE INDICATE WHETHER YOU HAVE HEARD OF IT, WHETHER YOU HAVE NOT HEARD OF IT, OR WHETHER YOU ARE NOT SURE
COHIBA

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER BRN IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER BRN IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER BRN IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER BRN IMAGE
BASE THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.51 OR MORE PER CIGAR	960	960	256	207	13	880	170	105	68
HEARD OF	693	693	156	127	73	376	110	133	68
	72.2	72.2	100.0	61.4	100.0	77.9	100.0	80.6	100.0
NOT HEARD OF	180	180	-	53	-	80	-	26	-
	18.8	18.8		25.6	-	16.7	-	14.5	-
NOT SURE	87	87	-	27		26	-	8	
	9.1	9.1		13.0	-	5.4		4.8	

Total Respondents Identified as Cigar Smokers Who Will Buy Premium Cigars **960**

Trial Exhibit: PX316, Table 12

DEFENDANT'S EXHIBIT D684A

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 684B

OSSIP SURVEY:
AIDED AWARENESS OF CUBAN COHIBA IN 2000

269

Respondents Knew that Cohiba was Made in Cuba

Page 21
GREENFIELD CONSULTING GROUP
CIGAR STUDY (1685)
GOVERNMENT 2000

Table 18

Q11. PLEASE WRITE IN THE NAME OF THE COUNTRY OR COUNTRIES WHERE YOU THINK COHIBA CIGARS ARE MADE. IF YOU DON'T KNOW, PLEASE CHECK THE DON'T KNOW BOX

TOTAL SAMPLE

	TOTAL	$65 OR HIGH KR	$65 OR HIGH KR SAW IMAGE	FE MALE $65 OR HIGH KR	FE MALE $65 OR HIGH KR SAW IMAGE	$120 OR HIGH KR	$120 OR HIGH KR SAW IMAGE	$235 OR HIGH KR	$235 OR HIGH KR SAW IMAGE
BASE: KNOW IN WHICH COUNTRY OR COUNTRIES COHIBA CIGARS ARE MADE	412	412	256	56	33	257	170	98	68
BRAZIL	1 0.2	1 0.2		1 1.8		1 0.4			
CAMEROON	1 0.2	1 0.2	1 0.4	1 1.8	1 1.0	1 0.4	1 0.6		
COSTA RICA	3 0.7	3 0.7		2 3.6		1 0.4		1 1.0	
CUBA	256 62.1	256 62.1	256 100.0	33 58.9	33 100.0	170 66.1	170 100.0	68 69.4	68 100.0
CUBA (DIDN'T CHECK IN Q14)	13 3.2	13 3.2		1 1.8		8 3.1		3 3.1	
DOMINICAN REPUBLIC	207 50.2	207 50.2	112 43.8	20 35.7	7 21.2	131 51.0	76 44.7	44 44.9	26 38.2
HONDURAS	19 4.6	19 4.6	12 4.7	1 1.8		13 5.1	9 5.3	8 8.2	5 7.4
JAMAICA	1 0.2	1 0.2	1 0.4			1 0.4	1 0.6	1 1.0	1 1.5
MEXICO	7 1.7	7 1.7	3 1.2	2 3.6	2 6.1	5 1.9	3 1.8		
NICARAGUA	8 1.9	8 1.9	2 0.8	1 1.8		3 1.2	1 0.6		
UNITED STATES	6 1.5	6 1.5	3 1.2			2 0.8	1 0.6		
OTHER	10 2.4	10 2.4	1 0.4	1 1.8		8 3.1	1 0.6	4 4.1	1 1.5

Percentage of Respondents Who Had Heard of Cohiba and Knew that it was Made in Cuba

$$\frac{269}{960} = 28\%$$

Aided Awareness of the Cuban Cohiba = 28%

Trial Exhibit: PX316, Table 18

DEFENDANT'S EXHIBIT
D684B

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

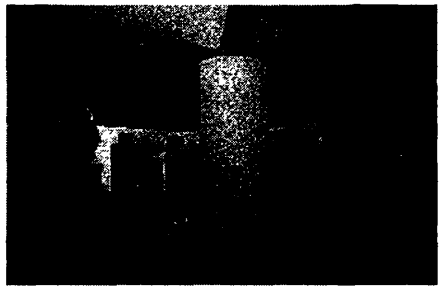
AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 690



Contents

(Click or scroll)

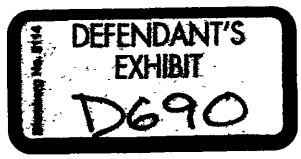
TRAVEL TO CUBA WITH THE CENTER
About Travel to Cuba

The Trips
Cuba Update Trips
Specialty Trips
CCS trip and license applications

TRAVEL TO CUBA WITH THE CENTER — At least until November 30!

We urge you to sign up IMMEDIATELY for one of our trips. The drastic change in the travel regulations, which will eliminate the specific license used for our educational exchange people-to-people trips, means that after November 30, when our license expires, we will no longer be able to arrange trips such as these, so THIS MAY BE YOUR LAST CHANCE.

About Travel to Cuba



Trips to Cuba offered by the Center for Cuban Studies are legal, according to Treasury Department regulations. However, we consider the U.S. embargo against Cuba to be illegal by all rules of international law, and immoral; and we also think that the prohibition on travel is unconstitutional, disguised though it is as a prohibition on the spending of money in Cuba. That said, and within the limits set by U.S. government regulations, we do our best to help you travel to Cuba!

The Center for Cuban Studies has been providing travel to Cuba for groups and individuals for close to thirty years. Though travel to Cuba is restricted by the United States Treasury Department, the Center for Cuban Studies is licensed by the Office of Foreign Assets Control (OFAC) of the U.S. Treasury Department to send groups to Cuba for the purposes of educational exchange. Recently, travel to Cuba has been further restricted to comply with new governmental regulations.

In order to be able to send your group to Cuba under our license:

Your itinerary must conform to one of several itineraries already licensed for us by OFAC, posted on our website. **If it does not, we must submit your itinerary to OFAC for approval.** We must develop your travel itinerary and program for you. A deposit will be requested.

A representative of The Center for Cuban Studies must accompany your group to Cuba, included in your costs.

ALL materials advertising your trip and all correspondence with potential passengers must include the language, "This trip is developed in cooperation with The Center for Cuban Studies under its license for educational exchange with Cuba. All travel arrangements are made by Marazul Charters, Inc.,* a licensed travel provider to Cuba."

*Or an alternative Travel Service Provider

Thank you for your cooperation. We look forward to helping with your travel plans to Cuba.

For those of you who want to travel on your own without Center assistance, here's some useful information. If you are doing professional research in your field or attending an international professional conference, you do not need a specific license from the Treasury Department. You can travel to Cuba under "general license," that is, no specific piece of paper is required, you simply affirm that you qualify if asked by customs officials on your return from Cuba (presumably you can prove you qualify if proof is demanded). The same applies for journalists working full-time for a news organization. If you are a free-lance journalist, you need a specific license granted by the Treasury Department, but that license is good for multiple trips to Cuba. Anyone may also travel to Cuba legally on a religious or humanitarian trip; a specific license is required but there are no special qualifications, anyone is eligible. **[To learn more about the U.S. Treasury Department License requirements visit: http://www.treas.gov/offices/enforcement/ofac/sanctions/sanctguide-cuba.html]**

University and secondary school students may travel to Cuba as long as their university or school has applied for a specific license. That license is usually good for two years and will cover any person the institution chooses to include in the license, usually all employees and students at least. We urge any professor, student or alumnus to request that his or her university apply for such a license from Treasury.

"Hosted" travel is also legal: this means that you have been invited as the guest of a Cuban government institution or that someone in a third country is paying all of your Cuba-related expenses. If you are a hosted traveler, you may not travel on Cubana airlines (which means that you cannot travel through Nassau to Cuba, for example, because only Cubana flies between Nassau and Havana), and you may not travel on any direct flight between the United States and Cuba.

The cost of the trip will of course depend on the length of your stay, the hotel, the amount of travel inside Cuba, and special requests (translator, driver, etc.). Currently, Treasury Department regulations limit individual spending in Cuba for food, accommodations and transportation to $166 per day. Money spent

on informational materials -- books, music, art and the like -- does not count against this daily allowance, nor does it count against the $100 worth of goods you're allowed to bring back from Cuba. In other words, you can spend thousands of dollars on informational materials, but only $100 total on cigars or rum or t-shirts. The costs of Center trips include the point of direct departure for Havana and Havana, the Cuban visa, hotel accommodations with breakfast and a few special meals, all seminar-related travel, and a guide/translator.

If you are interested in working with the Center on organizing your trip, please call. Let us know the activities you want included in your program, how many people are traveling, and the dates of your travel. If you are interested in carrying donations to Cuba, the Center can provide you with guidelines and suggestions.

If you want us to plan a custom trip for you, please fill out the accompanying application, indicate the dates you hope to travel, and tell us what you hope to accomplish with your trip.

If you have any further questions about the trips or the regulations, call us at 212.242.0559 or send us an e-mail: trips@cubanartspace.net.

Cuba Update Trips

Fact-Finding Trips from New York

Except where otherwise noted, fact-finding trips will emphasize health care, socialist legality, education, religion, or contemporary art and architecture, depending on the interests of the participants.

Arrangements include

- **U.S. departure tax**
- **Cuba visa ($125 extra for those born in Cuba)**
- **7 nights at the Hotel Seville or Plaza**
- **Breakfast daily**
- **Transfers**

- **Daily bus transportation**
- **Program**
- **Dinner at El Aljibe**
- **2 day excursions: Varadero Beach and Las Terrazas with lunch**

Not included: Cuban departure tax ($20), other meals, and entrance fees

CUBA Update Trip Dates
(Havana, Las Terrazas, Matanzas)

2003

- **May 17-24 (Dbl: $2,500 / Sgl: $2,700)**
- **June 7-14 (Dbl: $2,500 / Sgl: $2,700)**
- **July 12-19 [High Season] (Dbl: $2,500 / Sgl: $2,700)**
- **August 16-23 [High Season] (Dbl: $2,500 / Sgl: $2,700)**
- **September 6-13 (Dbl: $2,500 / Sgl: $2,700)**
- **October 11-18 (Dbl: $2,500 / Sgl: $2,700)**
- **November 8-15 (Dbl: $2,500 / Sgl: $2,700)**

***PRICES*: A given price will be adjusted for other points of departure — Los Angeles, Cancun, Nassau or Montego Bay. Please call for more detailed price information.**

Specialty Trips

Prices for the following trips are pending. Please call for more details.

SEMESTER BREAK (can vary for different schools)
— Education & Literacy in Cuba*

***Note: All university professors are eligible to travel legally with students and colleagues to Cuba if their university has obtained a license from the Treasury Department. CCS can help arrange such educational travel, from one week to three weeks. Call or e-mail us: trips@cubanartspace.net for sample itineraries and costs.**

May
24-31 Performing Arts (Havana, Cienfuegos,

Trinidad)
(Dbl: $2,900 / Sgl: $3,150)
Itinerary -- Performing A

June
11-21 Visual Arts (Havana, Cienfuegos, Trinidad)
(Dbl: $3,500 / Sgl: $3,800)
Itinerary -- Visual Arts
14-24 Architecture and Design (Havana, Las Terrazas, Cienfuegos, Trinidad)
(Dbl: $3,400 / Sgl: $3,700)
Itinerary -- Architecture

July
2-16 African Roots of Cuban Culture (Havana, Santiago, Matanzas)
(Dbl: $3,750 / Sgl: $3,950 from Miami)
Itinerary -- African R

August
9-19 Healthcare (Havana, Guanabacoa, Pinar del Río) [MIA-JFK]*
Itinerary -- Health C

September
13-20 Performing Arts (Havana, Cienfuegos, Trinidad).
(Dbl: $2,900 / Sgl: $3,150)
Itinerary -- Performing A
20-27 Film (Havana)
(Dbl: $2,400 / Sgl: $2,600 from Miami)
Itinerary -- Film

October
18-25 Performing Arts (Havana, Cienfuegos, Trinidad)
(Dbl: $2,900 / Sgl: $3,150)
Itinerary -- Performing A

November
1-10 Biennial Visual Arts (Havana, Cienfuegos, Trinidad) [MIA]*
Itinerary -- Visual Arts
10-20 Biennial Visual Arts (Havana, Cienfuegos, Trinidad) [MIA-JFK]*

Itinerary - Visual Arts

***Prices to be announced**

(Itineraries will be posted on our website 8 weeks before each departure)

Applications and deposits ($500 per person) are due at least 6 to 8 weeks before the date of each trip. If we don't have enough people 4 weeks prior to the departing dates we have to cancel the trip.

In addition to the above listed trips, for which we have received a Treasury Department license, we hope to obtain licenses for additional trips, including Creative Youth, Women, Dance, Music, the Environment, Agriculture and the Economy, Literature, History, etc., and to travel to other areas of Cuba.

GOOD NEWS!

In our efforts to make traveling to Cuba with us as stress- free as possible, the Center has made arrangements with Marazul Charters to handle all the questions and logistical arrangements for our delegations to Cuba. The Center will plan the itineraries and programs, as listed above, and Marazul will take it from there, working directly with each participant regarding your deposits and payments (Marazul accepts Visa and Mastercard) for your visa, air and land arrangements.

The Center representative at Marazul will be
Nelson Rosado at email:
centertrips@marazulcharters.com
or
Telephone: 800-223-5334 / 201-840-6711
or
fax 201-840-6719.

Marazul Charters, Inc., 725 River Road, Edgewater, NJ 07020

For your convenience we have placed the CCS trip and license applications and sample 'Cuba Update Fact Finding Trip' itinerary on separate pages. Please click on the links below

Travel Application | **CCS License Application** | **Sample Itinerary**

Mail to: CCS Trips, 124 West 23rd Street, New York, N.Y. 10011

U.S. TRAVEL RESTRICTIONS limit participation in these programs to researchers in the field. A specific license must be obtained from the Treasury Department (with the exception of full-time journalists). We will assist you in obtaining a license. Applications and deposit are due six to eight weeks before the date of each trip.

CUSTOM TRAVEL: The Center arranges individual travel to Cuba for journalists and researchers, and/or provides helpful contact lists for those making their own arrangements for a minimal fee. Write for details.

***THE COST OF THE TRIPS includes round-trip air fare between the point of departure and Havana; breakfast; all transportation inside Cuba related to seminar activities, and the Cuban visa. It does not include airport tax. CCS members receive a discount price on the trip cost.**

Center for Cuban Studies, 124 West 23rd Street, New York 10011 -- For further information:
-- Tel. (212) 242-0559; Fax (212) 242-1937
e-mail: **trips@cubanartspace.net**

Last modified: May 11, 2003

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 692

Affidavit of Dr. Philip J. Brenner

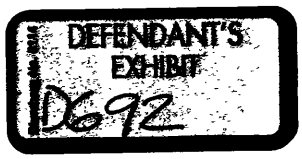
In regard to the matter of Registration No. 1,031,651

In the United States Patent and Trademark Office
Before the Trademark Trial and Appeals Board

Jose MA. Arechabala Rodrigo, petitioner

vs.

Havana Rum and Liquors, S.A.
DBA H.R.L., S.A., registrant



Superficially, the U.S. embargo against the Republic of Cuba appears to have been static for 33 years and to have reflected a similarly unchanged U.S. policy toward Cuba. In reality, the nature and extent of the U.S. embargo has varied over time and it has been this variation that has reflected the true nature of U.S. policy since 1962. There is no basis in fact to conclude that the U.S. embargo has been permanent in character, and there have been several junctures since 1962 when it would have been appropriate to conclude that the embargo might have been terminated in the reasonably foreseeable future.

In February 1962, prior to the Cuban Missile Crisis, President John F. Kennedy signed proclamation No. 3447 -- under authority granted him by the 1961 Foreign Assistance Act -- that formally placed into effect the U.S. trade embargo against Cuba. Elements of the embargo had been in operation since 1960, when President Dwight D. Eisenhower canceled Cuba's sugar quota which effectively banned the sale of the island's main export to the United States. The context for the 1962 action was alleged Cuban subversion in the Western Hemisphere and its growing military ties to the Soviet Union. Indeed, in January 1962, citing similar reasons, the Organization of American States (OAS) suspended Cuba's membership in that international organization. U.S. government documents declassified in 1989 [Chang and Kornbluh, 1992: 40-44] make clear that the economic embargo against Cuba was an element in a larger policy whose goal was the overthrow of the Cuban government. This then, was the original intent of the embargo.

The United States continued its efforts to weaken the Cuban government and to increase the costs to the Soviet Union of assisting Cuba after the missile crisis. The embargo was tightened, for example, by prohibiting the sale of food and medicine to Cuba and by preventing third country subsidiaries of U.S. corporations from trading with Cuba. In 1964

the United States requested and the OAS approved a hemispheric embargo against Cuba. All of the countries in the OAS, except Mexico, supported this embargo. Mexico also refused to abide by the organization's decision and maintained its trade with Cuba. (Canada continued to trade with Cuba, but it was not a member of the organization in 1964.) During the next ten years, the United States attempted to enforce the embargo by restraining its own citizens from trading with Cuba and by pressuring countries that traded with Cuba to cease such commerce [Rich, 1988: 19].

Meanwhile, Cuba's relations with the Soviet Union underwent considerable change. Tension between the two countries increased significantly between 1964 and 1968, to the point where Cuban officials believed that the Soviet Union was supporting efforts aimed at the removal of the Cuban leadership [Brenner and Blight, 1995]. However, following the August 1968 invasion of Czechoslovakia, Cuban-Soviet relations improved significantly, and by 1973 Cuba had become a member of the Moscow dominated trading bloc of socialist countries, the Council for Mutual Economic Assistance. This meant that the U.S. embargo was likely to have less effect on Cuban behavior. Moreover, political changes in Latin America led Cuba to abandon most of its support for guerrilla groups and to improve its state-to-state relations with countries in the hemisphere. By 1974 several countries had re-established diplomatic ties to Cuba and were trading with Cuba, despite the OAS embargo. These countries led a movement in the OAS to lift the hemispheric embargo.

In an apparent bow to these demands, the United States voted with the OAS majority in July 1975 to remove the hemispheric embargo against Cuba. Shortly thereafter, claiming that it was acting merely in accord with the OAS decision, the United States

significantly relaxed the U.S. embargo by permitting subsidiaries of U.S. corporations in third countries to trade with Cuba.

The move to relax the embargo on subsidiary trade was not merely an effort to reconcile U.S. sanctions with the OAS decision, because the ban on third country subsidiary trade had come prior to the 1964 OAS embargo. In reality, the Ford administration was reacting to demands from U.S. corporations that sought to trade with Cuba, from U.S. allies that objected to the extraterritorial nature of the embargo, and from the U.S. Congress which appeared to be moving toward legislative changes in the embargo because changing conditions seemed to have vitiated its rationale [Rogers and Eagleburger, 1993; Memorandum of Conversation, 1975].

Notably, prior to these decisions, Deputy Under Secretary of State Lawrence Eagleburger and Assistant Secretary of State William D. Rogers had had a series of meetings with Cuban officials to discuss a range of issues between the United States and Cuba, including the embargo [Kornbluh and Blight, 1994]. The secret negotiations began in 1974, and the U.S. officials intended the OAS vote and the removal of sanctions with respect to third country subsidiaries in part to be a positive signal to Cuba from the United States, to encourage further negotiations.

In short, in July 1975 there were reasonable expectations that U.S. relations with Cuba might improve so significantly that the embargo on direct U.S.-Cuban trade was foreseeable. At least two factors appear to have slowed the effort to end the embargo then. First, Cuban support for the MPLA in the Angolan civil war allegedly led Secretary of State Henry Kissinger to order that negotiations cease. (However, low-level contacts between

U.S. and Cuban officials continued through 1976.) Second, conservative criticism of President Gerald Ford's foreign policy, led by his chief rival, Governor Ronald Reagan, made further efforts to negotiate with Cuba seem politically undesirable.

The new Carter Administration quickly followed along the path initially plowed by the Ford Administration, and its moves were facilitated by changing international conditions. By early 1977 the MPLA had solidified its position in Angola, and Cuba announced it would be withdrawing troops from southern Africa. In March 1977, after meetings between Cuban and U.S. officials, President Jimmy Carter chose not to exercise his authority under embargo legislation to renew the ban on travel to Cuba by U.S. citizens, and Americans were permitted to spend money in Cuba related to their travel. Shortly thereafter, the United States and Cuba signed an agreement on fishing rights and maritime boundaries.

One of the U.S. officials involved in developing the agreement, Wayne Smith, later described the enthusiasm of the U.S. delegation when it arrived in New York to meet Cuban officials for the negotiations: "What was envisaged in planning these talks had been anticipated in the Linowitz report [a 1974 report of a private commission on U.S.-Latin American relations chaired by former U.S. Ambassador to the OAS Sol Linowitz]--a step-by-step negotiating process, which, over time, might lead to normalization....To say we were excited at lunch that day would be an understatement. We felt were about to begin a process with perhaps sweeping consequences" [Smith, 1987: 104-105]. Notably, the maritime boundaries and fishing agreement led to further talks in 1977, and to the September 1977 staffing of interests sections by U.S. and Cuban diplomats, respectively.

After the United States and Cuba severed diplomatic relations in January 1961, U.S. interests in Cuba were handled by a section of the Swiss embassy in Havana, and Cuban interests in the United States were handled by a section of the Czech embassy in Washington. In September 1977 these sections moved, respectively, to the former U.S. embassy in Havana and former Cuban embassy in Washington. Each interests section had ten staff members, and it was headed by a diplomat who had the standing of an ambassador. The creation of these missions was seen as a significant step toward normalization, akin to the opening of liaison offices in Beijing and Washington prior to the normalization of relations between the United States and the People's Republic of China.

Indeed, in the Spring of 1977 it was anticipated that the Senate might pass legislation lifting the embargo on the sale and purchase of food and medicine to and from Cuba. The category of "food" would have included Cuba's main export commodity, sugar. In an effort to retain some bargaining leverage for negotiations over the issue of compensating U.S. owners of expropriated property, the Carter Administration advocated lifting the embargo only on the sale of food and medicine to Cuba, and this proposal was approved by the Senate Foreign Relations Committee. Though the Administration's position was not as far reaching as the proposal for two-way trade, it still would have resulted in a major diminution of the embargo. In 1977, then, it was reasonable to conclude once again that the United States and Cuba might have normal diplomatic relations in the foreseeable future, and that at the least, there might be a further relaxation in the embargo.

It is important to appreciate that the Carter Administration changed the embargo in several respects. Not only did it open up travel (in 1979 and 1980 more than 100,000

tourists--mostly Cuban exiles--visited Cuba from the United States), but it altered the rationale for the embargo. It was no longer viewed as a means of overthrowing the Cuban government, but became a bargaining chip in efforts to change the behavior of the Cuban government. Included in this behavior was human rights, and Cuba did respond to U.S. government overtures by freeing more than 3,000 political prisoners in the late 1970s.

Even during the Reagan Administration, when there was considerable hostility between Cuba and the United States, negotiations between the two countries held out the possibility that there might be changes in the embargo. In 1984, the United States and Cuba reached an agreement on migration, and in 1988 the two countries met together as part of a larger group of nations to iron out a major agreement on southern Africa, which resulted in the withdrawal of South Africa from Namibia and Cuban troops from Angola.

By 1992 the original justification for the embargo had been vitiated. The Soviet Union had pulled its remaining troops out of Cuba (indeed, there was no longer a Soviet Union) and Cuba had ceased supporting guerrilla movements in Latin America and Africa. U.S. policy toward Cuba essentially had become subject to the whims of domestic U.S. politics. For example, President George Bush had threatened to veto the 1992 Cuban Democracy Act (CDA), which mandated that the embargo again encompass subsidiaries of U.S. corporations in third countries, on the grounds that it would anger U.S. allies such as Canada. But after Governor Bill Clinton endorsed the CDA during the primary campaign, President Bush signed the bill into law. Notably, U.S. allies have been harshly critical of the CDA, and for the first time in 1992 the U.S. embargo was condemned by the United Nations General Assembly. The most recent vote on the issue went against the United

States 101-2, with only the United States and Israel voting against the resolution. Interestingly, Israel has extensive trade with Cuba.

Domestic politics do not provide a reliable indicator for predicting the future of the embargo. For example, it had been commonly said that one interest group--the anti-Castro Cuban American National Foundation (CANF)--was so powerful that no president could politically afford to challenge it. Yet on May 2, 1995 President Bill Clinton overturned a major plank in U.S. policy toward Cuba without consulting the CANF or other Cuban-American groups, and his action was subsequently denounced by the CANF. After negotiations between U.S. and Cuban officials, the United States announced that Cuban refugees rescued on the high seas would be returned directly to Cuba. The new policy fundamentally undermines any remaining logic to the embargo, which had rested on the assertion that Cuba is such a vicious violator of human rights that an embargo was necessary to pressure it to alter its behavior. The United States cannot logically hold to this position and at the same time return refugees to Cuba. In effect, the May 2 announcement presumes most Cuban refugees are economically motivated, and it removes the final rationale from the embargo policy.

U.S. policy toward Cuba today, then, is in flux. It is shaped by competing pressures from: U.S. allies who advocate the embargo be ended (Cuba now trades with every U.S. ally); U.S. corporations who seek to engage in commerce with Cuba and fear that they are losing market shares to competitors signing joint venture agreements with Cuba); human rights advocates (including the U.N. special rapporteur for human rights in Cuba) who believe that Cuba will reduce internal repression if the embargo is lifted; opinion leaders

across the political spectrum (including some members of Congress) who believe that lifting the embargo will speed a peaceful transition to democracy in Cuba; anti-Castro Cuban exiles who oppose lifting the embargo in order not to "reward" the Castro government; and opinion leaders, including some members of Congress, who believe that only continued coercion will bring about significant change in Cuba. This mix of political pressures is too volatile to enable certain predictions to be made, but it is reasonable to conclude at least that the calculus shaping Cuba policy until recently is likely to change.

In short, the U.S. embargo toward Cuba has not been a permanent, fixed feature of U.S. policy. Even today, despite the CDA which legislatively mandates policy toward third country subsidiaries, the President has authority to remove categories from the principal embargo and to relax implementation of it. In the 1970s two U.S. presidents did relax the embargo significantly, at moments when there was considerable expectation that the United States and Cuba were moving toward the resumption of normal relations. Just as the embargo has not been static, so too has U.S. policy toward Cuba evolved over time, and it is likely to change in the near future as well.

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PHILIP J. BRENNER is Professor of International Relations at The American University (on leave 1994-95 with an Advanced Research Grant from the Social Science Research Council). A member of the faculty since 1981, he was the "outstanding teacher" in the School of International Service in 1990. Dr. Brenner is a nationally recognized scholar on the U.S. foreign policy process, and on U.S. policy toward Cuba, the Caribbean and Central America. The author of three books and numerous articles and reviews, and co-editor of three books, Dr. Brenner is on the advisory board of the National Security Archive.

Dr. Brenner earned his B.A. in history at Columbia University and his doctorate in political science at The Johns Hopkins University. His books include *The Cuba Reader: The Building of a Revolutionary Society*, *From Confrontation to Negotiation: U.S. Relations with Cuba*, and *The Limits and Possibilities of Congress*. He is currently working on two books about Cuba: *Clandestine Diplomacy: The History of U.S. Negotiations with Cuba* and *The October Crisis: Fidel Castro, Nuclear Missiles and the Soviet Union*.

A frequent commentator in the media, Dr. Brenner has been interviewed by ABC Evening News, ABC Good Morning America, NBC Nightly News, CNN, CBS Nightwatch, McLaughlin "One-on-One," Voice of America, C-SPAN, the BBC, *The New York Times*, the *Washington Post*, the Associated Press and the *Miami Herald*.

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 693, Def. Dep. Ex. H. Diaz 3

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

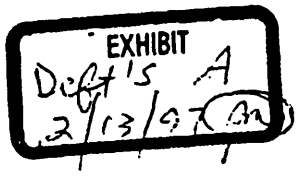
HAVANA CLUB HOLDING, S.A., Plaintiff, - against - GALLEON, S.A., et. al., Defendants.	CIVIL ACTION NO.

DECLARATION OF HILDA DIAZ

HILDA DIAZ declares under penalty of perjury that the following is true and correct:

1. I am a citizen of the United States, of Cuban origin. I am the President of Marazul Tours, Inc., a travel agency specializing in travel to Cuba, and I am a principal in that company. I also am a principal of Marazul Charters, Inc., an air charter company which, until recently, was one of the three charter companies providing air service between Miami and Havana, Cuba. From time to time, I have assumed the management of Marazul Charters as well as Marazul Tours. Both Marazul Tours and Marazul Charters operate under licenses issued by the United States Treasury Department's Office of Foreign Assets Control.

2. Marazul Tours was established in 1979 and for a number of years has been the leading travel agency in United States-Cuba travel, with more customers than any other single agency. Marazul Tours has serviced both the Cuban-American community and other persons wishing to travel to Cuba. Since 1979, Marazul Tours has arranged travel to Cuba on the various air services



available for travel from the United States to Cuba and has made land arrangements (hotels, ground transportation, etc.) in Cuba for its clients. For a number of years, Marazul Tours maintained offices in New York City and at several locations in the Miami area of Florida. It maintains an office in Weehawken, New Jersey.

3. Marazul Charters has offices in Miami, Florida. From June 1986 until 1995, Marazul Charters operated regular flights between the United States and Cuba and was one of the two, later three, companies providing air service between the United States and Cuba. For much of that time, Marazul Charters flew three flights per week from Miami to Havana of aircraft with passenger capacity of well over 150 passengers.

4. As part of my responsibilities for Marazul Tours, I have traveled to Cuba approximately once per month, and sometimes more frequently. Until direct Miami-Havana flights were suspended in February 1996, I routinely used each of the three charter companies which provided direct United States-Cuba air service. Since February 1996, I, along with other United States visitors, have traveled to and from Cuba via The Bahamas and Mexico.

5. Under the United States embargo laws, each United States person traveling to Cuba is authorized to purchase and bring back to the United States for personal consumption or gifts up to $100 worth of Cuban commodities. 31 Code of Federal Regulations section 515.560(c)(3). It is my opinion that a

States due to the United States embargo; United States travelers' exposure while they are in Cuba to substantial promotion and advertising of Havana Club rum aimed at the tourist sector; the easy availability of Havana Club rum for purchase at hotels and the airport and the strong promotion of Havana Club rum at those locations; packaging which makes its transportation easy; and the relative paucity of the other types of consumer goods which travelers typically are interested in bringing back from trips (fine Cuban cigars are the only other such item of note, and they are both more expensive and appeal to a narrower group of consumers than spirits and liquor).

8. Since 1979, at least 525,458 United States persons have traveled to Cuba legally. Applying to that number the 75% rate of purchase of Havana Club rum discussed above, the conclusion is that nearly 400,000 (394,093) United States persons purchased and brought back Havana Club rum to the United States for their own personal consumption and to share with, or give as gifts to, friends from 1979 through 1994.

9. I have based the minimum figure of 525,458 United States persons traveling to Cuba since 1979 on the following:

(a) The then Assistant Secretary of State for Inter-American Affairs Thomas Enders submitted an affidavit in 1993 in Regan v. Wald, 468 U.S. 641 (1984) (a Supreme Court case involving the constitutional right to travel to Cuba), stating that in 1979, 159,440 United States persons traveled to Cuba and that 79,518 United States persons traveled to Cuba in 1980.

Joint Appendix, Regan v. Wald, p. 176. A United States Treasury Department News Release, reproduced in Regan v. Wald, Joint Appendix, p. 26, stated that 38,000 United States persons visited Cuba in 1983; Assistant Secretary Enders stated in his affidavit that 1982 travel was roughly the same as 1983. My own contemporaneous observations and analysis of travel to Cuba, undertaken on account of my involvement in the travel industry, lead me to the conclusion that 1981 was a period of transition from the 1980 volume to that of 1982 and 1983. For ease of calculation, however, I have used the lower 1982 figure for the year 1981, that is, 38,000. The result is that it can be safely concluded that, between 1979 and 1983, a total of at least 352,958 United States persons visited Cuba.

(b) It is my opinion, based upon my observation and analysis of travel to Cuba undertaken on account of my involvement in the travel industry, that the volume of travel to Cuba remained constant from 1984 to July 1993. Alexander Watson, Assistant Secretary of State for Inter-American Affairs, testified before Congress that over 15,000 United States persons traveled legally to Cuba in 1992. House Comm. on Foreign Affairs, Joint Hearings on U.S. Policy and The Future of Cuba: The Cuban Democracy Act and U.S. Travel to Cuba, Nov. 18, 1993, p. 19. This figure accords with my own estimation of the extent of annual travel for the years 1984 to July 1993. Accordingly, it is safe to conclude that at least another 142,500 traveled to Cuba from 1984 to July 1993.

(c) In July 1993 Cuba relaxed certain restrictions and conditions on travel by Cuban-Americans to Cuba, resulting in a sharp increase in the number of persons traveling. Based upon my involvement in the travel industry, the number of persons traveling doubled for the balance of 1993 and 1994, so it may be concluded that another 30,000 persons traveled during that period.

(d) The fluctuations in the volume of travel noted above were due to modifications at various times in the travel restrictions imposed by the United States and Cuban governments.

(e) I believe the above figures are understated. First, they do not include any visitors since February 1996, when the United States suspended direct flights from Miami to Cuba. Since then, visitors to Cuba have traveled via Mexico, Canada, and The Bahamas. While numerous persons travel in this way to Cuba, I know of no reliable way of calculating their volume. Second, even when, prior to February 1996, there were direct flights from Miami to Havana, many United States persons traveled to Cuba through third countries. Again, I know of no reliable way of calculating their volume, and the United States government statistics used in the above calculations do not encompass that travel.

Executed this 27 day of November, 1996 in MIAMI, Florida.

HILDA DIAZ

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 694

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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO, Plaintiff, - against - CULBRO CORPORATION, and GENERAL CIGAR CO., INC. Defendants.	97 Civ. 8399 (RWS)

REPORT ON NUMBER OF LAWFUL VISITS BY UNITED STATES PERSONS TO CUBA FROM 1979-1994

by
Hilda Diaz

January 28, 2002

Blumberg No. 6114
DEFENDANT'S EXHIBIT
D 694

REPORT ON NUMBER OF LAWFUL VISITS BY UNITED STATES PERSONS TO CUBA FROM 1979-1994
by
Hilda Diaz

I have been informed by plaintiff's counsel that Empresa Cubana del Tabaco, d.b.a. Cubatabaco, a Cuban entity has brought an action in the United States District Court for the Southern District of New York against Culbro Corporation and General Cigar Co., Inc. to enjoin the defendants' continued use of the trademark COHIBA for cigars in the United States, and for other relief. This report, estimating the number of visits by United States persons who have traveled to Cuba legally from 1979, through and including, 1994, was requested by Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., attorneys for plaintiff, Empresa Cubana del Tabaco d.b.a. Cubatabaco. I am not being compensated for preparation of this report or for providing testimony in this action.

Since 1986, I have been president of the President of Marazul Tours, Inc., a travel agency specializing in travel to Cuba. I also served as an accountant for Marazul Tours, Inc. from 1981 to 1986. I also am a principal of Marazul Charters, Inc., an air charter company which, for many years, was one of the three charter companies providing air service between Miami and Havana, Cuba. From time to time, I have assumed the management of Marazul Charters as well as Marazul Tours. Both Marazul Tours and Marazul Charters operate under licenses issued by the United States Treasury Department's Office of Foreign Assets.

In addition to my 20 years experience in the Cuban travel industry with Marazul, my educational and professional background is as follows:

Education

- Graduated High School, Miami, Florida — 1965
- Hunter College, New York City (part-time courses in Spanish literature) — 1967-1971
- Long Island University, Brooklyn Campus (accounting courses, two semesters) — 1978-1980

Professional

- Fosters & Adams, Accountant, NY, NY — 1967-1972
- Wertheim & Co., Accountant, NY, NY — 1972-1981

Marazul Tours was established in 1979 and for a number of years has been the leading travel agency in United States-Cuba travel, with more customers than any other single agency. Marazul Tours has serviced both the Cuban-American community and other persons wishing to travel to Cuba. Since 1979, Marazul Tours has arranged travel to Cuba on the various air services available for travel from the United States to Cuba and has made land

arrangements (hotels, ground transportation, etc.) in Cuba for its clients. For a number of years, Marazul Tours had one office in New York City and one in Coral Gables, Florida. Marazul Charters, Inc. has had several offices in Miami for a number of years. Currently, there are three Marazul Charters, Inc. offices located around the Miami area. We closed the Marazul Tours branch from Miami back in 1995 and we relocated the New York City office to Weehawken, NJ.

From June 1986 until 1995, Marazul Charters operated regular flights between the United States and Cuba and was one of the two, later three, companies providing air service between the United States and Cuba. For much of that time, Marazul Charters flew two flights per week from Miami to Havana of aircraft with passenger capacity of well over 150 passengers.

As part of my responsibilities for Marazul Tours, I have traveled to Cuba approximately up to once per month, and sometimes more frequently up until February 1996. Until direct Miami-Havana flights were suspended in February 1996, I routinely used each of the three charter companies which provided direct United States-Cuba air service. Since February 1996, I, along with other United States visitors, have traveled to and from Cuba via The Bahamas and Mexico. From February 1996 to 1999, I traveled to Cuba from approximately four times a year.

It is my opinion that there were no less than approximately 521,500 lawful visits by United States persons were made to Cuba from 1979 through 1994. I have based my opinion of the approximate figure of 521,500 lawful visits by United States persons traveling to Cuba since 1979 on the following data:

1. The then Assistant Secretary of State for Inter-American Affairs Thomas Enders submitted an affidavit in 1983 in *Regan v. Wald*, 468 U.S. 222 (1984) (a Supreme Court case involving the constitutional right to travel to Cuba), stating that in 1979, there were 159,440 "tourist visits" by United States persons to Cuba and, in 1980, that there were 79,518 visits; "most of those traveling were Cuban-American citizens and residents of the United States" in 1980. Joint Appendix, *Regan v. Wald*, p. 176 (attached as Appendix A). A United States Treasury Department News Release, reproduced in Joint Appendix, *Regan v. Wald*, p. 26, (attached as Appendix B), stated that as of April 1992, the most recent twelve-month statistics showed that 38,000 "people visited Cuba from the United States"; Assistant Secretary Enders stated in his affidavit that travel to Cuba had increased rather than diminished from May 1982 to June 1983. The discrepancy in numbers of visits by United States persons lawfully visiting Cuba in 1979 and 1980, on the one hand, and 1983, on the other hand, may be partly due to the fact that in 1977, President Carter relaxed the travel ban on United States persons lawfully visiting Cuba by enacting an

exemption to the Cuban embargo that allowed for a general license permitting all United States persons who visited Cuba to pay for their travel expenditures. Then, in May 1982, the administration under President Reagan curtailed the ability of U.S. citizens to travel to Cuba by enacting regulations that only allowed for specific licensed visits in connection with certain types of travel.

My own contemporaneous observations and analysis of travel to Cuba, undertaken on account of my involvement in the travel industry, lead me to the conclusion that 1981 was a period of transition from the 1980 volume to that of 1982 and 1983. For ease of calculation, however, I have used the lower 1982 figure for the year 1981 and 1983, that is, 38,000. The result is that it can be safely concluded that, in my opinion, between 1979 and 1983, there was a total of at least 352,958 lawful visits by United States persons to Cuba.

2. It is my opinion, based upon my observation and analysis of travel to Cuba undertaken on account of my involvement in the travel industry, that the volume of travel to Cuba remained constant from 1984 to July 1993, except for a ten-month period of time between 1985 and 1986 where there was a 30 percent decline in travel to Cuba by Cuba-Americans due to Cuban travel regulations. Alexander Watson, Assistant Secretary of State for Inter-American Affairs, testified before Congress that "[o]ver 15,000 American citizens and residents traveled legally to Cuba" in 1992. House Comm. on Foreign Affairs, Joint Hearings on U.S. Policy and The Future of Cuba: The Cuban Democracy Act and U.S. Travel to Cuba, Nov. 18, 1993, p. 19 (attached as Appendix C). This figure accords with my own estimation of the extent of travelers to Cuba. Therefore, in my opinion, there were approximately another 138,750 lawful visits by United States persons to Cuba from 1984 to July 1993.

3. In July 1993, Cuba relaxed certain restrictions and conditions on travel by Cuban-Americans to Cuba, resulting in a sharp increase in the number of persons traveling. Based upon my involvement in the travel industry, the number of visits of United States persons traveling to Cuba legally doubled for the balance of 1993 and 1994, so it may be concluded that there were another 30,000 lawful visits by United States persons during that period.

Therefore, in my opinion there were no less than approximately than 521,500 lawful visits by United States persons to Cuba between 1979 and 1994. Moreover, there were no less than approximately 484,000 visits by United States persons to Cuba between 1979 and 1992. The fluctuations in the volume of travel noted above were due to modifications at various times in the travel restrictions imposed by the United States and Cuban governments.

In addition, I estimate that the above figures are substantially understated. Even when, prior to February

1996, there were direct flights from Miami to Havana, many United States persons traveled lawfully to Cuba through third countries. Visitors to Cuba have traveled via Mexico, Canada, and The Bahamas. I know of no reliable way of calculating their volume, and the United States government statistics used in the above calculations do not encompass that travel.

Moreover, these figures do not include any visitors to Cuba since February 1996, when the United States suspended direct flights from Miami to Cuba which have since resumed in 1997. When direct flights were suspended, again visitors traveled to Cuba via third countries. While numerous persons travel in this way to Cuba, I know of no reliable way of calculating their volume.

By: Hilda Diaz

Hilda Diaz

Date: 11/29/01

Exhibit A

No. 83-436

In the Supreme Court of the United States

OCTOBER TERM, 1983

DONALD REGAN, SECRETARY OF THE TREASURY, ET AL.

v.

RUTH WALD, ET AL.

ON WRIT OF CERTIORARI TO THE UNITED STATES COURT OF APPEALS FOR THE FIRST CIRCUIT

JOINT APPENDIX

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PETITION FOR A WRIT OF CERTIORARI FILED SEPTEMBER 1, 1983
CERTIORARI GRANTED NOVEMBER 28, 1983

UNITED STATES COURT OF APPEALS
FOR THE FIRST CIRCUIT

No. 83-1695

RUTH WALD, ET AL., PLAINTIFFS, APPELLANTS

v.

DONALD REGAN, ET AL., DEFENDANT, APPELLEES

DECLARATION OF THOMAS O. ENDERS

Thomas O. Enders, under penalty of perjury, declares and says as follows:

1. I am a career Foreign Service Officer in the Foreign Service of the United States. In my present assignment I am the Assistant Secretary of State for Inter-American Affairs in the Department of State. I have held that office since June 23, 1981.

2. As Assistant Secretary of State for Inter-American Affairs, I am familiar with United States policy in Latin America and the Caribbean. I am responsible for implementation of U.S. foreign policy in the region, under the direction of the President and the Secretary of State.

3. I make this declaration, which is based upon information known and made available to me in the performance of my official duties, in order to explain the foreign policy interests which continue to be involved and to show the injury to our foreign policy interests that would result if an injunction against enforcement of certain regulations concerning criteria for licensing transactions related to travel to Cuba were to be upheld.

4. I have read the Declaration of Myles R.R. Frechette, filed with United States District Court for the District of

Massachusetts in 1982, in connection with Civil Action File No. 182-1690-T (see JA 102-104). The Declaration of Mr. Frechette, who was then Director of the Office of Cuban Affairs in the Department of State's Bureau of Inter-American Affairs, set forth the reasons why the regulations at issue were adopted to serve important foreign policy interests of the United States with respect to Cuba. I endorse the statements made by Mr. Frechette in that Declaration and believe that they continue to represent an accurate statement of United States policy and the facts underlying that policy.

5. It is the longstanding policy of the United States and that of President Reagan to promote the development of democratic government in Latin America and to contribute to the economic and social well-being of the region through the encouragement of free institutions. It has been and remains a principal objective of the Government of Cuba to stimulate and support the overthrow of non-Communist governments in the Western Hemisphere and to replace them with Marxist-Leninist regimes acceptable to Cuba. Cuban success would be contrary to the national interests of the United States. In view of the intensity of the conflict which these Cuban efforts have helped to generate in Central America and elsewhere in the region, this Administration has maintained and strengthened measures to suspend trade with Cuba which are continued pursuant to the Resolution adopted by the Sixteenth Meeting of Consultation of Ministers of Foreign Affairs, acting under the Inter-American Treaty of Reciprocal Assistance (ITAR), the "Rio Treaty", on July 29, 1975.

6. Since 1960 it has been a major objective of United States foreign policy with respect to Cuba to deny the Cuban Government the financial means for conducting a foreign policy of violence against friendly third countries, dedicated to undermining the security interests of the United States. For that reason the United States Government adopted extensive restrictions on trade with Cuba,

including transactions related to travel, which was consistent with Resolution VIII of the Eighth Meeting of Consultation of Ministers of Foreign Affairs acting under the ITAR, on January 31, 1962, and with Resolution I of the Ninth Meeting of Consultation of Ministers of Foreign Affairs, July 22, 1964, basing its measures on the authority of the Trading with the Enemy Act. The criteria for licensing transactions related to travel to Cuba then adopted were subsequently relaxed in 1977 as part of efforts by the Carter Administration to improve bilateral relations with Cuba. Travel, however, remained within the scope of general and specific licensing authorities exercised under the Trading with the Enemy Act. The criteria for issuing licenses for transactions related to travel were tightened again in 1982 because the conduct of Cuba had resulted in a deterioration, rather than an improvement, in bilateral relations, and because Cuba had vigorously renewed efforts to overthrow non-Communist governments of the region by the use of subversion and violence.

7. The objective of the tightening in May 1982 of licensing criteria on transactions related to tourist and general business travel to Cuba was not to prevent travel. Rather its purpose was to deny Cuba the convertible currency income which would otherwise could have been generated by development of tourism from the U.S. on a commercial scale, income which would then have become available for the advancement of Cuban policy contrary to the national interests of the United States.

8. The development of the tourist industry in Cuba was undergoing major expansion during 1981 and early 1982, and was intended to provide Cuba with a growing and important revenue flow which could in a relatively short period of time have become the second most important source of convertible currency for Cuba. The U.S. Government had become aware of Cuban plans greatly to expand tourism from this country. The Director for U.S. Affairs of the Cuban National and Inter-

national Tourist Enterprise, (CUBATUR) had requested visas for December, 1981 and January, 1982 visits to New York and Miami to meet 30-40 American travel agents for the purpose of promoting tourism to Cuba. The visa was denied because the purpose of the travel, to promote trade in tourist services, was contrary to U.S. policy and therefore prejudicial to the national interest. The U.S. Government was also aware of Cuban plans to host a Conference of International Travel Agents, which in fact was held in Havana June 8-12, 1982, attracting 670 delegates, representing 195 tour agencies, from 23 countries including the United States. The American Society of Travel agents had also inquired on behalf of Cuba whether Cuba could mount an exhibition promoting travel to Cuba at the Society's 52nd World Travel Congress in Miami, October 10-16, 1982. Following the relaxation of licensing criteria on travel-related financial transactions in 1977, Cuba began to develop plans for exploiting the U.S. tourist market as a significant source of convertible currency. One objective was development of a tourism complex on Cayo Largo and possibly on two other cays with fresh water available. Cayo Largo was to be a "free port", isolated from the rest of Cuba and staffed by selected personnel. There were to be gambling casinos and special attractions not available elsewhere in the country. In all, the 1981-85 five year plan called for inaugurating 22 new hotels with 2,800 rooms and recovering or improving an additional 6,900 rooms. Legislative Decree 50, an exceptional measure for a communist country, authorized Joint Ventures with 49 percent, or even more, foreign ownership. It was intended to attract foreign hard currency investments primarily in tourist-related infrastructure, and there were to be promotional campaigns in primary markets, especially the U.S.

9. There were other indications of Cuba's intention to promote tourism as a major industry. The primary source of this projected increase was to have been the United States. The restrictions on financial transactions related

to tourism and general business travel in May 1982 were intended to forestall this development and to prevent Cuba from developing a major source of foreign currency.

10. While tourism has not been an important earner of foreign exchange for the Castro Government in Cuba, tourism was a significant revenue source prior to 1958 and could be again. According to hearings before the Subcommittee on Interstate and Foreign Commerce, House Interior Committee, March 28, 29, 30, and April 11, 12, 1961, in 1958 Cuba earned $37 million from travellers from the United States alone, equal to about two percent of its gross national product and almost four percent of foreign exchange earnings. It then had the highest tourism income of any country in the Caribbean. The tourist trade was Cuba's second largest industry, and travel from the United States was easily the largest component of that industry. The proximity of the United States along with the size and affluence of its population makes it by far the key market for Cuba. This was recognized by the U.S. Government in 1963, and the tourist trade was accordingly suspended in connection with the imposition of other economic restrictions.

11. Cuba enjoys a significant advantage over free world countries competing with it for the U.S. tourist market. Cuba, itself heavily subsidized by the USSR, can subsidize tourism, offering low prices in the interest of attracting convertible currency. This would enable Cuba to compete to its advantage on unfair terms with other countries in the region for the U.S. tourist market. Convertible currency is the focus of U.S. economic measures because it is susceptible to U.S. efforts and because, while only 20 percent of Cuba's foreign exchange earnings are in hard currencies, the importance of these earnings is far in excess of their nominal value, because Cuba uses convertible currencies to buy goods critical to the efficient operation of its economy, such as machinery and transport equipment for key industries. Premier Castro specifically confirmed this analysis in a speech on July 26, 1982.

12. Cuban data show that in 1979 there were 159,440 tourist visits, earning Cuba 71.5 million pesos. This was cut in half, to 79,518 earning 31.6 million pesos in 1980 by unilateral Cuban action because most of those travelling were Cuban-American citizens and residents of the United States, and the major influx of affluent, free former residents was causing social instability among the Cuban populace. Anxious, however, to earn tourist dollars, Cuba sought to devise a strategy which would discriminate against politically unacceptable citizens and residents of this country who were of Cuban origin in favor of politically acceptable tourists. In effect, Cuba sought to discriminate against a class of Americans because of their national origin, yet earn income from other Americans.

13. As noted above, the purpose of tightening licensing criteria in May, 1982 was not to prevent travel to Cuba. It was recognized that certain persons would have legitimate need to expend funds in connection with such travel and such persons, therefore, remained under general license. The largest such group consisted of persons travelling for the purpose of family reunification; Government officials, journalists, sports and artistic travellers and researchers were others authorized under general license to expend funds. A further refinement, based on the objective of denying income to Cuba, authorized under general license all travel fully hosted by the Cuban Government or other Cubans.

14. Travel statistics show that imposition of these measures has not prevented travel to Cuba, which in fact has increased rather than diminished since their effective date of May 15, 1982. However, the pattern indicates that tourism as a component of travel was reduced. There was about an 18 percent increase in tourist travel to Cuba during January-March, 1982 compared to the same period of 1981. This was prior to the change of licensing criteria. However, the last quarter of 1982, October through December, shows a drop of about 45 percent compared to the same quarter in 1981. The measures therefore appear to have denied to the Cuban Government the increased revenues which it would otherwise have earned had the controls had not been enacted. Cuban efforts to redevelop tourism as a major industry, have largely been thwarted and the availability of convertible currency needed to buttress Cuba's foreign policy has thereby been reduced.

15. Since publication of the 1st Circuit decision of May 23, 1983, the Cuban government appears to have re-initiated efforts to promote U.S. tourism to Cuba. One indication was a May 27, 1983 approach to this Department by Mexicana de Aviacion expressing interest in providing charter aircraft to HAVANATUR, a Cuban government agency, for weekly tours from Miami to Havana. Another was the expression by a Texas operator of tours to Cuba, to the Treasury Department, of the intent to begin again offering tours in cooperation with Cuban authorities.

16. If the injunction against application of the Department of the Treasury regulations is permitted to stand, serious damage could result for U.S. foreign policy interests in the Caribbean and Central America. The resultant flow of convertible currency would assist Cuba in the conduct of its foreign policy at a time when Cuba is aggressively engaged in attempting the overthrow of democratic governments in the region which are friendly to the United States.

17. Accordingly, the regulations serve important foreign policy interests of the United States. An injunction against their application would substantially harm these interests, rendering encouragement to the Cuban Government and contributing to its foreign policy objectives.

I state under penalty of perjury that the foregoing is true and correct.

/s/ Thomas O. Enders
THOMAS O. ENDERS

Executed on June 3, 1983
Washington, D.C.

Exhibit B

In the Supreme Court of the United States

OCTOBER TERM, 1983

DONALD REGAN, SECRETARY OF THE TREASURY, ET AL.

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CERTIORARI GRANTED NOVEMBER 28, 1983

EXHIBIT B

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U.S. RESTRICTS TRANSACTIONS RELATING TO TRAVEL TO CUBA

The Department of Treasury today announced new restrictions on travel-related transactions with Cuba. The effect will be to eliminate tourist and business travel to that country.

The restrictions will take effect on May 15.

John M. Walker, Jr., Assistant Secretary of the Treasury for Enforcement and Operations said: "Today's actions are an important part of this government's policy of tightening the current trade and financial embargo against Cuba and are designed to reduce Cuba's hard currency earnings from travel by persons subject to the jurisdiction of the United States."

The changes remove the general authorization for transactions connected with travel to Cuba and limit such authorization to three principal categories of travel: Official travel, travel by news media personnel and researchers, and humanitarian travel for purposes of family reunification with close relatives in Cuba.

Transactions relating to general tourist and business travel to Cuba are no longer authorized. However, Treasury authorization through specific licenses may be obtained in appropriate cases for persons wishing to travel to Cuba for humanitarian reasons other than family reunification or for purposes of participation in public performances or exhibitions.

The most recent twelve-month statistics indicate that approximately 38,000 people visited Cuba from the United States, of which approximately 40% travelled for purposes other than family reunification.

The current program restricting trade and financial transactions with Cuba dates back to 1963. Since then, all such transactions have been regulated by the Treasury Department's Office of Foreign Assets Control. Any transaction with Cuba by a U.S. company or individual must be authorized by a general or specific license from that Office.

Exhibit C

U.S. POLICY AND THE FUTURE OF CUBA: THE CUBAN DEMOCRACY ACT AND U.S. TRAVEL TO CUBA

JOINT HEARING

BEFORE THE

SUBCOMMITTEES ON
ECONOMIC POLICY, TRADE, AND ENVIRONMENT;
WESTERN HEMISPHERE AFFAIRS;

AND

INTERNATIONAL OPERATIONS

OF THE

COMMITTEE ON FOREIGN AFFAIRS
HOUSE OF REPRESENTATIVES

ONE HUNDRED THIRD CONGRESS

FIRST SESSION

NOVEMBER 18, 1993

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STATEMENT OF THE HON. ALEXANDER WATSON, ASSISTANT SECRETARY OF STATE FOR INTER-AMERICAN AFFAIRS, DEPARTMENT OF STATE

Mr. WATSON. Thank you very much, Mr. Chairman.

Thank you very much for this opportunity to discuss recent developments in Cuba, U.S.-Cuban policy and the impact of the Cuban Democracy Act of 1992, although I must say there is nothing I could say about the situation in Cuba which would be more compelling than the testimony we have just heard by Congressman Lantos.

Let me state at the outset, that President Clinton's policy toward Cuba is to maintain our economic embargo until there is true democratic reform and respect for human rights, while reaching out to the Cuban people to alleviate the distress that we have heard so much about. He does not intend to deviate from this policy.

Cuba today is confronting the most serious economic crisis in its history. Remember, that in the 1950's, Cuba had a per capita income among the very highest in Latin America. Today it is among the very lowest. Foreign trade has fallen by 75 percent. The factories are closing, the sugar harvest was the smallest in 30 years, rationing has never been tighter; as Congressman Lantos said, milk is only available to children under 7, and Cubans are authorized but one shirt, one pair of shoes, and one pair of pants or a skirt per year.

These facts should come as no surprise. They are the results of the failures of Cuba's command economy. Command economies have failed everywhere they have been tried. In the face of this economic disaster, the Cuban Government has made some grudging modifications, but they have been too little and too late.

The government's first priority is clear, to maintain control of the Cuban people. Individual private enterprise, which was abolished in 1968, is again permissible, but with all kinds of restrictions that make it virtually meaningless for the average Cuban. Cuba touts its high-priority tourism and biotechnology industries in which it has invested so much hard currency resources, but these industries simply cannot succeed in resolving Cuba's pressing economic needs, mired as they are in centralized inefficiency.

Cuba maintains an enormous and costly military security apparatus. As Congressman Menendez mentioned, it is the third largest in Latin America after only Brazil and Mexico, even though it has been reduced in size recently. Those countries have considerably larger populations. The massive state security forces seek to control every detail of the daily life of the average Cuban, as Congressman Lantos mentioned, and they are an enormous drain on the Cuban economy. But more important than that, they indicate the regime's determination to maintain absolute political control.

The modest economic changes that I mentioned have not been accompanied by political change, basic human rights remain repressed, democratic practices are not tolerated. In short, in our view, Cuba is a country at a dead end. Its economic and political systems have failed, and provided the Cuban people with neither the prosperity nor the freedom that they long for. Their daily existence [illegible] marked by scarcity, rationing and long lines.

And what is our response to this human tragedy in a country just 90 miles from our shores? On the one hand, we will continue our diplomatic, political and economic isolation of the Cuban Government and maintain our economic embargo as a form of leverage and pressure on the Cuban Government to start to meet the economic and political needs of its people.

On the other hand, we will actively reach out to the Cuban people with humanitarian assistance and offer improved telecommunications and an increased flow of information. This two-track policy, which is reflected in the Cuban Democracy Act, is supported by this administration because it meets our strategic as well as our humanitarian interests as a nation. These two tracks are clearly complementary, as the authors of the Cuban Democracy Act recognize.

Against this backdrop, let me review the act section by section, very briefly. Section 1703 of the Cuban Democracy Act correctly describes current U.S. policy. We believe that the future of Cuba is for the people of Cuba to decide through free and fair elections under international observation, we believe that the economic embargo and the diplomatic isolation are the best way to keep pressure on the Cuban Government to adopt democratic reforms and to start respecting human rights of the Cuban people.

We also want the Cuban people to know, using the words of section 1703, that we are also willing, "to reduce the sanctions in carefully calibrated ways in response to positive developments in Cuba." To date, we have seen no movement toward democracy or respect for human rights.

Section 1704 authorizes the President to suspend foreign assistance to any country that provides assistance, including loans, leases or credits at nonmarket rates to Cuba. We will continue to monitor this situation very, very closely.

In my testimony, I have got some specific cases to discuss, but I can skip over them here for the sake of brevity, if you will.

Mr. TORRICELLI. As long as they are submitted for the record?

Mr. WATSON. Yes, sir, I will be glad to submit the entire statement for the record as you request.

Section 1705 entitled, "Support for the Cuban People," is being implemented. Food donations to Cuba-based individuals or nongovernmental organizations have been deregulated, medicine and medical supplies may be licensed by the Department of Commerce for private donation to individuals and nongovernmental organizations in Cuba.

The humanitarian sale of medicine to Cuba may also be licensed when there is adequate on-site inspection and other appropriate means to verify that the export is not misused. Since the Cuban Democracy Act was passed last year, licenses valued at over $3 million have been authorized for large, humanitarian aid shipments to Cuba.

These have included medicines and dental, medical and hospital supplies to numerous nongovernmental organizations in Cuba, including the Cuban Red Cross, the Cuban Ecumenical Council, the Cuban Baptist Convention, the Jewish Casa de la Comunidad Hebrea and CARITAS Cuba, the charitable organization of the Catholic bishops.

Earlier this year, the administration also authorized the "Basta!" organization to send two flotillas from Key West, Florida, with cargoes of medical and hospital supplies for the Cuban Red Cross and other nongovernmental groups. These large shipments are in addition to thousands of fully licensed packages that individuals send to their relatives on the island.

We are continuing to look at ways to streamline procedures for sending humanitarian goods directly to the Cuban people. This administration, Mr. Chairman, will continue to vigorously oppose politically motivated efforts to undermine the U.S. economic embargo. In regard to telecommunications, which has been mentioned here today, the Cuban Democracy Act authorizes "efficient and adequate" telecommunications between the United States and Cuba.

Under guidelines issued by the administration, American firms are now negotiating with Cuban authorities for a substantial increase in telephone links with full current settlement at standard international rates. Unfortunately, the Cuban response has initially been less than positive.

In regard to direct mail delivery, our approach to Cuba in the past for such service met with a negative Cuban response. We hope that subsequent overtures will be more fruitful.

On assistance to support democracy in Cuba, the National Endowment for Democracy continues to support human rights projects related to Cuba, dispersing over 500,000 in fiscal year 1993. These projects are undertaken by a wide variety of groups outside of Cuba. Once again, some of them will be mentioned in the statement submitted for the record. But they are all designed to promote nonviolent democratic change as the Cuban Democracy Act calls for.

Section 1706(a), the prohibition on licensing trade with Cuba by foreign subsidiaries of U.S. firms has been in effect since the Act was signed on October 23 last year. The Department of the Treasury has ceased to issue licenses for trade with Cuba by U.S.-owned or controlled firms located in third countries that had previously been permitted under certain circumstances by Treasury's Cuban Assets Control Regulations. Subsequent to the Act's passage in consistence with its provisions, Treasury only licensed such transactions where the underlying contracts were entered into before the Act was enacted.

Section 1706(b), sanctions on vessels calling at Cuban ports, has also been implemented. All indications have been that notification deterred such vessels coming to our ports to load or unload cargo. Sections 1707 and 8 concern U.S. aid and assistance to a transitional and to a democratic Cuban Government.

We, of course, will be ready to help Cuba in appropriate ways in its transition to democracy once the process is underway. We have studied the draft "Free Cuban Support Act" legislation proposed by Congressman Menendez and several cosponsors with interest and wish to work with this committee on ways to respond to the inevitable change in Cuba. Although the Cuban Democracy Act does not deal extensively with the issue of travel, I believe it is an important issue to address, since it has received widespread attention in the past few months.

The freedom to travel is a right that Americans cherish, as Congressman Berman stated here today. As you know, U.S. law does not prohibit travel to Cuba. It does, however, prohibit spending money on travel to Cuba except for certain authorized categories.

Over 15,000 American citizens and residents traveled legally to Cuba last year. The U.S. Government has no desire to keep its citizens from learning about the country of Cuba, its people and its culture, but we do want to deny the Cuban Government hard currency. We do not want to prolong the suffering of the Cuban people under a dictatorship which could happen were the Cuban Government to receive the economic windfall open travel would provide.

In October, the State Department gave provisional approval to the application of a licensed air charter service provider to increase flights to Cuba following changed visa procedures by the Cuban Government. The Congress and the administration were concerned that we not acquiesce in any attempt by the Cuban Government to require individuals going to visit relatives to purchase hotel accommodation packages in order to obtain expedited visas. Therefore, the Office of Foreign Assets Control issued a general circular advising licensed travel service providers that they could sell such packages only if a traveler voluntarily indicated that he or she wished to stay in a hotel.

We have been monitoring the new travel procedures carefully since the issuance of the circular. And information received from the air charter service provider indicates there has been compliance with that circular. We will continue to monitor in conjunction with the Office of Foreign Assets Control very, very closely these travel-related transactions to ensure that any hotel packages sold are purchased on a voluntary basis.

Meanwhile, we have begun a policy of approving additional flights after a careful review on a month-to-month basis. The demand, however, I should note, has not been as great as the air charter service providers anticipated.

Also, on the subject of travel, this is very important, approximately 170 members of the ad hoc Committee for Freedom to Travel took a protest trip to Havana in the second week of October. The publicly stated goal was to violate the embargo's ban on travel-related expenditures and assert an unqualified right to travel for any reason.

Customs officials interviewed many of the protestors and confiscated passports which had Cuban entry stamps as evidence of travel to Cuba for possible use in prosecutions. The Department of Justice is reviewing the situation to determine if there is sufficient evidence to warrant prosecution.

As with humanitarian donations, the President's policy on travel is to support both the letter and the spirit of the embargo. The other major travel-related issue eliciting significant interest has been the ongoing interagency review of the free flow of information as it relates to economic sanctions programs which Secretary Christopher told Congressman Berman we would undertake.

We are trying to strike a balance between the U.S. interest in promoting democracy, to enhanced information exchange, including by travel and our pursuit of other U.S. foreign policy and security goals. On Cuba, the President's dual commitment is to enforce a

strong economic embargo against the regime while reaching out to the people of Cuba.

In conclusion, Mr. Chairman, I wish to emphasize the importance of both tracks of our policy and how closely they are intertwined one with the other. Without the embargo and vigorous enforcement of its provisions, our leverage to promote peaceful change would dissipate overnight. Without humanitarian assistance and information sharing, our policy would be needlessly harsh and could add to the suffering of the Cuban people. But taken as a whole, we believe we have a comprehensive well-reasoned program, the result of close collaboration between Congress and the Executive and one which enjoys bipartisan support.

We are saying no to a dictatorial government, and giving an emphatic "yes!" To the people who suffer under it. We look forward to the day when the Cuban people regain their freedom, their economic security, and the bright future they have been denied so long.

Thank you very much, Mr. Chairman.

Mr. TORRICELLI. Thank you. Mr. Newcomb.

STATEMENT OF THE HON. R. RICHARD NEWCOMB, OFFICE OF FOREIGN ASSETS CONTROL, DEPARTMENT OF THE TREASURY

Mr. NEWCOMB. Thank you, Mr. Chairman, members of the committee. I am pleased to be here today to discuss the Cuban Democracy Act, the embargo against Cuba, and travel-related financial transactions under the embargo. As you know, the Treasury Department's Office of Foreign Assets Control is responsible for implementing and enforcing economic embargoes and sanctions programs.

The Cuba embargo as it existed before the Cuban Democracy Act prohibited all commercial financial and trade transactions by all persons subject to U.S. jurisdiction, which includes U.S. citizens, permanent residents wherever they are located, all people and organizations physically located in the United States and all branches and subsidiaries of U.S. organizations throughout the world. The Cuban asset control regulations which implement the embargo contained certain limited exemptions for specific types of transactions in the following area: limited family remittances, certain limited travel transactions, trade and informational materials, and trade by U.S. foreign subsidiaries.

It is within this context that the Cuban Democracy Act (CDA) was enacted. The original program remains in effect, as altered by the provisions of the Cuban Democracy Act, as outlined by Assistant Secretary Watson, most notably for our purposes, at Treasury, regarding exports of food and medicine, offshore trade by foreign subsidiaries of U.S. companies and telecommunications. I would like to discuss briefly offshore trade by foreign subsidiaries of U.S. companies.

The CDA prohibits the issuance of licenses pursuant to the section 559 of our regulations allowing offshore transactions by Cuba with foreign subsidiaries of U.S. firms. The prohibition against issuing licenses was softened slightly, however, in that the CDA provides that the provision shall not affect contracts entered into before the date of enactment of the CDA.

Most such situations were brought to our attention within weeks of passage of the Act and licenses to allow completion of a pre-CDA contract have been issued where appropriate. Total trade licensed under section 559 had risen from $332 million in 1989, to $705 million in 1990, $718 million in 1991. By 1992, trade had fallen to $336 million, and in 1993, reflecting the prohibitions of the Cuban Democracy Act, it is now just $1.6 million.

The Governments of Canada and the U.K. which have normal trade relations with Cuba, have issued blocking orders which prohibit companies organized under their laws from complying with U.S. law with regard to prohibitions on trade with Cuba. In addition, the Canadian order requires Canadian companies to report any instruction, directive or advice it receives from its parent corporation concerning trade with Cuba to the Canadian Government.

Despite these measures that affect foreign subsidiaries of U.S. companies in these countries, we intend to implement U.S. law as it is written and hold firms subject to U.S. jurisdiction responsible for complying with the embargo. We have entered into discussion with regulators in Canada and the U.K. to attempt to minimize disputes arising from these conflicting legal requirements.

Another area of great interest has been telecommunications between the United States and Cuba. The CDA permits telecommunication services between Cuba and the United States, notwithstanding other restrictions on transactions with Cuba. This broad authorization for services is coupled with some limitations on the facilities that may be used in providing services; the quality and quantity of facilities are authorized as may be necessary to provide efficient and adequate services.

Policy guidance developed by State, Treasury and the FCC, among other agencies, specifies that new service proposals must be capable of full implementation within a year, must be limited to equipment and services necessary to deliver a signal to an international telecommunications gateway in Cuba, and new modes of service such as fiber-optic cable must be approved in advance. The latter contains some technical requirements as well.

The CDA specifically provides that payments to Cuba will be made pursuant to a license. We have published regulations establishing the procedures for securing such a license. The CDA states that payments may be licensed for full or partial settlement with Cuba. However, it does not provide for payments from blocked accounts. As a first step in implementing the CDA telecommunications policy, we have issued licenses to telecommunications companies authorizing transactions incident to their travel to Cuba for the purpose of negotiating to provide for telecommunications services between the United States and Cuba.

On the subject of travel, as you know, travel-related transactions are authorized by general license for individuals who are visiting close relatives residing in Cuba, traveling on official government business for the United States or for a foreign government, or traveling for the purpose of news gathering or doing professional research of a noncommercial academic nature specifically related to Cuba where the product of the research is likely to be disseminated.

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

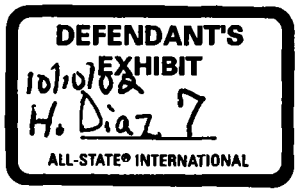
AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 695, Def. Dep. Ex. H. Diaz 7



IN THE UNITED STATES DISTRICT COURT

FOR THE SOUTHERN DISTRICT OF NEW YORK

----------x

HAVANA CLUB HOLDING, S.A. and
HAVANA CLUB INTERNATIONAL, S.A.,

Plaintiffs,

-against-

GALLEON S.A., BACARDI-MARTINI
USA, INC., GALLO WINE
DISTRIBUTORS, INC.,
G.W.D. HOLDINGS, INC., and
PREMIER WINE AND SPIRITS,

Defendants.

----------x

Civil No.

96Civ.9655
(SAS)

February 13, 1997

11:00 a.m.

DEPOSITION of Nonparty Witness HILDA DIAZ, held at the offices of Kelley Drye & Warren, Esqs., 101 Park Avenue, New York, New York 10178, pursuant to Subpoena and Agreement, before Pamela J. Mazzella, a Registered Professional Reporter and Notary Public of the State of New York.

1

2

A P P E A R A N C E S:

3

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13 Distributors, Inc.

14 101 Park Avenue

15 New York, New York 10178

16 BY: WILLIAM R. GOLDEN, JR., ESQ.

17 JENNIFER BERNHEIM, ESQ.

18

19

20 JEFFREY E. FOGEL, ESQ.

21 Attorney for Witness

22 661 Franklin Avenue

23 Nutley, New Jersey 07110

24

25

IT IS HEREBY STIPULATED AND AGREED, by and between the attorneys for the respective parties herein, that filing and sealing be and the same are hereby waived.

IT IS FURTHER STIPULATED AND AGREED that all objections, except as to the form of the question, shall be reserved to the time of the trial.

IT IS FURTHER STIPULATED AND AGREED that the within deposition may be sworn to and signed before any officer authorized to administer an oath, with the same force and effect as if signed and sworn to before the Court.

oOo

1

2 H I L D A D I A Z, called as a witness,

3 having been duly sworn by the Notary

4 Public, was examined and testified further

5 as follows:

6 EXAMINATION BY

7 MR. GOLDEN:

8 Q. Ms. Diaz, do you also use the surname

9 Rivera at times?

10 A. Rivera?

11 Q. Do you use the name Hilda Diaz

12 Rivera?

13 A. No.

14 Q. Have you ever been accused of a

15 federal crime?

16 A. No.

17 Q. Ms. Diaz, I hand you now a copy of a

18 declaration which was apparently signed on the

19 27th day of November, and ask you to please

20 identify that declaration.

21 A. Yes.

22 Q. Is that a declaration which you have

23 signed in this present case, the Havana Corp.

24 Holdings case?

25 A. Yes.

Q. And you signed it on or about November 26; is that right?

A. Yes.

Q. Would you describe for me the business of Marazul Tours, Inc..

A. We are a travel agency, that's it. We are a travel agency, we specialize in trips to Cuba.

Q. And how long has Marazul Tours, Inc. been in business?

A. Since 1979.

Q. And have you been a principal in Marazul Tours since 1979?

A. No, I haven't.

Q. When did you first become a principal?

A. I started working for Marazul Tours in 1981.

Q. And when you began working for Marazul Tours in 1981, what was your position?

A. Accountant.

Q. And what is your educational background?

A. I go through high school and I have

taken courses in several universities here in this area.

Q. Do you have a degree in accounting?

A. No.

Q. And how long did you work as -- what, did you have a title, were you a clerk in the accounting department, or what was your title, if any?

A. Where, you mean Marazul?

Q. Marazul Tours, in 1981.

A. I was accountant.

Q. And how many people worked for the company at that time?

A. It has varied so much because of the regulations, that sometimes we have up to 20 people, and sometimes we have less than that.

Q. Less than what, I'm sorry?

A. Less than 20.

Q. In 1981, do you recall how many people you had?

A. To be specific? I could give you an estimate, around ten.

Q. And where was Marazul Tours located at that time?

A. 250 West 57th Street.

Q. Does the term "Marazul" mean anything?

A. No. Azul --

Q. Excuse me?

A. Blue, azul is blue in Spanish, and I have no idea how they came up with the name.

Q. It is not a combination of two surnames of people?

A. No. The name was there before I started working.

Q. Do you know who owns Marazul Tours?

A. Sure.

Q. Who owns Marazul Tours?

A. I own part of the stock, and Francisco Aruca owns part of the stock.

Q. And did you own part of the stock in 1981 when you came to work for them?

A. No.

Q. And when did you acquire an ownership interest in Marazul Tours?

A. I believe it was in 1986.

Q. And who did you acquire stock from?

A. The person that was the president at

the time, she left the company.

Q. And who was that?

A. Vivian Otero.

Q. And I believe you also indicated that you at present are a principal of Marazul Charters, Inc.; that is right?

A. That's right.

Q. Would you tell me what the business of Marazul Charters, Inc. is?

A. We have at the present time for an agency in Miami. The only thing that we actually do in Miami is sell services to Cuban-Americans that travel to Cuba, or other services that have to do with Cuba.

Q. Does Marazul Charters own any airplanes?

A. No.

Q. Do you at the present charter any airplanes?

A. No.

Q. Did you ever charter any airplanes?

A. Yes.

Q. And when did you first become associated with Marazul Charters?

A. When it was created. I think it was around 1984.

Q. And did I understand you correctly, in 1984 Marazul Charters was first formed; is that right?

A. That's right. It might have been 1983, I'm not sure.

Q. And when Marazul Charters was first formed, what was the purpose of the business that it was formed to enter?

A. We created to start charter flights to Cuba.

Q. And in 1984, how many airplanes did, if any, did Marazul Charters have at its disposal?

A. Do you mean by that where we own any?

Q. Did you charter any airplanes in 1984?

A. We have, off and on we have charters to Cuba, yes.

Q. And when you do charters, would you explain how that is done.

I mean do you actually charter an airplane for a period of time, or do you just make arrangements with an airline to make a plane

available to you?

A. That's right, we sign an agreement to fly so many flights with a particular airline.

Q. And what type of planes have you chartered?

A. I mean there have been several type of planes that we have charters, 727.

Q. And do you know how many passengers Marazul Charters actually took to Cuba in 1984?

A. No.

Q. Was it more than a thousand?

A. Yes.

Q. Was it more than 10,000?

A. I wouldn't care to estimate. Whatever I tell you, that would be just off the top of my head without having any numbers in front of me. So I don't really care to.

Q. Do you have any idea how many flights that you chartered to Cuba in 1984?

A. No. We have had three of them, I have three a week, two a week, one a week, so...

Q. Would it be more than 50 flights that you had charters to Cuba?

A. During a year?

Q. No, the calendar year 1984.

A. I don't understand the question.

Q. During the year 1984 --

A. Right.

Q. -- is it correct that Marazul Charters chartered certain flights that went to Cuba?

A. That's right.

Q. And the question is what was the total number of charter flights that went to Cuba under the control of Marazul?

A. The answer is I don't care to estimate, because I don't remember.

Q. And in 1984, what was your position at Marazul Charters?

A. Accountant.

Q. Did you have any ownership interest in the company?

A. No.

Q. And in 1984, where did you reside?

A. In New York.

Q. And where did the flights originate to, Marazul Charters sponsored to Cuba?

A. Miami.

Q. Were all of the flights originated in Cuba?

Excuse me, did all of the Marazul Charter flights originate in Miami?

A. At one point we had flights originating from upstate New York.

Q. Where in upstate New York?

A. I believe it was Newburgh.

Q. Excuse me?

A. I believe it was Newburgh.

Q. In 1984, were you physically present during any of the times when the flights were boarding or deplaning from Cuba?

A. You're referring to 1984. I have been working for a company for a long period of time, and I really don't want to be specific about what I have done in a particular year, because there has been a lot of changes throughout this year, and what I could be telling you for 1984 maybe happened 1985 or 1986.

Q. During the period from 1984 to the present, have you always maintained your residence in New York or the New York area?

A. No.

Q. Did there come a time when you left New York to move to Miami?

A. Yes, I did. That's correct.

Q. And when did you move from New York to Miami?

A. I believe it was in 1993.

Q. And during the period from 1981 to 1993, did you at all times maintain your residence in the New York area?

A. Yes.

Q. And during that period from 1981 to 1993, how many times were you physically present at the airport when flights that had been chartered by Marazul Charters landed back in Miami?

A. Every time that there was a flight, we had to go down to Miami. We flew down to Miami.

Q. So you went down to Miami for every flight?

A. Well, I don't know for every flight. I would say probably for 80 percent of the flights.

Q. And what was the purpose of your

1 going to Miami?
2 A. Check in the flight.
3 Q. To check in the flight?
4 A. Yes.
5 Q. And would you describe for me what
6 you mean when you say you "check in the flight"?
7 A. We got behind the counter, we took
8 care of the baggage that was going to plane, the
9 passengers, took their tickets, check their
10 documentation.
11 Q. And you personally did this?
12 A. Yes.
13 Q. On what percentage of the flights do
14 you believe you personally checked in at Miami?
15 A. At least 80 percent of the time.
16 There had to be always someone from an executive
17 level capacity with the flight, so...
18 Q. What was the background of the
19 passengers that you typically carried from Miami
20 to Cuba and back, in 1984, 1985?
21 MR. FOGEL: Objection as to the form
22 of the question.
23 Q. Were the passengers, what was the
24 clientele of Marazul Charters? Was the clientele
25

predominantly Cuban-American?

A. I would say that, yes, throughout the years, the highest percentage would have been that. Not exclusively, but to a high percentage, yes.

We also carry North Americans to Cuba.

Q. And were the clientele that you brought to Cuba, were they typically families, or were they businessmen or individuals?

Is there any way to characterize that?

A. Mostly it seemed to be family.

Q. And that would be mother, children, father?

A. Yes.

Q. And in the 1984, '85 period, what was the principal reason that people traveled back to Cuba?

A. I'm sorry, can you repeat the question.

Q. What was the principal reason that your customers traveled back to Cuba in that early period, 1984, '85?

1 Diaz

2 A. I cannot describe it as only with one
3 purpose. There has been several reasons for
4 people traveling to Cuba.
5 Cuban-Americans, the main purpose
6 would be to visit relatives, and there were North
7 American that were mostly for research.
8 Actually, business people haven't
9 been allowed to travel to Cuba, so -- unless they
10 have a specific license.
11 Q. In 1984 or 1985, were tourists
12 allowed to go to Cuba?
13 MR. KRINSKY: Objection to the term
14 "tourist." It is too vague to permit an
15 answer.
16 Q. Are you familiar with the term
17 "tourist" in your business?
18 A. Yes.
19 Q. And what does the word "tourist" mean
20 to you?
21 A. The description that I would give is
22 a person that goes somewhere for vacation mostly,
23 travel.
24 Q. For vacation and for pleasure
25 purposes, is that correct?

A. That's right.

Q. In 1984 and '85, were there any restrictions on traveling to Cuba for tourist purposes?

A. There has always been restrictions for traveling to Cuba. Different restrictions, but there has always been restrictions.

Q. And what is your understanding of the nature of those restrictions?

A. We didn't sell tourism to Cuba.

Q. And that is because there were regulations of the U.S. government which prohibited U.S. citizens from going to Cuba for tourist purposes; is that correct?

A. As a restriction, yes.

Q. Were the restrictions that the U.S. government placed on traveling to Cuba for tourist purposes in place from the period of 1982, or rather from 1981 through 1997, to the best of your knowledge?

A. There have been different regulations in different times.

Q. But as a general matter, there has always been a restriction on traveling to Cuba for

tourist purposes, is that not correct?

A. Yes, you're correct.

Q. And does Marazul Tours have any special relationship with the Cuban government?

A. Cuban government, no.

Q. Did you have any contract or concession with the Cuban government?

A. "Contract," would you describe that? I'm not sure what you mean.

Q. Does Marazul Tours have any contract or agreement with any Cuban government entity?

A. You have to be more specific. I can't answer it like that. I mean we work with different companies in Cuba --

Q. Does --

A. -- that have to do with tourism.

Q. Does Marazul Tours have an office in Cuba?

A. Locally, no. We are not permitted by the U.S. government.

Q. Does Marazul Tours have -- do you know what a contract is?

A. Do I know what a contract is?

Q. A written agreement.

A. I suppose so, yes.

Q. Does Marazul Tours have any written agreements with Cuban companies or business entities?

A. Not written, no.

Q. Does Marazul Tours have any unwritten agreements with Cuban companies or business entities?

A. Throughout our work we do work with several tour operators in Cuba.

Q. And what companies do you do business with in Cuba?

A. We do with the Convention Palace, with Mercadu which is the University tour operator. We do it with Havanatur.

Q. Would you spell them for the reporter.

A. Convention Palace, M-e-r-c-a-d-u, and that is the tour operator for University in Cuba.

Havanatur, that would be H-a-v-a-n-a-t-u-r, and that is a tour operator.

Would that be enough, or do you want more?

Q. Whatever companies you have an

understanding with presently.

A. Amistur, A-m-i-s-t-u-r, and that is another tour operator. That is the main ones that we work with.

Q. And what services do you perform on behalf of these companies?

MR. KRINSKY: Objection.

A. I don't --

MR. KRINSKY: Objection to the question, there is no --

MR. GOLDEN: I don't believe you have any standing to object. Aren't you here on behalf of the corp.?

MR. KRINSKY: I can have an objection.

MR. GOLDEN: She has her own lawyer.

MR. KRINSKY: I can object to the form of the question.

MR. GOLDEN: Okay.

Would you read back the question, please.

(Record read.)

Q. Do you understand the question?

A. No, I don't.

Q. I believe you testified you work with these, you have an informal arrangement where you work with these companies you just identified; is that correct?

A. They perform, they perform the services for us. I don't perform any services for them.

Q. What services do they perform for you?

A. They receive the passengers that we send them, and they provide the services that we have for with them, transportation, accommodations, the program of activities.

Q. And do you in turn perform services for any of the companies you just mentioned, in the United States?

A. No.

Q. And to go back to Marazul Tours, I believe you testified that in 1981 you joined Marazul Tours as a member of the accounting department; is that correct?

A. Not a member of the accounting department, was the accountant.

Q. You were the accountant, I'm sorry.

How long did you stay in the accounting department at Marazul Tours?

A. I am still there.

Q. You're still there.

And at any point did there come a time that you took on duties in addition to your duties as the accountant for Marazul Tours?

A. Yes.

Q. And when was that?

A. I believe it was 1986.

Q. And in 1986, you testified you acquired an equity interest in Marazul Tours; is that correct?

A. Yes.

Q. And did your job responsibilities change at that time as well?

A. I wouldn't describe it as a sharp change. It had been changing as I became more familiar with the company. I do a lot of public relations.

Presently the president since 1986.

Q. I'm sorry, I didn't hear.

A. Since 1986 I have been the president of the company.

Q. And as president, what are your responsibilities? Do you run the company on a day-to-day basis?

A. Yes.

Q. Who else assists you in management of the company?

A. We have employees in the company that do that.

Q. Other than yourself, who was in the, performs executive services for the company?

Do you have any vice presidents?

A. You mean legally or --

Q. No, someone who bears the title of vice president.

A. No.

Q. Is there a chairman of Marazul Tours?

A. Mr. Aruca and -- I don't know legally he's the chairman. We both perform the duties of running the company, but I do more of the day-to-day business, which is what I understand your question to be.

Q. Is there anyone you need to go to for approval of decisions you make at Marazul Tours?

A. If it is a big decision, yes.

Q. And who is that?

A. My partner, Francisco Aruca.

Q. And how do you spell the last name?

A. A-r-u-c-a.

Q. And at present, in the calendar year 1995, how many customers of Marazul Tours travel to Cuba and back?

A. Can you repeat the question.

Q. During calendar year 1995, how many customers of Marazul Tours travel to Cuba and back?

A. I don't have the figure with me.

Q. Do you have any idea how many customers travel to Cuba and back?

A. Not with me, no.

Q. Was it more than a thousand?

A. Yes.

Q. Was it more than 10,000?

A. It could be.

Q. Could it be more than 10,000?

A. It could be.

Q. Is there any other tourist company or tourist agency that you know of, that also arranges tours to Cuba?

A. Yes.

Q. And what other agencies or companies arrange tours to Cuba?

THE WITNESS: Do I have to answer that?

MR. FOGEL: Did you want to consult with me about it?

THE WITNESS: I don't see --

MR. FOGEL: Can I just --

MR. GOLDEN: Sure. You can step outside if you want to. There is a conference room right around the corner.

(Witness and counsel confer outside the conference room.)

A. The tour, we are using tour operators or two companies. I have a problem with saying that, because not every company that do business with Cuba, they do tours.

Some of them, they just actually arrange the visa and sell the ticket. By a tour, I would say transportation, accommodations, and more of a program, and there are not too many companies that specialize in that.

There are organizations that are

around, there are other travel agencies that do arrangements for people to travel to Cuba, but not with tours.

So if you care to define a little bit more your question, I will try to answer it.

Q. In paragraph 2 of your declaration you state, "For a number of years," referring back to Marazul Tours, "has been the leading travel agency in United States-Cuba travel, with more customers than any other single agency."

And the question I'm asking you is what are the other travel agencies that you know of that are engaged in the United States-Cuba travel?

A. Should I start? There is Machi, M-a-c-h-i, Community Services. Le Club, L-e C-l-u-b, Travel Agency. There is another one that is called Cuea Paquettes, C-u-e-a, and then P-a-q-u-e-t-t-e-s.

There are organizations that arrange programs to Cuba more in the research capacity. There would be a Center for Cuban Travelers, just to name a few that come to mind.

Q. And you indicate that both Marazul

Tours and Marazul Charters operate under a license issued by the Department of the Treasury, Office of Asset and Control; is that correct?

A. That's correct.

Q. Is it your understanding that a license is required to engage in the Cuba, U.S.-Cuba travel business?

A. Yes, it is my understanding.

Q. Do you have any idea how many Travelers in total went to Cuba from the United States, in calendar year 1995?

A. Not other than what I have stated in my memo.

Q. When you refer to your memo, what specifically are you referring to?

A. There are numbers that I gave there that I came up with, so...

Q. Can you examine your declaration and tell me what specifically you are referring to concerning numbers for 1995?

A. I'm not saying they concern 1995. What I'm saying, the numbers that I gave in my declarations are the ones that I can work with.

I don't, I didn't bring any numbers

with me.

Q. I'm asking apart from your declaration, do you have any understanding as you sit here, without consulting your declaration, how many travelers went from the United States to Cuba in calendar year 1995?

A. No. It would be a very complicated analysis. We are not the only travel agency, there are several charter companies.

There are people that go travel through third countries. There is no possibility for me to have all those numbers.

Q. But as the president of an agency that specializes in United States-Cuba travel, do you have any working figure that you use for the number of travelers that went between the United States and Cuba in calendar year 1995?

A. No.

Q. You don't have any understanding or knowledge as to that figure?

A. No.

Q. And you indicate in your declaration that for a number of years Marazul Tours maintained offices in New York City, and at

several locations in the Miami area of Florida; is that correct?

A. Yes.

Q. Your location in New York City was on West 57th, did you say?

A. Yes.

Q. And how long did you maintain an office on West 57th?

A. From 1980 to 1994.

Q. In 1994, is it correct that you closed that office?

A. Yes.

Q. And when you closed that office, did you move to your current offices in Weehawken?

A. Yes.

Q. And is your office in Weehawken the only office that you currently maintain in the New York area?

A. Yes.

Q. And when did Marazul Tours first open an office in Miami?

A. I think it was around 1985.

Q. And how long did you maintain an office in the Miami area?

A. Throughout nine years.

Q. Until when?

A. It was 1994.

Q. And --

A. We are talking about Marazul Tours?

Q. Marazul Tours, yes.

A. Right. You're talking about two companies.

Q. Just so I am clear, the office I was referring to earlier in the New York area was the Marazul Tours office that you, I believe, testified was on West 57th.

And am I correct that that office closed in 1994, and that in 1994 you opened a new office in Weehawken, or opened an office in Weehawken?

A. We had the office in Weehawken and we worked -- we had two offices, one in Weehawken and one in New York, and we decided to close the one in New York and transfer all the employees to the Weehawken office.

Q. And what was the reason in 1994 you closed the office in New York?

A. There were new regulations that

affected us financially a lot, and it was more economical to work from the Weehawken office.

Q. And what were the new regulations that affected you financially?

A. Regulations in reference to traveling to Cuba.

Q. And did those regulations in 1994 make it more difficult to travel to Cuba?

A. Yes.

Q. And in 1994 did the number of people that were traveling to Cuba fall off from the number of people that had traveled the year before?

A. In the -- after August 1994, yes.

Q. And how great a reduction was there in the number of people who were traveling to Cuba after August 1994, as opposed to the immediate preceding year?

A. There was a period of a lot of confusion, so I would say that probably until November, between August and November 1994 there was a feeling of reduction of about 75 percent.

Q. And during calendar year 1995, were the number of people that were traveling to Cuba,

did that continue to be at a lower level than it had been before August of 1994?

A. Yes.

Q. Is it still 75 percent lower than it was?

A. No. Near was for 1995. I was referring to a period of confusion between August 1994 and November 1994.

Q. Were there less people traveling to Cuba in 1995 than traveled to Cuba in 1993, from the United States?

A. Again you are referring to numbers that are, do not apply necessarily just to Marazul. So for me, a little bit hard to answer that question.

Q. Were the number of people that traveled through Marazul Tours reduced in 1995 over the number of people who traveled through Marazul Tours in 1993?

A. I believe they were about the same.

Q. And approximately how many people was that?

A. I don't have the numbers.

Q. And is Marazul Charters currently

1 actively involved in the business?
2 A. Yes.
3 Q. And what is the business of Marazul
4 Charters currently actively involved in?
5 A. Travel agency.
6 Q. Is Marazul Charters currently
7 involved in chartering airplanes for travel to
8 Cuba?
9 A. Not at the present moment, no.
10 Q. What is the present relationship
11 between Marazul Charters and Marazul Tours?
12 A. They are owned by the same, it is the
13 same ownership.
14 Q. So you and your partner own both
15 Marazul Charters and Marazul Tours; is that
16 correct?
17 A. That's correct.
18 Q. And do the Marazul Charters presently
19 offer travel agency services in the Miami area?
20 A. I didn't understand your question.
21 Q. Does Marazul Charters do the same
22 thing in Miami that you currently do in New York?
23 A. No. You mean New Jersey? No.
24 Marazul Tours in New Jersey is a full
25

travel agency. We sell to other places, not only Cuba. Marazul Charters in Miami, it only sells to Cuba.

Q. And how many people currently work for Marazul Charters in Miami?

A. About 22 or 23.

Q. In paragraph 3 of your declaration you state that Marazul Charters operated regular flights between the United States and Cuba during the period from June of 1986 until 1995; is that right?

A. Yes.

Q. And when in 1995 did Marazul Charters stop offering flights to Cuba?

A. I believe it was around May.

Q. And during that period Marazul Charters flew three flights per week from Miami to Havana; is that correct?

A. More or less. There has been a period that we offered two or three.

Q. Were there ever any periods when you didn't offer any flights in a single week?

A. In that period of time?

Q. Yes.

A. Not that I recall.

Q. So continuously from June 1986 until 1995, you offered at least two flights a week between Miami and Cuba; is that right?

A. Yes.

Q. And when you say -- are they round trips or --

A. Yes. Fly usually from the United States, travel to Cuba and comes back.

Q. And as you sit here, do you know how many people Marazul Charters took to Cuba between June 1986 and May 1995, when it suspended operations?

A. No. I mean, I could probably work out the figures because of the number of passengers that have, the plane has, but I don't have the particular figure now, except whatever is in my declaration.

Q. Well, when these planes flew from Miami to Havana, were they always full?

A. Not always full. We try to keep it at least up to 75 percent, because of the luggage allowance.

Q. Because of the what?

A. Because of the luggage allowance.

Q. And if you didn't have enough passengers to fill 75 percent of a flight, would you cancel the flight or would you send it anyhow?

A. No, would send it anyway.

Q. And during that period from June 1986 until 1995, did you have repeat passengers?

A. Yes. You mean people that flew twice in that same period of time?

Q. Yes.

A. Yes.

Q. And do you have any idea how many repeat passengers you had during that period?

A. No.

Q. In your own experience, was it unusual for the same family to travel back to Cuba --

A. No.

Q. -- on an annual basis?

A. If it is usual? Your question is --

Q. Were there families during that period that would travel back to Cuba, using Marazul Charters or Marazul Tours on a periodic basis?

A. Yes.

Q. And do you have any idea how many people did that?

A. No.

Q. Was it a significant part of your clientele?

A. Not necessarily, though.

Q. Do you have any idea how many repeat passengers there were?

A. No.

Q. I believe you testified --

A. I mean to us, from a business point of view, we wanted to make sure that if they travel again, they would travel through us because of the service we gave.

But it doesn't really matter if they went the first time or the second time. As long as they use us, it doesn't really matter.

Q. I understand that. But my question to you was are you familiar with certain families or certain groups of passengers that would regularly use Marazul Charters to travel to Cuba and back?

A. Yes.

Q. And could you describe those classes of passengers that would regularly travel to Cuba and back?

A. I'm not sure I understand your question. You want me to describe someone that I know that use?

Q. No, by groups or category. I believe you testified that you yourself traveled to Cuba and back at least on a monthly basis, if not more; is that correct?

A. That's right.

Q. And were there other people at Marazul Tours and Marazul Charters who would regularly travel back and forth to Cuba?

A. Yes.

Q. And were there business people in the United States that would regularly travel back and forth to Cuba?

A. No.

Q. Were there students in the United States who would regularly travel back and forth?

A. Yes.

Q. And were there families of --

A. I don't believe that was your

question.

I believe your question was whether I could describe certain people that travel back and forth to Cuba.

Q. Family groups, students.

A. Yes, I know families that travel several times with Marazul, for the purpose of visiting relatives.

And I know people that on a yearly basis went to certain events that took place in Cuba.

Q. What events would take place that people would periodically go back to?

A. The film festival was one of them, which is in December every year. That is an event that some people would go every year because of professional reasons.

Q. Do you have any way, as you sit here, of estimating how many repeat passengers you took back to Cuba --

A. No.

Q. -- during the period from June of 1986 until 1995 --

A. No.

Q. -- on Marazul Charters?

A. No.

Q. Was it half of the people, half of the total number of flights, would there be repeat passengers?

A. No. See, if you ask me to work out the number of persons that travels through Marazul, through Marazul Charters, I could sit down and give it to you.

If you ask me how many people travel to Cuba, I might be able to come up with an estimate of, I work it out. But if you ask me how many went more than once is not, to me didn't make any difference.

The only difference that would make, if I get a call with the complaint saying that I traveled with Marazul and next year I will not travel with Marazul, that would be my concern, not how many repeated the flight or not.

That I would not be able to work out for you. All the others I could. That one specifically, no.

Q. And you indicate in paragraph 4 of your declaration that there were a total of three

1 charter companies which provided direct U.S. to
2 Cuba services; is that right?
3 A. That's right.
4 Q. And what were the other two in
5 addition to Marazul Charters?
6 A. There is one that the name is ABC
7 Charters, and the other one is C&T.
8 Q. Excuse me?
9 A. C&T. There is another one at the
10 present moment.
11 Q. Excuse me?
12 A. There is another one at the present
13 moment.
14 Q. What is that?
15 A. Wilson International.
16 Q. Did ABC Charters and C&T operate out
17 of Miami?
18 A. Yes.
19 Q. And does Wilson International operate
20 out of Miami?
21 A. Yes.
22 Q. And you testified that -- rather, in
23 your declaration you say, "In February 1996 direct
24 Miami-Havana flights were suspended"; is that
25

correct?

A. That's correct.

Q. Were they suspended as a result of the shooting down of those planes at or around that time?

A. I believe that is what President Clinton said, yes.

Q. And is that travel ban still in effect?

A. Yes.

Q. And is there any prospect that that travel ban will be lifted in the near future, that you are aware of?

MR. KRINSKY: Objection. Objection.

Q. Do you know of any proposal pending that would lift that travel ban?

MR. FOGEL: If you know.

Q. If you know.

MR. FOGEL: It is just directed to your knowledge.

A. I don't know. I wish I knew.

Q. And is it true, therefore, currently there is no travel between, there is no regular travel between the United States and Cuba to

regularly scheduled air flights, that you are aware of?

A. If I were to phrase that answer, I would put it that way. There are charter flights that leave Miami, and they have to stop in another country before continuing on to Cuba.

Q. Are those charter flights authorized by the U.S. government, do you know?

A. Of course.

Q. And do you know how regularly those charter flights leave?

A. Yes.

Q. How regularly?

A. Almost daily.

Q. Does Marazul Charters get involved in any of those charter flights, stop in another country?

A. Define "involve."

Q. What?

A. Can you define "involve"? What do you mean by "involve"?

Q. Does Marazul Charters charter any of those airplanes?

A. No, we don't charter them. We sell

them.

Q. You sell tickets on those airlines?

A. Of course. That is what our work is.

Q. And currently how many tickets a month does Marazul Tours sell for people that are going to Cuba?

A. Marazul Tours?

Q. Yes.

A. Anywhere between 150 to 200.

Q. And how many tickets does Marazul Charters sell on a monthly basis?

A. Well, anywhere, probably around 200 and 250. It varies, like any other travel business. In December it was a lot.

Q. In paragraph 5 you refer to the United States embargo laws which apply to people traveling to Cuba; is that correct?

A. Yes.

Q. And you indicate that 31 Code of Federal Regulations, Section 515.560, provides for up to $100 worth of Cuban commodities that can be brought back.

A. Yes.

Q. Do you know how long that regulation

has been in effect?

A. For a while.

Q. And when you say "for a while," what is your understanding when that regulation first went into effect?

A. For as long as I have been working there, I have always been able to bring back.

Q. Is there any restriction that you are aware of, on the amount of money that U.S. citizens can bring with them when they travel to Cuba?

A. Can they bring to Cuba?

Q. Yes.

A. Yes.

Q. How much money can U.S. citizens bring to Cuba?

A. They can spend up to $100 a day.

Q. And that is on accommodations and food, and anything else that they choose to spend it on; is that right?

A. That's right.

Q. And do you know how that restriction is enforced?

A. It has been enforced in different

ways throughout the years.

Q. How is it presently enforced?

A. At the present moment, I don't believe it is being enforced now the way it used to be enforced.

A year ago they would go through, actually they would go through the actual passenger and flights, and count the money. You have to declare it when you leave the United States.

At some point they were actually checking to make sure that whatever they had declared was the amount they were taking.

Q. And is there, are there also restrictions on how much money Cuban-Americans can give to Cuban citizens, Cuban nationals in Cuba?

A. Yes.

Q. And what is your understanding of those restrictions?

A. It is the same for North American and for Cuban-Americans, it is $100 a day.

Q. So that if Cuban-American visitors choose to give part of the money they are allotted to their families, that goes against the $100 a

day allowance?

A. They are spend $100 whatever they please.

Q. When travelers to Cuba bring back articles, merchandise that they purchased in Cuba, do they have to declare them and go through Customs with those articles?

A. Yes, like if you bring it from any other country. It is the same declaration that -- to come into the United States are you talking, is that your question?

Q. Yes.

A. Yes. Coming from Cuba, you fill out the same declaration for Customs that you fill out if you went to Costa Rica or Spain or England.

Q. I believe you testified earlier that at least some portion of the customers of Marazul Charters were families; is that correct?

A. Yes.

Q. And could you put any estimate on what percentage of the total number of your customers over the years have been families?

A. No. I mean I really don't care to give an estimate that I really don't have.

Q. Did Marazul Charters give children a special break on the price of their tickets if they flew with their family?

A. It has varied throughout the years. At some point we gave, infants did not pay, and less than 12, at some point we were giving half fare.

Q. And did you ever do any estimates as an accountant for --

A. No.

Q. -- Marazul Tours, to determine what percentage of your seats were taken by children?

A. No.

Q. And have you ever seen any children take back bottles of rum or alcohol from Cuba?

A. I have seen them carry it, but I mean, I would estimate that it hasn't been a high percentage of children carrying rum. It wouldn't shock me if there is a family and they give a child, a seven or eight-year old some bottle of rum to carry. It wouldn't shock me, but I wouldn't care to tell you.

Q. I'm not talking about care. Do you know whether it would be lawful for a child of 12

to declare and bring in rum or other alcoholic beverages into the United States, in their own name?

A. I don't think it can be done, but that is just off the top of my head.

Q. And did some of the passengers that you brought to Cuba over the years for Marazul Tours, are you familiar with any of those passengers that didn't drink alcoholic beverages?

A. Can you repeat that question again.

Q. Were any of the passengers that went from the United States to Cuba and back under the aegis of either Marazul Tours or Marazul Charters, men or women who didn't drink?

A. That's a hard question. I can only answer for one, me. I don't drink.

Q. You don't drink?

A. No. I wouldn't care to answer for anyone else, because we don't ask that question.

Q. I know you don't ask that question, but is it a fair assumption that some percentage of the passengers that you brought to Cuba did not drink?

MR. FOGEL: Objection to the form of

the question. If you have a response to that, you can answer him.

A. I was going to say I wouldn't even make that assumption. There is no reason for me to do it.

Q. Do you have any reason to believe that Cuban-Americans drink alcoholic beverages in a higher proportion than other U.S. citizens?

A. I have never made, I don't get myself involved in researching that.

Q. I asked you whether you had any reason to believe that Cuban-Americans drank alcoholic beverages in a higher proportion than other U.S. citizens.

A. I have no answer for that. I have no idea. That is not my field of expertise. You are asking me whether Cuban-Americans drink more alcohol than other groups in the United States?

Q. Yes, as a portion of the population.

A. I have no idea.

Q. And in your declaration --

A. I know that I am a strange Cuban-American, not to drink. That much I know, because everyone tells me so. I know that because

of comments they make, that I'm strange.

Q. Well, you don't drink yourself, though; is that correct?

A. I do not drink myself.

Q. Have you ever drank alcoholic beverages?

A. Yes.

Q. Do you know anybody else of Cuban-American heritage that gave up drinking alcoholic beverages?

A. The reason I gave up drinking is --

MR. FOGEL: The question is if you know anyone else.

A. What I'm saying is I get migraine headaches from alcohol. It is not for a reason, for moral ground reason, so therefore, I don't pursue asking people about it.

Q. I didn't -- my question wasn't the reason that you choose or not to choose drinking alcohol beverages, which is clearly your own personal private choice.

My question is do you know any other Cuban-Americans that chose not to drink alcoholic beverages?

A. No.

Q. You don't know of any?

A. Offhand, no.

Q. Are you ever in social settings with other Cuban-Americans, where you have observed that there are some other people there that aren't drinking alcoholic beverages, in addition to yourself?

A. No.

Q. The answer is no?

A. No.

Q. You never made that observation?

A. I made the other observation, or they make it to me.

Q. Have you ever observed elderly men or women of Cuban-American heritage that don't drink?

A. I'm not too many times in that situation, but no, the times I have been there.

Q. And in paragraph 5 of your declaration you state, "It is my opinion that a substantial percentage, approximately 75 percent of the United States persons traveling to Cuba bring back with them, pursuant to this provision, one or two bottles of Havana Club rum"; is that

correct?

A. Yes.

Q. And how did you derive that opinion, that 75 percent of United States persons traveling to Cuba bring back one or two bottles of Havana Club rum?

A. By the people that I see standing around the airport when I'm sitting there. I walk the plane back and forth, to the fact that sometimes I help people filling out the forms for Customs and Immigrations, and that's my observation.

Q. And when you were, when you were deriving that percentage, did you exclude children from that figure?

A. I don't want to give you the wrong impression. Children is not necessarily a high percentage of the people that travel to Cuba.

Q. But you have --

A. There have been families that travel with children. There is children that travel to Cuba, but it is not a percentage that if I was going to estimate a percentage I would actually subtract children because they are a major

1 percentage of the travelers, they are not.
2 Q. That is not the question I asked you.
3 I asked you --
4 A. No, I didn't.
5 Q. Is that 75 percent figure your own
6 figure, or did somebody else give it to you?
7 A. I discussed those figures with other
8 people.
9 Q. Who are the other people you
10 discussed them with?
11 A. Other people that work in the
12 company, and with Michael Krinsky.
13 Q. Did Mr. Krinsky suggest the 75
14 percent figure to you in the first place?
15 A. No.
16 Q. When you, when you came up with the
17 75 percent figure, did you exclude children from
18 that percentage?
19 A. It would have been within the 25
20 percent.
21 Q. So --
22 A. That is the reason that I said 75 and
23 not a hundred.
24 Q. So you're excluding children, or
25

rather you're including children in that figure?

A. In the 25 percent.

Q. In the 25 percent who didn't bring back Havana Club rum?

A. That's right.

Q. And when families traveled, is it your testimony that husband and wife both brought back one or two bottles of rum, so it would be a total of four per family?

A. Yes, I have seen people do that.

Q. But is it your testimony that was the standard practice, that a family would bring back three or four bottles of Havana Club rum?

A. Yes. It's usually my perception that people try to bring as many as they can.

Q. And how much does Havana Club rum sell for in the airport in Cuba, do you know?

A. Anywhere from 3.50 to $5, 5.50.

Q. In deriving that 75 percent figure did you, do you have records available to you at either Marazul Charters or Marazul Tours, that would show what number of your passengers or your clients actually made a declaration?

A. I don't understand the question.

Q. I mean was that 75 percent figure, is that something that came entirely off the top of your head, or did you consult any records or data?

A. I don't --

MR. FOGEL: Object to the form of the question, as if those were the only two alternatives.

Q. In deriving the 75 percent figure for U.S. persons traveling from Cuba who brought back with them Havana Club rum, did you consult any records whatsoever?

A. No.

Q. And I believe you testified earlier, did you not, that you first became involved with Marazul Tours in 1981; is that right?

A. Yes.

Q. Did you have any involvement in the travel business before 1981?

A. No.

Q. What did you do before 1981?

A. I used to work in brokerage house, Wall Street.

Q. Insofar as your opinion is based on your personal observations, you would not have

1 made any personal observations of travelers to
2 Cuba on a regular basis before 1981; is that
3 right?
4 A. No.
5 Q. Your testimony is that you didn't
6 consult any records, is that right, in connection
7 with this opinion?
8 A. I don't have any records to consult
9 about. I wouldn't have them. I mean there are no
10 records of how many people bring back rum that I
11 would have in my company. That is a record only
12 for the U.S. government, if they declare it.
13 Q. And would there be records in Cuba
14 that would show how much Havana Club was sold?
15 A. I have no idea.
16 Q. In any case, you didn't consult any
17 such records?
18 A. No. That came from my observation
19 and belief.
20 Q. And that is your personal
21 observation?
22 A. Yes, and I believe that is exactly
23 what I said.
24 Q. And who did you talk to other than
25

Mr. Krinsky, in forming this opinion?

A. Well, we are in the office, people call up asking what can they bring back. It is usual question. Not just for Cuba, other countries, too. I mean we just discuss those. I mean when you are in the office, you hear this.

Q. When you came up with this figure which you put in your declaration as your opinion --

A. That is my opinion.

Q. That is your opinion, but I'm trying to find the bases for that opinion, and I believe you said you spoke to Mr. Krinsky.

Did you speak to anyone else in forming that 75 percent figure?

A. No.

Q. In forming that 75 percent figure, did you work back from the number of travelers who you believe had gone to Cuba during that period?

A. I don't understand the question.

Q. During the period when you -- let me go back a second.

You prepared this affidavit or signed this declaration on the 27th of November, 1996; is

that right?

A. Yes.

Q. Who prepared this declaration in the first place?

A. Mr. Krinsky.

Q. Did Mr. Krinsky talk to you before he prepared the declaration, if you recall?

A. Of course.

Q. And do you recall when he first talked to you about this declaration?

A. No. I don't recall.

Q. Was it, was the first time you spoke to him about the declaration the same day you signed it?

A. No. Not at all.

Q. Was it, was the first time you talked to him a week before you signed the declaration?

A. No, not necessarily.

Q. Was it less than a week?

A. My impression is that we have discussed for a period of time numbers, and not necessarily have to do with these. So this is just part of conversations that we have had.

Q. Over the course of how long a period?

A. Ten years.

Q. So you have been talking about the number of Havana Club rum bottles that are brought back by passengers, for ten years?

A. No, no, no. We have exchange, we talk about different subjects, and that is what I meant.

Q. When is the first time you can remember talking to Mr. Krinsky about how many bottles of Havana Club rum a typical traveler returning from Cuba brings with them?

A. Maybe two years ago.

Q. In November of this year do you recall having such a conversation with Mr. Krinsky, on or around November 26?

A. Yes, it could have been September. I don't remember.

Q. It could have been September.

Do you, you were asked to bring with you certain documents today, including correspondence with Mr. Krinsky's firm.

Did you bring any such documents with you?

A. That is exactly what you have.

Q. When you say "That is exactly what you have," is the declaration which has been identified --

A. That is exactly what you have.

MR. FOGEL: Let me note I produced a cover letter in connection with this declaration, and a letter I sent to the firm.

MR. GOLDEN: Could you please mark this as Defendant's Exhibit A.

(Defendants' Exhibit A, Declaration of Hilda Diaz, marked for identification as of this date.)

MR. GOLDEN: Can we have a break for two minutes?

(Recess taken.)

MR. GOLDEN: I hand the reporter now a letter from, a letter on the letterhead of the Rabinowitz Boudin firm dated November 25, 1996, and addressed to Hilda Diaz, and ask that that be marked Defendants' Exhibit for identification B.

(Defendants' Exhibit B,

one-page letter dated November 25, 1996, marked for identification as of this date.)

MR. GOLDEN: May I show it to Mr. Krinsky.

BY MR. GOLDEN:

Q. Does that letter refresh your recollection as to when you had conversations with Mr. Krinsky concerning this declaration?

A. Well, I don't understand the question, but...

Q. Did you have any discussions with Mr. Krinsky before November 25, that you recall, concerning Havana Club rum?

A. Yes. I thought I had answered yes.

Q. Concerning Havana Club rum, concerning this particular declaration you gave?

MR. FOGEL: Those are two separate questions.

MR. GOLDEN: I'm sorry.

A. I'm getting confused.

Q. You have in front of you Exhibit A, which is a declaration you signed on November 26.

A. Yes.

Q. And there also is a cover letter which I believe is the only document that was produced in connection with this deposition, which appears to be from Mr. Krinsky to you, and it appears to contain a declaration.

There was a declaration contained with that letter?

A. With this one here.

Q. Yes. Was it the same declaration you signed?

A. Yes.

Q. Had there ever been a prior version of that declaration?

A. I believe so.

Q. And do you know when you first saw the prior version of that declaration?

A. Of this particular one?

Q. Yes.

A. No, I don't believe so. Of this particular one, I don't believe so.

Q. Did you, you have Exhibit A in front of you; is that correct? That is the declaration I'm referring to.

Did you sign that declaration just as

you received it, or did you make any changes in it?

A. I don't recall. If there was, it wasn't anything extraordinary, but I don't remember it. I read it and I don't remember whether I changed anything or not.

Q. And other than that?

A. As I sign, is the final form that I sign.

Q. The letter that is marked Exhibit B is the only document I believe that was produced; is that correct?

MR. FOGEL: That's correct.

Q. Do you have any other correspondence or drafts or documents in your possession that relate to Havana Club?

A. No.

Q. In paragraph 8 of your affidavit you state that since 1979, at least 525,458 persons have traveled to Cuba legally.

A. Yes.

Q. Is that your figure?

A. I remember discussing the figure in several locations with Mr. Krinsky, yes.

Q. You had no personal involvement before 1979, rather before 1981, with the travel business?

A. No, these figures have been around --

Q. So you have no --

MR. KRINSKY: I think the witness was cut off in her full answer.

MR. GOLDEN: Would you read back the last question.

(Record read.)

A. The answer is no.

Q. The answer is no, you had no personal involvement?

A. No.

Q. You have no personal knowledge of how many people traveled from the United States to Cuba in 1979; is that correct?

A. Yes, I do, because those figures have been published.

Q. And when you say "published," you're referring to the statement in Figure 9-A concerning the Reagan v. Wald case; is that right?

A. No. Besides that, I have been in seminars, in different meetings where we have

discussed these figures, and I have read papers of people that have done research, and different figures of Cuba. I mean these are figures that are public, it is not a secret.

Q. Where are the figures published for travelers to Cuba in 1979 that you relied on?

A. I have heard them, I have read them.

Q. But I'm talking about the figures you relied on in the figure for 1979 in this declaration.

A. I relied on the figures that Michael Krinsky had.

Q. When you say that at least 525,458 United States persons have traveled to Cuba legally, is it your testimony that those are 525,458 different U.S. citizens?

A. Different U.S. citizens?

Q. Yes.

A. No. It doesn't say that.

Q. Well, is it not correct that the 525,458 figure refers to trips to Cuba by U.S. persons?

A. Persons have traveled to Cuba legally. Persons have traveled to Cuba legally.

Q. Those would be visits, is that correct?

A. Yes.

Q. And you testified earlier that you have personally traveled to Cuba numerous times since 1979; is that correct?

A. Yes, as part of my work.

Q. And other people in your acquaintance have traveled to Cuba personally numerous times; is that correct?

A. I have known people that have traveled to Cuba on several occasions, yes.

Q. And each of those people, each of those trips that you took individually are reflected in that 525,000 plus figure, is that not correct?

A. I haven't taken anyone illegally, so yes.

Q. So is that considerably less than 525,000 individuals that traveled to Cuba during that period; is that right?

A. Okay. Can I repeat your question to see if I'm understanding it right?

Q. Yes.

A. Are you asking me whether from the 525,458 they are different people all the time, is that what you are asking me?

Q. My question isn't the 525,000 figure the total number of legal trips to Cuba during the period of 1979 to --

A. Yes, it would include if a person traveled twice.

Q. So that would, so if a person traveled twice, that would be --

A. Included in there.

Q. It would be included --

A. Yes.

Q. -- as one of those numbers, right?

A. Yes.

Q. So that would it be fair to say that considerably less than 525,000 different individuals traveled to Cuba during that period?

A. I guess that would be fair. I don't know how fair, I don't know the percentage, but yes, it would be fair to say.

Q. And when you say you apply the 75 percent rate of purchase of Havana Club rum to the number above, you have no personal knowledge

during the period from 1979 to 1981, as to what percentage, if any, of passengers brought Havana Club rum back to the United States from Cuba during that time span?

A. No.

Q. So you have no knowledge at all; is that right?

A. No. I am basing my knowledge on the number of people that bring it now, and through the time that I have seen.

Q. Is there an absolute restriction on the number of bottles of alcoholic beverage that can be brought back duty-free from Cuba or anywhere else?

A. I believe that they will charge you if you bring more than two. That's usually what they do.

Q. And so is it your observation that people generally only bring back duty-free liquor from Cuba?

A. I don't understand your question. What do you mean, "duty-free"?

Q. Well, typically, you testified that you have observed people bring back Havana Club

rum, and I believe your testimony was one or two bottles per individual; is that right?

A. Yes.

Q. And that is because there is a restriction on the number of bottles an individual can bring in; is that correct?

A. That's right.

Q. And have you ever seen anybody bring back from Cuba brands of rum other than Havana Club rum?

A. I have known people that have brought other brands, but not in the same way, because Havana Club has a small box and you can carry outside of your luggage.

Q. So are you familiar with the brand of rum sold in Cuba called Caney, C-a-n-e-y, rum?

A. I have seen it.

Q. Have you ever seen anybody bring Caney rum back from Cuba?

A. No.

Q. Are you familiar with a brand of rum called Caribbean Club rum?

A. No.

Q. Have you ever seen anyone bring any

brand of rum back from Cuba, other than Havana Club?

A. Yes.

Q. What other brands of rum did you see people bring back?

A. I believe there is one called Matusalen, or something like that.

And the reason I have seen, they have shown them to me, because they don't carry in the hand, they carry in a bag. I mean they don't have the carry-on Havana Club.

Q. When you refer to the Havana Club carry-on, what specifically are you referring to?

A. They have it in a small package cartons, carry-on, two bottles.

You don't have to put it inside of your luggage, you can take it.

Q. And are the people that you have seen that brought back rum other than Havana Club rum, are they also within the 25 percent figure that children are in, that don't bring Havana Club rum back from Cuba?

A. No. The reason they have told me, they have shown me, "Have you tasted this brand of

rum," and I have seen the bottle.

Q. When people bring back Matusalen rum, do they also bring back Havana Club rum?

A. I have no idea. This is two cases. Someone asked me whether I knew that brand of rum, so I, it wasn't a big part of my mind when I made this declaration.

Q. Are there any other distilled spirits that can be purchased in Cuba duty-free, for return to the United States?

A. Let me see. Are you asking me whether they can buy any other alcoholic?

Q. Beverages in Cuba duty-free, to bring back with them to the United States?

A. Well, at the airport store they have other bottles of Cuba stuff.

Q. Can you buy scotch duty-free in Cuba, at the airport store?

A. What do you mean by "duty-free"? It is a term that I'm not applying it to Cuba.

Q. In the airport?

A. I mean you can buy it at the airport, you can buy it any store within Cuba. There is no such a duty-free in Cuba. I keep hearing that.

Q. Is there a special store at the Jose Marti Airport where travelers returning to the United States can buy?

A. Yes, but it is not necessarily duty-free. It is not United States that you have duty-free, where they give it to you on the plane, you can take it on the plane and you don't pay tax.

You can buy it at your hotel or buy at the airport at the same price. There is no duty-free.

Q. Is there any duty on spirits in Cuba at all, as far as you're aware?

A. No.

Q. At the airport store at the airport in Havana, can you buy spirits other than rum, to bring back to the United States?

A. Yes, I have seen other bottles there.

Q. Have you ever observed passengers bring back spirits, other than rum, back to the United States?

A. No.

Q. You never noticed anyone do that?

A. No.

1 Diaz

2 Q. What goods, other than distilled
3 spirits, do travelers going to Cuba typically
4 bring back to the United States?
5 A. Music.
6 Q. Excuse me?
7 A. Music, CDs, coffee.
8 Q. In the second sentence of paragraph 8
9 you say, "The conclusion is that nearly 400,000,
10 (394,000) United States persons purchased and
11 brought back Havana Club rum to the United States
12 for their own person consumption during the period
13 from 1979 to 1994"; is that right?
14 A. Yes.
15 Q. I take it that that 394,000 would
16 also reflect trips to Cuba as opposed to
17 individual people; is that right?
18 A. That's right.
19 Q. You have no idea how many individuals
20 traveled to Cuba and back and bought --
21 A. You mean repetitive travelers?
22 Q. Yes.
23 A. No.
24 Q. In the affidavit you refer to in
25 Paragraph A, the Regan v. Wald case, and it refers

to 159,440 United States persons traveled to Cuba in 1980.

And is your only basis for that figure what was shown in the Wald case itself?

A. Yes, that is the figure that was shown there, yes.

Q. When you signed this affidavit, did you physically go to the Reagan v. Wald case and consult the case and look at the appendix?

A. No, I did not.

Q. You really don't know what it said in the appendix?

A. No. What I did check was the figures that had to do with my own knowledge.

Q. And so the first figure which you have personal knowledge of is the 1981 figure, that is in Paragraph A on page 5?

A. Which figure?

Q. It says, "For ease of calculation, however, I have used the lower 1982 figure for the year 1981, that is 38,000."

And where did you get that 38,000 figure?

A. Some of this, this affidavit was

written by Michael Krinsky. I read it and I approve of it. Most of the figures, I have discussed them with him, and not necessary anything that had to do with the rum business.

These are figures we have talked about on different occasions. These are figures that I know. How I know them, they are just off my knowledge.

Q. Off your what?

A. I have knowledge of these figures for different reasons, that I have had to either talk about them or --

Q. So as you sit here today, this 38,000 figure is the figure you have discussed with Mr. Krinsky, but you relied on Mr. Krinsky for it in this affidavit; is that correct?

A. That's right.

Q. You used a figure of approximately 38,000 also for 1982; is that right?

A. Yes.

Q. And again is that figure based on what Mr. Krinsky provided you?

A. Yes.

Q. And I believe you testified in 1984

1 the volume of travelers to Cuba decreased; is that
2 correct?
3 A. In 1984?
4 Q. Yes.
5 A. 1984?
6 Q. Let me withdraw it.
7 In 1984 was there any change in the
8 U.S. policy towards Cuba travel?
9 A. In 1984 there was a change in, in
10 1985 there was a change in Cuba policy of travel.
11 Q. In what year was that?
12 A. 1985.
13 Q. And what was that change in policy
14 that took place in 1985?
15 A. They decreased the number of permits
16 that they gave Cuban-Americans to travel to Cuba.
17 Q. And what was the effect of the
18 decrease in the permits on the volume of travel to
19 Cuba?
20 A. It decreased.
21 Q. Do you know to what level it
22 decreased?
23 A. No. It lasted for about ten months
24 or so.
25

Q. And that was in 1985?

A. That was for Cuban-Americans.

Q. Excuse me?

A. It was for Cuban-Americans that were traveling.

Q. And you say that from 1994, in this affidavit, Paragraph B, it says, "It is my opinion based on my observation and analysis of travel to Cuba undertaken on account of my involvement in the travel industry, that the volume of travel to Cuba remained constant from 1984 to July 1993."

A. Yes.

Q. And at what level per year did it remain constant?

A. North American has been a constant, and I can only give right now without any research what we have taken. It has remained constant with North Americans. Cuban-Americans decline from 1985 to 1986 because of that. It was half of 1985 and half of 1986.

Q. When you say "North American," are you including Canada and the United States?

A. No, I'm just including the United States.

Q. Is it your testimony that in the period from 1984 through 1986, the number of trips to Cuba from the United States remained constant on a yearly basis?

A. Except for the Cuban-Americans from 1985 to 1986, for a period of time of around 120 months, from 1985 to 1986.

Q. And so during that period, then, were trips by Cuban-Americans declined; is that right?

A. Yes.

Q. And did that --

A. Not due to U.S. regulations, due to Cuba regulations.

Q. And what were the Cuban regulations that were enacted?

A. They weren't giving as many permits for Cuban-Americans to travel.

Q. And as a result of the Cuban government policy, did that result in an overall decline in the number of trips to Cuba during that period from the United States?

A. Of Cuban-Americans.

Q. Well, you testified earlier that Cuban-Americans make up the great bulk of

travelers to Cuba; is that correct?

A. Yes.

Q. And my question is as a result of the decline in permits to Cuban-Americans, did the overall number of trips from the United States to Cuba decline in that period from 1984 to 1986?

A. Yes.

Q. And do you know how much it declined?

A. No. I would say that probably, about 30 percent.

Q. So from 1984 to 1986 the number of travelers --

A. No. I keep going back because you are saying 1984 to 1986, and I keep referring from 1985 to 1986.

Q. So --

A. You are asking me a specific question, and I'm giving you a specific answer.

The period that I am telling you that it declined, went from 1985 to 1986.

Q. So is it correct, therefore, that the statement in your declaration that the volume of travel to Cuba remained constant from 1984 to July 1993 is erroneous?

A. Yes. I could say that it could be better defined if I say that except for a period of time between 1985 and 1986.

Q. And that period of time there was a drop of approximately 30 percent?

A. Yes.

Q. And it says, there is a reference in your declaration that "Alexander Watson, Assistant Secretary of State for Inter-American Affairs, testified before Congress that over 15,000 United States persons traveled legally to Cuba in 1992," with a reference to the "House Committee on Foreign Affairs Joint Hearings on U.S. Policy and The Future Of Cuba, The Cuban Democracy Act, and U.S. travel to Cuba, November 18, 1993."

When you prepared this affidavit, did you review and read the report of the House Committee on --

A. No, I did not.

Q. You say, "This figure accords with my own estimation of the extent of annual travel for the years 1984 to July 1993."

What is your own estimation of the extent of annual travel for those years?

A. What I have right here.

Q. And what is that?

A. Around 15.

Q. What?

A. Around 15.

Q. Around 15,000 a year?

A. Yes.

Q. And what did you base that estimation on?

A. Again the same thing. We have personal knowledge of these figures.

Q. You have personal knowledge of those figures?

A. Yes. I attend meetings. I mean because of the figures that we are discussing at meetings.

Q. As you sit here, what is the basis for your personal knowledge that 15,000 people a year traveled to Cuba in that period?

A. Well, we talk about the number of people that travel in other charter services and combine it with ours, we have an estimate of how many people are traveling.

Q. Well, how many people traveled with

your service from 1984 to July 1993? What is the total number of people that traveled?

A. I don't have them with me now.

Q. And in preparing this declaration, did you attempt to go back and examine the records to calculate how many people actually traveled to Cuba through your travel service?

A. No, I did not.

Q. And in preparing this declaration, did you consult anybody at any other travel agency to find out how many people traveled through their charter service?

A. No, I used the knowledge that I have.

Q. And isn't it correct that other travel agencies would consider the number of people that traveled with them confidential?

A. Some might, some don't, no. I mean I have discussed the figures and we have discussed ours, and we have given interviews in newspapers saying the number of passengers that have gone with us.

Q. When was the last meeting you discussed with other representatives of the travel agency business the number of people that traveled

to Cuba?

A. I visit them in Miami from time to time.

Q. But can you tell me a specific meeting that you attended where that subject was discussed?

A. Off the top of my head can I tell you a meeting that we had all together, no. If I visit companies in Miami, it is the usual topic of conversation.

Q. What individuals, by name, would you discuss that subject with?

A. I have discussed this with ABC Charters.

Q. And who did you discuss it with at ABC Charters?

A. Vivian Mannerud, which is the president.

Q. And when did you have this discussion with Vivian?

A. On several occasions.

Q. When was the last occasion that you had such a discussion?

A. Of the number of people that were

traveling?

Q. To Cuba on an annual basis during this period.

A. I don't mean that I discussed on an annual basis during this specific period. I mean that when we talk about the number of people that are traveling, the number of people that are traveling come up as part of our conversation.

Q. Have you ever sat down with Vivian, or anyone else, and try to, methodically try to put together how many people travel in a given year?

A. No, but there are articles and newspapers that have come out with numbers that you are saying.

Q. Well, as you sit here today, can you think of any such articles that discuss total number of travelers?

A. I know of articles that say the number of travelers that have gone, yes.

Q. But you didn't personally consult any of those articles in connection with this declaration?

A. No. You mean at the moment?

Q. Yes.

A. No.

Q. And you say in July 1990, this is in Paragraph C on the top of page 6, it says, "In July 1993, Cuba relaxed certain restrictions and conditions on travel by Cuban-Americans to Cuba."

What conditions were relaxed in July 1993?

A. They had restrictions as far as who would apply, who would be given an entry permit according to the year that they had migrated from Cuba. They relaxed those.

Q. Were there certain Cubans that were excluded from traveling to Cuba, based on the year they left Cuba?

A. Yes.

Q. And what years, what years were excluded?

A. I believe it was from 1980 on.

Q. And were these restrictions different than the restrictions you testified about earlier, which had been placed on in 1984 and '85?

A. Yes.

Q. Was there any period of time during

the period of 1981 to 1993 that Cuba cut off travel to the United -- travel to Cuba from the United States?

A. For everyone? No.

Q. For Cuban-Americans?

A. Yes. The one I discussed with you.

Q. And when did that restriction go into place?

A. May 20, 1985.

Q. And did that stay in place from May 20, 1985 to July 1993?

A. No.

Q. How long did that --

A. I believe it was a period of ten months.

Q. And you say that based upon your involvement in the travel industry, "The number of persons traveling doubled for the balance of 1993 and 1994, so it may be concluded that another 30,000 persons traveled during that period."

What is the period that the 30,000 people traveled to Cuba during?

A. What happened was in order people come in in 1980 had not been able to apply for a

reentry, they wouldn't have received it. So the moment that Cuba relax those restrictions, those people apply.

Q. So how many people traveled to Cuba, in your estimation, from January 1, 1993 to July 1993?

A. During the period, for a six-month period?

Q. Yes, from January 1, 1993 to July 1993.

A. I would say that anywhere up to 10,000.

Q. And what are you basing that figure on?

A. More or less the half of the year, around 15,000 a year.

Q. So half of 15,000 would be 7,500, wouldn't it?

A. But you said up to July, no.

Q. What point in July, in Cuba?

A. I don't remember. You said up to July, so I did a simple calculation there.

Q. So is it your testimony that between July 1993 and the end of 1994, 30,000 people

traveled to Cuba?

A. No, 20.

Q. 20. So that for the --

A. It doubled. Once the restriction was lifted, it doubled the number of people.

Q. So to put it on a calendar year basis for the calendar years 1993 and 1994, a total of 30,000 people traveled to Cuba?

A. I would say it is a fair calculation.

Q. And rather, that is trips to Cuba as opposed to people; is that right?

A. Yes.

Q. In 1996, I believe you testified that all flights to Cuba were suspended, normal flights from the U.S. were suspended?

A. Direct flight.

Q. And has that resulted in a drop in the overall number of people that are traveling to Cuba today?

A. Well, not necessarily. We were taking more people sometime now than we used to take before, and I have no knowledge of the people that are traveling illegally.

Q. Illegally did you say?

A. Yes. I shouldn't say illegally, they are not buying the tickets from travel agencies in the U.S.

Q. Do the people that travel from the United States to Cuba have to get special visas from the U.S. government?

A. I'm sorry?

Q. Does the U.S. government have to specifically approve travel to Cuba by U.S. individuals?

A. Did you mention the word "visa" before?

Q. Yes.

A. Are you talking about a special license to go into Cuba, or are you talking about people going from Cuba to the U.S.?

Q. You testified before that there are restrictions on travel to Cuba; is that correct?

A. That's right. But the U.S. doesn't give visas for people to travel to Cuba. Cuba give visas for people entering Cuba.

Q. How does the U.S. enforce its restrictions on travel to Cuba?

A. They have the restrictions, so if

anyone is going to travel to Cuba they have to see, enforce what they have.

Q. How do they enforce the restrictions against travelers who go to Cuba? Is there enforcement at Customs when they come back or --

A. I suppose so.

Q. Do you know how many?

A. Because we have a license from the Treasury Department, we inform passengers if they call and say their reason for traveling is tourism, we tell them we can't help them.

That is one way of enforcement, because travel agencies have a license. They are not allowed to sell illegal travel to Cuba.

Q. So your agency has a responsibility to enforce the regulations itself; is that right?

A. And we mostly, we start doing it by informing the people of the regulations. That is our first contact with the passenger, is to inform them of the regulation.

Q. And do you have an estimate of how many people traveled to Cuba in calendar year 1996?

A. I believe you asked me that before,

and I said no, I didn't.

Q. You have no idea?

A. I have the exact number of people, I just don't have it here.

Q. In Paragraph 7 you refer to the unavailability of Havana Club rum for purchase in the United States due to the United States embargo; is that right?

A. Yes.

Q. It is correct, is it not, that all products produced in Cuba may not presently be purchased in the United States; is that right?

A. No.

Q. Was it your understanding that the Cuban embargo generally prohibits the importation or sale in the United States, of sales that originate in Cuba?

A. Not all of them.

Q. What product is not covered?

A. Informational material.

Q. Other than informational material, are there any other products that can be imported into the United States?

A. Not that I know of.

Q. And is the presence of the embargo generally understood by the Cuban-American community?

A. In some way or another.

Q. So that most Cuban-Americans know there is a Cuban embargo on products in the United States?

A. Yes.

Q. In Paragraph 7 you continue that "Another reason for the purchase of Havana Club rum is United States travelers' exposure while they are in Cuba to substantial promotion and advertising of Havana Club rum. Aimed at the tourist sector"; is that right?

A. Yes.

Q. American travelers to Cuba are not tourists, is that right, generally?

A. That's right.

Q. So in what sense?

A. At least not the one that we take.

Q. Do you know where it is that the passengers that you take; where do they generally stay?

A. Hotels.

Q. They generally stay at hotels?

A. They usually stay at hotels, yes.

Q. And do you have special hotels where, arrangements with hotels for those passengers?

A. No. It depends on where the passengers wish to stay.

Q. I understand that the passenger has a choice ultimately where they stay, but do you have arrangements with particular hotels in Cuba for passengers that you take to Cuba as part of Marazul Tours?

A. Not necessarily.

Q. Have you ever had such arrangements?

A. No.

Q. So when someone comes to you and asks you to arrange a trip to Cuba for them, do they typically ask you about accommodations in Cuba?

A. North Americans do. Cuban-Americans, no. Generally.

Q. And is it your understanding that a certain number of those passengers stay with their families?

A. The Cuban-Americans, yes.

Q. And do you have any idea how many of

A. Everywhere.

Q. What?

A. Everywhere.

Q. What is, what do you refer to when you say the "tourist sector"?

A. I refer to people that are in Cuba, as a whole, visiting. They go to stores. Even if you are staying in hotel, you go to stores and they sell Havana Club. You go into restaurant, and they sell Havana Club. You go into hotel, and they have advertisement for Havana Club.

Around the island they have advertisement for Havana Club. You actually don't have to be there on tourism. If you are there.

Q. Are those special sectors set up within Cuba that are specially designed for the entertainment of foreign tourists?

A. Define for me what you mean, "special sectors."

Q. You used the words "tourist sector" in your declaration. What do you mean by "tourist sector"?

A. A hotel.

Q. And are there certain hotels that are

1 principally designed to entertain foreign
2 tourists, as opposed to Cubans?
3 A. Yes.
4 Q. And where are those hotels located?
5 A. Throughout the island.
6 Q. And when you use the word --
7 A. They don't separate from the city
8 itself, they are within the cities.
9 Q. And have certain beach resorts that
10 are intended for the entertainment of tourists?
11 A. Yes.
12 Q. And where are those beach resorts?
13 A. Varadero, Cayo Largo, Cayo Coco.
14 Q. Do you know how expensive those beach
15 resorts are?
16 A. We don't sell them. I know we don't
17 sell them.
18 Q. Is it not correct that at $100 a day
19 you could not afford to stay in those beach
20 resorts?
21 A. That is very correct.
22 Q. And isn't it true that you couldn't
23 stay at the major tourist hotels in Havana for
24 $100 a day?
25

A. Yes, you can.

Q. What is the --

A. If you are going, you can stay at Nacional Hotel.

Q. Excuse me?

A. If you are going with another person, if you stay with another person you can stay Nacional, which is within --

Q. How much is the rate there?

A. 120, 130, 150 for a double.

Q. So that would be just expense for room, and not calculating the expense for meals or anything else; is that right?

A. Yes. That is what you asked me, right? You asked me how much we would be the hotel room?

Q. Yes. What is the strong promotion of Havana Club rum that takes place in the tourist sector?

MR. FOGEL: Objection, only because I think she has answered that question and --

Q. In your affidavit you say after, in paragraph, on page 4 in Paragraph 7, "And a strong

promotion of Havana Club rum at those locations."

What locations are you referring to in your declaration?

A. Hotels, restaurants.

Q. What specific types of promotions take place at hotels for Havana Club rum?

A. For example, I go into restaurant and I ask for a lemonade, and they usually serve me a lemonade, and then when they serve me to stir with, the stirrer has Havana Club on it. So that is one way of promoting Havana Club even though I'm not even drinking Havana Club.

I mean they have in the hotel rooms, they have the telephone guide that you have on, the TV guide has Havana Club in it, too. So I mean I don't know how much you want me to tell you, but...

Q. And you say the packaging which makes this transportation easy, is that the carrier pack you were talking about?

A. Yes, the one that I described before.

Q. And you also refer to the relative paucity of other types of consumer goods. What do

you mean in that sentence?

A. For example, if you travel to Mexico or Guatemala or Spain, you can easily get away from bringing rum, you can bring a lot of other products.

When you travel to Cuba, their arts and crafts are not so promoted there, so you end up bringing what they sell.

MR. GOLDEN: I don't have any further questions at this point.

MR. KRINSKY: No questions.

MR. FOGEL: I have none.

(Time noted: 1:30 p.m.)

_____
HILDA DIAZ

Subscribed and sworn to before me
this_____day of_____1997.

_____

1

2 C E R T I F I C A T E

3 STATE OF NEW YORK)
) ss.:
4 COUNTY OF NEW YORK)

5

6 I, PAMELA J. MAZZELLA, a Registered
7 Professional Reporter and Notary Public
8 within and for the State of New York, do
9 hereby certify:
10 That HILDA DIAZ, the witness
11 whose deposition is hereinbefore set forth,
12 was duly sworn by me and that such
13 deposition is a true record of the testimony
14 given by such witness.
15 I further certify that I am not
16 related to any of the parties to this action
17 by blood or marriage; and that I am in no
18 way interested in the outcome of this
19 matter.
20 IN WITNESS WHEREOF, I have hereunto
21 set my hand this 13th day of February, 1997.
22
23
24 Pamela J. Mazzella
25 PAMELA J. MAZZELLA, RPR

1

2 ----------I N D E X----------

WITNESS	EXAMINATION BY	PAGE
Hilda Diaz	Mr. Golden	4

5

----------E X H I B I T S----------

6

DEFENDANTS'		FOR I.D.
A	Declaration of Hilda Diaz	62
B	One-page letter dated November 25, 1996	62

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 721

AGREEMENT

THE FIRST PARTY: Corporation Habanos, Sociedad Anonima, abbreviated Habanos, S.A., domiciled at Avenida 3rd Street No. 2006, e/20 y 22, Miramar, Playa, Ciudad de la Habana, Cuba; represented in this act by Srs. Adargelio Garrido de la Grana, Legal Director, and Fernando Dominguez Valdes-Hevia, in his capacity as Vice-President.

THE SECOND PARTY: Empresa Cubana del Tabaco, abbreviated as Cubatabaco with domicile on Calle O'Reilly, No. 104, Old Havana, City of Habana, Cuba; represented in this act by Juan Manuel Diaz Tenorio, in his capacity as Director.

THE PARTIES, recognizing the personality of those appearing and having undertaken the full pertinent review to exclude the following from the assignments to Habanos, S.A.:

AGREE

1) Marks to be assigned to Habanos, S.A.

*Behike
*Behique
Belinda
Bolivar
Botella (Ron Edmundo Dantes)
*Cohiba
Coleccion Habanera
Diplomaticos
Envase (Montecristo perfume)
Edmundo Dantes (class 33)
Flor de Cano
Flor de Juan Lopez
Flor de Tabacos Partagas (Included 8-9-8)
Fonseca
Gispert
H. Upmann
Hoyo de Monterrey
Jose L. Piedra
* La Casa del Habano
La Escepcion
La Gloria Cubana
La Isla
Los Statos de Luxe
*Maria Guerrero
Montecristo
Por Larranaga
Punch

DEFENDANT'S EXHIBIT
D721

*Quai D'Orsay
Quintero
Ramon Allones
Romeo y Julieta
San Luis Rey
Saint Luis Rey
Troya

*The Cuban and North American registrations in class 34 of these marks are excluded and the La Casa del Habano in Cuba in class 42.

2) Marks that shall not be assigned to Habanos, S.A.

2.1) Marks that shall remain in the power of Cubatabaco for the entire world

Cabanas
El Rey del Mundo
Flor de Rafael Gonzalez
La Corona
Sancho Panza

2.2) Registrations in the U.S.A.

Behique (label) No. 1,557,163
Cohiba
Cohiba (label) No. 2,145,804
Edmundo Dantes No. 1,957,322
Edmundo Dantes (label) No. 1,948,393
La Casa del Habano (design) No. 2,212,119
La Casa del Habano (design) No. 1,970,911
La Perla No. 2,128,050
Maria Guerrero No. 1,408,861
Quai D'Orsay No. 1,653,845
Seal of Guaranty (oval design) No. 1,482,648
Seal of Guaranty (design) No. 756,558

2.3) Cuba registrations that are the base of the North American registration

Behike(diseno) No. 116937 cl. 34
Behike (diseno) No. 121298 cl. 34
Behike (diseno) No. 115560 cl. 34
Behike No. 122939 cl. 34
Cohiba No. 111059 cl. 34
Cohiba (diseno) No. 123125 cl. 34
Cohiba (diseno) No. 117097 cl. 34
(Figurative mark with design of Cohiba No. 130523 cl. 34

Edmundo Dantes (design) No. 121 309 cl. 34
Edmundo Dantes (design) No. 119 385 cl. 34
Edmundo Dantes No. 122 954 cl. 34
La Case del Habano No. 122953 cl. 34
La Case del Habano (design) No. 118 875 cl. 34
La Casa del Habano (design) No 121,292 cl. 42
La Perla No. 112 574 cl. 34
Maria Guerrero No. 124 305 cl. 34
Quai D'Orsay No. 116 996 cl. 34
Sello de Garantia (design) No. 116,213 cl. 34
Trinidad (design) No. 100 673 cl. 34
Trinidad (design) No. 128 435 cl. 34
Trinidad No. 121 457 cl. 34

2.4) Other Registrations

Cheateau
Cubatabaco Hecho en Cuba (Commercial Name)
Habana (denomination of origin only in England)
Habanos 1834 (denomination of origin)
Havana Black (denomination of origin)
Old Havana (denomination of origin)
Seal of Guaranty
Seal of Guaranty of National Origin (property of the Republic of Cuba)
Stick Habanos (denomination of origin)
Havana Cigars (denomination of origin)
Popular
Populares

2.5) Inactive Marks, including

Abate Busoni
Adelantados Almirantes
Alvarez y Garcia
Aromas
Canaria de Oro
Caney
Castaneda
Ciervo
Cifuente
Conquistador
Cirollos
Don Alfredo
Don Candido

Don Pepin
Excelencia
Femme Savante
Gener
Hu
Hidalgo
Imperatrice
Invictos
LaAmistad
LaIntimidad
LGC
Ligeros
Lord Wiilmore
Majestuoso
MC
Nabories
Pl
Policromia
Premier
PS
R el C
RA
Realeza
Seleccion Cubana
Senorial
Serie C
Siboney
Titanes
Vistant
Zaccone
Zenith

In witnesss thereof the parties sign in three originals the present agreement in the City of Havana, April 18, 2001.

[signature]

For Habanos, S.A.

[signature]

For Cubatabaco

ACUERDO

DE UNA PARTE: Corporación Habanos, Sociedad Anónima, abreviadamente Habanos, S.A. con domicilio en Calle 3ra. No. 2006, e/ 20 y 22, Miramar, Playa, Ciudad de la Habana, Cuba; representada en este acto por los Srs. Adargelio Garrido de la Grana, Director Jurídico y Fernando Domínguez Valdés-Hevia, en su condición de Vice-Presidente.

DE OTRA PARTE: Empresa Cubana del Tabaco, abreviadamente Cubatabaco con domicilio en Calle O'Reilly No. 104, La Habana Vieja, Ciudad de la Habana, Cuba; representada en este acto por Juan Manuel Díaz Tenorio, en su carácter de Director.

LAS PARTES, reconociéndose la personalidad con que comparecen y una vez realizada toda la depuración pertinente excluir de los traspasos a Habanos, s.a. , los siguientes:

ACUERDAN

1) Marcas a traspasar a Habanos, S.A.

* Behike
* Behique
Belinda
Bolivar
Botella (Ron Edmundo Dantés)
* Cohiba
Colección Habanera
Diplomáticos
Envase (perfume Montecristo)
Edmundo Dantés (clase 33)
Flor de Cano
Flor de Juan López
Flor de Tabacos Partagás (incluída 8-9-8)
Fonseca
Gispert
H.Upmann
Hoyo de Monterrey
José L. Piedra
* La Casa del Habano
La Escepción
La Gloria Cubana
La Isla
Los Statos de Luxe

* Maria Guerrero
Montecristo
Por Larrañaga
Punch
* Quai D'Orsay
Quintero
Ramón Allones
Romeo y Julieta
San Luis Rey
Saint Luis Rey
Troya

* De estas marcas se excluyen los registros cubanos y norteamericanos en clase 34 y los de La Casa del Habano en Cuba en clase 42.

2) Marcas que no serán traspasadas a Habanos, S.A.

2.1) Marcas que quedarán en poder de Cubatabaco en todo el mundo:

Cabañas
El Rey del Mundo
Flor de Rafael González
La Corona
Sancho Panza

2.2) Registros en U.S.A.

Behique (etiqueta) No. 1.557.163
Cohiba
Cohiba (etiqueta) No. 2.145.804
Edmundo Dantés No. 1.957.322
Edmundo Dantés (etiqueta) No. 1.948.393
La Casa del Habano (diseño) No. 2.212.119
La Casa del Habano (diseño) No. 1.970.911
La Perla No. 2.128.050
Maria Guerrero No. 1.408.861
Quai D'Orsay No. 1.653.845
Sello de Garantía (diseño oval) No. 1.482.648
Sello de garantía (diseño) No. 756.558

2.3) Registros cubanos Base de los Registros Norteamericanos

Behike (diseño) No. 116937 cl. 34
Behike (diseño) No. 121298 cl. 34
Behike (diseño) No. 115560 cl. 34
Behike No. 122939 cl. 34
Cohiba No. 111059 cl. 34
Cohiba (diseño) No. 123125 cl. 34
Cohiba (diseño) No. 117097 cl. 34
(marca figurativa con el diseño de Cohiba No. 130523 cl. 34
Edmundo Dantés (diseño) No. 121 309 cl. 34
Edmundo Dantés (diseño) No. 119 385 cl. 34
Edmundo Dantés No. 122 954 cl. 34
La Casa del Habano No. 122953 cl. 34
La Casa del Habano (diseño) No. 121 292 cl. 42
La Casa del Habano (diseño) No. 118 875 cl. 34
La Perla No. 112 574 cl. 34
Maria Guerrero No. 124 305 cl. 34
Quai D'Orsay No. 116 996 cl. 34
Sello de Garantía (diseño) No. 116 213 cl. 34
Trinidad (diseño) No. 100 673 cl. 34
Trinidad (diseño) No. 128 435 cl. 34
Trinidad No. 121 457 cl. 34

2.4) Otros Registros:

Chateau
Cubatabaco Hecho en Cuba (Nombre Comercial)
Habana (por ser denominación de origen, solo en Inglaterra)
Habanos 1834 (por ser denominación de origen)
Havana Black (por ser denominación de origen)
Old Havana (por ser denominación de origen)
Sello de Garantía
Sello de Garantía Nacional de Procedencia (por ser propiedad de la República de Cuba)
Stick Habanos (por ser denominación de origen)
Havana Cigars (por ser denominación de origen)
Popular
Populares

2.5) **Marcas inactivas entre las que se encuentran:**

Abate Busoni
Adelantados Almirantes
Alvarez y Garcia
Aromas
Canaria de Oro
Caney
Castañeda
Ciervo
Cifuente
Conquistador
Criollos
Don Alfredo
Don Cándido
Don Pepín
Excelencia
Femme Savante
Gener
HU
Hidalgo
Imperatrice
Invictos
La Amistad
La Intimidad
LGC
Ligeros
Lord Wiilmore
Majestuoso
MC
Nabories
PL
Policromia
Premier
PS
R el C
RA
Realeza
Selección Cubana
Señorial
Serie C

Siboney
Titanes
Visant
Zaccone
Zenith

Y PARA QUE ASI CONSTE, las Partes firman tres originales del presente Acuerdo en la Ciudad de La Habana a los 18 dias del mes de Abril del 2001.

Por HABANOS, S.A.

Por CUBATABACO.

DECLARATION OF TRANSLATION OF
AGREEMENT dated April 18, 2001

Debra Evenson declares under penalty of perjury under the laws of the United States that the following is true and correct:

1. I am a lawyer, licensed to practice law in the State of New York, and am of counsel to the law firm of Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C. I was professor of law at DePaul University School of Law from 1980-1993 where I taught comparative international law. I am fluent in the Spanish language.

2. I translated the document identified as AGREEMENT from the original Spanish into English. I attach hereto a copy of the original document in Spanish and the translation thereof which is a true and correct translation into English.

Signed this 30th day of May of 2003

DEBRA EVENSON

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

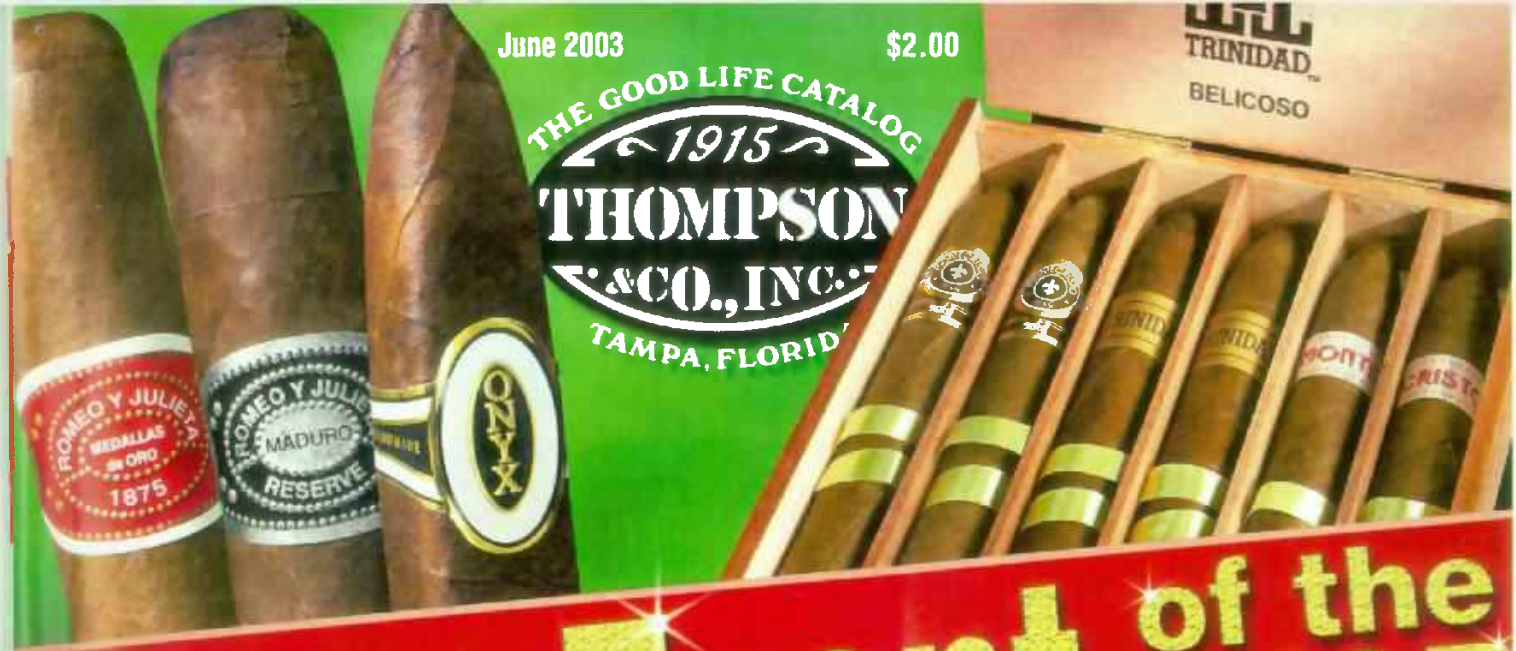
AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 722



Cigar Event of the YEAR

For a limited time, and only while our supplies last, we're offering our ***MOST GENEROUS FREEBIE EVER****, a magnificent sampler of six world-class Montecristo Belicosos. A $72 retail value!*

They are yours free with the purchase of a box of twenty or twenty-five Romeo y Julieta, Romeo y Julieta Reserve Maduro, Onyx Reserva Maduro. This fabulous offer is available by telephone or Internet, or, if you happen to be in our Tampa neighborhood during our Store Event on June 6, you're welcome to visit our outlet store located in our main office complex and take advantage of the sale in person.

Three of Altadis' most renowned products, these are cigars that are on every connoisseur's list of must haves. Romeo y Julieta Dominican handmades are continually on back order status because less than a million of these cigars are manufactured each year, far less than the worldwide demand.

Everything said of the Romeo y Julieta Dominican handmades goes double for Romeo y Julieta Reserve Maduro. A magnificent blend of Nicaraguan, Peruvian, and Dominican long fillers complements the triple fermented Connecticut Broadleaf wrapper. Triple fermentation is a process so labor intensive, so exacting, so time consuming that virtually no other manufacturer in the world has the resources, much less the expertise to attempt it. But the resulting "pure chocolate" look and exquisite taste are ample evidence that the effort is well spent.

For those who prefer a Mexican Maduro wrapper, Altadis provides Onyx. Sweet as a nut, the rich, dark wrapper burns with a long white ash, leaving a taste reminiscent of a hint of spice. The blend of Dominican grown Cuban-seed Piloto Cubano and Olor is topped off with an exotic Indonesian binder. But the pièce de resistance is definitely the Maduro, of which there is none finer.

For purchases of boxes of ten of these great cigars, we are providing a complimentary Montecristo Belicoso two-pack, a $24 value.

Our supply of these magnificent cigars is commensurate with their scarcity on the world market, and this special promotion will last only as long as our inventory. *We urge you to act promptly.*

ROMEO y JULIETA – All with Natural Wrappers

CEDRO #1 (6-1/2" x 44)
#FL-R43125 box of 25 + FREE 6-pk. Sampler $125
#FL-R43126 10-pk. + FREE 2-pk. Sampler $55

CEDRO #2 (5-1/2" x 44)
#FL-R43135 box of 25 + FREE 6-pk. Sampler $112
#FL-R43136 10-pk. + FREE 2-pk. Sampler $50

CHURCHILL (7" x 50)
#FL-R43145 box of 25 + FREE 6-pk. Sampler $137
#FL-R43146 10-pk. + FREE 2-pk. Sampler $60

BULLY (5" x 50)
#FL-R43155 box of 25 + FREE 6-pk. Sampler $112
#FL-R43156 10-pk. + FREE 2-pk. Sampler $50

ROMEO y JULIETA RESERVA – All with Maduro Wrappers

BELICOSO (6-1/8" x 52)
#FL-R43088 box of 25 + FREE 6-pk. Sampler $175
#FL-R43089 10-pk. + FREE 2-pk. Sampler $75

CHURCHILL (7" x 50)
#FL-R43098 box of 25 + FREE 6-pk. Sampler $163
#FL-R43099 10-pk. + FREE 2-pk. Sampler $70

LONSDALE (6-5/8" x 44)
#FL-R43108 box of 25 + FREE 6-pk. Sampler $125
#FL-R43109 10-pk. + FREE 2-pk. Sampler $55

ROBUSTO (5" x 50)
#FL-R43118 box of 25 + FREE 6-pk. Sampler $138
#FL-R43119 10-pk. + FREE 2-pk. Sampler $60

ONYX RESERVA – All with Maduro Wrappers

#2 BELICOSO (7" x 52)
#FL-R43168 box of 20 + FREE 6-pk. Sampler $98
#FL-R43169 10-pk. + FREE 2-pk. Sampler $54

#4 (5" x 44)
#FL-R43178 box of 20 + FREE 6-pk. Sampler $69
#FL-R43179 10-pk. + FREE 2-pk. Sampler $39

ROBUSTO (5" x 50)
#FL-R43188 box of 20 + FREE 6-pk. Sampler $73
#FL-R43189 10-pk. + FREE 2-pk. Sampler $42

TORBUSTO (5-1/2" x 50)
#FL-R43198 box of 20 + FREE 6-pk. Sampler $98
#FL-R43199 10-pk. + FREE 2-pk. Sampler $54

www.thompsoncigar.com

Blumberg No. 5114
DEFENDANT'S EXHIBIT
D722

COHIBA Reaches for the Stars and Succeeds

What a joy it is to smoke a Cohiba Extra Vigoroso (XV). Experienced smokers looking for something extra in the cigar experience will find the nuances of the Cohiba XV blend unforgettable. Aging the tobacco blend for a minimum of three years yields an outstanding cigar experience. And what a blend it is! Comprised of the finest Nicaraguan and Dominican Piloto Cubano Ligero tobaccos, Cohiba XV produces a full-bodied, rich smoke.

Another factor contributing to the thrill of the Cohiba XV experience is the use of Connecticut Broadleaf in the binder. This tobacco, reserved exclusively for wrappers in most premium cigars, adds to the subtleties of the XV Ecuador-Sumatra wrapper to match perfectly with the filler blend. Tobaccos of the quality demanded for the Cohiba XV are necessarily in extremely limited supply. Why even the finished cigars are further aged to assure the complete marriage of all the flavors. We have been forced to hoard our meager supply of Cohiba XV until we were able to arrive at sufficient inventory to make this catalog offer. We expect them to be sold out in a matter of hours, so don't wait to place your order. Do it now.

COHIBA EXTRA VIGOROSO - All with Natural Wrappers

#550	*(5" x 50)*	*#FL-R36235 20 for $160*	*#FL-R36236 10 for $85*
#645	*(6" x 45)*	*#FL-R36245 20 for $170*	*#FL-R36246 10 for $90*
#652	*(6" x 52)*	*#FL-R36255 20 for $180*	*#FL-R36256 10 for $95*
#660	*(6" x 60)*	*#FL-R36265 20 for $240*	*#FL-R36266 10 for $125*
#749	*(7" x 49)*	*#FL-R36275 20 for $200*	*#FL-R36276 10 for $105*

Frisco Captures Everyone's Heart

It's not the most expensive smoke in our catalog – far from it. It doesn't have the most prestigious pedigree – far from it. It doesn't sport the most luxurious wrapper – far from it. No, all Frisco does is simply outsell any other cigar we offer! Basically, Frisco is like a favorite pair of jeans or loafers – it's just a good, comfortable smoke that you look forward to when you're ready to kick back and pleasure yourself with a good, flavorful cigar. Good and flavorful—that's Frisco. That's what keeps our customers coming back to 'em.

#FL-34983 FRISCOS (4-1/2" x 32)
50 for $38

Se Habla Español
1-800-237-2559

Enjoy the Famous Little Cigars of Europe

1. ASCONAS

Extra-thin cigarillos 4-5/8" long from Switzerland. Hand-rolled from Brazilian leaf with light Natural wrapper. Boxes of 50.

#FL-11858 ASCONAS (4-5/8") 50 for $35

2. MATINEES

Savory Dutch cigarillos of Central American filler and Brazil wrapper. Wooden boxes of 50.

#FL-43490 MATINEES (3-7/8") 2 boxes of 50 (100 cigars) for $35.90

3. BIDDIES

100% tobacco in your choice of a tasty Sumatra Natural wrapper or a rich flavored Maduro wrapper. Each is 3-1/4" long. 20 cigarillos per flip-top box. 5 boxes – 100 cigars total. Not available in California.

#FL-N12588 BRASIL (Mad. Wrapper) 100 for $39
#FL-N12555 SUMATRA (Nat. Wrapper) 100 for $39

4. OSKARS

Made in Holland with well-aged Central American filler and a Sumatra wrapper. Wooden boxes of 50.

#FL-48356 OSKARS (3-1/2") 2 boxes of 50 (100 cigars) for $34.90

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 724

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Originator-Key-Asymmetric:
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ACCESSION NUMBER:	0000912057-96-030133
CONFORMED SUBMISSION TYPE:	S-1
PUBLIC DOCUMENT COUNT:	4
FILED AS OF DATE:	19961224
SROS:	NYSE

FILER:

COMPANY DATA:

COMPANY CONFORMED NAME:	GENERAL CIGAR HOLDINGS INC
CENTRAL INDEX KEY:	0001029456
STANDARD INDUSTRIAL CLASSIFICATION:	[]

FILING VALUES:

FORM TYPE:	S-1
SEC ACT:	1933 Act
SEC FILE NUMBER:	333-18791
FILM NUMBER:	96685974

BUSINESS ADDRESS:

STREET 1:	387 PARK AVENUE SOUTH
CITY:	NEW YORK
STATE:	NY
ZIP:	10016-8899
BUSINESS PHONE:	2124483808

</SEC-HEADER>
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<PAGE>
AS FILED WITH THE SECURITIES AND EXCHANGE COMMISSION ON DECEMBER 24, 1996

REGISTRATION NO. 333-

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM S-1
REGISTRATION STATEMENT
UNDER
THE SECURITIES ACT OF 1933

Blumberg No. 5114
DEFENDANT'S EXHIBIT
D724

GENERAL CIGAR HOLDINGS, INC.
(Exact name of registrant as specified in its charter)

<TABLE>
<S> <C>

DELAWARE	2100
(State or other jurisdiction of incorporation or organization)	(Primary Standard Industrial Classification Code Number)

</TABLE>

<TABLE>
<CAPTION>
<S> <C>

ED
AND
GEN

387 PARK AVENUE SOUTH
NEW YORK, NEW YORK 10016-8899
(212) 448-3800
(Address, including zip code, and telephone number, including area code, of registrant's principal executive offices)

NEW

(Name, address, in
including

COPIES TO:

R. RONALD HOPKINSON, ESQUIRE
LATHAM & WATKINS
885 THIRD AVENUE
NEW YORK, NEW YORK 10022
(212) 906-1200

ST
GIB
N

</TABLE>

APPROXIMATE DATE OF COMMENCEMENT OF PROPOSED SALE TO THE PUBLIC: As soon as practicable after this registration statement becomes effective.

If any of the securities being registered on this Form are to be offered on a delayed or continuous basis pursuant to Rule 415 under the Securities Act of 1933 check the following box. / /

If this Form is filed to register additional securities for an offering pursuant to Rule 462(b) under the Securities Act, please check the following box and list the Securities Act registration statement number of the earlier effective registration statement for the same offering. / /

If this Form is a post-effective amendment filed pursuant to Rule 462(c) under the Securities Act, check the following box and list the Securities Act registration statement number of the earlier effective registration statement for the same offering. / /

If delivery of the prospectus is expected to be made pursuant to Rule 434, please check the following box. / /

CALCULATION OF REGISTRATION FEE

<TABLE>
<CAPTION>

TITLE OF EACH CLASS OF
SECURITIES TO BE REGISTERED

<S>
Class A Common Stock, $0.01 par value
</TABLE>

(1) Estimated solely for the purpose of calculating the registration fee pursuant to Rule 457 under the Securities Act.

THE REGISTRANT HEREBY AMENDS THIS REGISTRATION STATEMENT ON SUCH DATE OR DATES AS MAY BE NECESSARY TO DELAY ITS EFFECTIVE DATE UNTIL THE REGISTRANT SHALL FILE A FURTHER AMENDMENT WHICH SPECIFICALLY STATES THAT THIS REGISTRATION STATEMENT SHALL THEREAFTER BECOME EFFECTIVE IN ACCORDANCE WITH SECTION 8(A) OF THE SECURITIES ACT OF 1933 OR UNTIL THE REGISTRATION STATEMENT SHALL BECOME EFFECTIVE ON SUCH DATE AS THE COMMISSION, ACTING PURSUANT TO SAID SECTION 8(A), MAY DETERMINE.

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<PAGE>
INFORMATION CONTAINED HEREIN IS SUBJECT TO COMPLETION OR AMENDMENT. A REGISTRATION STATEMENT RELATING TO THESE SECURITIES HAS BEEN FILED WITH THE SECURITIES
AND EXCHANGE COMMISSION. THESE SECURITIES MAY NOT BE SOLD NOR MAY OFFERS TO BUY BE ACCEPTED PRIOR TO THE TIME THE REGISTRATION STATEMENT BECOMES EFFECTIVE. THIS PROSPECTUS SHALL NOT CONSTITUTE AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO BUY NOR SHALL THERE BE ANY SALE OF THESE SECURITIES IN ANY STATE IN WHICH
SUCH OFFER, SOLICITATION OR SALE WOULD BE UNLAWFUL PRIOR TO REGISTRATION OR QUALIFICATION UNDER THE SECURITIES LAWS OF ANY SUCH STATE.
<PAGE>

SUBJECT TO COMPLETION, DATED DECEMBER 24, 1996

PROSPECTUS
, 1997

[LOGO]

SHARES
GENERAL CIGAR
CLASS A COMMON STOCK

All of the shares of Class A Common Stock, par value $0.01 per share (the "Class A Common Stock"), offered hereby (the "Offering") are being sold by General Cigar Holdings, Inc.

Each share of Class A Common Stock entitles its holder to one vote. Each share of Class B Common Stock, par value $0.01 per share (the "Class B Common Stock" and, together with the Class A Common Stock, the "Common Stock"), of the Company entitles its holder to ten votes. All of the shares of Class B Common Stock are owned by Culbro Corporation (NYSE:CBO) ("Culbro"). Approximately 50% of Culbro's common stock is owned by a group of individuals and trusts (the "Cullman & Ernst Group"). Immediately after consummation of the Offering (assuming no exercise of the over-allotment option granted to the Underwriters), Culbro will beneficially own shares of Class B Common Stock representing approximately % of the combined voting power of the outstanding shares of Common Stock. The Company has agreed, subject to certain conditions, to a merger with Culbro (the "Merger"), to occur after the closing of the Offering, pursuant to which Culbro will be merged into the Company and shares of the Company's Class B Common Stock will be issued to the shareholders of Culbro. As a result of the Merger, the Cullman & Ernst Group will beneficially own shares

of Class B Common Stock, (assuming no exercise of the over-allotment option granted to the Underwriters) representing approximately % of the combined voting power of the outstanding shares of Common Stock.

Prior to the Offering, there has been no public market for the Class A Common Stock. It is currently estimated that the initial public offering price per share will be between $ and $. See "Underwriting" for factors to be considered in determining the initial public offering price.

Application will be made to list the Class A Common Stock on the New York Stock Exchange under the symbol " "

SEE "RISK FACTORS" COMMENCING ON PAGE 10 FOR CERTAIN CONSIDERATIONS RELEVANT TO AN INVESTMENT IN THE CLASS A COMMON STOCK.

THESE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SECURITIES AND EXCHANGE COMMISSION OR ANY STATE SECURITIES COMMISSION NOR HAS THE SECURITIES AND EXCHANGE COMMISSION OR ANY STATE SECURITIES COMMISSION PASSED UPON THE ACCURACY OR ADEQUACY OF THIS PROSPECTUS.
ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

<TABLE>
<CAPTION>

	PRICE TO THE PUBLIC	UNDERWRITING DISCOUNTS AND COMMISSIONS (1
<S>	<C>	<C>
Per Share.....	$	$
Total (3).....	$	$

</TABLE>

(1) SEE "UNDERWRITING" FOR INDEMNIFICATION ARRANGEMENTS WITH THE UNDERWRITERS.
(2) BEFORE DEDUCTING EXPENSES ESTIMATED AT $, WHICH WILL BE PAID BY THE COMPANY.
(3) THE COMPANY HAS GRANTED THE UNDERWRITERS A 30-DAY OPTION TO PURCHASE UP TO ADDITIONAL SHARES AT THE PRICE TO THE PUBLIC LESS UNDERWRITING DISCOUNTS AND COMMISSIONS, SOLELY TO COVER OVER-ALLOTMENTS, IF ANY. IF SUCH OPTION IS EXERCISED IN FULL, THE TOTAL PRICE TO THE PUBLIC, UNDERWRITING DISCOUNTS AND COMMISSIONS, AND PROCEEDS TO THE COMPANY WILL BE $, $ AND $, RESPECTIVELY. SEE "UNDERWRITING."

The shares are being offered by the several Underwriters when, as and if delivered to and accepted by the Underwriters and subject to various prior conditions, including their right to reject orders in whole or in part. It is expected that delivery of the share certificates will be made in New York, New York, on or about , 1997.

DONALDSON, LUFKIN & JENRETTE SECURITIES CORPORATION

SMITH BARNEY INC.

<PAGE>

[Insert Pictures]

Macanudo-TM-, Partagas-TM-, Ramon Allones-TM-, Temple Hall-TM-, Canaria d'Oro-TM-, Cifuentes-TM-, Cohiba-TM-, Bolivar-TM-, Garcia y Vega-TM-, White Owl-TM-, Tiparillo-TM-, Robt. Burns-TM-, Tijuana Smalls-TM- and Wm. Penn-TM- are trademarks of the Company. This Prospectus also includes the Punch-TM-, Hoyo De Monterrey-TM-, Excalibur-TM-, Bances-TM-, El Rey Del Mundo-TM-, Lord Beaconsfield-TM-, Villa De Cuba-TM-, Pedro Iglesias-TM-, Top Stone-TM- and Villazon Deluxe-TM- trademarks owned by Villazon & Company, Inc. and its

affiliate. The Djeep-TM- trademark included in this Prospectus is owned by Societe Industrielle Du Briquet Jetable.

IN CONNECTION WITH THIS OFFERING, THE UNDERWRITERS MAY OVERALLOT OR EFFECT TRANSACTIONS WHICH STABILIZE OR MAINTAIN THE MARKET PRICE OF THE CLASS A COMMON STOCK OF THE COMPANY AT A LEVEL ABOVE THAT WHICH MIGHT OTHERWISE PREVAIL IN THE OPEN MARKET. SUCH TRANSACTIONS MAY BE EFFECTED ON THE NEW YORK STOCK EXCHANGE OR OTHERWISE. SUCH STABILIZING, IF COMMENCED, MAY BE DISCONTINUED AT ANY TIME.

PROSPECTUS SUMMARY

THE FOLLOWING SUMMARY IS QUALIFIED IN ITS ENTIRETY BY, AND SHOULD BE READ IN CONJUNCTION WITH, THE MORE DETAILED INFORMATION AND THE COMBINED FINANCIAL STATEMENTS OF THE COMPANY AND THE NOTES THERETO CONTAINED ELSEWHERE IN THIS PROSPECTUS. CERTAIN FINANCIAL AND OPERATING DATA IN THIS PROSPECTUS IS PRESENTED ON A PRO FORMA BASIS ASSUMING CONSUMMATION OF THE ACQUISITION (THE "VILLAZON ACQUISITION") OF SUBSTANTIALLY ALL OF THE ASSETS OF VILLAZON & COMPANY, INC., AND ALL OF THE STOCK OF ITS AFFILIATE, HONDURAS AMERICAN TABACO, S.A. DE C.V. (COLLECTIVELY REFERRED TO HEREIN AS "VILLAZON"). ALL REFERENCES TO A PARTICULAR FISCAL YEAR REFER TO THE 12 MONTHS ENDED ON THE SATURDAY NEAREST NOVEMBER 30 OF THE YEAR REFERENCED. UNLESS OTHERWISE INDICATED, THE INFORMATION IN THIS PROSPECTUS ASSUMES NO EXERCISE OF THE UNDERWRITERS' OVER-ALLOTMENT OPTION. UNLESS THE CONTEXT OTHERWISE REQUIRES, ALL REFERENCES IN THIS PROSPECTUS TO THE "COMPANY" OR "GENERAL CIGAR" MEAN GENERAL CIGAR HOLDINGS, INC. AND ITS SUBSIDIARIES.

THE COMPANY

Founded in 1906, General Cigar is the largest manufacturer and marketer in the U.S. in both units and dollar sales of brand name premium cigars (imported, hand-made or hand-rolled cigars made with long filler and all natural tobacco leaf). The Company's MACANUDO and PARTAGAS brands are the two top selling premium cigar brands sold in the U.S. The Company believes that higher priced branded premium cigars constitute the fastest growing segment of the premium cigar market. Approximately 78.2% of the Company's premium cigar sales in fiscal 1995 were at retail prices of $3.00 or more per unit. The Company's unit sales at or above this price point have increased at a 157.9% compound annual growth rate ("CAGR") during the past three years. The Company, through its well known brands such as GARCIA Y VEGA, also is a leading participant in the growing mass market cigar segment. From fiscal 1993 to fiscal 1995, the Company's net sales increased from $76.8 million to $124.0 million and operating profit increased from $2.4 million to $17.6 million, representing CAGRs of 27.1% and 172.2%, respectively. After giving effect to the Villazon Acquisition, on a pro forma basis, the Company's net sales and operating profit for fiscal 1995 would have been $151.3 million and $21.7 million, respectively.

The Company markets its cigars under a number of well-known brand names. The Company's premium cigars include the MACANUDO brand as well as the PARTAGAS, TEMPLE HALL, CANARIA D'ORO, CIFUENTES and RAMON ALLONES brands. The Company also owns the rights to market cigars in the U.S. under the names COHIBA and BOLIVAR. The Villazon Acquisition will add a variety of other brand names to the Company's line of premium cigars, including PUNCH, HOYO DE MONTERREY and EL REY DEL MUNDO. The Company and Villazon together own the U.S. trademark rights to seven of the top ten traditional premium Cuban brand names ranked according to 1995 worldwide sales by all cigar marketers. MACANUDO was rated "best cigar" by ROBB REPORT-Registered Trademark- in 1992, the first year in which ROBB REPORT rated cigars, and "best cigar" again in 1994 and 1995 (the category was not included in the 1993 ROBB REPORT). In 1996, ROBB REPORT chose eight "best

cigars," including MACANUDO, PARTAGAS 150 SIGNATURE and HOYO DE MONTERREY EXCALIBUR NO. 2. The Company's mass market large cigars include GARCIA Y VEGA, WHITE OWL, ROBT. BURNS and WM. PENN. The Company's mass market small cigars include the TIPARILLO and TIJUANA SMALLS brands, as well as smaller sizes of its other mass market brands. The Company does not participate in the market for little cigars, which are cigars that resemble cigarettes. The Company also is the exclusive U.S. distributor of French made DJEEP disposable lighters, and it operates CLUB MACANUDO, a cigar bar located in New York City.

The Company believes that increasing demand for cigars continues to offer the Company substantial growth opportunities. Since 1993, cigar smoking has experienced a resurgence resulting in an increase in consumption and retail sales of cigars across all major categories, especially in the premium cigar segment. This growth produced overall retail sales in the U.S. cigar market of approximately $1.0 billion in 1995, the largest dollar sales in the industry's history. Unit sales of premium and mass market cigars (excluding little cigars) have increased at CAGRs of 22.2% and 8.8%, respectively, from 1993 to 1995, while retail dollar sales of both categories have increased more rapidly due to price increases. Sales of premium cigars are expected to exceed 250 million units in the U.S. in 1996, an increase of over 50% from 1995 unit sales.

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The Company believes that this increase in cigar consumption and retail sales is the result of a number of factors, including: (i) the improving image of cigar smoking resulting from increased publicity, including the success of CIGAR AFICIONADO and SMOKE magazines and the increased visibility of cigar smoking by celebrities (such as Arnold Schwarzenegger, Mel Gibson, Demi Moore and Bill Cosby); (ii) the emergence of an expanding base of younger, highly educated, affluent adults age 25 to 35 and the growing interest of this group in luxury goods, including premium cigars; (iii) the increase in the number of adults over the age of 40 (a demographic group believed to smoke more cigars than any other demographic group); and (iv) the proliferation of establishments, such as restaurants and clubs, where cigar smoking is encouraged, as well as "cigar smokers" dinners and other special events for cigar smokers.

The Company's pro forma financial results, giving effect to the Villazon Acquisition, reflect its strong position within the growing cigar industry. In fiscal 1995, the Company had pro forma net sales of $151.3 million and pro forma operating profit of $21.7 million. For the thirty-nine weeks ended August 31, 1996, the Company had pro forma net sales of $131.8 million and pro forma operating profit of $24.1 million. The Company's backorders of cigars, excluding Villazon backorders, increased from $21.0 million at wholesale at December 2, 1995 to $78.0 million at wholesale at November 30, 1996. During 1996, the Company discontinued accepting premium cigar orders from its nine largest customers and currently allocates product to such customers as it becomes available.

The Company attributes its strong market position to the following competitive strengths: (i) well-known brand names, which in the premium cigar market are the leading brands in their categories; (ii) a broad range of product offerings within both the premium and mass market segments of the U.S. cigar markets; (iii) its positioning as the only cigar manufacturer that is also a major grower and supplier of Connecticut Shade wrapper tobacco, the most popular premium wrapper tobacco in the world; (iv) a commitment to, and reputation for, manufacturing quality cigars; (v) marketing expertise; (vi) efficient manufacturing operations; and (vii) a highly experienced management team that includes individuals from families with up to five generations of experience in the U.S. and Cuban cigar/tobacco businesses.

The Company believes that its competitive strengths, together with the following strategies, will enable the Company to continue its growth, increase its profitability and enhance its market share:

/ / INCREASE LEADING MARKET SHARE IN THE U.S. PREMIUM SEGMENT. The Company intends to capitalize on the rapidly growing premium cigar market by: (i) continuing to improve awareness and recognition of its premium cigar brands through extensive advertising, increased penetration of targeted retail outlets and professional sales management; (ii) developing and selling more broadly certain new premium cigars that carry well recognized traditional premium Cuban brand names, such as COHIBA and BOLIVAR; (iii) developing line extensions in higher price categories that leverage the Company's already established premium brands, such as MACANUDO VINTAGE and PARTAGAS LIMITED RESERVE; and (iv) using the Company's national sales force and extensive channels of distribution to increase sales of the products acquired in the Villazon Acquisition.

/ / DEVELOP "PREMIUM" MASS MARKET CIGAR BUSINESS. The Company is seeking to increase revenues and profits in its mass market cigar business by extending its well-known mass market brand names into higher price categories within the mass market segment. The Company believes that the higher-end mass market segment recently has experienced growth similar to that of the premium segment. The Company is attempting to capitalize on this growth by expanding products such as the GARCIA Y VEGA HAND MADE cigars and by developing similar higher-end cigars under several of its other mass market brand names, such as the WHITE OWL SELECT, a natural leaf wrapper mass market cigar.

/ / EXPAND MASS MARKET CIGAR BUSINESS. The Company believes that the resurgence in the premium segment also has positively affected the demand for traditional mass market cigars. The Company's leading high-end mass market brand, GARCIA Y VEGA, experienced a 16.2% increase in unit growth in 1995 compared to 1994. The Company intends to increase its sales and production of traditional mass market cigars to capitalize on the increasing demand in the mass market segment.

/ / EXPAND PRODUCTION CAPACITY AND TOBACCO INVENTORY. The Company intends to expand manufacturing capacity in order to meet increasing demand for its products while adhering to its traditionally high quality standards. The Company has begun expansion of its manufacturing facilities in the Dominican Republic and Jamaica and intends to expand production at the Villazon facilities in Honduras. In addition, the Company has implemented a unique "training center" program at its Dominican Republic facility through which it has been able to train a greater number of cigar rollers in a shorter period of time and attain a higher rate of completion of the training program than had been its experience using traditional training methods. The Company intends to implement a similar program in its Jamaican and Honduran facilities. The Company also has substantially increased its tobacco inventory for making premium cigars.

/ / SELECTIVELY BROADEN CIGAR DISTRIBUTION CHANNELS. The Company intends to broaden its existing customer relationships and actively develop new channels and methods of distribution. With respect to premium cigars, the Company is pursuing opportunities in a number of developing distribution channels, including cigar bars and clubs, hotel shops, wine shops, restaurants and upscale specialty retail stores (such as Neiman Marcus and Orvis). With respect to mass market cigars, the Company is seeking to enhance relations with existing retailers by acting as the

tobacco "category manager," assisting such retailers in increasing their sales of tobacco products. As a result, the Company has achieved improved shelf space for its cigars.

/ / EXPAND INTERNATIONAL CIGAR BUSINESS. The Company plans to increase its international presence, particularly with respect to the MACANUDO brand. The Company will focus its efforts in the United Kingdom, Germany, France, Spain, China and certain countries in South America, as well as duty free markets worldwide. The Company intends to implement this strategy in a variety of ways, including building on its existing relationships with major international distributors and entering into joint ventures.

/ / DEVELOP SALES OF BRANDED SMOKING ACCESSORIES AND LIFESTYLE PRODUCTS. The Company intends to become a leading marketer and licensor of high-quality branded smoking accessories, such as humidors and cigar cutters, and branded luxury lifestyle products, such as leather goods and apparel. The Company believes such expansion will improve brand recognition among premium cigar consumers. The Company also may open additional CLUB MACANUDO locations, including one location in Chicago expected to open in the spring of 1997. CLUB MACANUDO promotes the Company's premium brands as well as cigar smoking as part of the luxury lifestyle. The Winter 1996/97 issue of CIGAR AFICIONADO called CLUB MACANUDO New York City's "preeminent cigar lounge," and SMOKE magazine recently said of CLUB MACANUDO, "breathtaking interior . . . this place is pure 'cigar.' "

The Company's executive offices are located at 387 Park Avenue South, New York, New York 10016-8899, and the telephone number is (212) 448-3800. Its website is http://cigarworld.com.

THE VILLAZON ACQUISITION

The Company has signed definitive agreements to acquire Villazon for approximately $89.0 million, including the issuance of approximately $25.0 million aggregate principal amount of notes (the "Seller Notes"), subject to certain conditions. Based in Tampa, Florida with additional facilities in San Pedro Sula and Danli, Honduras, and Upper Saddle River, New Jersey, Villazon owns the U.S. trademark rights to several traditional Cuban trademarks and widely recognized names in the premium cigar industry, including PUNCH, HOYO DE MONTERREY and EL REY DEL MUNDO.

The acquisition of Villazon, which had net sales of $27.2 million in 1995, gives the Company a broader taste spectrum in cigars, substantially increases its manufacturing capacity and provides access to new sources of tobacco for all of its product offerings. The addition of cigars made in Honduras, one of the fastest-growing countries of origin for cigars worldwide, will complement the Company's Dominican and

Jamaican made cigars in addition to diversifying its manufacturing base across three countries. Management believes that Villazon's operations will complement the Company's, enabling the Company to leverage, over time, its cost structure, its sales/distribution network and its marketing expertise, resulting in improved growth and profitability.

THE ASSET TRANSFERS, THE DISTRIBUTION AND THE MERGER

Prior to the Offering, Culbro will effect certain asset transfers (the

"Asset Transfers"), pursuant to which (i) all of Culbro's assets and liabilities relating to the cigar business, including approximately 1,200 acres of land used in the tobacco growing operations and CLUB MACANUDO, and certain other assets and liabilities, including Culbro's corporate headquarters, will be transferred to the Company, and (ii) all of Culbro's non-tobacco related assets and liabilities, including all of its assets and liabilities relating to its nursery business and real estate business, together with Culbro's 25% interest in Centaur Communications Limited ("Centaur") and its interests in The Eli Witt Company ("Eli Witt") and related liabilities, will be transferred to Culbro Land Resources, Inc. ("CLR"). Upon consummation of the Asset Transfers, Culbro will be a holding company with no assets other than its ownership interests in the Company and CLR. See "The Asset Transfers, the Distribution and the Merger."

Subsequent to the Offering, Culbro intends to effect a distribution (the "Distribution") to the shareholders of Culbro of all issued and outstanding shares of common stock of CLR. The Distribution will be contingent upon either a tax ruling or an opinion of counsel satisfactory to Culbro that the Distribution constitutes a tax-free reorganization under Section 355 of the Internal Revenue Code. The Distribution also will be contingent upon the approval by the holders of 66 2/3% of Culbro's common stock of the Merger. The Company will be the surviving corporation in the Merger and will issue to the holders of the common stock of Culbro shares of Class B Common Stock for each share of the Culbro common stock outstanding on the date of the Merger, or approximately shares of Class B Common Stock in the aggregate, subject to adjustment for any options exercised prior to the Merger. The shareholders of Culbro will not vote with respect to the adoption of the Merger until April 1997. The members of the Cullman & Ernst Group, however, who collectively hold approximately 50% of Culbro's common stock, have indicated that they will vote their shares of Culbro common stock in favor of the Merger and will not sell or otherwise transfer any of their shares of Culbro common stock prior to the earlier to occur of 180 days after the date of this Prospectus or the consummation of the Merger. The Merger will be approved by Culbro as the sole stockholder of the Company prior to the consummation of the Offering and, consequently, the holders of the Class A Common Stock offered hereby will not vote in connection with the Merger. The Merger will not take place until , 1997 without the prior written consent of Donaldson, Lufkin & Jenrette Securities Corporation ("DLJ").

The pro forma information on pages 20 to 23 hereof gives effect to the Asset Transfers, the Villazon Acquisition and the Offering.

THE OFFERING

<TABLE>

<S>	<C>
Class A Common Stock offered.....	shares
Common Stock outstanding after the Offering.....	shares of Class A Common Stock (1) shares of Class B Common Stock (2) total shares of Common Stock
Voting rights.....	The Class A Common Stock and Class B Stock vote as a single class on all m except as otherwise required by law, each share of Class A Common Stock en its holder to one vote and each share Class B Common Stock entitling its ho ten votes. All of the shares of Class Common Stock are owned by Culbro. Imm after consummation of the Offering, C

	will beneficially own shares of Class Common Stock representing approximate of the combined voting power of the outstanding shares of Common Stock (approximately % if the Underwriter over-allotment option is exercised in After giving effect to the Merger, al of Class B Common Stock will be held holders of the Common Stock of Culbro (including the Cullman & Ernst Group)
Use of proceeds.....	The Company intends to use approximat $80.0 million of the net proceeds fro Offering to reduce outstanding indebt under the Credit Facility ($64.0 mill which will have been incurred in conn with the Villazon Acquisition and $16 million of which will have been incur general corporate purposes) and $15.0 of the net proceeds to repay a portio Seller Notes. See "Use of Proceeds."
Proposed New York Stock Exchange symbol.....	

</TABLE>

See "Risk Factors" beginning on page 10 for a discussion of certain risks that should be considered in connection with an investment in the Class A Common Stock offered hereby.

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(1) Excludes shares of Class A Common Stock reserved for issuance pursuant to options outstanding upon consummation of the Offering under the 1997 Stock Option Plan, plus an additional shares of Class A Common Stock that will be reserved for issuance upon exercise of outstanding options under Culbro's option plans. See "Certain Employee Benefit Matters--1997 Stock Option Plan."

(2) Each share of Class B Common Stock is convertible at any time into one share of Class A Common Stock and converts automatically into one share of Class A Common Stock upon a sale to any person other than a Permitted Transferee (as defined herein). Issuance of all Class B Common Stock to the shareholders of Culbro as a result of the Merger is not a transfer but will constitute an issuance to a Permitted Transferee. See "Description of Capital Stock."

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SUMMARY HISTORICAL AND PRO FORMA FINANCIAL DATA

The summary historical data for fiscal 1992 have been derived from the unaudited combined financial statements of the Company. The summary historical data for fiscal 1993, fiscal 1994 and fiscal 1995 have been derived from the audited Combined Financial Statements of the Company included elsewhere in this Prospectus. The summary historical data for the 39 weeks ended September 2, 1995 and the 39 weeks ended August 31, 1996 have been derived from the unaudited Combined Financial Statements of the Company included elsewhere in this Prospectus, which reflect, in the opinion of management of the Company, all adjustments (which include only normal recurring adjustments) necessary for the fair presentation of the financial data for such periods. The results of such interim periods are not necessarily indicative of the results which will be reported for the full fiscal year. The summary unaudited combined pro forma

statement of operations data for fiscal 1995 and the 39 weeks ended August 31, 1996, and the summary pro forma balance sheet data as of August 31, 1996, give pro forma effect to (i) the Asset Transfers, (ii) the Villazon Acquisition and (iii) the Offering. The pro forma adjustments are based upon available information and certain assumptions that the management of the Company believes are reasonable. The summary unaudited combined pro forma data do not purport to represent the results of operations or the financial position of the Company that actually would have occurred had the Asset Transfers, the Villazon Acquisition and the Offering occurred as of the dates indicated nor do they project the financial position or results of the Company for any future date. The following summary historical financial data should be read in conjunction with "Selected Combined Financial Data," "Unaudited Pro Forma Combined Financial Statements," "Management's Discussion and Analysis of Financial Condition and Results of Operations" and the Combined Financial Statements of the Company and Notes thereto included elsewhere in this Prospectus.

<TABLE>
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	FISCAL YEAR				
<S>	<C>	<C>	<C>	<C>	<C>
					1995
<CAPTION>					
	1992	1993	1994	ACTUAL	PRO FORMA
				(IN THOUSANDS,	EXCEPT PER
<S>	<C>	<C>	<C>	<C>	<C>
STATEMENT OF OPERATIONS DATA:					
Net sales.....	$ 77,131	$ 76,825	$ 89,538	$ 124,033	$ 151,
Cost of goods sold.....	48,651	49,165	54,285	69,683	84,
Gross profit.....	28,480	27,660	35,253	54,350	66,
Selling, general and administrative expenses....	27,059	25,282	27,210	36,726	44,
Operating profit.....	1,421	2,378	8,043	17,624	21,
Interest expense.....	327	264	607	1,049	4,
Income before income taxes...	1,393	2,248	7,413	18,564	19,
Net income (loss) (2).....	814	(3,049)	4,550	11,324	11,
Pro forma earnings per share.....					$
Pro forma number of shares outstanding and common stock equivalents.....					

</TABLE>

FOOTNOTES APPEAR ON THE FOLLOWING PAGE.

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<TABLE>
<CAPTION>

<S>	<C>
	ACTUAL
<CAPTION>	
	(D
<S>	<C>
BALANCE SHEET DATA:	
Working capital	$ 67,511
Total assets	134,201
Long-term debt	11,233
Culbro Investment/stockholders' equity	92,033

</TABLE>
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	FISCAL YEAR				
				1995	
	1992	1993	1994	ACTUAL	PRO F
<S>	<C>	<C>	<C>	<C>	<C>
				(DOLLARS IN THOUSAND	
OTHER DATA:					
Gross margin	36.9%	36.0%	39.4%	43.8%	4
Operating margin	1.8%	3.1%	9.0%	14.2%	1
EBITDA (5)	$ 5,541	$ 5,923	$ 11,291	$ 23,163	$ 29
EBITDA margin (6)	7.2%	7.7%	12.6%	18.7%	1
Capital expenditures	$ 4,435	$ 1,691	$ 1,884	$ 2,841	$ 3

<CAPTION>

	PRO FORMA
<S>	<C>
OTHER DATA:	

Gross margin.....	46.2%
Operating margin.....	18.3%
EBITDA (5).....	$ 29,418
EBITDA margin (6).....	22.3%
Capital expenditures.....	$ 6,377

</TABLE>

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(1) As adjusted to give effect to the Asset Transfers, the Villazon Acquisition and the Offering.

(2) Includes a $4.4 million charge, net of related taxes, to reflect the adoption of SFAS No. 106 in 1993. Includes a pre-tax gain of $2.6 million and $2.1 million in fiscal 1995 and in the 39 weeks ended September 2, 1995, respectively, to reflect an insurance settlement.

(3) As adjusted to give effect to the Asset Transfers and the Villazon Acquisition.

(4) As adjusted to give effect to the Offering.

(5) EBITDA represents earnings before interest expense, income taxes, depreciation and amortization. EBITDA is presented because it is a widely accepted financial indicator used by certain investors and analysts to analyze and compare companies on the basis of operating performance. EBITDA is not intended to represent cash flows for the period, nor has it been presented as an alternative to operating income as an indicator of operating performance and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with generally accepted accounting principles. See the Combined Financial Statements and the Notes thereto appearing elsewhere in this Prospectus.

(6) EBITDA margin represents EBITDA as a percentage of net sales.

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RISK FACTORS

PROSPECTIVE PURCHASERS OF THE CLASS A COMMON STOCK OFFERED HEREBY SHOULD CONSIDER CAREFULLY ALL OF THE INFORMATION SET FORTH IN THIS PROSPECTUS AND, IN PARTICULAR, SHOULD EVALUATE THE FOLLOWING RISKS IN CONNECTION WITH AN INVESTMENT IN THE CLASS A COMMON STOCK.

DECLINING MARKET FOR CIGARS THROUGH 1993

According to industry sources, the cigar industry experienced declining unit sales between 1964 and 1993 at a compound annual rate of 3.3%. The Company experienced similar trends in the unit volume of its cigars during such period. While the cigar industry has experienced significantly better trends in unit sales since 1993, there can be no assurance that the recent positive trends will continue. Management believes that a considerable percentage of the recent increase in cigar unit sales, especially with respect to premium cigars, is attributable to new cigar smokers attracted by the improving image of cigar smoking and the increased visibility of cigar smoking by celebrities. There can be no assurance that recent increases in cigar unit sales are indicative of long-term trends or that these new customers will continue to smoke cigars in the future. See "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Business--Market Overview."

EXTENSIVE AND INCREASING REGULATION OF TOBACCO PRODUCTS

Cigar manufacturers, like other producers of tobacco products, are subject to regulation at the federal, state and local levels. The recent trend is toward increasing regulation of the tobacco industry, and the recent increase in popularity of cigars could lead to an increase in regulation of cigars. A variety of bills relating to tobacco issues have been introduced in the U.S. Congress, including bills that would have (i) prohibited the advertising and promotion of all tobacco products or restricted or eliminated the deductibility of such advertising expenses, (ii) increased labeling requirements on tobacco products to include, among other things, addiction warnings and lists of additives and toxins, (iii) shifted regulatory control of tobacco products and advertisements from the U.S. Federal Trade Commission (the "FTC") to the U.S. Food and Drug Administration (the "FDA"), (iv) increased tobacco excise taxes and (v) required tobacco companies to pay for health care costs incurred by the federal government in connection with tobacco related diseases. Hearings have been held on certain of these proposals; however, to date, none of such proposals have been passed by Congress. Future enactment of such proposals or similar bills may have an adverse effect on the results of operations or financial condition of the Company.

In addition, the majority of states restrict or prohibit smoking in certain public places and restrict the sale of tobacco products to minors. Local legislative and regulatory bodies also have increasingly moved to curtail smoking by prohibiting smoking in certain buildings or areas or by requiring designated "smoking" areas. Further restrictions of a similar nature could have an adverse effect on the sales or operations of the Company. Numerous proposals also have been considered at the state and local level restricting smoking in certain public areas.

Although federal law has required health warnings on cigarettes since 1965 and on smokeless tobacco since 1986, there is no federal law requiring that cigars carry such warnings. California, however, requires "clear and reasonable" warnings to consumers who are exposed to chemicals determined by the state to cause cancer or reproductive toxicity, including tobacco smoke and several of its constituent chemicals. Although similar legislation has been introduced in other states, no action has been taken. There can be no assurance that such legislation introduced in other states will not be passed in the future or that other states will not enact similar legislation. Consideration at both the federal and state level also has been given to consequences of tobacco smoke on others who are not currently smoking (so called "second-hand" smoke). There can be no assurance that regulation relating to second hand smoke will not be adopted or that such regulation or related litigation would not have a material adverse effect on the Company's results of operations or financial condition.

Increased cigar consumption and the publicity such increase has received may increase the risk of additional regulation. There can be no assurance as to the ultimate content, timing or effect of any additional regulation of tobacco products by any federal, state, local or regulatory body, and there can be no assurance that any such legislation or regulation would not have a material adverse effect on the Company's business. See "Business--The Tobacco Industry--Regulation."

TOBACCO INDUSTRY LITIGATION

The tobacco industry has experienced and is experiencing significant health-related litigation involving tobacco and health issues. Plaintiffs in such litigation have sought and are seeking compensatory and, in some cases,

punitive damages, for various injuries claimed to result from the use of tobacco products or exposure to tobacco smoke. The Company has in the past been named in certain health related litigation. There can be no assurance that there would not be an increase in health-related litigation against the cigarette and smokeless tobacco industries or similar litigation in the future against cigar manufacturers. The costs to the Company of defending prolonged litigation and any settlement or successful prosecution of any material health-related litigation against manufacturers of cigars, cigarettes or smokeless tobacco or suppliers to the tobacco industry could have a material adverse effect on the Company's results of operations or financial condition. The recent increase in the sales of cigars and the publicity such increase has received may have the effect of increasing the probability of legal claims. Also, a recent study published in the journal SCIENCE reported that a chemical found in tobacco smoke has been found to cause genetic damage in lung cells that is identical to damage observed in many malignant tumors of the lung and, thereby, directly links lung cancer to smoking. This study could affect pending and future tobacco regulation or litigation. See "--Extensive and Increasing Regulation of Tobacco Products" and "Business--The Tobacco Industry--Litigation."

RISKS RELATING TO THE FAILURE TO CONSUMMATE THE MERGER

The Merger is contingent upon (i) consummation of the Distribution, which in turn is contingent upon either a tax ruling or an opinion of counsel satisfactory to Culbro that the Distribution constitutes a tax free reorganization under Section 355 of the Internal Revenue Code and (ii) the prior approval of the Merger by the shareholders of Culbro, which approval will not have been obtained at the time of consummation of the Offering. See "The Asset Transfers, the Distribution and the Merger." If the Distribution is not consummated, the Merger will not be consummated. There can be no assurance that the failure to consummate the Merger would not have a material adverse effect on the holders of the Class A Common Stock. If the Merger is not consummated, the Company would continue to be an approximately % owned subsidiary of Culbro, and therefore Culbro would continue to control approximately % of the votes on all matters submitted to stockholders of the Company. Because Culbro is a publicly held company, the market value of the Class A Common Stock offered hereby may be adversely affected by changes in the market value of Culbro's common stock. The interests of Culbro may differ substantially from those of the Company's other stockholders. For example, Culbro may engage in activities that are unrelated to the cigar business and that could adversely affect the Company's business or liquidity, and Culbro may cause the Company to adopt dividend policies that are different from those that would have been adopted by the Board of Directors of the Company had the Merger taken place. In addition, there could be a material adverse effect on the liquidity of the Class A Common Stock if the Merger is not consummated.

RELATIONS WITH CUBA

Cuba historically has had, and continues to have, the highest reputation for premium cigars in the world. Many of the Company's premium cigar brand names are of Cuban origin. The Company acquired some of these brand names from their Cuban owners in the aftermath of Castro's revolution and registered others with the U.S. Patent and Trademark Office. The Company's and Villazon's rights to many of these brand names generally are limited to sales in the U.S.

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It is expected that, if and when normalization of relations between the U.S. and Cuba occurs, manufacturers of Cuban cigars, either alone or in combination with other manufacturers or distributors of tobacco products, will attempt to enter the U.S. market. The entry of Cuban premium cigars into the U.S. market

could increase competition in the Company's core premium cigar market and could have a material adverse effect on the Company's premium cigar business.

EFFECTS OF INCREASES IN EXCISE TAXES

Cigars have long been subject to federal, state and local excise taxes, and such taxes frequently have been increased or proposed to be increased, in some cases significantly, to fund various legislative initiatives. In particular, there have been proposals by the federal government in the past to reform health care through a national program to be funded principally through increases in federal excise taxes on tobacco products. Enactment of new or significant increases in existing federal, state or local excise taxes could result in decreased unit sales of cigars which could have a material adverse effect on the Company's business. See "Business--The Tobacco Industry--Excise Taxes."

CONSTRAINTS ON ABILITY TO SATISFY DEMAND

The Company's ability to increase its production of premium and mass market cigars to meet increases in demand has been, and in the future may be, constrained by a shortage of properly aged and blended tobacco ready for manufacturing. In general, the aging process for filler tobacco requires that tobacco be purchased up to three years in advance of actual use in the manufacturing process. An important part of the manufacturing process for premium cigars involves blending flavors of different tobacco leaves, a process that takes approximately 16 weeks. During 1996, the Company discontinued shipping Macanudo cigars for a two month period as excessive demand led to a shortage of properly aged and blended tobacco. Accordingly, there can be no assurance that increases in demand beyond the Company's current expectations would not result in similar tobacco shortfalls and thereby adversely affect the Company's ability to manufacture its products.

The Company's ability to increase its production of premium cigars also may be limited by a shortage of skilled laborers. Although the Company is hiring and training new skilled laborers, the training process can take up to one year and not all trainees are able to complete the Company's training program. While the Company is pursuing measures to increase its production of premium cigars, there can be no assurance that these measures will enable the Company to meet any future level of demand for its premium cigars. Any material inability of the Company to fill its premium cigar orders in a timely manner could have a material adverse effect on the Company's business, including the loss of sales by the Company and the potential loss of future sales to other brands which consumers use in the absence of available supplies of the Company's brands. See "--Social, Political and Economic Risks Associated with Foreign Operations and International Trade" and "Business--Backorders."

SOCIAL, POLITICAL AND ECONOMIC RISKS ASSOCIATED WITH FOREIGN OPERATIONS AND INTERNATIONAL TRADE

A substantial portion of the manufacturing operations of the Company (including all of the Company's manufacturing operations for its premium cigars) is located in territories and countries outside of the U.S., including the Dominican Republic, Jamaica and, for Villazon, Honduras. In addition, the Company buys tobacco directly from a large number of suppliers located in territories and countries outside the U.S., including Brazil, Cameroon, the Central African Republic, Germany, Italy, Turkey, the Dominican Republic, the Philippines, Indonesia, Honduras, Ecuador and Mexico. The Company is exposed to the risk of changes in social, political and economic conditions inherent in foreign operations and international trade, including changes in the laws and policies that govern foreign investment and international trade in territories and countries where it currently has operations and conducts international

trade, as well as, to a lesser extent, changes in U.S. laws and regulations relating to foreign investment and trade. Any such social, political or economic changes could pose, among other things, the risk of finished product and raw material supply interruption or significant increases in finished product and raw material

prices. In particular, political or labor unrest in the Dominican Republic, Honduras or Jamaica could result in interruptions in production of the Company's premium cigars, which would cause an immediate halt in shipments by the Company due to its lack of inventory of manufactured cigars. Accordingly, there can be no assurance that any such changes in social, political or economic conditions will not have a material adverse effect on the Company's business.

RESTRICTIONS IMPOSED BY THE TERMS OF THE COMPANY'S INDEBTEDNESS

The terms and conditions of the Credit Facility will impose, and the terms and conditions of future debt instruments of the Company or its subsidiaries may impose, restrictions on the Company and its subsidiaries that affect, among other things, their ability to incur debt, pay dividends or make distributions, make acquisitions, create liens, sell assets, and make certain investments. The terms of the Credit Facility will restrict the ability of General Cigar Co., Inc., the wholly owned subsidiary of the Company through which the Company conducts its material operations, to pay dividends except under certain circumstances and also will require General Cigar Co., Inc. to maintain specified financial ratios and satisfy certain tests, including maximum leverage ratios and minimum interest coverage ratios. As of August 31, 1996, after giving effect to the Offering and the use of proceeds thereof, there would have been approximately $ outstanding under the Credit Facility. The Credit Facility will have a borrowing capacity of approximately $. See "Description of Credit Facility," "Capitalization," "Unaudited Pro Forma Combined Financial Statements," "Use of Proceeds" and Note 7 to the Combined Financial Statements.

The ability of the Company and its subsidiaries to comply with the terms of their respective debt instruments can be affected by events beyond their control, including events such as changes in prevailing economic conditions, changes in consumer preferences and changes in the competitive environment, which could have the effect of impairing the Company's operating performance. There can be no assurance that the Company and its subsidiaries will be able to comply with the provisions of their respective debt instruments, including compliance by General Cigar Co., Inc. with the financial ratios and tests contained in the Credit Facility. Breach of any of these covenants or the failure to fulfill the obligations thereunder and the lapse of any applicable grace periods would result in an event of default under the applicable debt instruments, and the holders of such indebtedness could declare all amounts outstanding under their debt instruments to be due and payable immediately. Any such declaration under a debt instrument is likely to result in an event of default under one of the other debt instruments of the Company and its subsidiaries. There can be no assurance that the assets or cash flows of the Company or its subsidiaries would be sufficient to repay in full borrowings under their respective outstanding debt instruments, whether upon maturity or in the event of acceleration upon an event of default, or upon a required repurchase in the event of a change of control, or that the Company would be able to refinance or restructure the payments on such indebtedness. See "--Impact of Holding Company Structure" and "Description of Credit Facility."

IMPACT OF HOLDING COMPANY STRUCTURE

The Company is a holding company with no business operations of its own. The

Company's only material assets are all the outstanding capital stock of General Cigar Co., Inc., Club Macanudo, Inc. and Club Macanudo (Chicago), Inc., and all of the ownership interests in the Company's office building at 387 Park Avenue South ("387 PAS"), through which the Company conducts its business operations. Accordingly, the Company will be dependent upon the earnings and cash flows of, and dividends and distributions from, the Company's subsidiaries to pay its expenses and meet its obligations, and to pay any cash dividends or distributions on the Common Stock that may be authorized by the Board of Directors of the Company. There can be no assurance that General Cigar Co., Inc. or any other subsidiary will generate sufficient earnings and cash flows to pay dividends or distribute funds to the Company to enable the Company to pay its expenses and meet its obligations, or that applicable state law and contractual restrictions, including negative covenants contained in the debt instruments of the Company's subsidiaries

then in effect, will permit such dividends or distributions. See "--Restrictions Imposed by the Terms of the Company's Indebtedness."

RISKS RELATING TO TRADEMARKS

The Company's success and ability to compete are dependent to a significant degree on its brand names. The Company relies primarily on trademark law to protect its brand names. Although the Company vigorously defends its trademarks against infringement by others, including counterfeiters, policing unauthorized use of the Company's trademarks is difficult. The illegal use of the Company's trademarks may have an adverse effect on the Company's business, financial condition and operating results.

The Company has registered its trademarks in the U.S. and certain foreign countries and will continue to do so as new trademarks are developed or acquired. The laws of countries outside of the U.S. may afford the Company little or no effective protection of certain of its trademarks. Moreover, the Company does not hold the right to use certain of its well-known trademarks and brand names, including Partagas and Cohiba, in most foreign markets.

The Company in the future may receive notices of claims of infringement of other parties' trademarks. There can be no assurance that claims for infringement or invalidity, or claims for indemnification resulting from infringement claims, will not be asserted or prosecuted against the Company. Any such claims, with or without merit, could be time-consuming to defend, result in costly litigation and divert management's attention and resources.

MANAGEMENT OF GROWTH

The Company has experienced rapid growth over the last several years and plans further production expansion in an effort to meet increases in demand for premium and mass market cigars. The Company's rapid growth and planned expansion present numerous operational challenges to the Company's senior management and employees. The Company will face similar challenges with respect to the integration of Villazon into the Company's operations. The Company's growth has placed, and will continue to place, significant demands on the Company's management, working capital and financial management control systems. The Company also has contracted to upgrade its information management systems to provide for better tracking of inventories used in manufacturing. There can be no assurance, however, that such improvements will be adequate as demand continues to increase. In addition, the integration of such new systems may cause disruptions in manufacturing that could adversely affect the Company's business.

CONTROL BY CERTAIN STOCKHOLDERS; ANTI-TAKEOVER EFFECTS OF DUAL CLASSES OF STOCK; OTHER ANTI-TAKEOVER PROVISIONS

Upon consummation of the Offering, shares of Class B Common Stock, constituting % of issued and outstanding Common Stock of the Company, will be held by Culbro, and shares of Culbro common stock, constituting % of the issued and outstanding shares of Culbro common stock, will be held by the Cullman & Ernst Group. Following the Merger, shares of Class B Common Stock, constituting % of issued and outstanding Common Stock of the Company, will be held by the Cullman & Ernst Group. The Cullman & Ernst Group has sole voting and investment power with respect to shares of Culbro common stock held by it and will have sole voting and investment power with respect to the shares of Class B Common Stock that it will hold following the Merger. Each share of Class B Common Stock has ten votes with respect to matters requiring the approval of the holders of Common Stock, while each share of the Class A Common Stock, including shares offered hereby, has one vote on such matters. As a result, the Cullman & Ernst Group will have substantial control over the Company and may have the power to elect all of its directors and to approve any action requiring stockholder approval, including adopting amendments to the Company's certificate of incorporation and approving mergers or sales of all or substantially all of the Company's assets. The Schedule 13D filed by the Cullman & Ernst Group with the Securities and Exchange Commission (the

"SEC") with respect to its holdings in Culbro states that there is no undertaking other than an informal understanding that the members of the Cullman & Ernst Group will hold and vote their shares together. In the normal course of business the members of the Cullman & Ernst Group have acted together with respect to their shares of Culbro common stock. Such control by the Cullman & Ernst Group, together with certain provisions of the Company's certificate of incorporation and by-laws as well as certain provisions of the Delaware General Corporation Law (the "DGCL"), could increase the difficulty of effecting a change of control of the Company without their approval. See "Description of Capital Stock."

DILUTION

Purchasers of the Class A Common Stock will experience immediate and substantial dilution in net tangible book value per share of Common Stock from the initial public offering price. To the extent outstanding options to purchase Common Stock are exercised, there will be further dilution. See "Dilution."

NO PRIOR MARKET FOR CLASS A COMMON STOCK; DETERMINATION OF PUBLIC OFFERING PRICE

Prior to the Offering, there has been no public market for the Class A Common Stock. There can be no assurance as to the development or liquidity of any trading market for the Class A Common Stock following the Offering or that investors in the Class A Common Stock will be able to resell their shares at or above the initial public offering price. The initial public offering price for the shares of Class A Common Stock will be determined through negotiations between the Company and the representatives of the Underwriters, and may not be indicative of the market price of the Class A Common Stock after the Offering. In addition, the market price of the Class A Common Stock may be affected by the market price of Culbro's common stock prior to the consummation of the Merger. See "Underwriting."

SHARES ELIGIBLE FOR FUTURE SALE

Upon consummation of the Offering, shares of Class A Common Stock and shares of Culbro common stock (which are expected to be exchanged for shares of Class B Common Stock in the Merger) will be outstanding. The shares of Class A Common Stock sold in the Offering will be freely transferable without restriction under the Securities Act of 1933, as amended (the "Securities Act"), except for shares acquired in the Offering by "affiliates" of the Company, as that term is defined in Rule 144 promulgated under the Securities Act. Of the shares of Culbro common stock outstanding, shares are freely transferable without restriction under the Securities Act and shares are deemed to be "restricted securities" as that term is defined in Rule 144, all of which restricted securities currently are eligible for sale in the public market in compliance with the volume limitations of Rule 144. Of the shares of Class B Common Stock that will be outstanding upon consummation of the Merger, shares will be freely transferable without restriction under the Securities Act and shares will be eligible for sale in the public market in compliance with the volume limitations of Rule 144.

Subject to certain exceptions, the Company and Culbro have agreed not to offer, issue, pledge, sell, transfer or otherwise dispose of any shares of Class A Common Stock or securities convertible into or exercisable or exchangeable for shares of Class A Common Stock (including the Class B Common Stock) for a period of 180 days after the date of this Prospectus without the prior written consent of DLJ. In addition, Culbro and certain stockholders of Culbro (who in the aggregate hold shares of Culbro common stock) have agreed not to offer, issue, pledge, sell, transfer or otherwise dispose of any shares of Culbro common stock or securities convertible into or exercisable or exchangeable for shares of Culbro common stock prior to the earlier of 180 days after the date of this Prospectus or the consummation of the Merger without the prior written consent of DLJ.

At the expiration of the 180-day period described above and upon consummation of the Merger, or earlier with the written consent of DLJ, the holders of shares of Class A Common Stock and shares of Class B Common Stock will have the right to sell such shares without regard to the volume or

other limitations of Rule 144 under the Securities Act. In addition, the holders of shares of Class B Common stock will have the right to sell such shares in compliance with Rule 144.

The Company intends to file a registration statement on Form S-8 under the Securities Act to register the issuance of shares of Class A Common Stock reserved for issuance upon the exercise of options under the 1997 Stock Option Plan, and shares of Class A Common Stock issuable upon exercise of Culbro options following the Merger. As a result, any shares of Class A Common Stock issued upon exercise of such stock options will be available, subject to special rules for affiliates and applicable lock-up arrangements, for resale in the public market. See "Certain Employee Benefit Matters."

No prediction can be made as to the effect, if any, that future sales of Common Stock, or the availability of shares for future sale, will have on the market price of the Common Stock prevailing from time to time. Sales of substantial amounts of Class A Common Stock (including shares issued upon the exercise of stock options or upon conversion of shares of Class B Common Stock), or the perception that such sales could occur, could adversely affect prevailing market prices for the Class A Common Stock.

USE OF PROCEEDS

The net proceeds to be received by the Company from the sale of the Class A Common Stock offered hereby, assuming an initial public offering price of $ per share and after deducting underwriting discounts and commissions and estimated offering expenses, are estimated to be approximately $95.0 million. The Company intends to use approximately $80.0 million of such net proceeds to reduce outstanding indebtedness under the Credit Facility ($64.0 million of which will have been incurred in connection with the Villazon Acquisition and $16.0 million of which will have been incurred for general corporate purposes) and $15.0 million of such net proceeds to repay a portion of the Seller Notes. The Credit Facility will have a borrowing capacity of approximately $ and a maturity of and bears interest at an annual rate of %. See "Description of Credit Facility" and Note 7 to the Combined Financial Statements.

DIVIDEND POLICY

The Company, as a holding company with no business operations of its own, is dependent on dividends and distributions from its subsidiaries to pay any cash dividends or distributions on the Common Stock. The terms of the Credit Facility limit the payment of dividends or distributions to the Company by General Cigar Co., Inc. So long as the Credit Facility is in effect, the Company's ability to obtain distributions from General Cigar Co., Inc. to enable the Company to fund dividend payments will be limited. Subject to such restrictions, any future declaration of cash dividends will be at the discretion of the Company's Board of Directors and will be dependent upon the Company's results of operations, financial condition, contractual restrictions and other factors deemed relevant by the Board of Directors of the Company. See "Risk Factors--Restrictions Imposed by the Terms of the Company's Indebtedness" and "Description of Credit Facility."

The Company has never declared or paid a cash dividend on the Common Stock. Although Culbro historically has paid cash dividends, the Company currently intends during 1997 to retain its earnings to fund the development and growth of its business and, therefore, does not anticipate paying any cash dividends in 1997. Thereafter, the payment of cash dividends will be considered by the Board of Directors of the Company based upon its results of operations, cash flows, financial condition and liquidity.

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CAPITALIZATION

The following table sets forth the capitalization of the Company as of August 31, 1996 and the pro forma capitalization of the Company as of August 31, 1996, as adjusted to reflect (i) the Villazon Acquisition and the Asset Transfers and (ii) the sale by the Company of the shares of Class A Common Stock offered hereby (at an assumed initial public offering price of $ per share). This table should be read in conjunction with the Consolidated Financial Statements of the Company included elsewhere in this Prospectus.

<TABLE>
<CAPTION>

	AS
<S>	<C>
	ACTUAL

<CAPTION>

<S>	(DO <C>
Short-term debt:	
Credit Facility (3)	
Seller Notes (4)	
Current portion of long-term obligations	$ 1,129
Total short-term debt	$ 1,129
Long-term debt:	
Credit Facility (3)	
Seller Notes (4)	
Long-term debt	$ 11,233
Total long-term debt	11,233
Culbro Investment/stockholders' equity:	
Culbro Investment	92,033
Class A Common Stock, $0.01 par value, shares authorized, and shares issued and outstanding actual and pro forma, respectively (5)	
Class B Common Stock, $0.01 par value, shares authorized, and shares issued and outstanding actual and pro forma, respectively	
Additional paid-in capital	
Retained earnings	
Total Culbro Investment/stockholders' equity	92,033
Total capitalization	$ 103,266

</TABLE>

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(1) Gives effect to the liability assumption portion of the Asset Transfers and the Villazon Acquisition.

(2) Gives effect to the Offering and the use of the net proceeds thereof. See "Use of Proceeds."

(3) Assumes that, of the indebtedness under the Credit Facility, $64.0 million will consist of borrowings under the short-term facility and $43.8 million will consist of borrowings under the revolving credit facility. See "Description of Credit Facility."

(4) Seller Notes consist of (i) $15.0 million payable to the sellers of Villazon within 30 days of the closing of the Offering (but no later than April 2, 1997) and (ii) $10.0 million payable to the sellers of Villazon in 2002.

(5) Excludes shares of Class A Common Stock reserved for issuance pursuant to options outstanding upon consummation of the Offering under the 1997 Stock Option Plan, plus an additional shares of Class A Common Stock that will be reserved for issuance upon exercise following the Merger of

outstanding options under Culbro's option plans. See "Certain Employee Benefit Matters--1997 Stock Option Plan."

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DILUTION

As of August 31, 1996, after giving effect to the Asset Transfers and the Villazon Acquisition, the Company had a pro forma deficit in net tangible book value of $ million or $ per share of Common Stock. "Pro forma net tangible book value" per share of Common Stock represents the total amount of tangible assets of the Company, less the total amount of liabilities of the Company, divided by the number of shares of Common Stock outstanding. Without taking into account any changes in pro forma net tangible book value after August 31, 1996, other than to give effect to the sale by the Company of the shares of Class A Common Stock offered hereby (at an assumed initial public offering price of $ per share), the pro forma net tangible book value of the Common Stock as of August 31, 1996 would have been $, or $ per share. This represents an immediate dilution of $ per share to new stockholders.

The following table illustrates this per share dilution:

<TABLE>

<S>	<C>	<C>
Assumed initial public offering price per share.....		$
Pro forma net tangible book value per share before the Offering.....	$	
Increase per share attributable to new investors.....	---	
Pro forma net tangible book value per share after the Offering.....		---
Dilution per share to new investors.....		$ --- ---

</TABLE>

The following table sets forth, on a pro forma basis at August 31, 1996, the difference between the number of shares of Common Stock purchased from the Company, the total consideration paid and the average price per share paid by the existing holders of Common Stock and by the new investors, assuming an initial public offering price of $ per share (the maximum price in the range shown on the front cover of this Prospectus), before deducting the underwriting discounts and commissions and estimated offering expenses payable by the Company.

<TABLE>
<CAPTION>

	SHARES PURCHASED	
<S>	<C>	<C>
	NUMBER	PERCENT
Existing stockholders.....		%
New investors.....	---	---
Total.....		%
	---	---

</TABLE>

The foregoing table (i) assumes no exercise of the Underwriters' over-allotment option and (ii) does not reflect an aggregate of shares of Class A Common Stock reserved for issuance under the 1997 Stock Option Plan, plus an additional shares of Class A Common Stock that will be reserved for issuance upon exercise of outstanding options under Culbro's options plans. See "Management--1997 Stock Option Plan."

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SELECTED COMBINED FINANCIAL DATA

The Selected Combined Financial Data for fiscal 1993, fiscal 1994 and fiscal 1995 have been derived from the audited Combined Financial Statements of the Company included elsewhere in this Prospectus. The data for fiscal 1991 and fiscal 1992 have not been audited. The data for the 39 weeks ended September 2, 1995 and the 39 weeks ended August 31, 1996 have been derived from the unaudited Combined Financial Statements of the Company included elsewhere in this Prospectus, which reflect, in the opinion of management of the Company, all adjustments (which include only normal recurring adjustments) necessary for the fair presentation of the financial data for such periods. The results of such interim periods are not necessarily indicative of the results for the full fiscal year. The following selected financial data should be read in conjunction with "Management's Discussion and Analysis of Financial Condition and Results of Operations" and the Combined Financial Statements of the Company and Notes thereto included elsewhere in this Prospectus.

<TABLE>
<CAPTION>

	FISCAL YEAR				
<S>	<C>	<C>	<C>	<C>	<C>
	1991	1992	1993	1994	1
<CAPTION>				(DOLLARS IN THOUS	
<S>	<C>	<C>	<C>	<C>	<C>
STATEMENT OF OPERATIONS DATA:					
Net sales	$ 81,893	$ 77,131	$ 76,825	$ 89,538	$ 1
Cost of goods sold	48,163	48,651	49,165	54,285	
Gross profit	33,730	28,480	27,660	35,253	
Selling, general and administrative expenses	27,045	27,059	25,282	27,210	
Operating profit	6,685	1,421	2,378	8,043	
Gain on insurance settlement	--	--	--	--	
Other nonoperating income (expense)	852	299	134	(23)	
Interest expense	502	327	264	607	
Income before income taxes	7,035	1,393	2,248	7,413	
Income tax provision	2,722	579	941	2,863	
Income before cumulative effect of accounting change	4,313	814	1,307	4,550	
Cumulative effect of accounting					

change for post-retirement benefits, net of tax provision...	--	--	(4,356)	--	
Net income (loss).....	$ 4,313	$ 814	$ (3,049)	$ 4,550	$
OTHER DATA:					
Gross margin.....	41.2%	36.9%	36.0%	39.4%	
Operating margin.....	8.2%	1.8%	3.1%	9.0%	
EBITDA (1).....	$ 11,324	$ 5,541	$ 5,923	$ 11,291	$
EBITDA margin (2).....	13.8%	7.2%	7.7%	12.6%	
Capital expenditures.....	$ 1,518	$ 4,435	$ 1,691	$ 1,884	$
BALANCE SHEET DATA (AT END OF PERIOD):					
Working capital.....	$ 38,169	$ 35,673	$ 45,001	$ 41,176	$
Total assets.....	100,579	98,908	104,551	100,974	1
Long-term debt.....	3,646	3,292	2,901	6,998	
Culbro Investment.....	78,507	75,874	78,740	68,160	

</TABLE>

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(1) EBITDA represents earnings before interest expense, income taxes, depreciation and amortization. EBITDA is presented because it is a widely accepted financial indicator used by certain investors and analysts to analyze and compare companies on the basis of operating performance. EBITDA is not intended to represent cash flows for the period, nor has it been presented as an alternative to operating income as an indicator of operating performance and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with generally accepted accounting principles. See the Combined Financial Statements and the Notes thereto appearing elsewhere in this Prospectus.

(2) EBITDA margin represents EBITDA as a percentage of net sales.

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UNAUDITED PRO FORMA COMBINED FINANCIAL STATEMENTS

Culbro will transfer to the Company the stock of General Cigar Co., Inc. and additional assets and operations of Culbro, and the Company will assume the related obligations of Culbro and substantially all of its consolidated debt. These asset transfers and debt assumption are referred to as the Asset Transfers. The principal assets to be transferred, in addition to the stock of General Cigar Co., Inc., are Culbro's office building in New York City, Club Macanudo and approximately 1,200 acres of land in the Connecticut River Valley for use in wrapper tobacco growing and processing operations. Prior to completion of the Asset Transfers, the Company will acquire Villazon and effect the Offering. Related to the Asset Transfers are transfers of the remaining assets of Culbro (other than the Common Stock) to CLR, the Distribution and the Merger. See "The Asset Transfers, the Distribution and the Merger." The Distribution and the Merger do not affect the Unaudited Pro Forma Combined Financial Statements.

The Unaudited Pro Forma Combined Statement of Operations for fiscal 1995 and for the 39 weeks ended August 31, 1996 and the Unaudited Pro Forma Combined Balance Sheet at August 31, 1996, were prepared to reflect (i) the liability portion of the Asset Transfers (the "Liability Assumption"), (ii) the Villazon Acquisition and (iii) the Offering. The column designated Company Historical reflects the results of operations and the assets and liabilities, as appropriate, of General Cigar Co., Inc., the New York City office building and

Club Macanudo on an historical combined basis (adjusted in the case of the statement of operations for pro forma general and administrative expenses). The "Pro Forma for Liability Assumption" columns adjust the Company Historical results of operations or financial condition for the assumption of debt by the Company pursuant to the Liability Assumption portion of the Asset Transfers. The "Pro Forma for Villazon Acquisition" columns adjust for the Villazon Acquisition. The "Pro Forma As Adjusted for the Offering" columns give effect to the Offering.

In the opinion of management, all adjustments necessary to fairly present this pro forma information have been made. The Unaudited Pro Forma Combined Financial Statements are based upon, and should be read in conjunction with, the Combined Financial Statements of the Company and Notes thereto included elsewhere in this Prospectus. The pro forma information does not purport to be indicative of the results that would have been reported had such events actually occurred on the dates specified, nor is it indicative of the Company's future results if the aforementioned transactions are completed. The Company cannot predict whether the consummation of the Asset Transfers, the Villazon Acquisition or the Offering will conform to the assumptions used in the preparation of the Unaudited Pro Forma Combined Financial Statements.

UNAUDITED PRO FORMA COMBINED STATEMENT OF OPERATIONS
FOR FISCAL 1995

<TABLE>
<CAPTION>

		PRO FORMA FOR LIABILITY ASSUMPTION		
	COMPANY HISTORICAL	ADJUSTMENTS	PRO FORMA	VILLAZON HISTORICAL
			(IN THOUSANDS,	EXCEPT PER S
<S>	<C>	<C>	<C>	<C>
Net sales.....	$ 124,033		$ 124,033	$ 27,242
Cost of goods sold.....	69,683		69,683	14,997
Gross profit.....	54,350		54,350	12,245
Selling, general and administrative expenses...	36,726	$ 404(1)	37,130	5,305
Operating profit.....	17,624	(404)	17,220	6,940
Gain on insurance settlement.....	2,586		2,586	
Other nonoperating income (expense).....	(597)		(597)	(299)
Interest expense.....	1,049	3,329(2)	4,378	320
Income before income taxes.....	18,564	(3,733)	14,831	6,321
Income tax provision.....	7,240	(1,456)(3)	5,784	137
Net income.....	$ 11,324	$ (2,277)	$ 9,047	$ 6,184
Earnings per share.....				
Number of shares outstanding and common stock equivalents.....				

<CAPTION>

	PRO FORMA
<S>	<C>
Net sales.....	$ 151,275
Cost of goods sold.....	84,680
Gross profit.....	66,595
Selling, general and administrative expenses...	44,945
Operating profit.....	21,650
Gain on insurance settlement.....	2,586
Other nonoperating income (expense).....	(896)
Interest expense.....	4,023
Income before income taxes.....	19,317
Income tax provision.....	7,534
Net income.....	$ 11,783
Earnings per share.....	$
Number of shares outstanding and common stock equivalents.....	

</TABLE>

See Notes to Unaudited Pro Forma Combined Financial Statements.

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UNAUDITED PRO FORMA COMBINED STATEMENT OF OPERATIONS
FOR THE FIRST NINE MONTHS OF FISCAL 1996

<TABLE>
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	COMPANY HISTORICAL	PRO FORMA FOR LIABILITY ASSUMPTION ADJUSTMENTS	PRO FORMA FOR LIABILITY ASSUMPTION PRO FORMA	VILLAZON HISTORICAL	V ADJ
			(IN THOUSANDS,	EXCEPT PER	SHARE
<S>	<C>	<C>	<C>	<C>	<C>
Net sales.....	$ 102,294		$ 102,294	$ 29,527	
Cost of goods sold.....	56,299		56,299	14,605	
Gross profit.....	45,995		45,995	14,922	
Selling, general and administrative					

expenses.....	30,739	$ (183)(1)	30,556	4,340	$
Operating profit.....	15,256	183	15,439	10,582	
Gain on insurance settlement.....					
Other nonoperating income (expense).....	535		535	4	
Interest expense.....	816	2,497(2)	3,313	272	
Income before income taxes.....	14,975	(2,314)	12,661	10,314	
Income tax provision....	5,788	(894)(3)	4,894	228	
Net income.....	$ 9,187	$ (1,420)	$ 7,767	$ 10,086	$
Earnings per share.....					
Number of shares outstanding and common stock equivalents.....					

<CAPTION>

	PRO FORMA
<S>	<C>
Net sales.....	$ 131,821
Cost of goods sold.....	70,904
Gross profit.....	60,917
Selling, general and administrative expenses.....	36,779
Operating profit.....	24,138
Gain on insurance settlement.....	
Other nonoperating income (expense).....	539
Interest expense.....	3,046
Income before income taxes.....	21,631
Income tax provision....	8,361
Net income.....	$ 13,270
Earnings per share.....	$
Number of shares outstanding and common stock equivalents.....	

</TABLE>

See Notes to Unaudited Pro Forma Combined Financial Statements.

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UNAUDITED PRO FORMA COMBINED BALANCE SHEET
AS OF AUGUST 31, 1996

<TABLE>
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	COMPANY HISTORICAL	PRO FORMA FOR LIABILITY ASSUMPTION ADJUSTMENTS	PRO FORMA FOR LIABILITY ASSUMPTION PRO FORMA	VILLAZON HISTORICAL	VI ADJU
				(IN THOUSANDS)	
<S>	<C>	<C>	<C>	<C>	<C>
ASSETS					
Cash.....	$ 328		$ 328	$ 9,701	$
Accounts receivable, net.....	25,048		25,048	6,894	
Inventories.....	52,814		52,814	8,516	
Other current assets.....	5,040		5,040	902	
Total current assets.....	83,230		83,230	26,013	
Property and equipment, net.....	50,012		50,012	1,488	
Intangible assets.....				152	
Other assets.....	959		959	1,137	
Total assets.....	$ 134,201	$ --	$ 134,201	$ 28,790	$
LIABILITIES AND CULBRO INVESTMENT/STOCKHOLDERS' EQUITY					
Accounts payable and accrued liabilities.....	$ 14,590	$ 404(7)	$ 14,994	$ 3,343	
Current portion of long-term debt.....	1,129		1,129	194	$
Total current liabilities.....	15,719	404	16,123	3,537	
Long-term debt.....	11,233	43,800(7)	55,033	5,397	
Other noncurrent liabilities.....	15,216	4,916(7)	20,132	507	
Total liabilities.....	42,168	49,120	91,288	9,441	
Culbro Investment/ stockholders' equity....	92,033	(49,120)(7)	42,913	19,349	(
Total liabilities and Culbro Investment/stockholders' equity.....	$ 134,201	$ --	$ 134,201	$ 28,790	$

<CAPTION>

PRO FORMA

<S>	<C>
ASSETS	
Cash.....	$ 6,089
Accounts receivable, net.....	31,942
Inventories.....	61,330
Other current assets.....	5,942
Total current assets.....	105,303
Property and equipment, net.....	54,500
Intangible assets.....	70,952
Other assets.....	3,096
Total assets.....	$ 233,851
LIABILITIES AND CULBRO INVESTMENT/STOCKHOLDERS' EQUITY	
Accounts payable and accrued liabilities.....	$ 18,337
Current portion of long-term debt.....	1,129
Total current liabilities.....	19,466
Long-term debt.....	49,033
Other noncurrent liabilities.....	27,439
Total liabilities.....	95,938
Culbro Investment/ stockholders' equity....	137,913
Total liabilities and Culbro Investment/stockholders' equity.....	$ 233,851

</TABLE>

See Notes to Unaudited Pro Forma Combined Financial Statements.

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NOTES TO UNAUDITED PRO FORMA COMBINED FINANCIAL STATEMENTS

(1) Reflects increases/(decreases) in general and administrative expenses from historical amounts allocated by Culbro to the Company to projected general and administrative expenses assuming the Company operated as a stand-alone business.

(2) Reflects estimated interest expense on approximately $43.8 million of Culbro debt that will be incurred by the Company in connection with the Liability Assumption portion of the Asset Transfers.

(3) Reflects taxes on pro forma net income.

(4) Reflects estimated amortization expense of intangible assets to be recorded in connection with the Villazon Acquisition and additional depreciation expense related to the estimated increase in Villazon's property and equipment as a result of purchase accounting adjustments.

(5) Reflects estimated interest expense on $89.0 million of additional debt (consisting of $25.0 million of Seller Notes and $64.0 million of indebtedness incurred under the Credit Facility) used to finance the Villazon Acquisition. See "Description of Credit Facility."

(6) Reflects assumed net proceeds of $95.0 million from the Offering, repayment of $95.0 million of debt, elimination of interest expense on indebtedness so repaid and a reduction in the interest rate on remaining indebtedness.

(7) Reflects the assumption of certain liabilities by the Company. The liabilities include principally the projected outstanding balance under the Credit Facility and certain accrued pension obligations and other items.

(8) Reflects a reduction of cash used to pay a portion of the purchase price of the Villazon Acquisition.

(9) Reflects purchase accounting adjustments to increase fixed assets to their estimated fair market values.

(10) Reflects the excess of purchase price over the fair value of net assets, primarily trademarks, acquired in connection with the Villazon Acquisition.

(11) Reflects financing fees incurred in connection with the Villazon Acquisition.

(12) Reflects the issuance of the Seller Notes and debt incurred under the Credit Facility in connection with the Villazon Acquisition.

(13) Reflects the issuance of the Seller Notes in connection with the Villazon Acquisition.

(14) Reflects deferred taxes relating to the Villazon Acquisition.

(15) Reflects elimination of shareholders' equity of Villazon.

(16) Reflects repayment of amounts outstanding under the Credit Facility and the repayment of a portion of the Seller Notes with the net proceeds of the Offering.

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MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following discussion of the financial condition and results of operations of the Company should be read in conjunction with the Combined Financial Statements and the related Notes thereto included elsewhere in this Prospectus.

OVERVIEW

The Company's results in each of the periods presented include allocations to the Company of Culbro corporate overhead of $5.4 million in the 39 weeks ended August 31, 1996 (the "1996 period") and $5.5 million in the 39 weeks ended

September 2, 1995 (the "1995 period"), and $5.6 million, $5.5 million, and $8.8 million in fiscal 1993, fiscal 1994, and fiscal 1995, respectively. These allocations may not necessarily reflect the additional expenses the Company would have incurred as a separate stand-alone entity. There has been no allocation of Culbro interest expense in any of the periods presented. Accordingly, these results should be read in conjunction with the unaudited combined pro forma results of operations in Note 4 of the Combined Financial Statements and the Unaudited Pro Forma Combined Financial Statements included elsewhere in this Prospectus.

Since 1993, cigar smoking has experienced a resurgence resulting in an increase in consumption and retail sales of cigars across all major categories, especially in the premium cigar segment. This growth produced overall retail sales in the U.S. cigar market of approximately $1.0 billion in 1995, the largest dollar sales in the industry's history. Industry unit sales of premium and mass market cigars have increased at a compound average annual rate of 22.2% and 8.8%, respectively, from 1993 to 1995, while retail dollar sales of both categories have increased more rapidly due to price increases.

RESULTS OF OPERATIONS

The discussion set forth below relates to the financial condition and results of operations of the Company as of and for the 1996 period, the 1995 period, and fiscal 1995, fiscal 1994 and fiscal 1993.

Following are certain data related to the results of operations of the Company, calculated as a percentage of net sales:

<TABLE>
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	FISCAL YEAR			39 WEEKS
<S>	<C> 1993	<C> 1994	<C> 1995	<C> SEPT. 2, 1995 <
Net sales.....	100.0%	100.0%	100.0%	100.0%
Cost of goods sold.....	64.0	60.6	56.2	59.0
Gross profit.....	36.0	39.4	43.8	41.0
Selling, general and administrative expenses.....	32.9	30.4	29.6	28.1
Operating profit.....	3.1	9.0	14.2	12.9
Interest expense.....	0.3	0.7	0.8	0.9
Income before income tax.....	2.9	8.3	15.0	14.7
Net income (loss).....	(4.0)	5.1	9.1	8.9

</TABLE>

THIRTY-NINE WEEKS ENDED AUGUST 31, 1996 COMPARED TO THIRTY-NINE WEEKS ENDED SEPTEMBER 2, 1995

Net sales increased 19.0%, or $16.4 million, to $102.3 million in the 1996 period compared to $85.9 million in the 1995 period. This increase in net sales reflected principally higher unit sales of premium cigars, and higher prices in all cigar categories. Continued strong sales and prices of premium cigars, and higher prices in the mass market cigar category more than offset slightly lower unit volume in certain brands of mass market cigars. In response to a shortage of properly aged and blended tobacco caused by excessive demand, the Company elected to stop shipping MACANUDO cigars for two months in the 1996 period rather than risk compromising its quality standards. Management believes that volume in mass market cigars was adversely affected by repositioning and renaming certain brand names.

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Gross profit increased 30.5%, or $10.8 million, to $46.0 million in the 1996 period compared to $35.2 million in the 1995 period. Gross margin increased to 45.0% in the 1996 period from 41.0% in the 1995 period. The increase in gross margin reflected higher prices, benefits from mix due to relatively higher sales of premium cigars, and lower fixed costs per unit due to the higher volume and improved manufacturing efficiencies.

Selling, general and administrative expenses increased 27.2%, or $6.6 million, to $30.7 million in the 1996 period from $24.2 million for the 1995 period. As a percentage of net sales, selling, general and administrative expenses increased to 30.0% in the 1996 period, from 28.1% in the 1995 period. The increase in selling, general and administrative expenses as a percentage of net sales in the 1996 period is due principally to the timing of certain marketing expenditures that are charged to operations as incurred.

Operating profit increased 37.7%, or $4.2 million, to $15.3 million for the 1996 period, from $11.1 million for the 1995 period. Operating margin increased to 14.9% during the 1996 period from 12.9% during the 1995 period.

Net income increased 19.6%, or $1.5 million, to $9.2 million in the 1996 period from $7.7 million in the 1995 period. Income in the 1995 period included $2.1 million of pre-tax income from an insurance settlement.

FISCAL 1995 COMPARED TO FISCAL 1994

Net sales in fiscal 1995 increased 38.5%, or $34.5 million, to $124.0 million compared to $89.5 million in fiscal 1994. This increase reflected higher unit volume and higher prices in all cigar categories. The increase in premium cigar sales was higher than the increase in the mass market category and accounted for approximately 53.0% of the Company's total increase in sales in fiscal 1995.

Gross profit increased 54.2%, or $19.1 million, in fiscal 1995 to $54.4 million compared to $35.3 million in fiscal 1994. Gross margin increased to 43.8% from 39.4% in fiscal 1994. The increase in gross profit and margin reflected higher unit sales and prices, a more favorable mix due to relatively higher sales of premium cigars, and lower fixed cost per unit due to the higher volume.

Selling, general and administrative expenses increased 35.0%, or $9.5 million, to $36.7 million in fiscal 1995, from $27.2 million in fiscal 1994. As a percentage of net sales, selling, general and administrative expenses decreased from 30.4% in fiscal 1994 to 29.6% in fiscal 1995. The decrease was primarily due to selling, general and administrative expenses increasing at a lower rate relative to the increase in net sales.

Operating profit increased 119.1%, or $9.6 million, to $17.6 million in fiscal 1995 compared to $8.0 million in fiscal 1994. Operating margin increased to 14.2% during fiscal 1995 from 9.0% in fiscal 1994.

Net income increased 148.9%, or $6.8 million, to $11.3 million in fiscal 1995 from $4.6 million in fiscal 1994. Income in fiscal 1995 included approximately $2.6 million of pre-tax income from an insurance settlement, partially offset by other nonoperating expenses. Higher interest expense in fiscal 1995 related to interest under a mortgage on 387 Park Avenue South. The mortgage was incurred in fiscal 1995.

FISCAL 1994 COMPARED TO FISCAL 1993

Net sales increased 16.5%, or $12.7 million, in fiscal 1994 to $89.5 million compared to $76.8 million in fiscal 1993. This increase reflected higher volume in premium cigars and higher prices in all cigar categories.

Gross profit increased 27.5%, or $7.6 million, in fiscal 1994 to $35.3 million compared to $27.7 million in fiscal 1993. Gross margin increased to 39.4% in 1994, from 36.0% in fiscal 1993. The increase in gross margin reflected higher prices, benefit from mix due to higher sales of premium cigars, and lower fixed costs per unit due to the higher volume.

Selling, general and administrative expenses increased 7.6%, or $1.9 million, to $27.2 million in fiscal 1994 from $25.3 million in fiscal 1993. As a percentage of sales, selling, general and administrative expenses decreased from 32.9% in fiscal 1993 to 30.4% in fiscal 1994. The decrease was due principally to lower increases in selling and marketing expenses relative to the increase in sales.

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Operating profit increased 238.2%, or $5.7 million, to $8.0 million in fiscal 1994 from $2.4 million in fiscal 1993. Operating margin increased to 9.0% in fiscal 1994 from 3.1% in fiscal 1993.

The increase in interest expense in fiscal 1994 reflects principally interest on an equipment mortgage.

Net income was $4.6 million in fiscal 1994, compared to a net loss of $3.0 million in fiscal 1993.

LIQUIDITY AND CAPITAL RESOURCES

Net cash flows used in operating activities were $10.7 million for the 1996 period compared to net cash flows provided by operating activities of $4.9 million in the 1995 period. The use of cash flow in the 1996 period compared to cash flow generated in the 1995 period reflected substantially higher inventory purchases to meet the current demand for cigars and to secure certain tobacco supplies to meet the anticipated future demand for cigars, and a greater reduction in accounts payable due to the timing of the payment dates of certain liabilities. The Company anticipates purchasing and carrying increased levels of tobacco inventory over the next several years. Net cash flows provided by operating activities were $9.5 million and $12.7 million in fiscal 1995 and fiscal 1994, respectively. In fiscal 1993, net cash flows used in operating activities were $3.8 million. In fiscal 1995, cash flows provided by operations were lower compared to fiscal 1994 due to the net increase in working capital related to the higher sales. The increase in working capital in fiscal 1995 partially offset benefits of higher net income. In fiscal 1994, the increase in cash flow from operations compared to fiscal 1993 reflected net income compared to a net loss in fiscal 1993, and a decrease in working capital mainly due to the timing of collections of accounts receivable and the purchase of inventories.

The Company will fund its capital projects using internal cash flow and, if needed, borrowings under the Credit Facility. The capital expenditures in fiscal 1993, fiscal 1994 and fiscal 1995 relate primarily to investments in cigar manufacturing equipment and are part of the normal replacement and upgrading of the Company's manufacturing equipment and facilities. The capital expenditures in the 1996 period primarily relate to investment in the Company's manufacturing facilities to meet the increased demand for the Company's premium cigars. In

order to increase production to meet demand, the Company has begun expansion of its manufacturing facilities in the Dominican Republic and Jamaica and expects to increase production at the Villazon facilities in Honduras. The Company has increased substantially its inventory of long filler tobacco needed for making premium cigars. Capital expenditures for the remainder of fiscal 1996 are expected to be approximately $3.1 million.

Cash flow provided by financing activities in the 1996 period was $16.8 million, and in the 1995 period cash flow used in financing activities was $4.9 million. In each period, the cash flows from financing activities reflected principally the transfer of the Company's net cash flow to Culbro or net cash transfers from Culbro to fund the Company's operations. The net cash transfers from Culbro in the 1996 period reflected the Culbro funding of the increased tobacco purchases. Cash flow used in financing activities in fiscal 1995 and fiscal 1994 were $9.1 million and $10.9 million, respectively. In fiscal 1993, cash flow provided by financing activities was $5.5 million.

During each of the periods presented in the accompanying combined financial statements, the cash management and treasury activities of the Company were integrated with those of Culbro. The Company's cash receipts were transferred daily into Culbro's cash account and the Company's cash disbursement accounts were reimbursed by Culbro on a daily basis.

Culbro maintained credit facilities which it utilized to finance transactions relating to the Company and Culbro's other subsidiaries. The Company did not maintain its own separate credit facilities and the accompanying financial statements do not reflect any allocation of Culbro's debt to the Company. The Company maintained an intercompany account with Culbro in which its net cash flow and other intercompany transactions with Culbro were recorded. See Note 5 to the Combined Financial Statements. The intercompany account with Culbro and the Company's retained earnings and historical capital accounts are included in the Combined Financial Statements as "Culbro Investment."

Prior to the Offering, the Company intends to enter into the Credit Facility to finance the Villazon Acquisition, to fund the Liability Assumption portion of the Asset Transfers and to fund working capital

and other general business requirements. The Company intends to fund its working capital requirements and capital expenditures with cash flow from operations and borrowings under the Credit Facility. Management believes that expected net cash flows from future operations and the availability of borrowings, when necessary, will be sufficient to fund its working capital and capital expenditures for the foreseeable future. After the anticipated repayment of the amount borrowed for the Villazon Acquisition with the net proceeds from the Offering, the Company will have available borrowing capacity of $ under the Credit Facility.

BACKORDERS

The increased demand for premium cigars has caused the Company's backorders of premium cigars, exclusive of Villazon, to increase from $21.0 million at wholesale at December 2, 1995 to $78.0 million at wholesale at November 30, 1996. Currently, the Company does not accept orders from its nine largest customers for premium cigars, but instead allocates to each of them a portion of its production. Therefore, the Company's backorder figure at November 30, 1996 excludes any orders from its nine largest premium cigar customers, although the figure at December 2, 1995 includes such customers' orders. The Company believes that a portion of the backorders reflects the practice of certain customers to order more premium cigars than needed in anticipation of a reduction in the

number of cigars included in the order when filled due to short supplies. Accordingly, backorder figures may not reflect actual lost sales for any of the periods shown. Although the Company has taken measures to reduce the amount of backorders for its cigars, there can be no assurance that such measures will be adequate.

INFLATION

The Company has historically been able to pass inflationary increases for raw materials and other costs onto its customers through price increases and anticipates that it will be able to do so in the future.

SEASONALITY

The Company's business is generally not seasonal. Cigar unit volume, however, is usually higher in the fourth quarter during the Christmas shopping season and slightly lower in the first quarter following the Christmas season.

RECENTLY ISSUED ACCOUNTING STANDARDS

In March 1995, the Financial Accounting Standards Board ("FASB") issued Statement No. 121, "Accounting for the Impairment of Long-Lived Assets and for Long-Lived Assets to be Disposed Of." This Statement requires that long-lived assets and certain intangibles held and used by a business entity be reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. The Company continually reviews its long-lived assets and intangible assets, considering future performance of those assets in assessing the need for adjustments to their carrying values. The Company will perform such reviews in the future in accordance with the methods prescribed by SFAS No. 121.

In October 1995, the FASB issued Statement No. 123, "Accounting for Stock-Based Compensation". This Statement establishes a fair value method of accounting for, or disclosing, stock-based compensation plans. The Company intends to adopt the disclosure provisions of this standard which require disclosing the pro forma effect on net income and earnings per share of the fair value method of accounting for stock-based compensation. The adoption of the disclosure provisions will not affect consolidated financial condition, results of operations, or cash flows.

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BUSINESS

GENERAL

Founded in 1906, General Cigar is the largest manufacturer and marketer in the U.S. in both units and dollar sales of brand name premium cigars (imported, hand-made or hand-rolled cigars made with long filler and all natural tobacco leaf). The Company's MACANUDO and PARTAGAS brands are the two top selling premium cigar brands sold in the U.S. The Company believes that higher priced branded premium cigars constitute the fastest growing segment of the premium cigar market. Approximately 78.2% of the Company's premium cigar sales in fiscal 1995 were at retail prices of $3.00 or more per unit. The Company's unit sales at or above this price point have increased at a 157.9% CAGR during the past three years. The Company, through its well known brands such as GARCIA Y VEGA, also is a leading participant in the growing mass market cigar segment. From fiscal 1993 to fiscal 1995, the Company's net sales increased from $76.8 million to $124.0 million and operating profit increased from $2.4 million to $17.6 million, representing CAGRs of 27.1% and 172.2%, respectively. After giving

effect to the Villazon Acquisition, on a pro forma basis, the Company's net sales and operating profit for 1995 would have been $151.3 million and $21.7 million, respectively.

The Company markets its cigars under a number of well-known brand names. The Company's premium cigars include the MACANUDO brand, as well as the PARTAGAS, TEMPLE HALL, CANARIA D'ORO, CIFUENTES and RAMON ALLONES brands. The Company also owns the rights to market cigars in the U.S. under the names COHIBA and BOLIVAR. The Villazon Acquisition will add a variety of other brand names to the Company's line of premium cigars, including PUNCH, HOYO DE MONTERREY and EL REY DEL MUNDO. The Company and Villazon together own the U.S. trademark rights to seven of the top ten traditional premium Cuban brand names ranked according to 1995 worldwide sales by all cigar marketers. MANCANUDO was rated "best cigar" by ROBB REPORT in 1992, the first year in which ROBB REPORT rated cigars, and "best cigar" again in 1994 and 1995 (the category was not included in the 1993 ROBB REPORT). In 1996, ROBB REPORT chose eight "best cigars," including MACANUDO, PARTAGAS 150 SIGNATURE and HOYO DE MONTERREY EXCALIBUR NO. 2. The Company's mass market large cigars include GARCIA Y VEGA, WHITE OWL, ROBT. BURNS and WM. PENN. The Company's mass market small cigars include the TIPARILLO and TIJUANA SMALLS brands, as well as smaller sizes of its other mass market brands. The Company does not participate in the market for little cigars, which are cigars that resemble cigarettes. The Company also is the exclusive U.S. distributor of French made DJEEP disposable lighters, and it operates CLUB MACANUDO, a cigar bar located in New York City.

MARKET OVERVIEW

The cigar market is divided into three principal categories: premium cigars, mass market cigars (large and small) and little cigars. After declining from its peak in 1964, unit sales of cigars increased to 4.0 billion units in 1995 from 3.4 billion units in 1993. Unit sales of premium cigars, which had remained essentially flat since 1981 despite continued declines in mass market cigar unit sales, increased approximately 50% from 1993 to 1995. Led by growth in premium cigars, the U.S. cigar market has grown at a compound annual unit growth rate of 7.5% from 1993 to 1995, while retail dollar sales have grown at a CAGR of 20.6% over the same period.

The Company believes that this increase in cigar consumption and retail sales is the result of a number of factors, including: (i) the improving image of cigar smoking resulting from increased publicity, including the success of CIGAR AFICIONADO and SMOKE magazines and the increased visibility of cigar smoking by celebrities (such as Arnold Schwarzenegger, Mel Gibson, Demi Moore and Bill Cosby); (ii) the emergence of an expanding base of younger, highly educated, affluent adults age 25 to 35 and the growing interest of this group in luxury goods, including premium cigars; (iii) the increase in the number of adults over the age of 40 (a demographic group believed to smoke more cigars than any other demographic group); and (iv) the proliferation of establishments, such as restaurants and clubs, where cigar smoking is encouraged, as well as "cigar smokers" dinners and other special events for cigar smokers.

CATEGORIES OF CIGARS

PREMIUM CIGARS. Premium cigars are imported, hand-made or hand-rolled cigars made with long filler and all natural tobacco leaf. Unit sales of premium cigars in the U.S. increased by 10.7% in 1993, by 14.5% in 1994 and by 30.5% in 1995. The Dominican Republic, Honduras and Jamaica collectively accounted for approximately 84.0% of premium cigars imported into the U.S. in 1995. Many of the finest premium cigars sold in the U.S. trace their roots to pre-Castro Cuba

and the Cuban emigres who fled to continue making premium cigars in Jamaica, the Dominican Republic, Honduras and Florida. See "--Making a General Cigar Premium Cigar."

MASS MARKET CIGARS. Mass market cigars generally are domestic, machine-made cigars that use less-expensive short filler tobacco and are made with homogenized tobacco binders and either homogenized sheet wrappers or natural leaf wrappers. Unit sales of mass market cigars in the U.S. decreased by 4.3% in 1993, increased by 9.0% in 1994 and increased by 8.6% in 1995. Unit sales of more expensive mass market cigars, using natural leaf wrappers, grew by 14.9% in 1995, as consumers appear to have migrated to more expensive but higher quality mass market cigars.

LITTLE CIGARS. Little cigars are the lowest priced cigars. Little cigars weigh less than three pounds per 1,000, are similar in size to cigarettes and typically have filters. Little cigars are domestic, machine made cigars that use short filler tobacco and homogenized sheet wrapper. Little cigars are not made with binders. Unit sales of little cigars in the U.S. decreased by 1.1% in 1993, increased by 6.1% in 1994 and increased by 2.2% in 1995. The Company does not participate in the market for little cigars.

The following table sets forth certain data with respect to U.S. cigar unit sales and retail sales for the premium, mass market and little cigar markets for the periods shown:

<TABLE>
<CAPTION>

	1992	1993	
<S>	<C>	<C>	<
		(IN MILLI	
Unit sales:			
Premium	99.4	110.0	
Mass market	2,119.6	2,028.0	
Little cigars	1,302.0	1,288.0	
Total	3,521.0	3,426.0	
Retail sales	$ 659.0	$ 725.0	$

</TABLE>

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Source: Bureau of Alcohol, Tobacco and Firearms; Cigar Association of America Annual Survey of Cigars. Retail sales are based in part on the Company's estimate of sales of little cigars.

CIGAR TOBACCOS

Tobacco is grown around the world, but production of the finest cigar tobaccos is concentrated in the Tropics, especially Cuba, Cameroon, Central West Africa, the Dominican Republic, Ecuador, Honduras, Indonesia, Mexico and Nicaragua. The Connecticut River Valley, however, produces some of the finest wrapper tobacco in the world. Connecticut Shade wrapper tobacco is grown under a gauze shade to produce a finer, thinner leaf with smaller veins than that of sun-grown tobaccos. Some wrapper tobacco, as well as all high-quality binder and

filler tobacco, is exposed to the full strength of the sun throughout the growing season, producing a thicker leaf with stronger flavors and darker colors. Premium binder and long filler tobaccos sell for approximately $4 to $7 per pound, while premium cigar wrapper tobaccos sell for approximately $20 to $40 per pound and the best Connecticut Shade wrapper tobaccos sell for approximately $42 to $44 per pound.

Tobacco is grown from seeds that are germinated in greenhouses in raised seedbeds. After six weeks, the healthiest seedlings are transplanted to fields. Commencing six weeks after transplanting, the leaves are picked, starting with the bottom of the stalk, three leaves at a time, once a week over a six week period. Once harvested, the tobacco goes through a period of curing and fermentation. In the curing stage, the

wrapper tobacco is hung in tobacco sheds for approximately five weeks to remove moisture and cause the green leaves to turn into the desired golden brown color. In the fermentation stage, workers carefully build slightly moistened tobacco into piles weighing approximately 3,000 pounds known as "bulks." Temperatures inside the bulks reach as high as 120 DEG.F as the tobacco "sweats" in the early stages of fermentation. The tobacco is turned multiple times before fermentation is complete. Workers then sort the tobacco, first according to color and clarity and then according to size. Sorted leaves are then tied into "hands," each consisting of 40 leaves. The hands are then "mulled," or softly fermented in cases weighing up to 130 pounds, and packed in bales, usually surrounded by burlap, to age. Premium cigar tobaccos generally age for approximately two to three years, although "vintage" premium tobaccos may age for up to ten years.

The Company purchases premium cigar wrapper tobacco from growers throughout the world, including Cameroon (for use in making the PARTAGAS and RAMON ALLONES cigars), Ecuador (for use in making the PUNCH and HOYO DE MONTERREY cigars) and Mexico (for use in making the CANARIA D'ORO cigar). The Company is a grower and supplier of Connecticut Shade tobacco used in making the MACANUDO and TEMPLE HALL cigars. The Connecticut Shade tobacco used for wrapper on the Company's cigars is sent to the Dominican Republic from Connecticut for curing and fermentation, after which it is shipped back to the U.S. for aging in a process known as a "winter sweat." After aging for one year, the bales of Connecticut Shade are returned to the Dominican Republic for an additional period of fermentation, and are then sent back to the U.S. a second time for additional aging before being shipped to the Company's cigar manufacturing facilities in the Dominican Republic and Jamaica.

The Company purchases all of its binder and long filler tobaccos from growers throughout the world, primarily the Dominican Republic, Mexico and other countries. The binder tobacco is purchased in leaf form, while the long filler tobacco is purchased in "frog" strip form, with half of the stem removed. The Company procures commitments for binder and long filler tobacco two years in advance of delivery. These tobaccos grow for one year and are fermented for one year, after which they are baled and delivered to warehouses in Pennsylvania for aging. Binder and long filler tobacco typically is aged for two years. Throughout the growing and fermenting process, representatives of the Company periodically inspect tobacco for which the Company has received a sale commitment.

MAKING A GENERAL CIGAR PREMIUM CIGAR

To assure that its premium cigars are consistently of the highest quality, the Company employs a painstaking, labor-intensive process, requiring the skilled judgment of experienced master cigar-makers and numerous intricate steps

on the part of trained craftsmen. A tobacco leaf used in the manufacture of any of the Company's premium cigars may be touched as many as 100 times before it is smoked as part of a finished cigar.

THE WRAPPER. After sufficient aging, baled wrapper tobacco is opened and examined for quality. The hands of wrapper tobacco are moistened in a process known as "casing." Then each individual tobacco leaf is "stripped" to remove the stem, and the half leaves are selected according to the length appropriate for each cigar size. Finally, the sorted half leaves are counted into "pads" of 50 and sent to the cigar floor.

THE BINDER AND LONG FILLER. After aging, the binder and long filler tobacco leaves are sent to one of the Company's cigar factories. There, the binder tobacco is cased, stripped, sized and sorted into pads of 50 in a process similar to that used in preparing the wrapper tobacco and is then sent to the cigar floor. The long filler leaves are placed in a moistening hot room in order to separate the individual leaves. The long filler leaves are then blended by hand by placing leaf upon leaf and boxing them in cedar boxes for storage in cedar storage rooms for three to five weeks in a process designed to marry the various aromas of the leaves in order to create a uniform taste. Following this blending process, the long filler tobacco is sent to the cigar floor.

MAKING THE CIGAR. Bunchers, working side by side with wrapper-rollers, take leaves from filler boxes and, taking care to maintain the appropriate mixture of light and heavy tobaccos, roll them by hand inside a dark, supple binder leaf. The bunch is then placed in a wooden mold that shapes it to the specific length and ring gauge of a particular cigar size. After approximately 30 minutes, the bunch is removed from the

mold for wrapping. The wrapper-roller places the wrapper leaf upside down on a cutting board so that the smooth, unveined side of the leaf will appear on the outside of the cigar and uses a "Cuban knife" to trim each wrapper to the correct shape for a particular cigar size. The wrapper-roller then wraps the shaped bunch in the wrapper and seals the head of the cigar with a natural, flavorless gum from the tragacanth tree.

The finished cigars are then "bundled" in lots of 50 and inspected for weight and firmness, as well as size, density, uniformity and texture. Finished cigars are aged for three to 12 weeks in a cedar room. Trained selectors arrange the finished cigars in separate groups chosen by subtle color differences. Master cigar-makers smoke samples to assure quality. Cigars then are individually banded and cellophaned or tubed and placed in handcrafted cigar boxes to be shipped to the Company's customers.

BUSINESS STRATEGY

The Company believes that its competitive strengths, together with the following strategies, will enable the Company to continue its growth, increase its profitability and enhance its market share:

/ / INCREASE LEADING MARKET SHARE IN THE U.S. PREMIUM SEGMENT. The Company intends to capitalize on the rapidly growing premium cigar market by: (i) continuing to improve awareness and recognition of its premium cigar brands through extensive advertising, increased penetration of targeted retail outlets and professional sales management; (ii) developing and selling more broadly certain new premium cigars that carry well recognized traditional premium Cuban brand names, such as COHIBA and BOLIVAR; (iii) developing line extensions in higher price

categories that leverage the Company's already established premium brands, such as MACANUDO VINTAGE and PARTAGAS LIMITED RESERVE; and (iv) using the Company's national sales force and extensive channels of distribution to increase sales of the products acquired in the Villazon Acquisition.

/ / DEVELOP "PREMIUM" MASS MARKET CIGAR BUSINESS. The Company is seeking to increase revenues and profits in its mass market cigar business by extending its well-known mass market brand names into higher price categories within the mass market segment. The Company believes that the higher-end mass market segment recently has experienced growth similar to that of the premium segment. The Company is attempting to capitalize on this growth by expanding products such as the GARCIA Y VEGA HAND MADE cigars and by developing similar higher-end cigars under several of its other mass market brand names, such as the WHITE OWL SELECT, a natural leaf wrapper mass market cigar.

/ / EXPAND MASS MARKET CIGAR BUSINESS. The Company believes that the resurgence in the premium segment also has positively affected the demand for traditional mass market cigars. The Company's leading high-end mass market brand, GARCIA Y VEGA, experienced a 16.2% increase in unit growth in 1995 compared to 1994. The Company intends to increase its sales and production of traditional mass market cigars to capitalize on the increasing demand in the mass market segment.

/ / EXPAND PRODUCTION CAPACITY AND TOBACCO INVENTORY. The Company intends to expand manufacturing capacity in order to meet increasing demand for its products while adhering to its traditionally high quality standards. The Company has begun expansion of its manufacturing facilities in the Dominican Republic and Jamaica and intends to expand production at the Villazon facilities in Honduras. In addition, the Company has implemented a unique "training center" program at its Dominican Republic facility through which it has been able to train a greater number of cigar rollers in a shorter period of time and attain a higher rate of completion of the training program than had been its experience using traditional training methods. The Company intends to implement a similar program in its Jamaican and Honduran facilities. The Company also has substantially increased its tobacco inventory for making premium cigars.

/ / SELECTIVELY BROADEN CIGAR DISTRIBUTION CHANNELS. The Company intends to broaden its existing customer relationships and actively develop new channels and methods of distribution. With respect to premium cigars, the Company is pursuing opportunities in a number of developing distribution

channels, including cigar bars and clubs, hotel shops, wine shops (excluding jurisdictions, such as New York, where selling tobacco products in businesses possessing retail liquor licenses is prohibited by law), restaurants and upscale specialty retail stores (such as Neiman Marcus and Orvis). With respect to mass market cigars, the Company is seeking to enhance relations with existing retailers by acting as the tobacco "category manager," assisting such retailers in increasing their sales of tobacco products. As a result, the Company has achieved improved shelf space for its cigars.

/ / EXPAND INTERNATIONAL CIGAR BUSINESS. The Company plans to increase its international presence, particularly with respect to the MACANUDO

brand. The Company will focus its efforts in the United Kingdom, Germany, France, Spain, China and certain countries in South America, as well as duty free markets worldwide. The Company intends to implement this strategy in a variety of ways, including building on its existing relationships with major international distributors and entering into joint ventures.

/ / DEVELOP SALES OF BRANDED SMOKING ACCESSORIES AND LIFESTYLE PRODUCTS. The Company intends to become a leading marketer and licensor of high-quality branded smoking accessories, such as humidors and cigar cutters, and branded luxury lifestyle products, such as leather goods and apparel. The Company believes such expansion will improve brand recognition among premium cigar consumers. The Company also may open additional CLUB MACANUDO locations, including one location in Chicago expected to open in the spring of 1997. CLUB MACANUDO promotes the Company's premium brands as well as cigar smoking as part of the luxury lifestyle. The Winter 1996/97 issue of CIGAR AFICIONADO called CLUB MACANUDO New York City's "preeminent cigar lounge," and SMOKE magazine recently said of CLUB MACANUDO, "breathtaking interior ... this place is pure 'cigar.' "

BACKORDERS

The increased demand for premium cigars has caused the Company's backorders of premium cigars, exclusive of Villazon, to increase from $21.0 million at wholesale at December 2, 1995 to $78.0 million at wholesale at November 30, 1996. Currently, the Company does not accept orders from its nine largest customers for premium cigars, but instead allocates to each of them a portion of its production. Therefore, the Company's backorder figure at November 30, 1996 excludes any orders from its nine largest premium cigar customers, although the figure at December 2, 1995 includes such customers' orders. The Company believes that a portion of the backorders reflects the practice of certain customers to order more premium cigars than needed in anticipation of a reduction in the number of cigars included in the order when filled due to short supplies. Accordingly, backorder figures may not reflect actual lost sales for any of the periods shown. Although the Company has taken measures to reduce the amount of backorders for its cigars, there can be no assurance that such measures will be adequate. See "Risk Factors--Constraints on Ability to Satisfy Demand."

SALES AND MARKETING

The Company believes that it is recognized as one of the most successful marketers of cigars in the U.S., having achieved ADVERTISING AGE's 1996 "Top Marketing 100" award for the MACANUDO brand. The Company believes that it spends considerably more on consumer advertising than its nearest competitor, even in times when it is experiencing significant backorders.

The Company sells its cigar products throughout the U.S. to over 1,300 customers, consisting of wholesale distributors, direct buying chains (including food, drug, mass merchant and convenience store chains), tobacconists, specialty retailers (such as Neiman Marcus and Orvis) and consumer catalogue retailers.

The Company recently has created a full-time, in-house sales analysis group, which reviews cigar industry product consumption reports prepared by national sales audit firms, as well as sales information provided by retailers with respect to which the Company acts as category manager. The Company also employs a direct sales force to develop and service its sales to wholesalers, distributors, direct buying chains and tobacconists. The Company's sales force, which has been increased by 60% since 1994, is

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composed of one group responsible for the sale of all the Company's products. A separate group of "premium specialists" focuses on the sales and promotion of premium cigars with tobacconists, cigar clubs, restaurants, premium cigar distributors and other specialty retailers. Both sales groups utilize a fact-based approach to category selling designed to optimize category performance for the Company's retail customers and improve the performance of the Company's brands. The Company believes that the utilization of a separate premium selling group positions it to maintain a high degree of focus on its premium product category while enabling the sales force to serve a broad mass market customer base. The Company's sales force operates nationally with account coverage structured geographically to provide for close relationships with local customers.

The Company actively pursues innovative outlets for marketing its premium cigars to the luxury goods consumer, such as golf pro shops and upscale wine shops. The Company also has developed a program through which it markets cigars and cigar menus directly to restaurants. With respect to its mass market brands, the Company has adopted a program to promote its brands with certain retailers, such as CVS and Walmart/McLane, by acting as tobacco "category manager." As category manager, the Company attempts to assist the retailer in increasing the retailer's sales of tobacco products. As a result, the Company has achieved improved shelf space for its cigars. The Company also provides a wide variety of cigar merchandising fixtures and point-of-sales support to its retailers. These fixtures help to maintain an attractive in-store product presentation and to improve shelf space and positioning of the Company's brands.

The Company advertises its premium cigar products in magazines, such as CIGAR AFICIONADO and SMOKE, as well as magazines targeted to an upscale audience such as ROLLING STONE, FORBES and GOLF DIGEST and in newspapers and on radio. The Company advertises its mass market cigar products primarily through newspapers, sports magazines and similar publications. In addition, the Company's website, "cigarworld.com," was selected as the best cigar product website by YAHOO MAGAZINE. The Company has substantially increased its marketing and advertising expenditures in order to continue to build the brand recognition of its leading premium cigar brands, as well as to support new product introductions. Since 1993, the Company has brought to market a broad array of new products and brand extensions primarily in connection with its brand-oriented cigar marketing, including limited edition cigars under the PARTAGAS 150 and multi-year MACANUDO VINTAGE offerings, MACANUDO and PARTAGAS, branded fashion apparel and branded cigar smoking accessories.

Sales of the Company's cigar products outside of the U.S. currently are not material, although the Company plans to increase its international presence, particularly with respect to the MACANUDO brand. The Company will focus its efforts in the United Kingdom, Germany, France, Spain, China and certain countries in South America, as well as duty free markets worldwide. The Company recently became the only U.S. cigar maker to receive approval from the government of China to market and sell its products in that country. The Company already has begun distributing premium and mass market cigars in China.

TRADEMARKS

The Company's success and ability to compete are dependent to a significant degree on its trademarks. The Company generally owns the trademarks under which its products are sold. The Company has registered its trademarks in the U.S. and many other countries and will continue to do so as new trademarks are developed or acquired. The Company holds the right to use the MACANUDO trademark and brand name for cigars in many countries worldwide. The Company does not, however, hold

or own the right to use certain of its well-known trademarks and brand names, including PARTAGAS and COHIBA, in certain foreign markets. The Company's ability to expand into such markets by capitalizing on the strength of its brand names in the U.S. may be limited by its inability to use or acquire such brand names in those foreign markets. The Company pays royalties to the prior owners of certain of its trademarks. Such

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payments are not material. Unless otherwise indicated, the Company owns the U.S. trademarks listed below:

<TABLE>
<CAPTION>

PREMIUM CIGAR BRANDS	MASS MARKET CIGAR BRANDS
MACANUDO	GARCIA Y VEGA
<S>	<C>
PARTAGAS	WHITE OWL
RAMON ALLONES	TIPARILLO
TEMPLE HALL	ROBT. BURNS
CANARIA D'ORO	TIJUANA SMALLS
CIFUENTES	WM. PENN
COHIBA	BANCES (1)
BOLIVAR	LORD BEACONSFIELD (1)
PUNCH (1)	VILLA DE CUBA (1)
HOYO DE MONTERREY (1)	PEDRO IGLESIAS (1)
EXCALIBUR (1)	TOP STONE (1)
BANCES (1)	VILLAZON DELUXE (1)
EL REY DEL MUNDO (1)	

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(1) The Company will acquire the rights to use this trademark upon the closing of the Villazon Acquisition.

The Company vigorously defends its trademarks from their improper use by others, including the manufacturers of counterfeit cigars.

RAW MATERIALS

The Company has strong relationships with tobacco suppliers and is expanding its commercial and technical ties with local growers to secure a variety of sources for raw materials, ensure the quality of its raw materials and maximize cost savings.

The most important material in the manufacture of cigars is properly aged tobacco. Arrangements for the procurement of tobacco typically are made at the time the tobacco is planted, approximately three to four years before the tobacco will be manufactured into cigars. The Company buys tobacco directly from a large number of suppliers worldwide and does not believe that it is dependent on any single source for tobacco. The Company has experienced shortages in Cameroon-grown natural wrapper tobacco, which is used in making PARTAGAS cigars, due to the increase in demand for high quality natural wrapped cigars. Because the Company is a leading grower and supplier of Connecticut Shade tobacco, which is used in making MACANUDO cigars, the Company has not experienced similar shortages with respect to Connecticut Shade. The increase in demand has caused the price of natural wrapper and premium cigar tobaccos to increase. The Company has an extensive seed development program to improve the wrapper tobacco

characteristics. The Company lost certain seed samples and records in a fire in 1994. See "Risk Factors-- Constraints on Ability to Satisfy Demand," "Risk Factors--Social, Political and Economic Risks Associated with Foreign Operations and International Trade" and "--Backorders."

COMPETITION

The Company is the largest manufacturer and marketer in the U.S. in both units and dollar sales of brand name premium cigars. The Company's main competitors in the branded and private label premium markets include Davidoff, Fuente, Consolidated Cigar Holdings Inc. and Nestor Plasencia. In addition, the increased demand for cigars and the relatively low barriers to entry have led to a number of new entrants in the premium cigar manufacturing business. The Company's main competitors in the mass market cigar market are Swisher International Group Inc., Consolidated Cigar Holdings, Inc., and Havatampa/Phillies Cigar Corporation.

THE TOBACCO INDUSTRY

REGULATION

Cigar manufacturers, like other producers of tobacco products, are subject to regulation at the federal, state and local levels. Federal law has recently required states, in order to receive full funding for federal substance abuse block grants, to establish a minimum age of 18 years for the purchase of tobacco products, together with an appropriate enforcement program. The recent trend is toward increasing regulation of the tobacco industry, and the recent increase in popularity of cigars could lead to an increase in regulation of cigars. A variety of bills relating to tobacco issues have been introduced in the U.S. Congress, including bills that would have (i) prohibited the advertising and promotion of all tobacco products or restricted or eliminated the deductibility of such advertising expenses, (ii) increased labeling requirements on tobacco products to include, among other things, addiction warnings and lists of additives and toxins, (iii) shifted regulatory control of tobacco products and advertisements from the FTC to the FDA, (iv) increased tobacco excise taxes and (v) required tobacco companies to pay for health care costs incurred by the federal government in connection with tobacco related diseases. Hearings have been held on certain of these proposals; however, to date, none of such proposals have been passed by Congress. Future enactment of such proposals or similar bills may have an adverse effect on the results of operations or financial condition of the Company.

In August, 1996, the FDA published a final rule on tobacco in the Federal Register. Specifically, the rule prohibits a variety of activities relating to the sale of cigarettes and smokeless tobacco, including the distribution of non-tobacco items, such as hats and tee shirts, that carry cigarette logos. These regulations are not currently applicable to cigars; however, there can be no assurance that these regulations will not be expanded to include cigars in the future. A significant amount of the Company's Djeep lighter sales are to cigarette manufacturers who sell or give away such lighters with their cigarettes. The provisions of the regulations are scheduled to become effective between six months and two years after August 28, 1996. These regulations, particularly as they relate to the Company's use of Djeep lighters, could have a material adverse effect on the Company's Djeep lighter business.

In addition, the majority of states restrict or prohibit smoking in certain public places and restrict the sale of tobacco products to minors. Local legislative and regulatory bodies also have increasingly moved to curtail

smoking by prohibiting smoking in certain buildings or areas or by requiring designated "smoking" areas. Further restrictions of a similar nature could have an adverse effect on the sales or operations of the Company. Numerous proposals also have been considered at the state and local level restricting smoking in certain public areas.

Although federal law has required health warnings on cigarettes since 1965 and on smokeless tobacco since 1986, there is no federal law requiring that cigars carry such warnings. California, however, requires "clear and reasonable" warnings to consumers who are exposed to chemicals determined by the state to cause cancer or reproductive toxicity, including tobacco smoke and several of its constituent chemicals. Although similar legislation has been introduced in other states, no action has been taken. There can be no assurance that such legislation introduced in other states will not be passed in the future or that other states will not enact similar legislation. Consideration at both the federal and state level also has been given to consequences of tobacco smoke on others who are not presently smoking (so called "second-hand" smoke). There can be no assurance that regulations relating to second-hand smoke will not be adopted or that such regulations or related litigation would not have a material adverse effect on the Company's results of operations or financial condition.

The U.S. Environmental Protection Agency (the "EPA") published a report in January 1993 with respect to the respiratory health effects of passive smoking (second-hand smoke), which concluded that widespread exposure to environmental tobacco smoke presents a serious and substantial public health concern. Issuance of the report, which is based primarily on studies of passive cigarette smokers, may lead to further legislation designed to protect non-smokers. Also, a study recently published in the journal

SCIENCE reported that a chemical found in cigarette smoke has been found to cause genetic damage in lung cells that is identical to damage observed in many malignant tumors of the lung and, thereby, directly links lung cancer to smoking. This study could affect pending and future tobacco regulation and litigation. See "--Litigation."

Increased cigar consumption and the publicity such increase has received may increase the risk of additional regulation. There can be no assurance as to the ultimate content, timing or effect of any additional regulation of tobacco products by any federal, state, local or regulatory body, and there can be no assurance that any such legislation or regulation would not have a material adverse affect on the Company's business.

LITIGATION

Historically, the cigar industry has experienced less health-related litigation than the cigarette and smokeless tobacco industries have experienced.

Litigation against the cigarette industry historically has been brought by individual cigarette smokers. In 1992, the United States Supreme Court in Cipollone v. Liggett Group, Inc. ruled that federal legislation relating to cigarette labeling requirements preempts claims based on failure to warn consumers about the health hazards of cigarette smoking, but does not preempt claims based on express warranty, misrepresentation, fraud or conspiracy. To date, individual cigarette smokers' claims against the cigarette industry generally have been unsuccessful. A jury in Florida, however, recently determined that a cigarette manufacturer was negligent in the production and sale of its cigarettes and sold a product that was unreasonably dangerous and defective, awarding the plaintiffs a total of $750,000 in damages.

Current tobacco litigation generally falls within one of three categories: class actions, individual actions or actions brought by individual states generally to recover Medicaid costs allegedly attributable to tobacco-related illnesses. The pending actions allege a broad range of injuries resulting from the use of tobacco products or exposure to tobacco smoke and seek various remedies, including compensatory and, in some cases, punitive damages together with certain types of equitable relief such as the establishment of medical monitoring funds and restitution. The major tobacco companies are vigorously defending these actions.

In May 1996, the Fifth Circuit Court of Appeals in Castano v. American Tobacco, et al. reversed a Louisiana district court's certification of a nationwide class consisting essentially of nicotine dependent cigarette smokers. Notwithstanding the dismissal, new class actions asserting claims similar to those in Castano recently have been filed in certain states. To date, two pending class actions against major cigarette manufacturers have been certified. The first case is limited to Florida citizens allegedly injured by their addiction to cigarettes; the other is limited to flight attendants allegedly injured through exposure to secondhand smoke.

The Company is a party to lawsuits incidental to its business. The Company, together with a variety of numerous other tobacco product manufacturers and retailers, has been named in seven suits in Florida since 1995; however, it has been served in only four of these lawsuits and in each case was voluntarily dismissed as a defendant (without prejudice in each case). One of the suits in which the Company has been named but not served is a putative class action, filed on or about August 30, 1996, brought against the Company and 13 other defendants on behalf of Florida residents alleged to be addicted to nicotine and injured as a result of smoking cigarettes. In addition, the Company and 13 others were named as defendants in two form complaints that identified no plaintiffs, filed on or about August 27, 1996, apparently in contemplation of filing additional complaints on behalf of individual plaintiffs. The Company has not been served with complaints in any such cases. The Company believes that the outcome of such legal proceedings as are pending will not in the aggregate have a material adverse effect on the Company's consolidated financial position. The Company carries general liability insurance but has no health hazard policy, which, to the best of the Company's knowledge, is consistent with industry practice. There can be no assurance, however, that there will not be an increase in health-related litigation against the cigarette and

smokeless tobacco industries or similar litigation in the future against cigar manufacturers. The costs to the Company of defending prolonged litigation and any settlement or successful prosecution of any material health-related litigation against manufacturers of cigars, cigarettes or smokeless tobacco or suppliers to the tobacco industry could have a material adverse effect on the Company's business. The recent increase in the consumption of cigars may have the effect of increasing the probability of legal claims.

EXCISE TAXES

Cigars have long been subject to federal, state and local excise taxes, and such taxes frequently have been increased or proposed to be increased, in some cases significantly, to fund various legislative initiatives. The federal excise tax rate on large cigars (weighing more than three pounds per thousand cigars) is 12.75% of the manufacturer's selling price, net of the federal excise tax and certain other exclusions, capped at $30.00 per thousand cigars.

In the past, there have been various proposals by the federal government to fund legislative initiatives through increases in federal excise taxes on tobacco products. In 1993, the Clinton Administration proposed a significant increase in excise taxes on cigars, pipe tobacco, cigarettes and other tobacco products to fund the Clinton Administration's health care reform program. The Company believes that the volume of cigars sold would have been dramatically reduced if excise taxes were enacted as originally proposed as part of the Clinton Administration's health care reform program. Future enactment of significant increases in excise taxes, such as those initially proposed by the Clinton Administration or other proposals not linked specifically to health care reform, would have a material adverse effect on the business of the Company. The Company is unable to predict the likelihood of the passage or the enactment of future increases in tobacco excise taxes.

Tobacco products also are subject to certain state and local taxes. Deficit concerns at the state level continue to exert pressure to increase tobacco taxes. The number of states that impose excise taxes on cigars is 42. State cigar excise taxes are not subject to caps similar to the federal cigar excise tax. From time to time, the imposition of state and local taxes has had some impact on sales regionally. The enactment of new state excise taxes and the increase in existing state excise taxes are likely to have an adverse effect on regional sales as cigar consumption generally declines.

EMPLOYEES

The Company employs approximately 4,200 persons, which includes 1,000 seasonal employees. At present, employees at the Company's Kingston, Jamaica location are represented by two unions, the Trade Union Congress ("TUC"), which represents production and maintenance workers, and the Bustemante International Trade Union ("BITU"), which represents working supervisors and office and clerical employees. The Company's contract with TUC expires in March 1999, and its contract with BITU expires in December 1997. On occasion, work stoppages have occurred during the negotiation of new union contracts in Jamaica, and there can be no assurance that such a stoppage will not occur in connection with the negotiation of any new contract. In addition, employees at Villazon's Tampa, Florida facility are represented by the Cigar Makers' Union Local 533 of the Retail, Wholesale and Department Store Union AFL-CIO-CLC. No other employees of the Company or Villazon are represented by unions. The Company believes that its relations with its employees are satisfactory. Recently, the increased demand for cigars has led to increased demand for cigar rollers, and a number of these employees have taken advantage of employment opportunities with competitors and new market entrants.

PROPERTIES

LAND HOLDINGS

The Company owns approximately 1,200 acres of land in the Connecticut River Valley used in its tobacco growing operations. In addition, the Company will lease for a ten-year period approximately

acres of arable land in Connecticut. CLR at its option may terminate the lease as to acres annually.

MANUFACTURING AND CORPORATE OFFICES

As of December 20, 1996, the principal properties owned or leased by the Company for use in its business included:

<TABLE>
<CAPTION>

LOCATION	OWNED OR LEASED	LEASE EXPIRATION DATE	NATURE OF OPERATION
<S>	<C>	<C>	<C>
New York, New York	Owned	N/A	Executive Offices -New York Headquarters
New York, New York	Leased	8/31/05	Club Macanudo -Cigar Bar
Kingston, Jamaica, W.I.	Owned	N/A	Cigar Manufacturing
Dothan, Alabama	Leased(3)	11/1/01	Cigar Manufacturing & Warehousing
Hatfield, Massachusetts	Owned	N/A	Tobacco Warehouse
Santiago, Dominican Republic	Leased(4)	10/31/01	Tobacco Processing, Cigar Manufacturing & Storage
Dominican Republic	Leased	9/15/01	Tobacco Growing
Bloomfield, Connecticut	Leased	8/30/06	General Cigar Co., Inc. Executive Offices
Bloomfield, Connecticut	Leased	10/17/06	General Cigar Co., Inc. Bloomfield Headquarters
San Pedro Sula, Honduras (5)	Owned	N/A	Manufacturing & Distribution
San Pedro Sula, Honduras (5)	Leased	3/31/99	Offices
Danli, Honduras (5)	Owned	N/A	Manufacturing & Distribution
Tampa, Florida (5)	Owned	N/A	Executive Offices, Manufacturing & Distribution
Upper Saddle River, New Jersey (5)	Leased	11/30/99(6)	Sales & Distribution
Chicago, Illinois	Leased	9/30/01(7)	Club Macanudo -Cigar Bar

</TABLE>

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(1) In square feet, except where indicated.

(2) The Company uses approximately 25,000 square feet. The balance is leased or available for lease.

(3) Industrial Revenue Bond financing lease. The Company owns a 52,500 square foot warehouse in Dothan, Alabama that is leased to a third party.

(4) The Company leases property in Santiago, Dominican Republic for its cigar manufacturing, tobacco processing and tobacco warehousing operations. These operations are conducted in several different facilities which are subject to eleven different leases. The leases have expiration dates ranging from 1998 to 2001 and are all subject to renewal options. The Company subleases 70,000 square feet of these facilities to Shade Leaf Processors.

(5) Facility to be acquired as part of the Villazon Acquisition.

(6) Upon the closing of the Villazon Acquisition the Company will enter into a new lease with the owner of the property (an affiliate of one of the present owners of Villazon) on terms and for a duration to be determined.

(7) Subject to a five-year renewal at the Company's option.

<PAGE>

In addition, the Company is planning to construct a new warehouse in Bloomfield, Connecticut.

The Company believes that its existing and planned manufacturing facilities and distribution centers are adequate for the current level of the Company's operations. The Company believes that additional facilities, if necessary, would be readily available on a timely basis on commercially reasonable terms. Further, the Company believes that the leased space that houses its existing manufacturing and distribution facilities is not unique and could be readily replaced, if necessary, at the end of the terms of its existing leases on commercially reasonable terms. The Company's leases have expiration dates ranging from 1999 to 2000, many of which are renewable at the option of the Company.

The Company believes that its facilities are well maintained and in substantial compliance with environmental laws and regulations.

<PAGE>

MANAGEMENT

DIRECTORS AND EXECUTIVE OFFICERS

The following table sets forth certain information with respect to the Company's executive officers, directors and certain other key employees.

<TABLE>
<CAPTION>

NAME	AGE	POSITION
<S>	<C>	<C>
Edgar M. Cullman	78	Chairman of the Board and Director
Edgar M. Cullman, Jr.	50	President, Chief Executive Officer and Di
Jay M. Green	49	Executive Vice President, Chief Financial
Austin T. McNamara	42	Executive Vice President and Chief Operat
A. Ross Wollen	52	General Counsel, Senior Vice President an

Joseph C. Aird	52	Senior Vice President--Controller
Robert Loftus	46	Vice President and Assistant Controller
Alfons Mayer	69	Senior Vice President of Tobacco of Gener
Benjamin F. Menendez	60	Senior Vice President of Premium Special Inc.
Angel Daniel Nunez	45	Senior Vice President of Tobacco Growing Co., Inc.
John M. Rano	50	Senior Vice President of Marketing and Pr Cigar Co., Inc.
Frank Fina, Jr.	54	Senior Vice President of New Business Dev Inc.
Raymond Hansen	47	Senior Vice President of Operations of Ge
W. Brent Currier	36	Vice President of Sales and Field Marketi
Bruce A. Barnet	51	Director
John L. Bernbach	52	Director
John L. Ernst	56	Director
Thomas C. Israel	52	Director
Dan W. Lufkin	63	Director
Graham V. Sherren	58	Director
Peter J. Solomon	58	Director
Francis T. Vincent, Jr.	57	Director

</TABLE>

EDGAR M. CULLMAN has been the Chairman of the Board of the Company since December 1996. From 1962 to 1996 he served as Chief Executive Officer of Culbro. Mr. Cullman has served as a Director of Culbro since 1961 and has been Chairman of Culbro since 1975. He also is a Director of Centaur Communications Limited, Bloomingdale Properties, Inc. and Eli Witt. Eli Witt filed for relief from its creditors under Chapter 11 of the Federal Bankruptcy Code in November 1996. Edgar M. Cullman is the father of Edgar M. Cullman, Jr. and the uncle of John L. Ernst.

EDGAR M. CULLMAN, JR. is the President and Chief Executive Officer of both Culbro and the Company, and he also is a Director of both Culbro and the Company. Mr. Cullman was elected President and Chief Executive Officer of the Company in December 1996. He was elected Chief Executive Officer of Culbro in

<PAGE>

1996 after serving as the Chief Operating Officer of Culbro for 12 years. He has been President of Culbro since 1984 and has been a Director of Culbro since 1982. In 1992, 1993 and 1995 he was President of Culbro Land Resources, Inc. Mr. Cullman is also a Director of First Financial Caribbean Corporation, Bloomingdale Properties, Inc. and Eli Witt. Eli Witt filed for relief from its

creditors under Chapter 11 of the Federal Bankruptcy Code in November 1996.

JAY M. GREEN is the Executive Vice President, Chief Financial Officer and Treasurer of both the Company and Culbro. He was appointed to this position with the Company in December 1996 and has served in the same capacity with Culbro since 1988. Mr. Green is a director of Players International, Inc. and Eli Witt. Eli Witt filed for relief from its creditors under Chapter 11 of the Federal Bankruptcy Code in November 1996.

AUSTIN T. MCNAMARA has been the Executive Vice President and Chief Operating Officer of the Company since December 1996 and has been the President of General Cigar Co., Inc. since 1994. He was the Senior Vice President of Sales and Marketing of General Cigar Co., Inc. from 1993 to 1994. Prior to joining General Cigar Co., Inc. in 1993, he was the Group Vice President, General Manager in the Process Foods Division of Chiquita Brands International and held several Brand Management positions at Procter & Gamble.

A. ROSS WOLLEN is the General Counsel, the Senior Vice President and Secretary of both the Company and Culbro. He was elected in this capacity at the Company in December 1996 and has served Culbro as General Counsel since 1980, as Senior Vice President since 1983 and as Secretary since 1987.

JOSEPH C. AIRD is the Senior Vice President--Controller of both the Company and Culbro. He was named to that position at the Company in December 1996, and he assumed that office with Culbro in 1995. Mr. Aird has served as a Vice President of Culbro since 1987. He also is a director of Eli Witt. Eli Witt filed for relief from its creditors under Chapter 11 of the Federal Bankruptcy Code in November 1996.

ROBERT LOFTUS has been the Vice President and Assistant Controller of the Company since December 1996. He has been the Vice President, Finance of General Cigar Co., Inc. since 1993. From 1988 until 1993 Mr. Loftus served as the Controller of General Cigar Co., Inc.

ALFONS MAYER is the Senior Vice President of Tobacco of General Cigar Co., Inc. Throughout his 44 year tenure with General Cigar Co., Inc., he has held positions of increasing responsibility, mostly related to the world-wide purchasing and processing of tobacco for which he has received industry-wide recognition, including being named Tobacco Personality of the year by the Tobacco Journal International in 1992. Prior to his employment with General Cigar Co., Inc., he participated in a family-owned tobacco leaf processing company in Argentina (1945-1952).

BENJAMIN F. MENENDEZ is the Senior Vice President of Premium Special Projects at General Cigar Co., Inc. He has held his office at General Cigar Co., Inc. since July 1995. Previously Mr. Menendez had served as Vice President of Caribbean Group Operations division of General Cigar Co., Inc. from 1994 to 1995 and as Vice President of Premium Cigar Manufacturing from 1985 to 1994. Mr. Menendez is a member of the well-known cigar family of Menendez and Garcia, the producers of Montecristo and H. Upmann cigars in Cuba prior to Castro's revolution. After leaving Cuba he lived in the Canary Islands and Brazil and continued to manufacture cigars.

ANGEL DANIEL NUNEZ was appointed Senior Vice President of Tobacco Growing and Processing of General Cigar Co., Inc. in 1992. Mr. Nunez began his tenure with General Cigar Co., Inc. in 1980 as Manager of Culbro Vega Leaf Tobacco in the Dominican Republic. In 1986, he was transferred to General Cigar Dominicana (a division of the Company) as Assistant to the General Manager, assumed the title of Assistant General Manager in 1988, and was promoted to General Manger in 1989. He was promoted in 1990 to Vice President of Operations for the

Dominican Republic facility.

JOHN M. RANO is the Senior Vice President of Marketing and Product Development for General Cigar Co., Inc. He was appointed to his post at General Cigar Co., Inc. in November 1994. Previously, Mr. Rano

had served as Vice President of Marketing General Cigar Co., Inc. from 1992 to 1994 and as Sales Development Manager from 1984 to 1992.

FRANK FINA, JR. is the Senior Vice President of New Business Development for General Cigar Co., Inc. He has served in his capacity at General Cigar Co., Inc. since January 1994. Mr. Fina previously served as Vice President of Domestic Sales at General Cigar Co., Inc. from 1982 to 1994. He has been with the Company since 1963.

RAYMOND HANSEN was appointed Senior Vice President of Operations of General Cigar Co., Inc. in September of 1996. Mr. Hansen is responsible for General Cigar Co., Inc.'s Operations Department, including cigar manufacturing operations in Alabama, Jamaica and the Dominican Republic, as well as purchasing and facilities engineering. Prior to joining General Cigar Co., Inc., Mr. Hansen was the Senior Vice President of Corporate Operations at ADVO, Inc., where he had responsibility for nationwide operations. In addition, Mr. Hansen worked as a senior executive for Mission Foods, Van DeKamp's Holland Dutch Bakers, Lamour Corporation, Max Factor & Company and Clairol, Inc.

W. BRENT CURRIER is the Vice President of Sales and Field Marketing of General Cigar Co., Inc. He has been in his current position at General Cigar Co., Inc. since June 1994. Prior to joining General Cigar Co., Inc., Mr. Currier served as Vice President--Eastern Zone for E.J. Brach Corporation from 1988 to 1994, where he managed direct and broker sales forces in 17 states.

BRUCE A. BARNET is a Director of both the Company and Culbro. He has been a Director of the Company since December 1996 and a Director of Culbro since 1990. He is the President and Chief Executive Officer of Cahners Publishing Company, a magazine publishing company. He was the President and Chief Executive Officer of Cowles Enthusiast Media from March 1993 until March 1996, and was a private investor from 1991 to 1992. Mr. Barnet is also a director of Reed Elsevier, Inc., Batteries, Batteries Inc., Mainspring Communications and the American Business Press.

JOHN L. BERNBACH is a Director of both the Company and Culbro. He has been a Director of the Company since December 1996 and a Director of Culbro since 1988. He has been the Chairman and Chief Executive Officer of The Bernbach Group, Inc., a consulting company, since 1994. Mr. Bernbach was the Chairman and Chief Executive Officer of North American Television, Inc. (television production and distribution) from August 1995 to August 1996 and still serves as Non-executive Chairman and Director. Mr. Bernbach was Vice-Chairman of DDB Needham Worldwide, Inc., an advertising agency, from October 1993 to June 1994 and also was its President and a director from 1986 to 1993. He is Chairman of the Board of Avenue China, Inc. and is a director of Northbridge Programming, Inc. and an Advisor to the Board of Wemco, Inc.

JOHN L. ERNST is a Director of both the Company and Culbro. He has been a Director of the Company since December 1996 and a Director of Culbro since 1983. He is the Chairman of the Board and President of Bloomingdale Properties, Inc., an investment and real estate company. Mr. Ernst also is a director of First Financial Caribbean Corporation.

THOMAS C. ISRAEL is a Director of both the Company and Culbro. He has been a Director of the Company since December 1996 and a Director of Culbro since 1989. Mr. Israel is a director and Chairman of A.C. Israel Enterprises, Inc., an investment company, as well as a director of Glenayre Technologies, Inc.

DAN W. LUFKIN is a Director of both the Company and Culbro. He has been a Director of the Company since December 1996 and a Director of Culbro since 1976. Mr. Lufkin also is a private investor and a director of Syratech, Inc. and Allen & Co., Inc.

GRAHAM V. SHERREN is a Director of both the Company and Culbro. He has been a Director of the Company since December 1996 and a Director of Culbro since 1987. Mr. Sherren also is Chairman and Chief Executive Officer of Centaur Communications Limited, as well as a director of each of Hundred Acre Securities Ltd., InType Ltd., Gieves Group Ltd. and Stace-Barr Holdings Ltd.

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PETER J. SOLOMON is a Director of both the Company and Culbro. He has been a Director of the Company since December 1996 and a Director of Culbro since 1980. Mr. Solomon also is Chairman of Peter J. Solomon Company Limited and Peter J. Solomon Securities Company Limited. In addition, he is a director of Centennial Cellular Corporation, Century Communications Corporation, Charrette Corporation, Monro Muffler Brake, Inc., Office Depot, Inc. and Phillips-Van Heusen Corporation.

FRANCIS T. VINCENT, JR. is a Director of both the Company and Culbro. He has been a Director of the Company since December 1996 and a Director of Culbro since 1992. Mr. Vincent currently runs Vincent Enterprises and is a private investor. He was senior advisor to Peter J. Solomon Company Limited from 1993 to 1994 and the Commissioner of Major League Baseball from 1989 to 1992. Mr. Vincent is a director of Horizon Group, Inc., Oakwood Homes Corp. and Time Warner, Inc.

EXECUTIVE COMPENSATION

The Company was incorporated in December 1996. Accordingly, no compensation has been paid to any of its executive officers. Each of the named executive officers has, however, been employed by an affiliate of the Company. The following table sets forth the annual and long-term compensation for the Company's Chief Executive Officer and the four highest-paid executive officers (the "Named Executive Officers"), as well as the total compensation paid to each individual during the last three calendar years, in connection with such employment.

SUMMARY COMPENSATION TABLE

<TABLE>
<CAPTION>

	ANNUAL COMPENSATION(2)			
NAME AND PRINCIPAL POSITION(1)	YEAR	SALARY	BONUS	OTHER ANNUAL COMPENSAT
<S>	<C>	<C>	<C>	<C>
Edgar M. Cullman.....	1995	$ 375,000	$ --	$ 13,6
Chairman of the Board	1994	360,000	--	23,6

	1993	360,000	--	17,2
Edgar M. Cullman, Jr.....	1995	367,000	1,164,400(3)	29
President and	1994	352,000	--	33,7
Chief Executive Officer	1993	352,000	75,000(4)	25
Jay M. Green.....	1995	355,000	666,607	24,9
Executive Vice President,	1994	340,000	--	26,7
Chief Financial Officer and Treasurer	1993	340,000	120,000(4)	25
Austin T. McNamara.....	1995	200,000	375,629	15,7
Executive Vice President	1994	190,000	158,603	15,5
and Chief Operating Officer	1993	175,000	--	78,5
A. Ross Wollen.....	1995	205,000	377,501	109,8
Senior Vice President,	1994	176,925	--	30,1
General Counsel and Secretary	1993	176,925	55,000(4)	27

</TABLE>

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(1) Each of the executive officers identified was employed by Culbro during each of the last three years, except for Austin T. McNamara, who was employed by General Cigar Co., Inc. during such period. Until April 1996, Edgar M. Cullman was the Chief Executive Officer of Culbro.

(2) Amounts shown under Other Annual Compensation include matching contributions made by Culbro under its Savings Plan and other miscellaneous cash benefits, but do not include funding for or receipt of retirement plan benefits. No executive officer who would otherwise have been includable in such table resigned or terminated employment during 1995.

(3) Annual and long-term bonuses were paid in 1996, with respect to performance in 1995 and the 1993-95 cycle, respectively.

(4) Special cash bonuses were paid in 1993 to certain executive officers of Culbro, all in connection with the merger of one of Culbro's subsidiaries which closed in February 1993.

(5) Numbers shown are in shares of Culbro common stock. Upon consummation of the Merger, each option will be exercisable for such number of shares of Class A Common Stock as is equal to multiplied by the number of Culbro shares shown.

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COMPENSATION OF DIRECTORS

Directors who do not receive compensation as officers or employees of the Company or any of its affiliates will be paid an annual retainer fee of $20,000 and a fee of $900 for each meeting of the Board of Directors or any committee thereof they attend, plus reasonable out-of-pocket expenses.

CERTAIN EMPLOYEE BENEFIT MATTERS

1997 STOCK OPTION PLAN

Prior to the consummation of the Offering, the Company will adopt a new Stock Option Plan (the "1997 Stock Option Plan"), pursuant to which shares of Class A Common Stock will be available for issuance. Options granted under the 1997 Stock Option Plan will be incentive stock options or nonqualified options. The 1997 Stock Option Plan will contain a limitation on the dollar amount of incentive stock options which may be granted to any employee and restrictions pertaining to any grant to an employee who beneficially owns 10% or more of the outstanding Common Stock. It is currently contemplated that prior to

the Offering options will be granted with respect to substantially all shares of Class A Common Stock available for issuance pursuant to the 1997 Stock Option Plan. Such options will become exercisable with respect to one-third of the underlying shares on each of the third, fourth and fifth anniversaries after the date of the grant and will terminate not more than ten years following the date of the grant. The exercise price of options granted pursuant to the 1997 Stock Option Plan will be the price to the public of the shares of Class A Common Stock offered hereby. Pursuant to the 1997 Stock Option Plan, options to purchase shares of Class A Common Stock at an aggregate exercise price of $1,000,000 will be granted to certain persons employed by Villazon pursuant to the Villazon Acquisition.

CULBRO EMPLOYEE BENEFIT PLANS TO BE ASSUMED BY THE COMPANY

The following is a summary of certain of Culbro's employee benefit plans and awards pursuant thereto that, as of the Asset Transfer Date, the date of the Distribution or the date of the Merger, as the case may be, the Company will assume as described below. Assumption of the Culbro plans will be effected pursuant to the Employee Matters and Benefits Allocation Agreement to be entered into prior to the Asset Transfer.

CULBRO STOCK OPTION PLANS

Culbro maintains three employee stock option plans (collectively, the "Culbro Employee Stock Option Plans") under which unexercised options currently are outstanding: (i) the Culbro Corporation 1991 Employees Incentive Stock Option Plan (the "1991 Plan"); (ii) the Culbro Corporation 1992 Stock Plan (the "1992 Plan"); and (iii) the Culbro Corporation 1996 Stock Plan (the "1996 Plan"). Options exercisable for 46,114 shares, 196,400 shares, and 100,000 shares of Culbro common stock are outstanding under the 1991 Plan, the 1992 Plan and the 1996 Plan, respectively. The Culbro Employee Stock Option Plans currently are administered by the Compensation Committee of the Board of Directors of Culbro (the "Culbro Compensation Committee"). Options granted under the Culbro Employee Stock Option Plans are intended to be incentive stock options or nonqualified options. Options granted under the 1991 Plan and the 1992 Plan are not exercisable until three years after the date of grant and terminate eight years from the date of the grant.

Culbro maintains two stock option plans for its non-employee Directors, the 1993 Stock Option Plan for Non-Employee Directors (the "1993 Director Plan") and the 1996 Stock Option Plan for Non-Employee Directors (the "1996 Director Plan"). Under the 1993 Director Plan, options to purchase 2,000 shares of Culbro common stock were granted annually to each non-employee Director of Culbro between 1993 and 1995. In total, options exercisable with respect to 42,000 shares of Culbro common stock were granted under the 1993 Director Plan, of which options exercisable with respect to 36,000 shares are currently outstanding. Options granted under the 1993 Director Plan have exercise prices between $14.38 and $19.50 per share. The 1993 Director Plan is now substantially depleted. Under the 1996 Director Plan,

options exercisable for 1,000 shares of Culbro common stock have been granted annually to non-employee Directors of Culbro. There are a total of 25,000 shares of Culbro common stock reserved for issuance under the 1996 Director Plan, of which 7,000 shares currently are subject to outstanding options.

Pursuant to the Employee Matters and Benefits Allocation Agreement, as of the date of the Distribution, each current holder of an option to acquire shares of Culbro common stock pursuant to the 1991 Plan, the 1992 Plan, the 1996 Plan,

the 1993 Director Plan or the 1996 Director Plan (together, the "Culbro Stock Option Plans") will receive in exchange therefor, two separately exercisable options, one option to purchase shares of Culbro common stock (a "Culbro Option") and one option to purchase shares of CLR common stock (a "CLR Option"), each containing terms substantially equivalent in the aggregate to those of such holder's pre-Distribution option. The number of shares with respect to which each Culbro Option and each CLR Option are exercisable, and the exercise price for each Culbro Option and each CLR Option, will be set so as to preserve the Aggregate Spread (as defined below) in value attributed to options currently outstanding, such determination to be based on the respective trading prices of CLR common stock and Culbro common stock following the Distribution. The "Aggregate Spread" of an option is an amount equal to the difference between the exercise price of an option and the price of a share of Culbro common stock immediately prior to the Distribution multiplied by the number of shares underlying such option. Upon consummation of the Distribution, each recipient of a stock appreciation right ("SAR") granted under any of the Culbro Stock Option Plans will receive one SAR with respect to Culbro common stock (a "Culbro SAR") and one SAR with respect to CLR common stock, adjusted to maintain the aggregate value of such holder's pre-Distribution SAR.

Upon consummation of the Merger, each Culbro Option will be converted into an option to purchase Class A Common Stock (a "Company Option"). The number of shares with respect to which the Company Option is exercisable, and the exercise price for the Company Option, will be subject to adjustment based on the ratio of the number of shares of Class A Common Stock issuable in the Merger with respect to each share of Culbro common stock. Upon consummation of the Merger, each holder of a Culbro SAR will receive a SAR with respect to Class A Common Stock, adjusted to maintain the value of such holder's pre-Merger Culbro SAR.

Because the Asset Transfers will have occurred prior to the Offering, all of Culbro's assets and liabilities that are to be transferred to and assumed by the Company will become the assets and liabilities of the Company prior to the Offering. The Culbro Options, however, will not be exercisable for Class A Common Stock until the Merger has been consummated. In order to assure that the exercise of Culbro Options between the consummation of the Offering and the consummation of the Merger does not result in disproportionate dilution to the Culbro shareholders, Culbro will pay to the Company the amount of the exercise price received upon the exercise of such Culbro Option, which relates to the stock of the Company and in exchange therefor the Company will provide to Culbro a number of shares of Class A Common Stock of General Cigar equal to the number of shares of Culbro common stock issued upon exercise of such Culbro Option, multiplied by a fraction, the numerator of which is equal to the number of shares of Common Stock of General Cigar (whether Class A or Class B) held by Culbro at the time of the Offering, plus the number of shares of Common Stock that would have been issuable upon exercise of all Culbro Options had such exercise occurred subsequent to the Merger, and the denominator of which is equal to the total number of shares of Culbro common stock outstanding prior to the exercise of such Culbro Option, plus the total number of shares of Culbro Common Stock that were subject to Culbro Options immediately prior to the Offering.

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CULBRO STOCK OPTION INFORMATION

The following table sets forth the number of stock options granted to each of the Named Executive Officers during fiscal 1995.

<TABLE>
<CAPTION>

NAME	INDIVIDUAL GRANTS: NUMBER OF SECURITIES UNDERLYING OPTIONS/SARS GRANTED(#)(1)	PERCENTAGE OF TOTAL OPTIONS/SARS GRANTED TO EMPLOYEES IN 1995 FISCAL YEAR	EXERCISE OR BASE PRICE ($/SHARE)
<S>	<C>	<C>	<C>
A. Ross Wollen.....	15,000	22.1%	$ 12.25
Austin T. McNamara.....	15,000	22.1%	$ 12.25

</TABLE>

(1) Upon consummation of the Distribution, each holder of an option to acquire shares of Culbro common stock as set forth herein, will receive in exchange therefor, two separately exercisable options: a Culbro Option and a CLR Option. See "--Culbro Stock Option Plans."

The Cullmans did not hold any options at 1995 fiscal year end. The following table presents the value of unexercised options and tandem SARs held by the other Named Executive Officers at December 2, 1995.

<TABLE>
<CAPTION>

NAME	SHARES ACQUIRED ON EXERCISE (#)	VALUE REALIZED ($)	NUMBER OF SECURITIE UNDERLYING OPTIONS/SA HELD AT FISCAL YEAR EN: EXERCISABLE	UNEXERCIS
<S>	<C>	<C>	<C>	<C>
Jay M. Green.....	--	--	69,600	114,9
A. Ross Wollen.....	2,325	$ 131,398(2)	21,700	36,5
Austin T. McNamara.....	--	--	--	37,4

</TABLE>

(1) The amounts presented in this column have been calculated based upon the difference between the fair market value of $50.50 of Culbro's common stock on December 1, 1995 and the exercise price of each stock option. See "--Culbro Stock Option Plans." In 1995, all holders of SARs waived their rights to exercise them.

(2) In 1995, A. Ross Wollen exercised options to purchase 2,325 shares of Culbro common stock with an exercise price of $27.00 by tendering 1,293 shares of Culbro common stock previously owned by him. In addition, Culbro purchased options exercisable with respect to 3,775 shares of Culbro common stock from Mr. Wollen that were set to expire in early 1996 for a sum of $81,318, which equaled the aggregate per share value of such shares (less the option

exercise price) on the date of the purchase.

CULBRO ANNUAL INCENTIVE COMPENSATION PLAN

The Culbro Compensation Committee meets during the first quarter of each year to assess the performance during the preceding fiscal year of the officers of Culbro and senior officers of its subsidiaries and to recognize and reward meritorious performance by payment of incentive compensation with respect to such year. Pursuant to a plan approved for 1995 by the Culbro Board of Directors, such annual incentive compensation was based upon predetermined percentages of each recipient's annual salary and depended upon the achievement of specified financial and subjective goals. Incentive compensation is payable in cash subject to deferral under Culbro's Deferred Incentive Compensation Plan. Culbro's 1995 annual plan resulted in the payments to Culbro executives set forth under "Management--Executive Compensation." Culbro employees who do not participate in the incentive compensation plan may be eligible for annual bonus payments depending upon operating unit results. Following the consummation of the Asset Transfer, the Company intends to assume and continue the Annual Incentive Compensation Plan, subject to any adjustments necessary to reflect the Distribution and the Merger. In addition, it is currently contemplated that Company employees who do not participate in the incentive compensation plan may be eligible to receive annual bonus payments depending on Company results.

CULBRO LONG TERM PERFORMANCE PLAN

In 1988, the Culbro Compensation Committee and the Culbro Board of Directors approved the Long Term Performance Plan (the "Performance Plan") which is intended to provide additional cash compensation to certain officers of Culbro and senior officers of its subsidiaries selected by the Culbro Compensation Committee. Payments under the Performance Plan are based on the financial performance of the subsidiaries and Culbro over three-year performance cycles, which began in 1989 and every other year thereafter. The third three-year performance cycle which began with fiscal year 1993 resulted in the payments set forth under "Management--Executive Compensation." The Performance Plan was amended for the three-year performance period 1995-1997. Certain senior officers of General Cigar Co., Inc. and certain other subsidiaries are eligible to receive rewards based upon the return on net assets for the applicable business unit.

In late 1996, the Culbro Board of Directors, on the recommendation of the Compensation Committee, approved the full vesting and termination of the Performance Plan as it pertains to Culbro corporate executives. These awards total approximately $3.4 million and will be paid in installments from 1997 to 1999.

Following the consummation of the Asset Transfers, the Company intends to assume and continue the Performance Plan with respect to participants employed by General Cigar Co., Inc., subject to any adjustments necessary to reflect the Distribution and the Merger. Employees of subsidiaries other than General Cigar Co., Inc. will be eligible to receive the portion of their award, if any, earned through the date of the Asset Transfers, and all such employees will cease to participate in the Performance Plan following the date of the Asset Transfers. Determination and payment of any award under the Performance Plan with respect to participants other than participants employed by General Cigar Co., Inc. will be made as soon as practicable following the date of the Asset Transfers by the subsidiary for which the employee was employed.

CULBRO DEFERRED INCENTIVE COMPENSATION PLAN

In 1982, the Culbro Board of Directors adopted the Deferred Incentive Compensation Plan to be administered by the Culbro Compensation Committee, pursuant to which recipients of incentive compensation and directors' fees may elect to defer receipt thereof under a defined contribution arrangement. Amounts deferred earn interest, compounded quarterly, at the prime rate less 1%. Such amounts are not intended to be recognized for tax purposes until received. Participating recipients may designate the amount and the time periods of deferral. Participants have no vested rights in deferred amounts credited to their accounts and are general creditors of Culbro until such amounts actually are paid. Following the consummation of the Asset Transfers, the Company intends to assume and continue the Deferred Incentive Compensation Plan, subject to any adjustments necessary to reflect the Distribution and the Merger. CLR will be responsible for any amounts under the Savings Plan due to its employees as of the Asset Transfer Date. Upon the assumption of the Deferred Incentive Compensation Plan by the Company, participants will become general creditors of the Company until deferred amounts credited to their accounts are paid.

CULBRO SAVINGS PLAN

The Culbro Board of Directors adopted a Savings Plan in 1982 (the "Savings Plan"). The Savings Plan covers salaried and hourly employees of Culbro and its participating subsidiaries who are employed in the U.S., are over age 21 and have six months of service. In 1995 a participating employee could have (i) saved up to 5% of annual base salary through payroll deductions, with Culbro contributing $0.40 on each dollar contributed and (ii) saved an additional 10% of annual base salary without receiving any matching contributions. Highly compensated employees are limited to an additional 3% of annual base salary without receiving any matching contributions. Contributions made in 1995 through payroll deductions not in excess of $9,240 per year may have been accumulated as pre-tax savings pursuant to Section 401(k) of

the Internal Revenue Code. Participants are permitted to choose to allocate their contributions among several alternative investment options.

During fiscal 1995, Culbro's matching contributions under the Savings Plan for the accounts of the Named Executive Officers are included in the Summary Compensation Table set forth under "Management--Executive Compensation."

Effective as of the date of the Asset Transfers, Savings Plan participants employed by CLR will cease to be eligible to participate in the Savings Plan. Following the Asset Transfers, Culbro will continue to maintain the Savings Plan. Upon the consummation of the Merger, the Company will assume and continue to maintain the Savings Plan.

CULBRO RETIREMENT PLAN

Retirement benefits are payable under Culbro's Employees Retirement Plan (the "Retirement Plan") for officers and other employees of Culbro and its participating subsidiaries. Directors who are not employees do not participate. Benefits are accrued under the Plan on a career-average earnings basis and through 1996 the pension credit is 1.1% for annual compensation up to the individual's covered compensation as determined from published Social Security tables and 1.65% for annual compensation above said amounts. Compensation is the base rate of earnings as of the first business day of each Plan Year payable for service during the Plan Year excluding overtime, bonuses, incentive compensation or other additional compensation. The estimated annual benefits payable as a life annuity upon retirement at normal retirement age, which assumes service

will continue until age 65 at 1996 base salaries, for Messrs. Cullman, Jr., Green, Wollen and McNamara are $99,736, $54,222, $63,502 and $55,482, respectively. The retirement benefit of $165,544, subject to certain inflation adjustments, for Edgar M. Cullman reflects the fact that he deferred receipt since age 65 from 1983 to 1989.

Effective as of the Distribution, the benefits of all Retirement Plan participants employed by CLR following the Distribution will be frozen, and such participants will cease to accrue further benefits under the Retirement Plan. All such participants will be fully vested in any benefits accrued through the date of the Distribution. Following the Distribution, Culbro will continue to maintain the Retirement Plan. Upon the consummation of the Merger, the Company will assume and continue to maintain the Retirement Plan, and participants, other than those employed by CLR following the Distribution, will continue to accrue benefits in the Retirement Plan in accordance with its terms.

CULBRO INSURANCE AND HEALTH PROGRAMS

Culbro maintains a variety of employee welfare benefit plans providing life, hospitalization, medical and long-term disability insurance for its salaried and certain hourly paid employees. In addition Culbro provides life, hospitalization and medical insurance for certain of its retired employees. Culbro's aggregate contributions for such employee welfare benefit plans through December 2, 1995 amounted to approximately $4.1 million. It is contemplated that following the Asset Transfers, Culbro will continue to maintain such welfare benefit plans and insurance arrangements for all eligible pre-Asset Transfers employees, and that upon the consummation of the Merger, the Company will assume and continue such welfare benefit plans and insurance arrangements through fiscal 1997. Any such plan or arrangement benefiting persons employed by CLR following the Asset Transfer Date will be subject to certain fee sharing arrangements with CLR.

In 1976 Culbro adopted an Executive Life Insurance Program (the "Program") pursuant to which insurance was purchased for middle and senior level officers and employees. Insurance coverage of $20,000 was provided for each $10,000 salary increment in excess of $50,000 and additional coverage of $10,000 was provided for each $10,000 salary increment in excess of $100,000 up to a maximum insurance coverage of $250,000. As of July 1, 1988 the Program was suspended and all benefits remain as they were as of that date. No new participants have been offered benefits under this Program since its suspension. The aggregate face amount of such coverage through November 30, 1995 was approximately $2.9 million. The

amounts paid by Culbro in fiscal 1995 as premiums totaled approximately $79,000, which was paid in part from a loan against the cash value of said insurance and the balance in cash.

EMPLOYMENT AGREEMENT OF JAY M. GREEN

Culbro has entered into an employment agreement with Jay M. Green, Culbro's Chief Financial Officer (the "Employment Agreement"). The Employment Agreement provides that Mr. Green be employed as Executive Vice President--Finance and Administration and Treasurer for a period of five years at a base salary of $340,000 (subject to increase annually as determined by the Culbro Compensation Committee). If Mr. Green is terminated by Culbro without cause, he will be entitled to receive a cash severance payment of 150% of his annual salary. The Employment Agreement also provides for a grant of an option (the "Option") to purchase 125,000 shares of Culbro's common stock at an exercise price of $4 per share.

The Option vests and becomes exercisable with respect to 20% of the underlying common stock per year, on each of the five anniversaries of the date of the grant. The Option expires (a) on the tenth anniversary date of the date it becomes exercisable, or (b) after the date Mr. Green ceases to be an employee of Culbro or its subsidiaries, (i) within one year following Mr. Green's death or disability, (ii) within three months following a voluntary termination, and (iii) immediately upon a termination for cause. The Option shall become immediately exercisable with respect to all shares covered thereby in the event of a termination without cause after the first 30 months of the Employment Agreement; provided that the Option shall expire within three months of such termination. Additionally, in the event that the Cullman & Ernst Group owns less than 40% of Culbro's common stock (or the Common Stock, following the assumption of the Employment Agreement by the Company), the Option shall become exercisable in its entirety. Mr. Green may not be permitted to exercise such number of options in any year which would result in his total compensation exceeding the $1,000,000 income tax deduction cap of Section 162(m), unless such exercises are approved by the Section 162(m) Subcommittee of the Board of Directors of Culbro Corporation, and the Culbro Compensation Committee and would not require further approval of the shareholders of Culbro. Such limitation may not apply in the final year of the Option.

The Company will assume Culbro's obligations under the Employment Agreement upon consummation of the Asset Transfers. Upon consummation of the Distribution, Mr. Green will receive, in exchange for his Option, two separately exercisable options: one Culbro Option and one CLR Option. Upon consummation of the Merger, Mr. Green's Culbro Option will be converted into a Company Option. The number of shares with respect to which the Company Option is exercisable, and the exercise price for the Company Option, will be subject to adjustment based on the ratio of Class A Common Stock to Culbro Common Stock issuable in the Merger. See "--Culbro Stock Option Plans."

THE ASSET TRANSFERS, THE DISTRIBUTION AND THE MERGER

GENERAL

Prior to the Offering, the Company will enter into a Distribution Agreement (the "Distribution Agreement") and other related agreements with Culbro and CLR. The Distribution Agreement will provide for (i) the Asset Transfers to be consummated prior to the date of circulation of a preliminary prospectus relating to the Offering, (ii) the Distribution of CLR common stock to the existing shareholders of Culbro following consummation of the Offering and (iii) the merger of Culbro with and into the Company following the Distribution.

THE ASSET TRANSFERS

Pursuant to the Distribution Agreement, on a date prior to the circulation of a preliminary prospectus (the "Asset Transfer Date"), Culbro will transfer to the Company all of the common stock of General Cigar Co., Inc., Club Macanudo, Inc., Club Macanudo (Chicago), Inc. and all of Culbro's interest in the headquarters located at 387 Park Avenue South, New York, New York. In addition, Culbro will transfer to General Cigar Co., Inc. approximately 1,200 acres of its real estate holdings in the Connecticut River Valley used to cultivate cigar wrapper tobacco. In connection with these transfers, the Company will receive all licenses, permits, accounts receivable, prepaid expenses, reserves and other current assets related to the cigar business. The Distribution Agreement also will provide for the transfer to CLR of all the non-tobacco related assets of Culbro, including: (i) all of the common stock of Imperial Nurseries, Inc., a

wholly-owned subsidiary of Culbro; (ii) approximately 5,500 acres of land in Connecticut and Florida, as well as several nursery wholesale and retail centers; (iii) Culbro's interests in Eli Witt and assets previously owned by Eli Witt; (iv) its 25% interest in Centaur; and (v) all licenses, permits, accounts receivable, prepaid expenses, reserves and other current assets (other than cash) related to the real estate and nursery business. As of the Asset Transfer Date pursuant to the Distribution Agreement, CLR will be allocated $7.0 million in cash.

The Distribution Agreement also will provide for the assumption by the Company of all liabilities relating to the cigar business and the assets transferred to the Company and General Cigar Co., Inc. These liabilities include all of Culbro's retained indebtedness, including bank and corporate debt, all expenses related to the Asset Transfers, the Offering, the Distribution and the Merger and certain other contingent liabilities, other than those liabilities related to the assets transferred to CLR. Similarly, upon completion of the Asset Transfers, CLR will assume all liabilities relating to the real estate business and the nursery business and relating to the assets transferred to CLR. These liabilities include all of CLR's assumed and retained indebtedness, including bank and corporate debt and other liabilities relating to the assets transferred to CLR.

After completion of the Asset Transfers, Culbro will be a holding company, which has as its only assets the stock of the Company and CLR. Pursuant to the terms of the Distribution Agreement, from and after the Offering Date, each of the Company and CLR will operate independently of the other.

The Distribution Agreement also contains general indemnities between Culbro (or the Company, following the Merger) and CLR and the procedures by which indemnification may be claimed. The Distribution Agreement provides for, on the one hand, Culbro and the Company to indemnify CLR for any losses, liabilities or damages (including attorneys fees) in connection with any claim or action in respect of any of the liabilities to be assumed or retained by Culbro and the Company following the Asset Transfers and the Distribution and, on the other hand, CLR to similarly indemnify Culbro and the Company in connection with any claim or action in respect of any liabilities retained or assumed by CLR. In each instance, indemnities are limited by insurance proceeds recovered by the indemnified party that reduce the amount of the loss, liability or damage. In addition, the Distribution Agreement contains provisions for the administration of insurance policies shared by the parties and provisions for the sharing of information and related services among the parties. Upon consummation of the Merger, Culbro's

obligations with respect to such indemnities will become the obligations of the Company. With respect to corporate governance, the Distribution Agreement requires the resignation of all CLR directors and officers from any positions they previously held with Culbro, the Company or General Cigar Co., Inc., and each of their respective subsidiaries, except that Edgar M. Cullman, and John L. Ernst will retain their seats on the CLR board of directors notwithstanding their various positions at Culbro and the Company, and Edgar M. Cullman will be the Chairman of the Board of CLR.

RELATED AGREEMENTS

Pursuant to the Distribution Agreement, Culbro and CLR will enter into certain agreements described below.

TAX SHARING AGREEMENT

Prior to the Distribution, Culbro and CLR will enter into a tax sharing agreement (the "Tax Sharing Agreement") that will define the parties' rights and obligations with respect to filing of returns, payments, deficiencies and refunds of federal, state and other income or franchise taxes relating to Culbro's business for tax years prior to and including the Distribution. In general, with respect to periods ending on or before the last day of the taxable year in which the Distribution occurs, Culbro is responsible for (i) filing both consolidated federal tax returns for the Culbro affiliated group and combined or consolidated state tax returns for any group that includes a member of the Culbro affiliated group, including in each case CLR and its subsidiaries for the relevant periods of time that such companies were members of the applicable group and (ii) paying the taxes relating to such returns. Generally, any subsequent adjustments resulting from the redetermination of such tax liabilities by the applicable taxing authorities will be paid by the member or affiliated group to which the adjustment relates. CLR is responsible for filing returns and paying taxes relating to any member of the CLR affiliated group for periods that begin before and end after the Distribution and for periods that begin after the Distribution. Culbro and CLR have agreed to cooperate with each other and to share information in preparing such tax returns and in dealing with other tax matters.

SERVICES AGREEMENT

Prior to the Distribution, Culbro and CLR will enter into a services agreement (the "Services Agreement") pursuant to which Culbro will agree to provide a number of administrative and other services to CLR for a period of at least one year. These services include administration of CLR insurance policies, internal audit, preparation of tax returns, transportation and general in-house legal services. CLR will make an annual payment of $ to, and will reimburse out-of-pocket expenses incurred by, Culbro and its subsidiaries, in connection with such services. Culbro will make the above services available to CLR on an as-needed basis for a period of at least one year following the Distribution.

BENEFITS AND EMPLOYMENT MATTERS ALLOCATION AGREEMENT

Prior to the Distribution, Culbro and CLR will enter into the Benefits and Employment Matters Allocation Agreement which will provide for the assumption by the Company of certain Culbro employee benefit plans and the conversion of outstanding options and other accrued benefits into outstanding options and awards of the Company and CLR. For a discussion of the allocations to be made pursuant to the Benefits and Employment Matters Allocation Agreement, see "Certain Employee Benefit Matters."

LEASES

Prior to the Distribution, CLR as lessor and General Cigar Co., Inc. as lessee will enter into leases for (i) certain agricultural real property in Connecticut and Massachusetts (the "Agricultural Lease") and (ii) certain commercial space in Connecticut (the "Commercial Lease"). The Agricultural Lease will be for

approximately acres of arable land and General Cigar Co., Inc.'s use of the land will be limited to the cultivation of cigar wrapper tobacco. The Agricultural Lease will have an initial term of ten years and will provide for the extension of the lease for additional periods thereafter. In addition, at CLR's option the Agricultural Lease may be terminated with respect to

acres of such land annually upon one year's prior notice. The rent payable by General Cigar Co., Inc. under the Agricultural Lease will be principally equal to the aggregate amount of all taxes and other assessments payable by CLR attributable to the land leased. The Commercial Lease will be for approximately 25,000 square feet of office space in the Griffin Center South office complex in Bloomfield, Connecticut. The Commercial Lease will have an initial term of ten years and provides for the extension of the lease for additional annual periods thereafter. The rent payable by General Cigar Co., Inc. under the Commercial Lease is $.

THE DISTRIBUTION

The Distribution Agreement also provides for the PRO RATA distribution by Culbro to the shareholders of Culbro of all issued and outstanding shares of common stock of CLR. The Distribution will occur subsequent to the Offering and will be contingent upon (i) either a tax ruling or an opinion of counsel satisfactory to Culbro that the Distribution constitutes a tax free reorganization under Section 355 of the Internal Revenue Code and (ii) approval of the Merger by the Culbro shareholders.

THE MERGER

Approximately 180 days following the consummation of the Offering (but no sooner than 180 days after the Offering without the consent of DLJ) and subject to (i) the completion of the Distribution and (ii) approval of the Merger by the shareholders of Culbro, Culbro will be merged with and into the Company, pursuant to an Agreement and Plan of Merger that will be approved and adopted by the Company and by the Board of Directors of Culbro prior to the consummation of the Offering. The shareholders of Culbro will not vote with respect to the adoption of the Merger until April, 1997; however, the members of the Cullman & Ernst Group have indicated that they will vote their shares of Culbro common stock in favor of the Merger. The Merger will be approved by Culbro as sole stockholder of the Company prior to the Offering and, consequently, the holders of the Class A Common Stock offered hereby will not vote in connection with the Merger. The Company will be the surviving corporation in the Merger and will issue to the holders of the common stock of Culbro shares of Class B Common Stock for each share of the Culbro common stock outstanding on the date of the Merger, or approximately shares of Class B Common Stock in the aggregate, subject to adjustment for any Culbro stock options exercised prior to the Merger. Each option to purchase Culbro common stock outstanding prior to the Merger will be converted into an option to acquire Class A Common Stock. See "Certain Employee Benefit Matters--Culbro Benefit Plans to be Assumed by the Company--Culbro Stock Option Plans."

CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS

Since December 1, 1995, Frederick M. Danziger, a member of the Cullman & Ernst Group and the husband of Lucy C. Danziger, has been Of Counsel to the law firm of Latham & Watkins. During Culbro's 1996 fiscal year, such firm received fees and disbursements of approximately $1.5 million from Culbro for services rendered. See "Principal Stockholders."

The interior design firm of Cullman & Kravis, which is part-owned by a member of the Cullman & Ernst Group, provided interior design services for Club Macanudo, Inc. and for renovations to Culbro's New York City facilities. In 1996, a total of approximately $526,000 was paid to such firm in reimbursement for the purchase of furniture, fabrics and painting and for fees and commissions.

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The Company recently entered into an agreement with John L. Bernbach, a Director of the Company, pursuant to which Mr. Bernbach will provide consulting services to the Company with respect to its international operations, for which the Company will pay Mr. Bernbach a fee of $75,000 per year.

Messrs. Cullman are members of the Board of Directors of Bloomingdale Properties, Inc. of which Mr. Ernst is Chairman and President. Edgar M. Cullman is a member of the Board of Directors of Centaur, of which Mr. Sherren is Chief Executive Officer.

Mr. Solomon is Chairman of Peter J. Solomon Company Limited ("PJSC"), an investment banking firm. Such firm provides Culbro with strategic and financial advisory services as well as specific transaction-related advisory services pursuant to an engagement letter. In 1995, PJSC was paid a retainer of $75,000 for providing such advisory services. In 1996, PJSC was paid a retainer of $140,625 for such advisory services and was paid a transaction fee of $825,000 for services rendered as financial advisor in connection with the sale of Culbro's CMS Gilbreth Packaging Systems, Inc. division. In addition, Culbro reimbursed PJSC for certain expenses incurred in connection with the rendering of such services. In connection with the Offering, at the request of the Company, the Underwriters have agreed to pay Peter J. Solomon Securities Company Limited, an affiliate of PJSC, a fee of $700,000. See "Underwriting."

Real estate management and advisory services have been provided to Culbro by an affiliate of Bloomingdale Properties, Inc., with which members of the Cullman & Ernst Group are associated. A fee of approximately $199,000 was paid by Culbro in 1995 for management of Culbro's New York office building and for other real estate advisory services.

PRINCIPAL STOCKHOLDERS

Culbro beneficially owns shares of Class B Common Stock, constituting all of the outstanding shares of Class B Common Stock. No shares of Class A Common Stock will be outstanding prior to consummation of the Offering. Following the Offering and before giving effect to the Merger, Culbro will continue to own shares of Class B Common Stock, constituting % of the outstanding Common Stock and % of the voting power of the outstanding Common Stock. Pursuant to the Merger, each outstanding share of Culbro common stock will be converted into the right to receive shares of Class B Common Stock, subject to adjustment for any Culbro stock option exercised prior to the Merger, and each share of Class B Common Stock owned by Culbro will be canceled. As a result, the recordholders of Culbro common stock immediately preceding the Merger will own shares of Class B Common Stock, constituting % of the outstanding Common Stock and % of the voting power of the outstanding Common Stock, following the Merger. For information regarding the Merger, see "The Asset Transfers, the Distribution and the Merger." For a description of the Class A Common Stock and the Class B Common Stock, see "Description of Capital Stock."

The following table sets forth certain information regarding beneficial ownership of the (i) Culbro common stock as of December 20, 1996 and (ii) the Common Stock as of December 20, 1996, after giving effect to the Merger, in each case, by each person who is known by the Company to beneficially own more than 5% of the outstanding shares of Common Stock, each director and Named Executive Officer of the Company and all directors and executive officers of the Company as a group. All shares of Common Stock shown represent Class B Common Stock. Unless otherwise indicted, the address of each person named in the table below is Culbro Corporation, 387 Park Avenue South, New York, New York 10016.

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NAME AND ADDRESS OF BENEFICIAL OWNER	CULBRO COMM PRIOR TO TH SHARES BENEFICIALLY OWNED(1)
<S>	<C>
Edgar M. Cullman (2)	974,874
Edgar M. Cullman, Jr. (2)	874,158
Louise B. Cullman (2)(3)	834,347
Susan R. Cullman (2)(3)	772,029
Lucy C. Danziger (2)(3)	1,046,264
John L. Ernst (2)	425,784
B. Bros. Realty Limited Partnership (4)	238,792
Gabelli Funds, Inc. (5)	1,021,300
Dimensional Fund Advisors, Inc. (6)	297,200
Dan W. Lufkin	16,000
Thomas C. Israel	11,000
Peter J. Solomon	7,000
Francis T. Vincent, Jr	7,000
John L. Bernbach	6,600
Graham V. Sherren	6,500
Bruce A. Barnet	6,100
Jay M. Green	85,900
Austin T. McNamara	15,400
A. Ross Wollen	44,232
Joseph C. Aird	13,311
All officers and directors as a group (14 persons)	1,968,972

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* Less than 1%

(1) This information reflects the definition of beneficial ownership adopted by the SEC. Beneficial ownership shown is sole investment and voting power, except as reflected in footnote 2. Where more than one person shares investment and voting power in the same shares such shares may be shown more than once. Such shares are reflected only once, however, in the total for all directors and officers. Includes options granted to directors pursuant to the 1992 Stock Option Plan for Non-employee Directors. Excluded are shares held by charitable foundations and trusts of which members of the Cullman and Ernst families are officers and directors. As of December 20, 1996, a group consisting of Messrs. Cullman, direct members of their families and trusts for their benefit, Mr. Ernst, his sister and direct members of their families and trusts for their benefit, a partnership in which members of the Cullman and Ernst families hold substantial direct and indirect interests and charitable foundations and trusts of which members of the Cullman and Ernst families are directors or trustees, owned an aggregate of approximately 2,237,312 shares of Culbro's common stock (approximately 50%). Among others, Messrs. Cullman and Mr. Ernst hold investment and voting power or shared investment and voting power over such shares. Certain of such shares are pledged as security for loans payable under standard pledge

arrangements. A form filed with the SEC on behalf of the Cullman & Ernst Group states that there is no formal agreement governing the group's holding and voting of such shares but that there is an informal understanding that the persons and entities included in the group will hold and vote together the shares owned by each of them in each case subject to any applicable fiduciary responsibilities. Louise B. Cullman is the wife of Edgar M. Cullman. Susan R. Cullman and Lucy C. Danziger are the daughters of Edgar M. Cullman and Louise B. Cullman.

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(2) Included within the shares shown as beneficially owned by Edgar M. Cullman are 863,576 shares in which he holds shared investment and/or voting power; included within the shares shown as beneficially owned by Mr. Ernst are 416,321 shares in which he holds shared investment and/or voting power; and included within the shares shown as beneficially owned by Edgar M. Cullman, Jr. are 733,990 shares in which he holds shared investment and/or voting power. Included within the shares shown as beneficially owned by Louise B. Cullman are 730,937 shares in which she holds shared investment and/or voting power; included within the shares shown as beneficially owned by Susan R. Cullman are 672,542 shares in which she holds shared investment and/or voting power; included within the shares shown as beneficially owned by Lucy C. Danziger are 956,922 shares in which she holds shared investment and/or voting power. Excluded in each case are shares held by charitable foundations and trusts in which such persons or their families or trusts for their benefit are officers and directors. Messrs. Cullman, Ernst and Cullman, Jr. disclaim beneficial interest in all shares over which there is shared investment and/or voting power and in all excluded shares.

(3) The address of each of Louise B. Cullman, Susan R. Cullman and Lucy C. Danziger is c/o 641 Lexington Avenue, New York, New York.

(4) The address of B. Bros. Realty Limited Partnership is 641 Lexington Avenue, New York, New York.

(5) The address of such person is Gabelli Funds, Inc., One Corporate Center, Rye, New York, NY 10580. A form filed with the SEC on September 18, 1991 by Gabelli Funds, Inc. indicates that the securities have been acquired by Gabelli Funds, Inc. and its wholly-owned subsidiaries on behalf of their investment advisory clients. Culbro has been informed that no individual client of Gabelli Funds, Inc. has ownership of more than 5% of Culbro's common stock.

(6) Dimensional Fund Advisors Inc. ("Dimensional"), a registered investment advisor, is deemed to have beneficial ownership of 297,200 shares of Culbro's common stock (approximately 7%) as of December 20, 1996, all of which shares are held in portfolios of DFA Investment Dimensions Group Inc., a registered open-end investment company, or in series of the DFA Investment Trust Company, a Delaware business trust, or the DFA Group Trust and DFA Participation Group Trust, a registered open-end investment company, or in series of the DFA Investment Trust Company, a Delaware business trust, or the DFA Group Trust and DFA Group Trust and DFA Participation Group Trust, investment vehicles for qualified employee benefit plans, all of which Dimensional Fund Advisors Inc. serves as investment manager. Dimensional disclaims beneficial ownership of all such shares.

DESCRIPTION OF CAPITAL STOCK

Prior to the closing of the Offering, the Company will amend its Certificate of Incorporation to change its authorized capital stock to shares of Class

A Common Stock, shares of Class B Common Stock and 20,000,000 shares of preferred stock, par value $0.01 per share (the "Preferred Stock"), and to convert each outstanding share of its current common stock into shares of its newly created Class B Common Stock (totaling shares of Class B Common Stock). The following summary description of the capital stock of the Company is qualified in its entirety by reference to the form of Amended and Restated Certificate of Incorporation of the Company (the "Amended Certificate") and By-Laws of the Company (the "By-Laws"), a copy of each of which is filed as an exhibit to the Registration Statement (as defined herein) of which this Prospectus forms a part.

CLASS A COMMON STOCK AND CLASS B COMMON STOCK

The Amended Certificate provides for two classes of common stock, Class A Common Stock and Class B Common Stock, the two classes of which are substantially identical, except for disparity in voting power. See "Risk Factors--Control by Certain Stockholders; Anti-Takeover Effects of Dual Classes of Stock; Other Anti-Takeover Provisions."

Each share of Class A Common Stock entitles the holder of record to one vote and each share of Class B Common Stock entitles the holder of record to ten votes at each annual or special meeting of

stockholders, in the case of any written consent of stockholders, and for all other purposes. The holders of Class A Common Stock and Class B Common Stock will vote as a single class on all matters submitted to a vote of the stockholders, except as otherwise provided by law. Neither the holders of Class A Common Stock nor the holders of Class B Common Stock have cumulative voting or preemptive rights. The Company may, as a condition to counting the votes cast by any holder of Class B Common Stock at any annual or special meeting of stockholders, in the case of any written consent of stockholders, or for any other purpose, require the furnishing of such affidavits or other proof as it may reasonably request to establish that the Class B Common Stock held by such holder has not, by virtue of the provisions of the Amended Certificate, been converted into Class A Common Stock.

The holders of the Class A Common Stock and Class B Common Stock will be entitled to receive dividends and other distributions as may be declared thereon by the Board of Directors of the Company out of assets or funds of the Company legally available therefor, subject to the rights of the holders of any series of Preferred Stock and any other provision of the Amended Certificate. The Amended Certificate provides that if at any time a dividend or other distribution in cash or other property is paid on Class A Common Stock or Class B Common Stock, a like dividend or other distribution in cash or other property will also be paid on Class B Common Stock or Class A Common Stock, as the case may be, in an equal amount. The Amended Certificate provides that if shares of Class A Common Stock are paid on Class A Common Stock and shares of Class B Common Stock are paid on Class B Common Stock, in an equal amount per share of Class A Common Stock and Class B Common Stock, such payment will be deemed to be a like dividend or other distribution. In the case of any split, subdivision, combination or reclassification of Class A Common Stock or Class B Common Stock, the shares of Class A Common Stock or Class B Common Stock, as the case may be, will also be split, subdivided, combined or reclassified so that the number of shares of Class A Common Stock and Class B Common Stock outstanding immediately following such split, subdivision, combination or reclassification will bear the same relationship to each other as that which existed immediately prior thereto.

In the event of any liquidation, dissolution or winding up of the Company,

the holders of Class A Common Stock and the holders of Class B Common Stock will be entitled to receive the assets and funds of the Company available for distribution after payments to creditors and to the holders of any Preferred Stock of the Company that may at the time be outstanding, in proportion to the number of shares held by them, respectively, without regard to class.

In the event of any corporate merger, consolidation, purchase or acquisition of property or stock, or other reorganization in which any consideration is to be received by the holders of Class A Common Stock or the holders of Class B Common Stock, the holders of Class A Common Stock and the holders of Class B Common Stock will receive the same consideration on a per share basis; except that, if such consideration shall consist in any part of voting securities (or of options or warrants to purchase, or of securities convertible into or exchangeable for, voting securities), the holders of Class B Common Stock may receive, on a per share basis, voting securities with ten times the number of votes per share as those voting securities to be received by the holders of Class A Common Stock (or options or warrants to purchase, or securities convertible into or exchangeable for, voting securities with ten times the number of votes per share as those voting securities issuable upon exercise of the options or warrants, or into which the convertible or exchangeable securities may be converted or exchanged, received by the holders of Class A Common Stock).

The Amended Certificate provides that no person holding record or beneficial ownership of shares of Class B Common Stock (a "Class B Holder") may transfer (as defined in the Amended Certificate), and the Company will not register the transfer of, such shares of Class B Common Stock, except to a Permitted Transferee. For purposes of the foregoing, the issuance of shares of Class B Common Stock to holders of Culbro common stock as a result of the Merger will not be deemed to be a transfer. A Permitted Transferee generally means an affiliate of the Class B Holder. In certain circumstances set forth in the Amended Certificate, the change in ownership or control of a record or beneficial holder of Class B Common Stock will also result in the conversion of such holder's Class B Common Stock into Class A

Common Stock, provided that transfers into estates, from trusts to their beneficiaries or from owners into trusts shall be Permitted Transfers not resulting in a loss of Class B voting rights. The Amended Certificate also provides that the Company will not register the transfer of any shares of Class B Common Stock unless the transferee and the transferor of such Class B Common Stock have furnished such affidavits and other proof as the Company may reasonably request to establish that such proposed transferee is a Permitted Transferee. In addition, upon any purported transfer of shares of Class B Common Stock not permitted under the Amended Certificate, all shares of Class B Common Stock purported to be so transferred will be deemed to be converted into shares of Class A Common Stock, and stock certificates formerly representing such shares of Class B Common Stock will thereupon and thereafter be deemed to represent such number of shares of Class A Common Stock as equals the number of shares of Class A Common Stock into which such shares of Class B Common Stock could be converted pursuant to the terms of the Amended Certificate.

PREFERRED STOCK

The Board of Directors, without further stockholder authorization, is authorized to issue, from time to time, Preferred Stock in one or more series, to establish the number of shares to be included in any such series and to fix the designations, powers, preferences and rights of the shares of each such series and any qualifications, limitations or restrictions thereof, including

dividend rights and preferences over dividends on the Common Stock, conversion rights, voting rights, redemption rights, the terms of any sinking fund therefor and rights upon liquidation. The ability of the Board of Directors of the Company to issue Preferred Stock, while providing flexibility in connection with financing, acquisitions and other corporate purposes, could have the effect of discouraging, deferring or preventing a change in control of the Company or an unsolicited acquisition proposal, since the issuance of Preferred Stock could be used to dilute the share ownership of a person or entity seeking to obtain control of the Company. In addition, because the Board of Directors of the Company has the power to establish the preferences, powers and rights of the shares of any such series of Preferred Stock, it may afford the holders of any Preferred Stock preferences, powers and rights (including voting rights) senior to the rights of the holders of Common Stock, which could adversely affect the rights of holders of Common Stock.

SECTION 203 OF THE DELAWARE GENERAL CORPORATION LAW

Section 203 ("Section 203") of the General Corporation Law of the State of Delaware (the "DGCL") provides, in general, that a stockholder acquiring more than 15% of the outstanding voting stock of a corporation subject to Section 203 (an "Interested Stockholder") but less than 85% of such stock may not engage in certain Business Combinations (as defined in Section 203) with the corporation for a period of three years subsequent to the date on which the stockholder became an Interested Stockholder unless (i) prior to such date the corporation's board of directors approved either the Business Combination or the transaction in which the stockholder became an Interested Stockholder or (ii) the Business Combination is approved by the corporation's board of directors and authorized by a vote of at least 66 2/3% of the outstanding voting stock of the corporation not owned by the Interested Stockholder. The Amended Certificate contains a provision electing not to be governed by Section 203.

LIMITATIONS ON DIRECTORS' LIABILITY

The Amended Certificate contains a provision which eliminates the personal liability of a director to the Company and its stockholders for certain breaches of his or her fiduciary duty of care as a director.

This provision does not, however, eliminate or limit the personal liability of a director (i) for any breach of such director's duty of loyalty to the Company or its stockholders, (ii) for acts or omissions not in good faith or which involve intentional misconduct or a knowing violation of law, (iii) under Delaware statutory provisions making directors personally liable, under a negligence standard, for unlawful dividends or unlawful stock repurchases or redemptions, or (iv) for any transaction from which the director derived an improper personal benefit. This provision offers persons who serve on the Board of Directors of the Company protection against awards of monetary damages resulting from breaches of their duty of care (except as indicated above), including grossly negligent business decisions made in connection with takeover proposals for the Company. As a result of this provision, the ability of the Company or a stockholder thereof to successfully prosecute an action against a director for a breach of his duty of care has been limited. However, the provision does not affect the availability of equitable remedies such as an injunction or recision based upon a director's breach of his duty of care. The SEC has taken the position that the provision will have no effect on claims arising under the federal securities laws.

In addition, the Amended Certificate and By-Laws provide mandatory indemnification rights, subject to limited exceptions, to any person who was or

is party or is threatened to be made a party to any threatened, pending or completed action, suit or proceeding by reason of the fact that such person is or was a director or officer of the Company, or is or was serving at the request of the Company as a director or officer of another corporation, partnership, joint venture, trust, employee benefit plan or other enterprise. Such indemnification rights include reimbursement for expenses incurred by such person in advance of the final disposition of such proceeding in accordance with the applicable provisions of the DGCL.

TRANSFER AGENT AND REGISTRAR

Chemical Mellon Shareholder Services, LLC is the transfer agent and registrar for the Common Stock.

DESCRIPTION OF THE CREDIT FACILITY

General Cigar Co., Inc. and Culbro have entered into a Commitment Letter with The Chase Manhattan Bank ("Chase") which provides for credit facilities (collectively, the "Credit Facility") comprised of a term loan and a revolving credit facility aggregating $120.0 million to be made available to General Cigar Co., Inc. The revolving credit facility will have a commitment of not less than $50.0 million and will extend for a three-year period from the closing of the Credit Facility.

Net proceeds of the Offering of up to $70.0 million are required to be applied to pay the term loan and to reduce the commitment under the revolving credit facility, which need not be reduced to less than $50.0 million.

At the time of the initial borrowing under the Credit Facility, indebtedness thereunder is to be guaranteed by Culbro, CLR, Imperial Nurseries, Inc. ("Imperial") 387 PAS Corp. and Club Macanudo, Inc. and will be secured by the stock of the direct and indirect subsidiaries of Culbro. Upon the consummation of the Offering, Culbro, CLR and Imperial will be released from their guarantees and all collateral will be released.

Prior to the consummation of the Offering, borrowings under the Credit Facility will initially bear interest at a rate equal to 2.0% above the rate at which eurodollar deposits for one, two, three or six months (at the Company's option) are offered to Chase in the interbank eurodollar market (the "Eurodollar Rate"), or 1.0% above the "ABR Rate," which is defined as the highest of (i) the rate of interest publicly announced by Chase as its prime rate in effect at its principal office in New York City (the "Prime Rate"), (ii) the secondary market rate for three-month certificates of deposit (adjusted for statutory reserve requirements) plus 1.0% and (iii) the federal funds effective rate from time to time plus 0.5%. Following consummation of the Offering, the rate will be the ABR Rate, or 0.75% above the Eurodollar Rate.

<PAGE>

The Credit Facility will include financial and ratio covenants, including minimum interest and fixed charge coverage, current ratio and tangible net worth and maximum leverage tests. The Credit Facility also will include negative covenants including limitations on indebtedness, liens, guarantee obligations, mergers, consolidations, liquidations and dissolutions, sales of assets, leases, dividends and other payments in respect of capital stock, capital expenditures, investments, loans and advances, optional payments and modifications of subordinated and other debt instruments, transactions with affiliates, sale and leasebacks, changes in fiscal year, negative pledge clauses, and changes in lines of business.

SHARES ELIGIBLE FOR FUTURE SALE

Immediately after consummation of the Offering, the Company will have outstanding shares of Class A Common Stock and shares of Class B Common Stock, assuming no exercise of the over-allotment option granted to the Underwriters. Of these shares, the shares of Class A Common Stock sold in the Offering (or a maximum of shares if the over-allotment option is exercised in full) will be freely tradeable without restrictions or further registration under the Securities Act, unless purchased by "affiliates" of the Company (as that term is defined under the Securities Act). All of the Class B Common Stock will be owned by Culbro, and following the Merger, such shares of Class B Common Stock will be held directly by the former shareholders of Culbro.

Immediately after consummation of the Offering, shares of Class A Common Stock (shares following consummation of the Merger) will be subject to outstanding options. The Company intends to file a registration statement on Form S-8 under the Securities Act to register the sale of shares of Class A Common Stock reserved for issuance under the 1997 Stock Option Plan, and shares of Class A Common Stock issuable upon exercise of Culbro Options following the Merger. As a result, any shares of Class A Common Stock issued upon exercise of such stock options will be available, subject to special rules for affiliates, for resale in the public market, subject to applicable lock-up arrangements.

In general, under Rule 144, as currently in effect, (i) a person (or persons whose shares are required to be aggregated) who has beneficially owned shares of Class A Common Stock as to which at least two years have elapsed since such shares were sold by the Company or by an affiliate of the Company in a transaction or chain of transactions not involving a public offering ("restricted securities") or (ii) an affiliate of the Company who holds shares of Class A Common Stock that are not restricted securities may sell, within any three-month period, a number of such shares that does not exceed the greater of 1% of the Company's Class A Common Stock then outstanding or the average weekly trading volume in the Class A Common Stock during the four calendar weeks preceding the date on which notice of such sale required under Rule 144 was filed. Sales under Rule 144 are also subject to certain provisions relating to the manner and notice of sale and availability of current public information about the Company. Affiliates of the Company must comply with the requirements of Rule 144, including the two-year holding period requirement, to sell shares of Class A Common Stock that are restricted securities. Furthermore, if a period of at least three years has elapsed from the date restricted securities were acquired from the Company or an affiliate of the Company, a holder of such restricted securities who is not an affiliate of the Company at the time of the sale and has not been an affiliate of the Company at any time during the three months prior to such sale would be entitled to sell such shares without regard to the volume limitation and other conditions described above.

All shares of Class B Common Stock and all shares of Class A Common Stock issuable upon conversion of such shares of Class B Common Stock will, immediately after consummation of the Merger, be eligible for sale in the public market; provided, that all of such shares held by the members of the Cullman & Ernst Group may only be resold pursuant to, and in accordance with, the volume, manner of sale and other conditions of Rule 144 described above. The Company has agreed that it will not effect the Merger without the prior written consent of DLJ on behalf of the Underwriters for a period of 180 days after the date of this Prospectus. See "Underwriting."

<PAGE>

Prior to the Offering, there has been no public market for the Class A

Common Stock. Although the Company can make no prediction as to the effect, if any, that sales of shares of Class A Common Stock by the Cullman & Ernst Group would have on the market price prevailing from time to time, sales of substantial amounts of Class A Common Stock or the availability of such shares for sale could adversely affect prevailing market prices.

The SEC has proposed reducing the required two-year holding period under Rule 144 to one year, and reducing the required three-year holding period under Rule 144(k) to two years. The Company can make no prediction as to when, if at all, such proposals will be adopted. If adopted, such modifications would have a material effect on the times when shares of the Company's Class A Common Stock become eligible for resale in the public market.

UNDERWRITING

Subject to certain conditions contained in the Underwriting Agreement, a syndicate of underwriters named below (the "Underwriters"), for whom DLJ and Smith Barney Inc. are acting as representatives (the "Representatives"), have severally agreed to purchase from the Company an aggregate of shares of Class A Common Stock. The number of shares of Class A Common Stock that each Underwriter has agreed to purchase is set forth opposite its name below:

<TABLE>
<CAPTION>

UNDERWRITERS	
<S>	
Donaldson, Lufkin & Jenrette Securities Corporation	
Smith Barney Inc.	
Total	

</TABLE>

The Underwriting Agreement provides that the obligations of the several Underwriters to purchase the shares of Class A Common Stock offered hereby are subject to approval of certain legal matters by their counsel and to certain other conditions. If any of the shares of Class A Common Stock are purchased by the Underwriters pursuant to the Underwriting Agreement, the Underwriters are obligated to purchase all such shares (other than those covered by the over-allotment option described below).

Prior to this Offering, there has been no established trading market for the Class A Common Stock. The initial price to the public for the Class A Common Stock set forth on the cover page of this Prospectus has been determined by negotiation between the Company and the Representatives. The principal factors considered in determining the initial price to the public were the information set forth in this Prospectus and otherwise available to the Representatives, the history and prospects for the industry in which the Company competes, the ability of the Company's management, the past and present operations of the Company, the historical results of operations, the prospects for future earnings of the Company, the present state of the Company's development, the general condition of the securities markets at the time of the offering and the recent market prices and the demand for publicly traded common stock of generally comparable companies.

<PAGE>

The Company has been advised by the Underwriters that they propose to offer the shares of Class A Common Stock to the public initially at the price to the public set forth on the cover page of this Prospectus and to certain dealers (who may include the Underwriters) at such price, less a concession not in excess of $ per share. The Underwriters may allow, and such dealers may re-allow, a concession not in excess of $ per share to certain other dealers. After the initial public offering, the price to the public, the concession and the discount to dealers may be changed by the Representatives.

The Company has granted to the Underwriters an option, exercisable for 30 days from the date of this Prospectus, to purchase up to additional shares of Class A Common Stock at the initial price to the public less underwriting discounts and commissions, solely to cover over-allotments. To the extent that the Underwriters exercise such option, each of the Underwriters will be committed, subject to certain conditions, to purchase a number of option shares proportionate to such Underwriter's initial commitment as indicated in the preceding table.

In the Underwriting Agreement, the Company and the Underwriters have agreed to indemnify each other against certain liabilities, including liabilities under the Securities Act.

The Company, the executive officers and directors of the Company and certain stockholders of the Company have each agreed that they will not, without the prior written consent of DLJ, register the sale of, sell, offer to sell, contract to sell, grant any option to purchase or otherwise dispose of any shares of Class A Common Stock or any securities convertible into or exercisable or exchangeable for Class A Common Stock, or in any manner transfer all or a portion of the economic consequences associated with the ownership of Class A Common Stock, for a period of 180 days after the date of this Prospectus.

At the request of the Company, the Underwriters have agreed to pay Peter J. Solomon Securities Company Limited a fee of $700,000 related to its acting as a financial advisor to the Company in connection with the Offering. Peter J. Solomon, a Director of the Company, is the Chairman of Peter J. Solomon Securities Company Limited.

LEGAL MATTERS

The validity of the Common Stock offered hereby will be passed upon for the Company by Latham & Watkins, New York, New York. Frederick M. Danziger, Of Counsel to Latham & Watkins, is a Director and shareholder of Culbro and a member of the Cullman & Ernst Group. See "Certain Relationships and Related Transactions." Certain legal matters will be passed upon for the Underwriters by Gibson, Dunn & Crutcher LLP, New York, New York.

EXPERTS

The Combined Financial Statements of General Cigar Holdings, Inc. as of December 3, 1994 and December 2, 1995 and for each of the fiscal years ended November 27, 1993, December 3, 1994 and December 2, 1995 included in this Prospectus have been so included in reliance on the report (which contains an explanatory paragraph relating to the Company's adoption of Statement of Financial Standards No. 106, "Employers Accounting for Postretirement Benefits other than Pensions," in 1993 as discussed in Note 8 to the Combined Financial Statements) of Price Waterhouse LLP, independent accountants, given on the authority of said firm as experts in auditing and accounting.

The Consolidated Financial Statements of Villazon & Company, Inc. and

Subsidiary as of December 31, 1995 and October 31, 1996 and for each of the years ended December 31, 1994 and 1995 and the ten months ended October 31, 1996 included in this Prospectus have been so included in reliance on the report of Price Waterhouse LLP, independent certified public accountants, given on the authority of said firm as experts in auditing and accounting.

The Financial Statements of Honduras American Tabaco, S.A. de C.V. as of December 31, 1995 and October 31, 1996, and for each of the years ended December 31, 1994 and 1995 and the ten months ended

<PAGE>
October 31, 1996 included in this Prospectus have been so included in reliance on the report of Price Waterhouse, independent accountants, given on the authority of said firm as experts in auditing and accounting.

ADDITIONAL INFORMATION

The Company has filed with the SEC, Washington, D.C. 20549, a Registration Statement on Form S-1 under the Securities Act with respect to the shares of Common Stock offered hereby. This Prospectus does not contain all the information set forth in the Registration Statement and the exhibits and schedules thereto. For further information with respect to the Company and such Common Stock, reference is made to the Registration Statement and to the exhibits and schedules filed therewith. Statements contained in this Prospectus as to the contents of any contract or other document referred to are not necessarily complete, and in each instance reference is made to the copy of such contract or other document as filed as an exhibit to the Registration Statement, each such statement being qualified in all respects by such reference. A copy of the Registration Statement may be inspected by anyone without charge at the SEC's principal office in Washington D.C., at the regional offices of the SEC located at 7 World Trade Center, New York, New York 10048 and 500 West Madison Street, Chicago, Illinois 60661 and through the SEC's internet site at www.sec.gov. Copies of all or any part of the Registration Statement may be obtained from the Public Reference Section of the SEC, 450 Fifth Street, N.W., Washington, D.C. 20549, upon payment of certain fees prescribed by the SEC.

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Combined Statement of Operations for 1993, 1994 and 1995.....
Combined Statement of Cash Flows for 1993, 1994 and 1995.....
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Combined Balance Sheet as of December 2, 1995 and August 31, 1996 (unaudited).....
Combined Statement of Operations and Culbro Investment for the 39 weeks ended Septem
31, 1996 (unaudited).....
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October 31, 1996.....
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REPORT OF INDEPENDENT ACCOUNTANTS

To the Board of Directors and Stockholder
of General Cigar Holdings, Inc.

The transactions described in Note 1 to the combined financial statements have not been consummated at December 23, 1996. When they have been consummated, we will be in a position to furnish the following report:

"In our opinion, the accompanying combined balance sheet and the related combined statements of operations and of cash flows present fairly, in all material respects, the combined financial position of General Cigar Holdings, Inc. (a wholly-owned subsidiary of Culbro Corporation) at December 3, 1994 and December 2, 1995 and the results of their combined operations and their combined cash flows for each of the fiscal years ended November 27, 1993, December 3, 1994 and December 2, 1995 in conformity with generally accepted accounting principles. These financial statements are the responsibility of the Company's management; our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits of these statements in accordance with generally accepted auditing standards which require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for the opinion expressed above.

As discussed in Note 8 to the combined financial statements, the Company adopted Statement of Financial Accounting Standards No. 106, "Employers' Accounting for Postretirement Benefits Other Than Pensions," in 1993."

PRICE WATERHOUSE LLP

New York, New York
December 20, 1996

<PAGE>

GENERAL CIGAR HOLDINGS, INC.

COMBINED BALANCE SHEET

(DOLLARS IN THOUSANDS)

<TABLE>
<CAPTION>

<S>
ASSETS
CURRENT ASSETS
Cash.....
Accounts receivable, less allowance of $725 and $465.....
Inventories.....
Other current assets.....

Total current assets.....

Property and equipment, net.....
Other assets.....

Total assets.....

LIABILITIES AND CULBRO INVESTMENT
CURRENT LIABILITIES
Accounts payable and accrued liabilities.....
Current portion of long-term debt.....

Total current liabilities.....

Long-term debt.....
Accrued retirement benefits.....
Deferred income taxes.....
Other noncurrent liabilities.....

Total liabilities.....

Commitments and contingencies (See Note 13).....

Culbro Investment.....

Total liabilities and Culbro Investment.....

</TABLE>

See Notes to Combined Financial Statements.

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GENERAL CIGAR HOLDINGS, INC.

COMBINED STATEMENT OF OPERATIONS
(DOLLARS IN THOUSANDS)

<TABLE>
<CAPTION>

<S>	<C
Net sales	$
Cost of goods sold	
Gross profit	
Selling, general and administrative expenses	
Operating profit	
Gain on insurance settlement	
Other nonoperating income (expense)	
Interest expense	
Income before income taxes	
Income tax provision	
Income before cumulative effect of accounting change	
Cumulative effect of accounting change for postretirement benefits, net of tax provision	
Net income (loss)	$

</TABLE>

See Notes to Combined Financial Statements.

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GENERAL CIGAR HOLDINGS, INC.

COMBINED STATEMENT OF CASH FLOWS
(DOLLARS IN THOUSANDS)

<TABLE>
<CAPTION>

<S>
OPERATING ACTIVITIES:
Net income (loss)
Adjustments to reconcile net income to net cash (used in) provided by operating activities:
Cumulative effect of accounting change
Depreciation and amortization
Gain on insurance settlement
Deferred income taxes
Changes in assets and liabilities which increase (decrease) cash:
Accounts receivable
Inventories
Other current assets
Accounts payable and accrued liabilities
Accrued retirement benefits
Other, net

Net cash (used in) provided by operating activities.....

INVESTING ACTIVITIES:
Additions to property and equipment.....
Proceeds from insurance settlement.....

Net cash used in investing activities.....

FINANCING ACTIVITIES:
Net transactions with Culbro.....
Increase in debt.....
Repayment of indebtedness.....

Net cash (used in) provided by financing activities.....

Net increase (decrease) in cash.....
Cash at beginning of period.....

Cash at end of period.....

</TABLE>

See Notes to Combined Financial Statements.

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GENERAL CIGAR HOLDINGS, INC.

NOTES TO COMBINED FINANCIAL STATEMENTS

1. CERTAIN TRANSACTIONS

The accompanying combined financial statements include the accounts of General Cigar Holdings, Inc. (the "Company")(See Note 3--Basis of Presentation), and reflect its financial position, results of operations and cash flows after elimination of intercompany accounts and transactions. General Cigar Holdings, Inc. is a wholly-owned subsidiary of Culbro Corporation ("Culbro"), and was formed on December 12, 1996 to hold all of the outstanding stock of General Cigar Co., Inc. ("General Cigar"), currently a wholly-owned subsidiary of Culbro, in anticipation of an initial public offering (the "Offering"). The Company has no business operations of its own and its principal asset will be all of the outstanding stock of General Cigar. The transfer of ownership of certain other assets including principally 1,200 acres of land, the stock of 387 PAS Corp., the stock of Club Macanudo, Inc. (the "Additional Asset Transfers") and the assumption by the Company of related liabilities and substantially all of the debt of Culbro is expected to be completed prior to the Offering in accordance with the terms of a Distribution Agreement (the "Distribution Agreement") among the Company, Culbro and Culbro Land Resources, Inc. ("CLR"). The Additional Asset Transfers are reflected in the accompanying combined financial statements. The Additional Asset Transfers, the transfer of General Cigar Stock and the assumption by the Company of the liabilities and debt of Culbro referred to above are herein collectively referred to as the "Asset Transfers." The Distribution Agreement also provides for the assumption of employee benefit arrangements of Culbro by the Company, for a tax sharing agreement and for a potential distribution of the stock (the "Distribution") of CLR to Culbro's shareholders. Following the Distribution, subject to certain conditions, Culbro will be merged (the "Merger") with and into the Company. Such transactions are not reflected in the accompanying combined financial statements.

2. VILLAZON ACQUISITION

In November 1996, the Company signed a letter of intent to acquire, in a single transaction, two affiliated companies, Villazon and Company, Inc., a U.S. corporation, and Honduras American Tabaco, S.A. de C.V., a Honduran corporation (collectively "Villazon"), for approximately $89.0 million (including acquisition costs) consisting of $64.0 million of cash and $25.0 million aggregate principal amount of seller notes (the "Villazon Acquisition"). Both companies are engaged in the cigar business. The Villazon Acquisition is expected to be consummated in January 1997 and will be accounted for using the purchase method of accounting. Cost in excess of net assets acquired, primarily trade names and other intangible assets, is expected to be approximately $71.0 million. The Company plans to secure a loan to finance the acquisition, and anticipates that the loan will be repaid either entirely or partially, with the proceeds from the expected Offering.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

BASIS OF PRESENTATION

The accompanying combined financial statements of the Company include the accounts of General Cigar, Club Macanudo, Inc. ("Club Macanudo") and 387 PAS Corp. ("387 PAS"), Culbro's corporate headquarters building subsidiary, about 80% of which is leased to unrelated commercial tenants. These entities will become wholly-owned subsidiaries of the Company prior to the Offering. Club Macanudo was incorporated in 1995 and operates a cigar bar in New York City, which opened on May 1, 1996. The operations of Club Macanudo and 387 PAS were not material to the Company's results of operations in any of the periods presented.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

The combined financial statements have been presented as if the Company had operated as an independent stand-alone entity for all periods presented. Such financial statements may not necessarily present the financial position, results of operations and cash flows the Company would have reported had it actually operated as a stand-alone entity. See Note 4 for unaudited combined condensed pro forma financial information that reflects the pro forma results of operations and financial position as if the Asset Transfers had been consummated and the Company had operated as a stand-alone business for the periods presented, and the Villazon Acquisition had been consummated in the periods presented.

FISCAL YEAR

The Company's fiscal year ends on the Saturday nearest November 30. Fiscal 1995 and 1993 ended on December 2, 1995 and November 27, 1993, respectively, and contained 52 weeks. Fiscal 1994 ended on December 3, 1994 and contained 53 weeks.

INVENTORIES

The Company's inventories are stated at the lower of cost or market using the first-in, first-out ("FIFO") method. Raw materials include tobacco in the

process of aging, a substantial amount of which will not be used or sold within one year. It is industry practice to include such inventories in current assets. Raw materials also include tobacco in bond which is subject to customs duties payable upon withdrawal from bond. Following industry practice, the Company does not include such duties in inventories until paid.

PROPERTY AND EQUIPMENT

Property and equipment are carried at cost. Depreciation is determined on a straight-line basis over the estimated useful asset lives for financial reporting purposes and principally on accelerated methods for tax purposes.

REVENUE RECOGNITION

Sales and the related cost of sales are recognized upon shipment of products.

ADVERTISING AND PROMOTION EXPENSE

Advertising and promotion costs are expensed when incurred. Production costs of future media advertising are deferred until the advertising first occurs.

FAIR VALUE OF FINANCIAL INSTRUMENTS

The amounts included in the financial statements for accounts receivable, accounts payable and accrued liabilities reflect their fair values because of the short-term maturity of these instruments. The fair values of the Company's other financial instruments are discussed in Note 7.

EARNINGS PER SHARE

The Company is a wholly-owned subsidiary of Culbro and its historical capital structure does not permit a meaningful presentation of earnings per share. Accordingly, earnings per share are not presented herein.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)
RECENTLY ISSUED ACCOUNTING STANDARDS

In March 1995, the Financial Accounting Standards Board ("FASB") issued Statement No. 121, "Accounting for the Impairment of Long-Lived Assets and for Long-Lived Assets to be Disposed Of." This Statement requires that long-lived assets and certain intangibles held and used by a business entity be reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. The Company continually reviews its long-lived assets and intangible assets, considering future performance of those assets in assessing the need for adjustments to their carrying values. The Company will perform such reviews in the future in accordance with the methods prescribed by SFAS No. 121.

In October 1995, the FASB issued Statement No. 123, "Accounting for Stock-Based Compensation." This Statement establishes a fair value method of accounting for, or disclosing, stock-based compensation plans. The Company intends to adopt the disclosure provisions of this standard which require disclosing the pro forma effect on net income and earnings per share of the fair

value method of accounting for stock-based compensation. The adoption of the disclosure provisions will not affect consolidated financial condition, results of operations, or cash flows.

USE OF ESTIMATES

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and revenue and expenses during the period reported. Actual results could differ from those estimates. Estimates are used when accounting for allowance for uncollectible accounts receivable, depreciation and amortization, employee benefit plans, taxes, and contingencies, among others.

4. COMBINED CONDENSED PRO FORMA FINANCIAL INFORMATION (UNAUDITED)

The following combined condensed unaudited pro forma financial information reflects the Company as if it had operated as a stand-alone business, the Asset Transfers had occurred and the Villazon Acquisition had been consummated. The unaudited pro forma combined condensed statement of operations assumes that the transactions took place at the beginning of fiscal 1995. The unaudited pro forma combined condensed balance sheet assumes that the items discussed above occurred at the balance sheet date. The unaudited pro forma financial information presented herein may not necessarily reflect the results of operations and financial position had these items discussed above actually taken place on these dates. The pro forma financial information reflects the elimination of intercompany accounts between the Company.

4. COMBINED CONDENSED PRO FORMA FINANCIAL INFORMATION (UNAUDITED) (CONTINUED)
COMBINED CONDENSED PRO FORMA STATEMENT OF OPERATIONS (UNAUDITED) (DOLLARS IN THOUSANDS)

<TABLE>
<CAPTION>

<S>
Net sales.....

Operating profit.....
Gain on insurance settlement.....
Other nonoperating expense.....
Interest expense.....

Income before income taxes.....
Income tax provision.....

Net income.....

</TABLE>

Pro forma earnings per share will be presented when the estimated number of

shares expected to be issued in the Offering is available.

COMBINED CONDENSED PRO FORMA BALANCE SHEET (UNAUDITED) (DOLLARS IN THOUSANDS)

<TABLE>
<CAPTION>

D

-

<S> <

Current assets.....
Property and equipment, net.....
Intangible assets.....
Other assets.....

-

Total assets.....

-
-

Current liabilities.....
Long-term debt.....
Other noncurrent liabilities.....

-

Total liabilities.....
Culbro Investment.....

-

Total liabilities and Culbro Investment.....

-
-

</TABLE>

5. RELATED PARTY TRANSACTIONS

CULBRO INVESTMENT

The Company maintained an intercompany account with Culbro in which the intercompany transactions including, cash transfers and the liability for benefit and insurance costs and allocated general and administrative expenses described below were recorded. The balance in the intercompany account at the end of each period presented has been included in Culbro Investment in the consolidated balance sheet.

<PAGE>

GENERAL CIGAR HOLDINGS, INC.

NOTES TO COMBINED FINANCIAL STATEMENTS (CONTINUED)

5. RELATED PARTY TRANSACTIONS (CONTINUED)
The Culbro Investment account also includes the cumulative net earnings of the Company and its capital stock. The changes in the Culbro Investment account are summarized as follows:

<TABLE>
<CAPTION>

	(DOLLARS IN THOUSANDS)
Balance, November 28, 1992.....	$ 75,874
<S>	<C>
Net loss.....	(3,049)
Culbro Investment activity.....	5,916

Balance, November 27, 1993	78,741
Net income	4,550
Culbro Investment activity	(15,131)
Balance, December 3, 1994	68,160
Net income	11,324
Culbro Investment activity	(13,389)
Balance, December 2, 1995	$ 66,095

</TABLE>

TREASURY

Through the date of the expected Offering, the Company's treasury activities will remain integrated into Culbro's cash management system. The Company's cash receipts are transferred daily into Culbro's cash account and the Company's cash disbursement accounts are reimbursed by Culbro on a daily basis. The difference between cash transferred by the Company to Culbro and reimbursements by Culbro to the Company's disbursement accounts has been reflected in Culbro Investment in the consolidated balance sheet.

INTERCOMPANY ACTIVITIES

The Company's employees participate in certain benefit programs which are sponsored and administered by Culbro. See Note 8 for discussion of employee benefit plan costs. The Company's risk insurance and employee medical coverage are provided through insurance policies and programs purchased by Culbro on behalf of the Company and Culbro's other subsidiaries. The cost of these items was allocated based on the specific insurance data related to each subsidiary. All direct charges relating to the Company for these services, and the Company's participation in these plans have been charged to the Company by Culbro, and included in the Company's combined financial statements.

A substantial amount of Culbro management time and resources were related to the operations of the Company, and Culbro also performed certain specific administrative functions for the Company, including legal, tax, treasury, human resources and internal audit. In addition to the direct charges above for employee benefits and risk insurance, the combined statement of operations reflects general and administrative expenses of $5.6 million, $5.5 million and $8.8 million for 1993, 1994 and 1995, respectively, allocated by Culbro to the Company for these services. These charges were based principally on an evaluation of the Company's share of expenses relating to the Culbro corporate activities associated with the Company's operations and are considered by management to be reasonable. These amounts may not necessarily be indicative of the additional general and administrative expenses the Company would have incurred had it operated independently during the years presented.

<PAGE>

5. RELATED PARTY TRANSACTIONS (CONTINUED)

No interest has been charged or paid to Culbro on the net investment account, and accordingly intercompany interest expense has not been included in the combined statements of operations. See the unaudited combined condensed pro

forma statement of operations (Note 4).

6. INTERCOMPANY INCOME TAXES

All current tax liabilities were paid by Culbro and accordingly the Company's current tax liabilities are reflected in the Culbro Investment account.

Historically, the combined results of operations of the Company were included in Culbro's consolidated U.S. federal income tax returns, and will be included in such returns until the Distribution and Merger are consummated. The income tax provisions and deferred tax liabilities have been calculated in accordance with Statement of Financial Accounting Standards ("SFAS") No. 109 "Accounting for Income Taxes" as if the Company had filed separate tax returns. The provision for income taxes is summarized as follows:

<TABLE>
<CAPTION>

	1993	19
	(DOLLARS IN	
<S>	<C>	<C>
Current:		
Federal	$ 679	$
State and local	151	
Deferred, principally federal	111	
	$ 941	$

</TABLE>

The reasons for the difference between the United States statutory income tax rate and the effective rates are shown in the following table:

<TABLE>
<CAPTION>

	1993	19
	(DOLLARS IN	
<S>	<C>	<C>
Tax expense at statutory rates	$ 764	$
State and local income taxes	100	
Other	77	
	$ 941	$

</TABLE>

The significant components of net deferred tax liabilities are as follows:

<TABLE>
<CAPTION>

	1994
	(DOLLA THOUS
<S>	<C>
Depreciation	$ 7,236

Postretirement benefit liabilities	(2,286)
Pension liabilities	(1,724)
Other	(870)
	$ 2,356

</TABLE>

In connection with the expected Offering, Culbro and the Company will enter into a Tax Sharing Agreement which will provide, among other things, for the allocation between CLR and the Company of

<PAGE>

GENERAL CIGAR HOLDINGS, INC.

NOTES TO COMBINED FINANCIAL STATEMENTS (CONTINUED)

6. INTERCOMPANY INCOME TAXES (CONTINUED)

federal, state, local and foreign tax liabilities for all periods through the Distribution and Merger. With respect to the consolidated tax returns filed by Culbro, the Tax Sharing Agreement will provide that the Company will be liable for any amounts that it would have been required to pay with respect to any deficiencies assessed, generally as if it had filed separate tax returns.

7. LONG-TERM DEBT

Long-term debt includes:

<TABLE>
<CAPTION>

	DECEMBER 3, 1994	DE
	(DOLLARS IN TH	
<S>	<C>	<C
Building mortgage	$ --	$
Equipment loan	4,764	
Capital leases	3,206	
Total	7,970	
Less: due within one year	972	
Total long-term debt	$ 6,998	$

</TABLE>

As of December 2, 1995, the annual payment requirements under the terms of the building mortgage and equipment loan, for the years 1996 through 2000 are $0.3 million, $0.3 million, $0.4 million, $5.4 million, and $0.4 million, respectively. The building mortgage is on 387 PAS corporate office building. The mortgage, which bears interest at 2.0% above LIBOR, matures in March 1999 and requires periodic payments of only interest until maturity. The equipment loan was entered into in January 1994, and bears interest at 7.25% per annum and has a term of ten years, with a balloon payment of $1.2 million due at maturity. The equipment had a net book value of $3.0 million at December 2, 1995.

Management believes that the amounts reflected on the balance sheet for its

debt obligations reflect their current market values based on market interest rates for comparable risks, maturities and collateral.

<PAGE>

GENERAL CIGAR HOLDINGS, INC.
NOTES TO COMBINED FINANCIAL STATEMENTS (CONTINUED)

7. LONG-TERM DEBT (CONTINUED)

The Company is negotiating a line of credit with its bank for a facility of up to $120.0 million which will be used to finance the Villazon Acquisition and for working capital and other general corporate purposes.

8. RETIREMENT BENEFITS

PENSION PLAN

The Company's employees participate in Culbro's noncontributory defined benefit pension plan, which covers substantially all employees of Culbro and its subsidiaries. The plan's benefits are based on employees' years of service and compensation. Contributions to the plan are made in accordance with the provisions of the Employee Retirement Income Security Act. Pension expense of $0.5 million, $0.6 million and $0.4 million for 1993, 1994 and 1995, respectively, included in the combined statement of operations reflects the Company's proportionate share of Culbro's consolidated pension expense based on the benefit costs attributable to its employees, as determined by the plan's actuaries.

The Company intends to maintain this plan and will be directly responsible for all of the pension obligations of the plan, including those relating to its employees and its former employees, as well as all vested employees of Culbro and its subsidiaries under the plan. The Company expects to continue to provide its current employees with the existing level of benefits under the plan; all other Culbro employees will cease to be active participants in the plan. In connection with the Distribution and Merger, the Company and CLR will enter into an Employee Benefits Administration Agreement for the purpose of defining the responsibilities for the administration of the plan. As of December 2, 1995, the Plan was overfunded and Culbro has not made any contributions to the plan in the past five years. The pro forma unaudited financial information in Note 4 reflects the effect of the Company's assumption of the Culbro Plan assets and obligations as if it had occurred on the dates noted therein.

The status of the Culbro pension plan as determined by the plan's actuaries at December 3, 1994 and December 2, 1995 was as follows (dollars in thousands):

<TABLE>
<CAPTION>

	1994	
<S>	<C>	<C
Present value of benefits earned by participants including vested benefits of $45,614 and $53,730 at December 3, 1994 and December 2, 1995, respectively	$ 46,072	$
Plan assets at fair value, primarily equities	$ 56,373	$
Present value of projected benefit obligations	48,307	
Plan assets in excess of projected benefit obligations	8,066	

Amount included on Culbro balance sheet	5,320	
Unrecognized net asset	$ 13,386	$
Unrecognized net asset includes:		
Net gain from experience differences and assumption changes	$ 13,899	$
Less: Changes due to plan amendments	(225)	
Net pension obligation at adoption of SFAS No. 87	(288)	
Unrecognized net asset	$ 13,386	$

</TABLE>

Discount rates of 8.5% and 7.5% were used to compute the present value of pension benefits at December 3, 1994 and December 2, 1995, respectively. A 5% rate of increase in future compensation levels

<PAGE>

8. RETIREMENT BENEFITS (CONTINUED)

was used to estimate the projected pension obligations at both December 3, 1994 and December 2, 1995. The expected rate of return on pension plan assets in 1993, 1994 and 1995 was estimated at 9% representing the average long-term rate expected from the investment of plan assets.

OTHER POSTRETIREMENT BENEFITS

Through the date of the Offering, the Company's employees will participate in Culbro's postretirement benefits program, which provide principally health and life insurance benefits to certain of its retired employees. The cost of such benefits attributable to the Company's employees under the plan's benefit formula was $0.5 million at 1993, 1994 and 1995, respectively.

The Company's proportionate share of the present value of the liabilities for accumulated postretirement benefits, as determined by the Plan's actuaries, is shown below. None of these liabilities have been funded at December 3, 1994 and December 2, 1995.

<TABLE>
<CAPTION>

<S>	1994 (DOLLA THOUS <C>
Retirees	$ 3,606
Fully eligible active participants	1,274
Other active participants	487
Unrecognized net gain from experience differences and assumption changes	655
Liability for other postretirement benefits	$ 6,022

</TABLE>

The Company expects that it will continue to provide its employees with the same level of retiree medical benefits as those provided under the Culbro program. Additionally, the Company will assume approximately $1.0 million of retiree medical benefits related to former Culbro employees.

Discount rates of 8.5% and 7.5% were used to compute the accumulated postretirement benefit obligations at December 3, 1994 and December 2, 1995, respectively. Because the Company's obligation for retiree medical benefits is fixed, any increase in the medical cost trend would have no effect on the accumulated postretirement benefit obligation, service cost or interest cost.

The adoption of SFAS No. 106 in 1993 has not had an adverse effect on cash flows because postretirement benefits are funded as incurred.

9. STOCK OPTION PLANS

Upon consummation of the Merger and Distribution, the Company intends to convert all employee stock options outstanding under Culbro's stock option plans into options to purchase shares of Class A common stock of the Company and shares of common stock of CLR. The number of outstanding options and exercise prices would be adjusted to preserve the value of the options. The combined financial statements of the Company do not reflect any effects that these plans have had in Culbro's consolidated financial statements. The status of, and transactions in, the Culbro stock option plans for the periods presented are as summarized below:

9. STOCK OPTION PLANS (CONTINUED)
EMPLOYEES STOCK OPTION PLANS

The Culbro 1992 Stock Plan (the "1992 Plan") and the 1991 Employees Incentive Stock Option Plan (the "1991 Plan") for officers and key employees, made available 300,000 and 210,000 shares of common stock, respectively, for purchase at prices equal to the fair market value at date of grant. A portion of the options outstanding under these plans may be exercised as incentive stock options, which under current tax laws do not provide any tax deductions to Culbro.

Options are not exercisable until three years from the date of grant and may be exercised over a period ending not later than eight years from the date of grant. The exercise period for each grant was determined by Culbro's Compensation Committee.

At December 2, 1995, a total of 74,700 shares under the 1992 Plan were available for future grant. There are no shares available for future grant under the 1991 Plan. None of the options outstanding at December 2, 1995 may be exercised as stock appreciation rights. Transactions under the 1992 and 1991 Plans are summarized as follows:

<TABLE>

<S>	<C>
Options outstanding at November 28, 1992	230,0
Granted during 1993	79,9
Expired and canceled	(29,2

Options outstanding at November 27, 1993	280,7
Granted during 1994	88,3
Expired, canceled and exercised	(33,4
Options outstanding at December 3, 1994	335,6
Granted during 1995	68,0
Expired, canceled and exercised	(92,2
Options outstanding at December 2, 1995	311,4

Option prices range between: $12.25 and $27

Options exercisable:	
November 27, 1993	30,7
December 3, 1994	109,0
December 2, 1995	86,1
Expiration date of the 1991 Plan	20
Expiration date of the 1992 Plan	20
Number of option holders at December 2, 1995	

</TABLE>

CULBRO NONEMPLOYEE DIRECTORS STOCK OPTION PLAN

Options granted under the 1992 Stock Option Plan for Nonemployee Directors of Culbro will also be converted, after adjustment for dilution, into options to purchase Class A shares of the Company. Under this plan 45,000 options have been made available to purchase shares of Culbro common stock for purchase at prices equal to the fair market value at date of grant. Options canceled become available for future grant. Options are not exercisable until three years from the date of grant and may be exercised over a period ending not later than eight years from the date of grant. At December 2, 1995, none of the options

<PAGE>

9. STOCK OPTION PLANS (CONTINUED)

granted under the plan were exercisable, and 3,000 options remained available for future grant. None of the options outstanding at December 2, 1995 may be exercised as stock appreciation rights.

Transactions under the 1992 Plan for Nonemployee Directors are as follows:

<TABLE>

<S>	<C>
Options outstanding at November 28, 1992	
Granted during 1993	14,0
Options outstanding at November 27, 1993	14,0
Granted during 1994	14,0
Options outstanding at December 3, 1994	28,0
Granted during 1995	14,0
Options outstanding at December 2, 1995	42,0

Options prices range between $14.38 and $19

Number of option holders at December 2, 1995.....
</TABLE>

EMPLOYMENT AGREEMENT

Upon consummation of the Distribution and Merger, an employment agreement entered into in May 1994 between Culbro and an officer of Culbro will become an obligation of the Company. The agreement provides for the issuance of 125,000 Culbro stock options, exercisable at the rate of 25,000 per year from 1995 through 1999 at an option price of $4.00 per share. These options will become options to purchase shares of the Company, and the option price will be adjusted to reflect the dilutive effect referred to above. Through December 2, 1995, none of these options had been exercised under this agreement. The annual compensation expense for this agreement is $267,000 through April 1999 reflecting the amortization of the difference between the option price and the quoted market price at the date of grant.

10. LEASES

The Company has the following noncancelable leases relating principally to a manufacturing facility and vehicles.

<PAGE>

GENERAL CIGAR HOLDINGS, INC.
NOTES TO COMBINED FINANCIAL STATEMENTS (CONTINUED)

10. LEASES (CONTINUED)
CAPITAL LEASES

Future minimum lease payments under capital leases and the present value of such payments as of December 2, 1995 were:

<TABLE>
<CAPTION>

<S>	(T <
1996	
1997	
1998	
1999	
2000	
Later years	
Total minimum lease payments	-
Less: Amounts representing interest	
Present value of minimum lease payments (a)	-
	-

</TABLE>

- ----------

(a) Includes current portion of $0.6 million on December 2, 1995.

At December 3, 1994 and December 2, 1995, buildings, machinery and equipment included capital leases amounting to $4.2 million and $3.9 million,

respectively, which is net of accumulated depreciation of $2.8 million and $3.1 million, respectively. Depreciation expense relating to capital leases was $0.7 million in 1993, 1994 and 1995.

OPERATING LEASES

Future minimum rental payments under noncancellable leases as of December 2, 1995 were:

<TABLE>
<CAPTION>

<S>	(T <
1996	
1997	
1998	
1999	
2000	
Later years	
Total minimum lease payments	

</TABLE>

Total rental expense for all operating leases in 1993, 1994 and 1995 was $0.1 million.

11. SUPPLEMENTAL FINANCIAL STATEMENT INFORMATION

NET SALES

Excise taxes paid on cigar sales of $5.0 million, $5.5 million, and $7.0 million for 1993, 1994 and 1995, respectively, are included in net sales and cost of goods sold.

<PAGE>

11. SUPPLEMENTAL FINANCIAL STATEMENT INFORMATION (CONTINUED)
SELLING, GENERAL AND ADMINISTRATIVE EXPENSE

Included in selling, general and administrative expenses were advertising expenses of $1.2 million, $1.0 million and $2.8 million for 1993, 1994 and 1995, respectively.

GAIN ON INSURANCE SETTLEMENT

The gain on insurance settlement in the 1995 statement of operations reflects the settlement of a property insurance claim related to a 1994 fire that destroyed an administration and warehouse facility owned and operated by General Cigar. The gain reflected total proceeds of $2.7 million less the book value of the destroyed building.

OTHER NONOPERATING INCOME (EXPENSE)

Other nonoperating income (expense) includes principally the net results of

leasing activity in the 387 PAS office building. In 1995, the net expense included a breakup fee paid and certain other expenses incurred by General Cigar to terminate a proposed agreement to sell approximately fifty percent of its business.

INVENTORIES

Inventories consists of:

<TABLE>
<CAPTION>

	DECEMBER 3, 1994	DE
	(DOLLARS IN TH	
<S>	<C>	<C
Raw materials and supplies	$ 30,753	$
Work-in-process	2,822	
Finished goods	3,535	
	$ 37,110	$

</TABLE>

PROPERTY AND EQUIPMENT

Property and equipment consist of:

<TABLE>
<CAPTION>

	DECEMBER 3, 1994	DE
	(DOLLARS IN TH	
<S>	<C>	<C
Land	$ 2,542	$
Buildings	52,965	
Machinery and equipment	26,987	
	82,494	
Accumulated depreciation	(35,369)	
	$ 47,125	$

</TABLE>

Included in land and buildings is the Company's New York City headquarters building, which had cost of $38.5 million and accumulated depreciation of $9.0 million at December 2, 1995. Depreciation expense was $3.3 million, $3.2 million and $3.5 million for 1993, 1994, and 1995, respectively.

<PAGE>

11. SUPPLEMENTAL FINANCIAL STATEMENT INFORMATION (CONTINUED)
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

Accounts payable and accrued liabilities include trade payables of $1.9 million and $8.0 million for 1994 and 1995, respectively, accrued salaries, wages and other compensation of $1.9 million and $5.8 million for 1994 and 1995, respectively, and other accrued liabilities of $7.2 million and $7.0 million for 1994 and 1995, primarily accrued workman's compensation and general liability insurance.

SUPPLEMENTAL CASH FLOW INFORMATION

Interest and tax payments were made by Culbro on behalf of the Company. General Cigar has been included in Culbro's consolidated federal income tax returns (see Note 6). Accordingly, tax and interest payments made by Culbro are reflected in Net transactions with Culbro on the combined statement of cash flows.

12. BUSINESS SEGMENT INFORMATION

The Company's operations are conducted within one business segment comprising the manufacturing and marketing of cigars, primarily sold in the United States, and related activities including the distribution of lighters, and the operation of a cigar bar. The Company's export sales are not material.

13. COMMITMENTS AND CONTINGENCIES

A portion of the insurance claims related to the loss of an administration and warehouse facility owned and operated by General Cigar was settled in 1995 (see Note 11), but certain claims remain outstanding. The amounts, if any, for which these claims will be settled cannot be evaluated at this time.

In connection with the sale of a former subsidiary by Culbro, the Company remains liable on a machinery lease obligation of approximately $3.4 million assumed by the purchaser of that former subsidiary.

<PAGE>

GENERAL CIGAR HOLDINGS, INC.

COMBINED BALANCE SHEET
(DOLLARS IN THOUSANDS)

<TABLE>
<CAPTION>

<S>

ASSETS
CURRENT ASSETS
Cash.....
Accounts receivables, less allowance of $465 and $503.....
Inventories.....
Other current assets.....

Total current assets.....

Property and equipment, net.....
Other assets.....

Total assets.....

LIABILITIES AND CULBRO INVESTMENT
CURRENT LIABILITIES
Accounts payable and accrued liabilities.....
Current portion of long-term debt.....

Total current liabilities.....

Long-term debt.....
Accrued retirement benefits.....
Deferred income taxes.....
Other noncurrent liabilities.....

Total liabilities.....

Commitments and contingencies.....

Culbro Investment.....

Total liabilities and Culbro Investment.....

</TABLE>

See Notes to Unaudited Combined Financial Statements.

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<PAGE>

GENERAL CIGAR HOLDINGS, INC.

COMBINED STATEMENT OF OPERATIONS AND CULBRO INVESTMENT

(DOLLARS IN THOUSANDS)
(UNAUDITED)

<TABLE>
<CAPTION>

<S>

Net sales.....
Cost of goods sold.....

Gross profit.....
Selling, general and administrative expenses.....

Operating profit.....
Gain on insurance settlement.....
Other nonoperating income.....
Interest expense.....

Income before income taxes.....
Income tax provision.....

Net income.....

Culbro Investment--beginning of period.....
Culbro Investment activity.....

Culbro Investment--end of period.....

</TABLE>

See Notes to Unaudited Combined Financial Statements.

<PAGE>

GENERAL CIGAR HOLDINGS, INC.

COMBINED STATEMENT OF CASH FLOWS

(DOLLARS IN THOUSANDS)
(UNAUDITED)

<TABLE>
<CAPTION>

<S>

OPERATING ACTIVITIES:
Net income.....
Adjustments to reconcile net income to net cash provided by (used in) operating activities:
Depreciation and amortization.....
Gain on insurance settlement.....
Deferred income taxes.....
Changes in assets and liabilities which increase (decrease) cash:
Accounts receivable.....
Inventories.....
Other current assets.....
Accounts payable and accrued liabilities.....
Accrued retirement benefits.....
Other, net.....

Net cash provided by (used in) operating activities.....

INVESTING ACTIVITIES:
Additions to property and equipment.....
Proceeds from insurance settlement.....

Net cash provided by (used in) investing activities.....

FINANCING ACTIVITIES:
Net transactions with parent.....
Increase in debt.....
Repayment of indebtedness.....

Net cash (used in) provided by financing activities.....

Net increase in cash.....
Cash at beginning of period.....

Cash at end of period.....

</TABLE>

See Notes to Unaudited Combined Financial Statements.

<PAGE>

GENERAL CIGAR HOLDINGS, INC.

NOTES TO COMBINED FINANCIAL STATEMENTS

(UNAUDITED)

1. BASIS OF PRESENTATION

The unaudited combined financial statements of General Cigar Holdings, Inc. (the "Company") have been prepared in conformity with the standards of accounting measurement set forth in Accounting Principles Board Opinion No. 28 and any amendments thereto adopted by the Financial Accounting Standards Board. Also, the financial statements have been prepared in accordance with the accounting policies stated in the Company's 1995 Combined Financial Statements and should be read in conjunction with the Notes to Combined Financial Statements appearing in that report. All adjustments which are, in the opinion of management, necessary for a fair presentation of results for the interim periods have been reflected.

The results of operations for the nine-month period ended August 31, 1996 are not necessarily indicative of the results to be expected for the full year.

2. VILLAZON ACQUISITION AND ASSET TRANSFERS

As discussed in Note 1 of the Company's 1995 Combined Financial Statements, the Company is planning an initial public offering (the "Offering") of its Class A Common Stock.

Also, as discussed in Note 2 of the Company's 1995 Combined Financial Statements, in November 1996 the Company signed a letter of intent to acquire, in a single transaction, two affiliated companies, Villazon and Company, Inc., a U.S. corporation, and Honduras American Tabaco, S.A. de C.V., a Honduran corporation (collectively "Villazon"), for approximately $89.0 million (including acquisition costs) consisting of $64.0 million of cash and $25.0 million aggregate principal amount of seller notes (the "Villazon Acquisition"). Both companies are engaged in the cigar business. This transaction is expected to be consummated in January 1997 and will be accounted for using the purchase method of accounting.

The following combined condensed unaudited pro forma financial information reflects the Company as if the Asset Transfers and the Villazon Acquisition took place and the Company operated as a stand-alone business for the periods presented. The unaudited pro forma combined condensed statement of operations assumes that these transactions took place at the beginning of the period presented. The unaudited pro forma combined condensed balance sheet assumes that these transactions took place as of the balance sheet date. This unaudited pro forma information may not necessarily reflect the results of operations and financial position that actually would have been achieved had these transactions taken place. This unaudited pro forma combined condensed financial information should be read in conjunction with the Company's combined 1995 financial statements.

COMBINED CONDENSED PRO FORMA STATEMENT OF OPERATIONS (UNAUDITED)

<TABLE>
<CAPTION>

<S>	NINE MONT AUGUST 3 <C>
	(DOLLA THOUS
Net sales	$ 13
Operating profit	2
Other non-operating income	
Interest expense	
Income before income taxes	1
Income tax provision	
Net income	$

</TABLE>

<PAGE>

GENERAL CIGAR HOLDINGS, INC.

NOTES TO COMBINED FINANCIAL STATEMENTS (CONTINUED)

(UNAUDITED)

COMBINED CONDENSED PRO FORMA BALANCE SHEET (UNAUDITED)

<TABLE>
<CAPTION>

<S>	AUGUS 19 <C>
	(DOLLA THOUS
Current assets	$ 10
Property and equipment, net	5
Intangible assets	7
Other assets	
Total assets	$ 23
Current liabilities	$ 9
Long-term debt	6
Other noncurrent liabilities	2
Total liabilities	19
Culbro Investment	4
Total liabilities and Culbro Investment	$ 23

</TABLE>

3. SUPPLEMENTAL FINANCIAL STATEMENT INFORMATION

INTERCOMPANY ACTIVITIES

A substantial amount of Culbro management time and resources were related to the operations of the Company, and Culbro also performed certain specific administrative functions for the Company, including legal, tax, treasury, human resources, and internal audit. The combined statement of operations reflects general and administrative expenses of $5.5 million and $5.4 million for the 39 week period ended September 2, 1995 and August 31, 1996, respectively, allocated by Culbro to the Company for these services. These charges were based principally on an evaluation of the Company's share of expenses relating to the Culbro corporate activities associated with the Company's operations and are considered by management to be reasonable. These amounts may not necessarily be indicative of the additional general and administrative expenses the Company would have incurred had it operated independently during the years presented.

INVENTORIES

Inventories consist of:

<TABLE>
<CAPTION>

<S>	DECEMBER 2, 1995 <C>	AUGU 1 <C>
	(DOLLARS IN	THOU
Raw materials and supplies	$ 30,640	$
Work-in-process	2,633	
Finished goods	4,570	
	$ 37,843	$

</TABLE>

<PAGE>

GENERAL CIGAR HOLDINGS, INC.

NOTES TO COMBINED FINANCIAL STATEMENTS (CONTINUED)

(UNAUDITED)

PROPERTY AND EQUIPMENT

Property and equipment consist of:

<TABLE>
<CAPTION>

<S>	DECEMBER 2, 1995 <C>	AUGU 1 <C>
	(DOLLARS IN	THOU
Land	$ 2,542	$

Buildings	54,592	
Machinery and equipment	27,830	
	84,964	
Accumulated depreciation	(38,472)	(
	$ 46,492	$

</TABLE>

<PAGE>

REPORT OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS

To the Shareholders and Directors
of Culbro Corporation

In our opinion, the accompanying consolidated balance sheets and the related consolidated statements of income, of changes in stockholders' equity and of cash flows present fairly, in all material respects, the financial position of Villazon & Company, Inc. and Subsidiary at December 31, 1995 and at October 31, 1996, and the results of their operations and their cash flows for years ended December 31, 1994 and 1995 and the ten months ended October 31, 1996, in conformity with generally accepted accounting principles. These financial statements are the responsibility of the Company's management; our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits of these statements in accordance with generally accepted auditing standards which require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for the opinion expressed above.

As disclosed in the consolidated financial statements, the Company has extensive transactions and relationships with related parties. Because of these relationships, it is possible that the terms of these transactions are not the same as those that would result from transactions among wholly unrelated parties.

PRICE WATERHOUSE LLP

Tampa, Florida

December 20, 1996

<PAGE>

VILLAZON & COMPANY, INC. AND SUBSIDIARY

CONSOLIDATED BALANCE SHEETS

<TABLE>
<CAPTION>

<S>
ASSETS
Current assets:
  Cash and cash equivalents.....
  Accounts receivable:
    Trade--less allowance for uncollectible accounts of $3,477 and $0.....
    Related party receivables.....
    Insurance claim receivable.....
    Inventories.....
    Advances to suppliers.....
    Prepaid expenses.....

      Total current assets.....
Cash surrender value of insurance on lives of officers, net of policy loans of
  $55,027 and $0.....
Available-for-sale securities.....
Property, plant and equipment, net.....
Trademarks, at cost, less amortization of $38,886, and $33,139.....

      Total assets.....

LIABILITIES AND STOCKHOLDERS' EQUITY
Current liabilities:
  Debt due within one year.....
  Accounts payable.....
  Related party payables.....
  Income taxes payable.....
  Accrued liabilities:
    Bonuses, vacation, salaries and wages.....
    Contribution to profit-sharing plan.....
    Other.....

      Total current liabilities.....

Excess of fair market value over cost of net assets acquired.....
Long-term debt.....
Minority interest.....

      Total liabilities.....

Commitments and contingencies (Notes 8, 9 and 11).....

Stockholders' equity:
  Common stock, $50 par value: authorized 10,000 shares; issued and outstanding 4,26
    shares.....
  Capital in excess of par value.....
  Unrealized gains on securities.....
  Retained earnings.....

      Total stockholders' equity.....

      Total liabilities and stockholders' equity.....

</TABLE>

The accompanying Notes to Consolidated Financial Statements are
an integral part of these financial statements.

<PAGE>

VILLAZON & COMPANY, INC. AND SUBSIDIARY

CONSOLIDATED STATEMENTS OF INCOME

<TABLE>
<CAPTION>

	YEAR DECEMB 1994
<S>	<C>
Net sales	$ 22,464,641
Costs and expenses:	
Cost of sales	14,184,218
Selling, general and administrative	4,656,384
	18,840,602
Operating income	3,624,039
Other income (expense):	
Interest income	32,222
Interest expense	(279,817)
Other	60,276
	(187,319)
Income from continuing operations before income taxes and minority interest	3,436,720
Income taxes:	
Current	89,758
Deferred	(3,987)
Total income taxes	85,771
Income before minority interest in earnings	3,350,949
Minority interest share of earnings of consolidated subsidiary	(16,172)
Net income	$ 3,334,777
Earnings per share	$ 782.08

</TABLE>

The accompanying Notes to Consolidated Financial Statements are an integral part of these financial statements.

<PAGE>

VILLAZON & COMPANY, INC. AND SUBSIDIARY
CONSOLIDATED STATEMENTS OF CHANGES IN STOCKHOLDERS' EQUITY

YEARS ENDED DECEMBER 31, 1994 AND 1995,

AND TEN MONTHS ENDED OCTOBER 31, 1996

<TABLE>
<CAPTION>

	COMMON STOCK		CAPITAL IN EXCESS OF PAR VALUE
	SHARES	AMOUNT	
<S>	<C>	<C>	<C>
Balance at December 31, 1993	4,264	$ 213,200	$ 223,659
Net income for the year 1994			
Distributions to stockholders			
Balance at December 31, 1994	4,264	213,200	223,659
Change in unrealized gains on available-for-sale securities			
Net income for the year 1995			
Distributions to stockholders			
Balance at December 31, 1995	4,264	213,200	223,659
Change in unrealized gains on available-for-sale securities			
Net income for the ten months ended October 31, 1996			
Distributions to stockholders			
Balance at October 31, 1996	4,264	$ 213,200	$ 223,659

</TABLE>

The accompanying Notes to Consolidated Financial Statements are an integral part of these financial statements.

<PAGE>

VILLAZON & COMPANY, INC. AND SUBSIDIARY

CONSOLIDATED STATEMENTS OF CASH FLOWS

<TABLE>
<CAPTION>

	19
<S>	<C>
OPERATING ACTIVITIES:	
Net income	$ 3,3
Adjustments to reconcile net income to net cash provided by operating activities:	
Gain on sale of assets	(
Depreciation and amortization	1
Provision for deferred income taxes	
Minority interest in earnings	
Changes in operating assets and liabilities:	
(Increase) decrease in assets:	
Accounts receivable--trade	(5

Accounts receivable--related parties	
Insurance claims receivable	
Inventories	1,0
Advances to suppliers	
Prepaid expenses	
Trademarks	(
Increase (decrease) in liabilities:	
Accounts payable	3
Related party payables	(6
Income taxes payable	
Accrued liabilities	
Net cash provided by operating activities	3,6
INVESTING ACTIVITIES:	
Decrease (increase) in cash surrender value of insurance on lives of officers	
Purchase of property, plant and equipment	(
Proceeds from sale of property, plant and equipment	
Net cash provided by (used in) investing activities	
FINANCING ACTIVITIES:	
Net payments on related party debt	
Net proceeds from long-term debt	3
Distributions to stockholders	(1,3
Net cash used by financing activities	(9
Net increase in cash	2,7
Cash and cash equivalents at beginning of year	1,3
Cash and cash equivalents at end of year	$ 4,0
SUPPLEMENTAL DISCLOSURES:	
Cash paid for income taxes	$
Cash paid for interest	$ 2
NONCASH INVESTING AND FINANCING ACTIVITIES:	
Available-for-sale securities received as a result of demutualization of insurance company	$

</TABLE>

The accompanying Notes to Consolidated Financial Statements are an integral part of these financial statements.

<PAGE>

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

1. NATURE OF OPERATIONS

Villazon & Company, Inc. (the "Company") is a Florida corporation based in Tampa, Florida. The Company manufactures and sells cigars and related products. The manufacturing operations are located in Tampa, Florida. The distribution operations are based in Upper Saddle River, New Jersey. The principal markets for the Company are within the United States. Approximately 80% of the labor force is covered by a collective bargaining agreement which expires in March 1997.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

PRINCIPLES OF CONSOLIDATION

The consolidated financial statements of the Company include the accounts of the Company and its majority-owned (79.01%) subsidiary, James B. Russell, Inc. ("JBR"), a New Jersey corporation based in Upper Saddle River, New Jersey. All material intercompany accounts and transactions have been eliminated.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents include cash on deposit in time deposit accounts which mature within 90 days of purchase.

INVENTORIES

Supplies, work in process and finished goods are valued at the lower of cost (using the first-in, first-out method) or market. Leaf tobacco is valued at the lower of cost (using the specific identification method) or market.

Leaf tobacco includes tobacco in the process of aging, a substantial amount of which may not be used within one year. It is industry practice to include such inventories as current assets. Leaf tobacco also includes tobacco in bond which is subject to customs duties upon withdrawal from bond. Following industry practice, the Company does not include such duties in inventories until paid.

AVAILABLE-FOR-SALE SECURITIES

Management determines the appropriate classification of securities at the time of acquisition and re-evaluates such designation as of each balance sheet date. Marketable equity securities are classified as available-for-sale. Available-for-sale securities are carried at fair value, with the unrealized gains and losses reported in a separate component of stockholders' equity. Available-for-sale securities at December 31, 1995, and October 31, 1996 are equity securities in an insurance company issued at the time of conversion from a mutual to a stock company with zero cost basis and estimated fair value of $41,121 and $46,261, respectively.

PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment are recorded at cost and depreciated using accelerated methods. Maintenance and repairs are charged to expense as incurred.

TRADEMARKS

Trademarks consist of registered tradenames of cigars or other tobacco brands, and are initially capitalized at acquisition cost. Costs associated with renewal of trademark registrations are also capitalized. Trademarks are being

amortized on a straight line basis over 5 to 15 years. Related amortization expense of $4,343, $10,339 and $8,996 for the years ended December 31, 1994 and 1995 and the ten months ended October 31, 1996, respectively, is included in selling, general and administrative expenses.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)
EXCESS OF FAIR MARKET VALUE OVER THE COST OF NET ASSETS ACQUIRED

The excess of the fair market value over the cost of net assets acquired (negative goodwill) resulted from the acquisition of certain JBR stock and is being amortized on the straight-line basis over 20 years. The related amortization of $10,665, $10,665 and $8,888 for the years ended December 31, 1994 and 1995 and the ten months ended October 31, 1996, respectively, is included as a reduction of selling, general and administrative expenses.

REVENUE RECOGNITION

Sales and the related costs of sales are recognized primarily upon shipment of products. Excise taxes for the years ended December 31, 1994 and 1995, and for the ten months ended October 31, 1996, were approximately $1,005,000, $1,149,000 and $1,232,000, respectively, and are included in net sales and cost of sales in the consolidated statements of income.

EARNINGS PER SHARE

Earnings per share of common stock is computed by dividing net income by the weighted average number of common shares outstanding during the period. Primary and fully diluted earnings per share are equivalent.

ESTIMATES

Preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements. Actual results could differ from the estimates.

FINANCIAL INSTRUMENTS

The Company's financial instruments include cash and cash equivalents, accounts receivable, advances to suppliers, cash surrender value of insurance on lives of officers, available-for-sale securities, notes payable, accounts payable and long-term debt. In the opinion of management, the carrying amount of these financial instruments approximates their fair value.

CONCENTRATION OF CREDIT RISK

Financial instruments that potentially subject the Company to concentrations of credit risk consist primarily of accounts receivable. The Company's customers are geographically dispersed but are concentrated in the tobacco industry. The Company historically has had no material losses on its accounts receivable from customers in excess of allowances provided. The Company's two largest customers accounted for approximately $3,516,139 (16%) and $3,136,208 (14%), $4,048,250 (15%) and $3,633,613 (13%), and $7,292,041 (21%) and $3,848,001 (11%) of net sales for the years ended December 31, 1994 and 1995, and for the ten months ended October 31, 1996, respectively.

3. INVENTORIES

Inventories consist of the following:

<TABLE>
<CAPTION>

	DECEMBER 31, 1995	OCT
<S>	<C>	<C>
Leaf tobacco	$ 502,959	$
Work in process	899,229	
Finished goods	2,218,363	
Supplies	432,970	
	$4,053,521	$

</TABLE>

<PAGE>

4. ADVANCES TO SUPPLIERS

Advances to suppliers at October 31, 1996 consist of the following:

<TABLE>

<S>	<C>
Advances to tobacco grower	$ 390,000
Advances--other	203,949
	$ 593,949

</TABLE>

During 1996, the Company, under a three year verbal agreement with a tobacco supplier, advanced $390,000 to finance the growing, harvesting, curing and sorting of tobacco. The Company will be reimbursed for its advances from annual proceeds from the sale of crop. In addition, annual net income, if any, of the supplier during the term of the arrangement will be divided equally between the supplier and the financiers of the tobacco growing venture. The Company will have the right of first refusal to purchase its proportionate share of tobacco grown during the term of the arrangement. The Company is at risk for potential crop loss. As of October 31, 1996, no tobacco has been purchased by the Company from the supplier.

The Company has also advanced approximately $204,000 to two tobacco suppliers in South America and Mexico during 1996 as a deposit on future purchases.

5. PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment and related accumulated depreciation and amortization of capital leases are summarized as follows:

<TABLE>
<CAPTION>

	DECEMBER 31, 1995	OC
<S>	<C>	<C>
Land	$ 51,526	$
Buildings and improvements	434,145	
Machinery and equipment	555,244	
Transportation equipment	543,423	
Office furniture and equipment	489,576	
Leasehold improvements	205,752	
Ground lease rights	132,214	
	2,411,880	
Less accumulated depreciation	(1,415,222)	
	$ 996,658	$

</TABLE>

Depreciation is determined on the straight-line and accelerated methods using estimated useful lives as follows:

<TABLE>

<S>	<C>
Buildings and improvements	5--31 1/2 years
Machinery and equipment	4--15 years
Transportation equipment	3--12 years
Office furniture and equipment	5--10 years
Leasehold improvements	5--10 years

</TABLE>

Ground lease rights, including land and building, were acquired in a 1980 acquisition of a cigar company with 72 years of the original 99 year lease term remaining. The portion of the purchase price related to the building is included in buildings and improvements above. The lease rights related to the land are amortized based on the straight-line method over the remaining life of the lease which is 72 years.

Depreciation expense was $129,692 and $144,236 in 1994 and 1995, respectively and $144,732 for the ten months ended October 31, 1996.

<PAGE>

6. DEBT

<TABLE>
<CAPTION>

<S>
Prime plus 1/2% (8.75% at October 31, 1996) unsecured demand notes payable to relate parties

Prime plus 1/2% (8.75% at October 31, 1996) unsecured notes payable to officers and stockholders, due in 1999 or payable 13 months after notice.....
12.07% capital lease obligation on vehicles due $1,203 per month through 1997.....
10.38% capital lease obligation on UPS manifest system, due $1,912 per quarter through 1997.....

Less amount due within one year.....

Long-term debt due after one year.....

</TABLE>

Total interest expense to related parties was $267,634 in 1994, $445,180 in 1995 and $469,569 for the ten months ended October 31, 1996.

The maturities of long-term debt at October 31, 1996 are as follows:

<TABLE>

<S>	<C>
1997	$ 194,590
1998	--
1999	5,396,729
	$5,591,319

</TABLE>

7. RELATED PARTY TRANSACTIONS

The Company has had transactions in the normal course of business with various other corporations, certain of whose directors or officers are also directors of the Company.

HATSA

Certain stockholders of the Company hold a 45% interest in Honduras American Tabaco, S.A. ("HATSA"). The Company purchases cigars, boxes and tobacco leaf from HATSA, and the Company sells tobacco and other supplies purchased from third parties to HATSA. Purchases and sales are netted, resulting in a net receivable or payable to HATSA. The net receivable (payable) was approximately $17,587 at December 31, 1995 and ($1,287,223) at October 31, 1996. Payments to HATSA are made when requested by HATSA. Approximately $5,668,000 in purchases were made in 1994, $7,450,000 in 1995 and $9,637,000 as of October 31, 1996, and approximately $1,590,000 in sales were made in 1994, $2,141,000 in 1995 and $2,618,000 as of October 31, 1996.

NATSA

Nicaragua American Tabaco, S.A. ("NATSA") was formed in 1996 and is owned by parties related to the Company including a minority stockholder and an employee. The Company began purchasing cigars from NATSA in 1996 and, at October 31, 1996, is the only customer. The Company has advanced money to NATSA for future purchases and sells tobacco purchased from other suppliers to NATSA, resulting in a net receivable from NATSA of approximately $411,300.

MANUFACTURERS BANK

Certain stockholders and members of the Company's Board of Directors are also stockholders and members of the Board of Directors of The Manufacturers Bank of Florida. The Company uses banking

7. RELATED PARTY TRANSACTIONS (CONTINUED)
services provided by and purchases certificates of deposit issued by The Manufacturers Bank of Florida. Fees paid to The Manufacturers Bank of Florida were immaterial.

TINDER BOX INTERNATIONAL

A major stockholder of the Company owns 37.5% of Tinder Box International, Ltd. ("TBI"). In August 1989, the Company entered into a ten-year license agreement with TBI which provides the Company the right to sell and distribute specialized products. In consideration of the license granted, the Company remits a royalty to TBI based on a percentage of net sales of the products sold under the license. The license agreement provides for a 6% royalty percentage which will increase to 7% or 8% if related sales during any twelve-month period exceed $3,000,000 or $5,000,000, respectively. Prior to 1994, the license agreement was verbally amended to reduce the royalty percentage to 3% on sales $3,000,000 and less. Royalty expense for the years ended December 31, 1994 and 1995 was approximately $37,000 and $43,000, respectively, and was $51,000 for the ten months ended October 31, 1996 (at 3% of the related sales).

The terms of the license agreement also contain certain covenants whereby at the option of the licensee or licensor, the license agreement may be terminated. These terms include the sale of majority ownership of the Company or a sale of all or a substantial portion of the Company's stock. Additionally, the Company has agreed that if TBI is sold, the Company will terminate its ownership of Tinderbox Wholesale Division which was originally purchased from TBI. TBI shall purchase all of the Company's inventories of Tinder Box Products, at licensee's cost, and all of the equipment, fixtures and supplies which the Company purchased from TBI at the lesser of market value or depreciated cost.

OTHER

Rentals paid to related parties were approximately $302,500 in 1994 and 1995, and $246,500 for the ten months ended October 31, 1996. See Note 11 for related party leases.

See Note 6 for related party debt.

8. STOCK PURCHASE AGREEMENT AND PROPOSED SALE

Under an agreement between the Company and its stockholders, any stockholder desiring to pledge, encumber or otherwise dispose of his stock in the Company during his lifetime shall first obtain the written consent of the Company and the stockholders. Stock may be sold, however, if the stock is first offered to the Company and the nonselling stockholders at the same price and on the same terms and conditions as those offered to the third party. The offered shares may be sold to any other person if both the Company and the remaining stockholders do not exercise their rights. Under terms of the agreement, the purchase price of each share of stock purchased in a transfer upon death shall be $3,517.82 unless redetermined by agreement of the Company and the stockholders.

The stock purchase agreement also calls for the Company to maintain life insurance policies to insure or partially insure its obligations under the agreement. Additionally, in the event a stockholder sells all of his stock in the Company, the stockholder shall have the right to purchase from the Company the insurance policies on his life for a price equal to the cash surrender value and accumulated dividends, less the balance of any outstanding loans.

9. EMPLOYEE BENEFITS

All factory employees are participants in the Cigar Makers' Union Local 533, Retail, Wholesale and Department Store Union Plan which is a multi-employer defined benefit plan. The Company's contribution is based on the rate of $0.70 per hour for the first 40 hours per week per employee in 1994, 1995 and 1996. Under the Employee Retirement Income Security Act of 1974, as amended by the Multi-employer Pension Plan Amendments Act of 1980, an employer is liable for a proportionate part of the plan's unfunded vested benefits. The relative position of each employer with respect to actuarial present value of accumulated benefits and net assets available for benefits, however, is not available to the Company.

Profit-sharing plans cover nonunion employees who meet certain eligibility requirements. The plans are funded by discretionary contributions from the Company and JBR. Contributions to the profit-sharing plans were $216,584 and $224,099 in 1994 and 1995, respectively, and $186,749 for the ten months ended October 31, 1996.

The expenses of these plans are as follows:

<TABLE>
<CAPTION>

	19
<S>	<C>
Union plan charge to cost of sales	$ 12
Profit-sharing plan charged to selling, general and administrative expenses	21
	$ 34

</TABLE>

10. INCOME TAXES

The Company has elected by unanimous consent of its stockholders to be taxed under the provisions of Subchapter S of the Internal Revenue Code. Under those provisions, the Company generally does not pay federal corporate income taxes on its taxable income. Instead, the stockholders are liable for individual federal income taxes on their respective share of the Company's taxable income. Certain states do not recognize the Subchapter S election and, accordingly, require the payment of taxes by the Company.

JBR is subject to income tax under Subchapter C of the Internal Revenue

Code. No significant differences exist between book and taxable income and, accordingly, JBR's effective tax rate approximates the combined state and federal statutory rate.

The provision (benefit) for income taxes for the years ended December 31, 1994 and 1995, respectively, and the ten months ended October 31, 1996 consisted of the following:

<TABLE>
<CAPTION>

	YEARS ENDED DECEMBER 31,	
	1994	1995
<S>	<C>	<C>
Current:		
Federal	$ 43,716	$ 62,107
State	46,042	67,113
Deferred	(3,987)	7,643
	$ 85,771	$ 136,863

</TABLE>

<PAGE>

11. COMMITMENTS AND CONTINGENCIES

OPERATING LEASES

The Company occupies premises in Upper Saddle River, New Jersey. The building is owned by Glordiane Realty, a partnership of the principals of the Company. A ten year lease, effective December 1, 1984, provided for rent of approximately $24,000 per month effective July 1, 1985 plus a proportionate share of any increase in realty taxes and expenses. The lease was renewed for an additional five years under the same terms and conditions as of December 1, 1994 and expires on December 1, 1999.

Future minimum rental commitments for all noncancelable operating leases are as follows:

<TABLE>
<CAPTION>

YEAR ENDING DECEMBER 31,
<S>
1997
1998
1999

</TABLE>

LITIGATION

The Company is party to litigation in the normal course of business. While the result of litigation cannot be predicted with certainty, the Company believes that the final outcome of all litigation will not have a material adverse effect on the Company's consolidated financial condition.

ENVIRONMENTAL CLAIM

In May 1995, the Company and other parties were notified by the Metropolitan Dade Environmental Resource Management Office of alleged environmental contamination on a parcel of land of which Villazon is a lessee/sub-lessor. The Company contends that they are not the cause of the contamination at this site. The ultimate resolution of this matter is not known at this time.

12. SUBSEQUENT EVENT

On November 25, 1996, the Company entered into a preliminary agreement to sell substantially all of the assets of the Company to General Cigar Co., Inc. The purchase agreement and related terms have not been finalized.

<PAGE>

REPORT OF INDEPENDENT ACCOUNTANTS

To the Shareholders and Directors of
Culbro Corporation

In our opinion, the accompanying balance sheets and the related statements of operations and retained earnings and of cash flows present fairly, in all material respects, the financial position of Honduras American Tabaco, S.A. de C.V. at December 31, 1996 and October 31, 1995, and the results of its operations and its cash flows for the ten months ended October 31, 1996 and the years ended December 31, 1995 and 1994 in conformity with generally accepted accounting principles in the United States of America. These financial statements are the responsibility of the Company's management; our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits of these statements in accordance with auditing standards generally accepted in the United States of America which require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for the opinion expressed above.

As discussed in the financial statements, the Company has extensive transactions and relationships with related parties. Because of these relationships, it is possible that the terms of these transactions are not the same as those that would result from transactions among wholly unrelated parties.

PRICE WATERHOUSE

Tegucigalpa, Honduras
December 20, 1996

<PAGE>

HONDURAS AMERICAN TABACO, S.A. DE C.V.

BALANCE SHEETS

(EXPRESSED IN U.S. DOLLARS)

<TABLE>
<CAPTION>

<S>
ASSETS
CURRENT ASSETS
Cash.....
Accounts receivable--trade.....
Related party receivables.....
Inventories.....
Prepaid expenses.....

Total current assets.....

Property, plant and equipment, net.....
Other assets.....

Total assets.....

LIABILITIES AND STOCKHOLDERS' EQUITY
CURRENT LIABILITIES
Accounts payable and accrued liabilities.....
Related party payables.....
Dividends payable.....

Total current liabilities.....

Commitments (Note 9).....

STOCKHOLDERS' EQUITY
Common stock.....
Retained earnings.....

Total stockholders' equity.....

Total liabilities and stockholders' equity.....

</TABLE>

The accompanying notes to financial statements are an integral part of these financial statements.

F-40

<PAGE>

HONDURAS AMERICAN TABACO, S.A. DE C.V.

STATEMENTS OF OPERATIONS AND RETAINED EARNINGS

(EXPRESSED IN U.S. DOLLARS)

<TABLE>
<CAPTION>

	YEAR DECEM 1994
<S>	<C>
Net sales	$ 5,832,953
Cost and expenses	
Cost of goods sold	3,818,682
Administrative expenses	168,099
Operating profit	1,846,172
Other income (expense)	9,048
Foreign currency losses	(344,818
Net income	1,510,402
Retained earnings--beginning of the period	1,562,881
Distribution to stockholders	(771,248
Retained earnings--end of the period	$ 2,302,035
Earnings per share	$ 7.55

</TABLE>

The accompanying notes to financial statements are an integral part of these financial statements.

<PAGE>

HONDURAS AMERICAN TABACO, S.A. DE C.V.

STATEMENTS OF CASH FLOWS

(EXPRESSED IN U.S. DOLLARS)

<TABLE>
<CAPTION>

	YEAR DECEM 1994
<S>	<C>
OPERATING ACTIVITIES:	
Net income	$ 1,510,402
Adjustments to reconcile net income to net cash provided by operating activities:	
Depreciation	78,900
Changes in operating assets and liabilities:	
(Increase) decrease in assets:	
Accounts receivable--trade	66,124
Related party receivables	930,820
Inventories	(840,352
Prepaid expenses	7,503
Increase (decrease) in liabilities:	
Related party payables	23,050

Accounts payable and accrued liabilities	(248,452
Net cash provided by operating activities	1,527,995
INVESTING ACTIVITIES:	
Purchase of property, plant and equipment	(290,381
Net cash used in investing activities	(290,381
FINANCING ACTIVITIES:	
Paid in capital	--
Distributions to stockholders	(771,248
Net cash used in financing activities	(771,248
Net (decrease) increase in cash	466,366
Cash at beginning of the period	123,251
Cash at end of the period	$ 589,617

</TABLE>

The accompanying notes to financial statements are an integral part of these financial statements.

<PAGE>

HONDURAS AMERICAN TABACO, S.A. DE C.V.

NOTES TO FINANCIAL STATEMENTS

1. NATURE OF OPERATIONS

Honduras American Tabaco, S.A. de C.V. (the "Company") manufactures and sells cigars and related tobacco products. The Company sells approximately 95% of its production to Villazon & Company, Inc., a related party company located in the United States.

The Company's maximum authorized fully paid common stock is L 10,000,000 (Honduran Lempiras (L)) (equivalent to $2,105,328 at October 31, 1996) represented by 200,000 shares of par value L 50 each.

2. SIGNIFICANT ACCOUNTING POLICIES

A summary of significant accounting policies adopted by the Company, in accordance with generally accepted accounting principles in the United States, are summarized as follows:

TRANSLATION OF FINANCIAL STATEMENTS INTO U.S. DOLLARS

The Company's records are maintained in Honduran Lempiras (L), consequently a translation into U.S. dollars has been applied to the local currency prepared financial statements in accordance with Statement of Financial Accounting Standards ("SFAS") No. 52, "Foreign Currency Translation." The U.S. dollar has been established as the functional currency for purposes of the translation. Monetary assets and liabilities are translated at year-end exchange rates and non-monetary items are translated at historical rates. Income and expense accounts are translated at the average rates in effect during the year, except for depreciation and cost of product sales which are translated at historical

rates. Gains and losses from changes in exchange rates are recognized in income in the year of occurrence.

INVENTORIES

Supplies, work in process and finished goods are stated at the lower of cost or market using the first-in, first-out method. Leaf tobacco is valued at the lower of cost or market using the specific identification method. Leaf tobacco includes tobacco in the process of aging, a substantial amount of which may not be used within one year. It is industry practice to include such inventories as current assets.

PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment are recorded at cost. Depreciation is determined on a straight-line basis over the estimated useful asset lives for financial statement reporting purposes. Expenditures for maintenance and repairs are charged to expense when incurred.

REVENUE RECOGNITION

Sales and the related costs of sales are recognized primarily upon shipment of products. Sales are presented net of goods returned by customers.

EARNINGS PER SHARE

Earnings per share of common stock is computed by dividing net income by the number of common shares outstanding during the period.

2. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)
ESTIMATES

Preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements. Actual results could differ from the estimates.

FINANCIAL INSTRUMENTS

The Company's financial instruments include cash, accounts receivable and accounts payable. In the opinion of management, the carrying amount of these financial instruments approximates their fair value.

CONCENTRATION OF CREDIT RISKS

Financial instruments that potentially subject the Company to concentrations of credit risk consist primarily of accounts receivable. The Company historically has had no material losses on its accounts receivable in excess of allowances provided. The Company's largest customer is Villazon & Company, Inc. which accounted for approximately 92%, 95% and 92% of net sales for the years ended December 31, 1994, 1995 and the ten months ended October 31, 1996, respectively.

SEVERANCE COMPENSATION

Accrued severance compensation for employees under the terms of the Honduran Labor Code may be payable to them in the event of dismissal. A definite liability in this respect exists at October 31, 1996 in the amount of $147,038. This amount is included in the accounts payable and accrued liabilities balance. It is the Company's policy to pay this compensation to its employees regardless of dismissal events at year-end.

ADJUSTMENTS AND RECLASSIFICATIONS

Certain adjustments and reclassifications in the financial statements have been made to comply with accounting principles generally accepted in the United States.

3. INVENTORIES

Inventories consist of the following:

<TABLE>
<CAPTION>

	1995	
<S>	<C>	<C
Leaf tobacco	$ 2,747,267	$
Work in process	--	
Finished goods	--	
Supplies	914,982	
Leaf tobacco in transit	--	
Goods in transit	8,493	
	$ 3,670,742	$

</TABLE>

<PAGE>

4. PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment and related accumulated depreciation are summarized as follows:

<TABLE>
<CAPTION>

	1995	
<S>	<C>	<C
Land	$ 36,595	$
Building and improvements	422,731	
Machinery and equipment	486,496	
Transportation equipment	127,967	
Office furniture and equipment	91,128	
	1,164,917	
Less--Accumulated depreciation	(769,109)	

	$ 395,808	$
	---	--
	---	--

</TABLE>

Depreciation is determined on the straight-line method using estimated useful lives as follows:

<TABLE>

<S>	<C>
Buildings and improvements	10 years
Machinery and equipment	4-5 years
Transportation equipment	5 years
Office furniture and equipment	4-5 years

</TABLE>

5. RELATED PARTY TRANSACTIONS

Certain stockholders of the Company have a combined 92.5% ownership interest in Villazon & Company, Inc. ("Villazon"). The Company purchases tobacco, boxes and other supplies used in production from Villazon and from Oliva Tobacco Company through Villazon. The Company also sells cigars, boxes and tobacco leaf to Villazon. Balances of receivable and payables with related parties are presented as follows:

<TABLE>
<CAPTION>

	1995	
	---	--
<S>	<C>	<C
Receivable:		
Villazon & Company, Inc.	$ --	$
	---	--
	---	--
Payables:		
Villazon & Company, Inc.	$ 17,587	$
Compania Agricola La Venta S.A.	52,497	
Tabacalera Rio Jagua S.A.	30,272	
Procesadora de Tabaco S.A.	--	
Officials and employees	180,267	
	---	--
	$ 280,623	$
	---	--
	---	--

</TABLE>

Payments from Villazon are made when requested by the Company. Approximately $5,668,000, $7,450,000 and $9,637,000 in sales were made in 1994, 1995 and as of October 31, 1996, respectively to Villazon, and approximately $1,590,000, $2,141,000 and $2,618,000 in purchases were made in 1994, 1995 and as of October 31, 1996, respectively from Villazon. Also, purchases from Oliva Tobacco Company amounted to approximately $2,081,000, $2,531,000 and $2,648,000 for 1994, 1995 and as of October 31, 1996, respectively.

<PAGE>

6. STOCK PURCHASE AGREEMENT AND PROPOSED SALE

Under an agreement between the Company and its stockholders, any stockholder desiring to pledge, encumber or otherwise dispose of his stock in the Company during his lifetime shall first obtain the written consent of the Company and the stockholders. Stock may be sold, however, if the stock is first offered to the nonselling stockholders at the same price and on the same terms and conditions as those offered to the third party. The offered shares may be sold to any other person if both the Company and the remaining stockholders do not exercise their rights. Under terms of the agreement, no purchase price has been predetermined for each share of stock purchased in a transfer upon death.

7. TAX BENEFITS

The Company is eligible to benefit from the Temporary Import Regime (RIT) through resolutions issued by the Ministry of Economy, which expire in the year 1998. Tax benefits include:

a) Exemption from payment of certain taxes and customs duties on imports of equipment and raw materials used in the production and exportation of cigars and related products.

b) Exemption from payment of income tax, for a 10 year period, on profits generated by cigars and related products exports to foreign countries, excluding the Central American region.

8. OPERATING LEASES

Future minimum rental payments under a noncancellable lease agreement with a related party as of October 31, 1996 are:

<TABLE>

<S>	<C>
1996	$ 6,000
1997	45,000
1998	48,000
1999	12,000
	$ 111,000

</TABLE>

Total rental expenses for operating leases were approximately $12,000, $16,000 and $27,800 in 1994, 1995 and 1996, respectively.

9. COMMITMENTS

On November 25, 1996, the Company's shareholders entered into a preliminary agreement to sell all of their stock of the Company to General Cigar Co., Inc. for $20 million. The purchase agreement and related terms have not been finalized.

<PAGE>

NO DEALER, SALESPERSON OR OTHER PERSON HAS BEEN AUTHORIZED TO GIVE ANY INFORMATION OR TO MAKE ANY REPRESENTATION IN CONNECTION WITH THIS OFFERING OTHER THAN THAT CONTAINED IN THIS PROSPECTUS AND, IF GIVEN OR MADE, SUCH INFORMATION OR REPRESENTATIONS MUST NOT BE RELIED UPON AS HAVING BEEN AUTHORIZED BY THE COMPANY OR ANY OF THE UNDERWRITERS. THIS PROSPECTUS DOES NOT CONSTITUTE AN OFFER TO SELL OR A SOLICITATION OF AN OFFER TO BUY ANY OF THE SHARES BY ANYONE IN ANY JURISDICTION IN WHICH SUCH AN OFFER OR SOLICITATION IS NOT AUTHORIZED, OR IN WHICH THE PERSON MAKING THE OFFER OR SOLICITATION IS NOT QUALIFIED TO DO SO, OR TO ANY PERSON TO WHOM IT IS UNLAWFUL TO MAKE SUCH OFFER OR SOLICITATION. NEITHER THE DELIVERY OF THIS PROSPECTUS NOR ANY SALE MADE HEREUNDER SHALL CREATE ANY IMPLICATION THAT THE INFORMATION CONTAINED HEREIN IS CORRECT AS OF ANY DATE SUBSEQUENT TO THE DATE HEREOF.

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UNTIL , 1997 (25 DAYS AFTER THE DATE OF THIS PROSPECTUS), ALL DEALERS EFFECTING TRANSACTIONS IN THE REGISTERED SECURITIES, WHETHER OR NOT PARTICIPATING IN THIS DISTRIBUTION, MAY BE REQUIRED TO DELIVER A PROSPECTUS. THIS IS IN ADDITION TO THE OBLIGATION OF DEALERS TO DELIVER A PROSPECTUS WHEN ACTING AS UNDERWRITERS AND WITH RESPECT TO THEIR UNSOLD ALLOTMENT OR SUBSCRIPTIONS.

SHARES

GENERAL CIGAR

CLASS A COMMON STOCK

PROSPECTUS

DONALDSON, LUFKIN & JENRETTE
SECURITIES CORPORATION
SMITH BARNEY INC.

, 1997

- ---

- ---

<PAGE>

PART II
INFORMATION NOT REQUIRED IN PROSPECTUS

ITEM 13. OTHER EXPENSES OF ISSUANCE AND DISTRIBUTION.

The following table sets forth the expenses expected to be incurred in connection with the issuance and distribution of Common Stock registered hereby, all of which expenses, except for the Securities and Exchange Commission registration fee, the National Association of Securities Dealers, Inc. filing fee and the New York Stock Exchange listing application fee, are estimates:

<TABLE>
<CAPTION>
DESCRIPTION
- ---
<S>
Securities and Exchange Commission registration fee.....
National Association of Securities Dealers, Inc. filing fee.....
New York Stock Exchange listing application fee.....
Legal fees and expenses.....
Accounting fees and expenses.....
Printing and engraving fees and expenses.....
Blue sky fees and expenses.....
Transfer agent fees and expenses.....
Miscellaneous expenses.....

Total.....

</TABLE>

- ---

* To be completed by amendment.

ITEM 14. INDEMNIFICATION OF DIRECTORS AND OFFICERS.

The Company is a Delaware corporation. Reference is made to Section 102(b)(7) of the Delaware General Corporation Law (the "DGCL"), which enables a corporation in its original certificate of incorporation or an amendment thereto

to eliminate or limit the personal liability of a director for violations of the director's fiduciary duty, except (i) for any breach of the director's duty of loyalty to the corporation or its stockholders, (ii) for acts or omissions not in good faith or which involve intentional misconduct or a knowing violation of law, (iii) pursuant to Section 174 of the DGCL (providing for liability of directors for unlawful payments of dividends of unlawful stock purchase or redemptions) or (iv) for any transaction from which a director derived an improper personal benefit.

Reference is also made to Section 145 of the DGCL, which provides that a corporation may indemnify any person, including an officer or director, who is, or is threatened to be made, party to any threatened, pending or completed legal action, suit or proceeding, whether civil, criminal, administrative or investigative (other than an action by or in the right of such corporation), by reason of the fact that such person was an officer, director, employee or agent of such corporation or is or was serving at the request of such corporation as a director, officer, employee or agent of another corporation or enterprise. The indemnity may include expenses (including attorney's fees), judgments, fines and amounts paid in settlement actually and reasonably incurred by such person in connection with such action, suit or proceeding, provided such officer, director, employee or agent acted in good faith and in a manner he reasonably believed to be in, or not opposed to, the corporation's best interest and, for criminal proceeding, had no reasonable cause to believe that his conduct was unlawful. A Delaware corporation may indemnify any officer or director in any action by or in the right of the corporation under the same conditions, except that no indemnification is permitted without judicial approval if the officer or director is adjudged to be liable to the corporation. Where an officer or director is successful on the merits or otherwise in the defense of any action referred to above, the corporation must indemnify him against the expenses that such officer or director actually and reasonably incurred.

<PAGE>

Article VII of the Bylaws of the Company (filed as Exhibit 3.2) provides for indemnification of the officers and directors to the full extent permitted by applicable law.

ITEM 15. RECENT SALES OF UNREGISTERED SECURITIES.

1000 shares of common stock, par value $0.01 per share, were issued to Culbro Corporation on December 20, 1996.

ITEM 16. EXHIBITS.

(a) Exhibits

<TABLE>
<CAPTION>

EXHIBIT NO.	DESCRIPTION
<C>	<S>
*1.1	Form of Underwriting Agreement among General Cigar Holdings, Inc., Donald Securities Corporation and Smith Barney Inc.
*2.1	Form of Distribution Agreement among Culbro Corporation, Culbro Land Reso Holdings, Inc.
*2.2	Form of Merger Agreement among Culbro Corporation and General Cigar Holdi
*3.1	Certificate of Incorporation of General Cigar Holdings, Inc.
*3.2	Bylaws of General Cigar Holdings, Inc.
*5.1	Opinion of Latham & Watkins regarding the legality of the securities bein

*10.1	Form of Asset Purchase Agreement among General Cigar Co., Inc., Villazon Stockholders (as defined therein)
*10.2	Form of Stock Purchase Agreement among General Cigar Co., Inc., Honduras and the Sellers (as defined therein)
*10.3	Form of Tax Sharing Agreement among Culbro Corporation, Culbro Land Resou Holdings, Inc.
*10.4	Form of Benefits and Employment Matters Allocation Agreement among Culbro Resources, Inc. and General Cigar Holdings, Inc.
*10.5	Form of Services Agreement among Culbro Corporation, Culbro Land Resource Holdings, Inc.
*10.6	Form of Office Lease between Culbro Land Resources, Inc. and General Ciga
*10.7	Form of Agricultural Lease between Culbro Land Resources, Inc. and Genera
*10.8	Employment Agreement between Culbro Corporation and Jay M. Green, dated a amended on April 11, 1996
*10.9	Form of 1997 Stock Option Plan of General Cigar Holdings, Inc.
10.10	1996 Stock Plan of Culbro Corporation, dated as of March 15, 1996 (incorp definitive proxy statement of Culbro Corporation, dated March 15, 1996, f Shareholders held on April 11, 1996)
10.11	1992 Stock Plan of Culbro Corporation, dated December 10, 1993 (incorpora definitive proxy statement of Culbro Corporation, dated March 3, 1993, fo Shareholders held on April 8, 1993)
10.12	Stock Option Plan for Non-employee Directors of Culbro Corporation, dated by reference to the definitive proxy statement of Culbro Corporation, dat Meeting of Shareholders held on April 8, 1993)
10.13	1991 Employees Incentive Stock Option Plan of Culbro Corporation, dated a amended on February 12, 1985 (incorporated by reference to the definitive Corporation, dated April 9, 1991, for its Annual Meeting of Shareholders
*10.14	Annual Incentive Compensation Plan of Culbro Corporation, dated as of Dec

</TABLE>

<PAGE>
<TABLE>
<CAPTION>

EXHIBIT NO.	DESCRIPTION
<C>	<S>
*10.15	Long Term Performance Plan of Culbro Corporation, dated as of as amended 1995-1997
*10.16	Deferred Incentive Compensation Plan of Culbro Corporation, dated as of D on February 12, 1985
*11.1	Statement regarding computation of per share earningsterim financial info
*21.1	Subsidiaries of General Cigar Holdings, Inc.
23.1	Consent of Price Waterhouse LLP regarding the financial statements of the
23.2	Consent of Price Waterhouse LLP regarding the financial statements of Vil Subsidiary
23.3	Consent of Price Waterhouse regarding the financial statements of Hondura
*23.4	Consent of Latham & Watkins (included in the opinion filed as Exhibit 5.1
*24.1	Powers of Attorney (included on the signature page hereto)
*27.1	Financial Data Schedule

</TABLE>

---

* To be filed by amendment.

(b) Financial Statement Schedule

None.

ITEM 17. UNDERTAKINGS.

(a) The undersigned Registrant hereby undertakes to the Underwriters at the closing specified in the Underwriting Agreement, to deliver certificates in such denominations and registered in such names as required by the Underwriters to permit prompt delivery to each purchaser.

(b) Insofar as indemnification for liabilities arising under the Securities Act of 1933 may be permitted to directors, officers and controlling persons of the Registrant pursuant to the foregoing provisions, or otherwise, the Registrant has been advised that in the opinion of the Securities and Exchange Commission, such indemnification is against public policy as expressed in the Act and is, therefor, unenforceable. In the event that a claim for indemnification against such liabilities (other than the payment by the Registrant of expenses incurred or paid by a director, officer or controlling person of the Registrant in the successful defense of any action, suit or proceeding) is asserted by such director, officer or controlling person in connection with the securities being registered, the Registrant will, unless in the opinion of its counsel the matter has been settled by controlling precedent, submit to a court of appropriate jurisdiction the question whether such indemnification by it is against public policy as expressed in the Act and will be governed by the final adjudication of such issue.

(c) The undersigned Registrant hereby undertakes that:

(1) For purposes of determining any liability under the Securities Act of 1933, the information omitted from the form of Prospectus filed as part of this Registration Statement in reliance upon Rule 430A and contained in a form of Prospectus filed by the Registrant pursuant to Rule 424(b)(1) or (4) or 497(h) under the Securities Act shall be deemed to be a part of this Registration Statement as of the time it was declared effective.

(2) For purposes of determining any liability under the Securities Act of 1933, each post-effective amendment that contains a form Prospectus shall be deemed to be a new registration statement relating to the securities offered therein,, and the offering of such securities at that time shall be deemed to be the initial bona fide offering thereof.

SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, the Registrant has duly caused this Registration Statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the County of New York, State of New York on December 24, 1996.

GENERAL CIGAR HOLDINGS, INC.

BY: /S/ EDGAR M. CULLMAN, JR.

Edgar M. Cullman, Jr.
PRESIDENT

KNOW ALL MEN BY THESE PRESENTS, that each person whose signature appears below constitutes and appoints Edgar M. Cullman, Jr. as true and lawful attorney-in-fact and agent with full power of substitution and resubstitution for him and in his name, place and stead, in any and all capacities to sign any and all amendments (including pre-effective and post-effective amendments) to

this Registration Statement, and any Registration Statement filed pursuant to Rule 462 under the Securities Act of 1933, and to file the same with all exhibits thereto, and other documents in connection therewith, with the Securities and Exchange Commission, granting unto said attorney-in-fact -and agent full power and authority to do and perform each and every act and thing requisite and necessary to be done in and about the premises, as fully to all intents and purposes as he might or could do in person, hereby ratifying and confirming all that said attorney-in-fact and agent, or his substitute or substitutes may lawfully do or cause to be done by virtue thereof.

Pursuant to the requirements of the Securities Act of 1933, this Registration Statement has been signed by the following persons in the capacities and as of the dates indicated.

SIGNATURE	TITLE	DATE
/s/ EDGAR M. CULLMAN, JR. Edgar M. Cullman, Jr.	President Director	December 24, 1996
/s/ JAY M. GREEN Jay M. Green	Executive Vice President, Chief Financial Officer and Treasurer	December 24, 1996
/s/ JOSEPH C. AIRD Joseph C. Aird	Senior Vice President--Controller	December 24, 1996
/s/ EDGAR M. CULLMAN Edgar M. Cullman	Director	December 24, 1996
Bruce A. Barnet	Director	
/s/ JOHN L. BERNBACH John L. Bernbach	Director	December 24, 1996

<PAGE>

SIGNATURE	TITLE	DATE
/s/ JOHN L. ERNST John L. Ernst	Director	December 24, 1996
/s/ THOMAS C. ISRAEL Thomas C. Israel	Director	December 24, 1996
/s/ DAN W. LUFKIN Dan W. Lufkin	Director	December 24, 1996
Graham V. Sherren	Director	

Director

- ---
Peter J. Solomon

Director

- ---
Francis T. Vincent, Jr.

<PAGE>

EXHIBIT INDEX

<TABLE>
<CAPTION>

EXHIBIT NO.	DESCRIPTION
<C>	<S>
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*21.1 Subsidiaries of General Cigar Holdings, Inc.
</TABLE>
<PAGE>
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NO. DESCRIPTION
- --- ---
<C> <S>
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23.3 Consent of Price Waterhouse regarding the financial statements of Hondura
*23.4 Consent of Latham & Watkins (included in the opinion filed as Exhibit 5.1
*24.1 Powers of Attorney (included on the signature page hereto)
*27.1 Financial Data Schedule
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* To be filed by amendment.
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<PAGE>

EX. 23.1

CONSENT OF INDEPENDENT ACCOUNTANTS

We hereby consent to the use in the Prospectus constituting part of this Registration Statement on Form S-1 of our report dated December 20, 1996, relating to the combined financial statements of General Cigar Holdings, Inc., which appears in such Prospectus. We also consent to the reference to us under the heading "Experts" in such Prospectus.

/s/ Price Waterhouse LLP
New York, New York
December 23, 1996
</TEXT>
</DOCUMENT>
<DOCUMENT>
<TYPE>EX-23.2
<SEQUENCE>3
<DESCRIPTION>EX-23.2
<TEXT>

<PAGE>

EX. 23.2

CONSENT OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS

We hereby consent to the use in the Prospectus constituting part of this Registration Statement on Form S-1 of our report dated December 20, 1996, relating to the financial statements of Villazon & Company, Inc. and Subsidiary,

which appears in such Prospectus. We also consent to the reference to us under the heading "Experts" in such Prospectus.

/s/ Price Waterhouse LLP

PRICE WATERHOUSE LLP
Tampa, Florida
December 20, 1996
</TEXT>
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<DOCUMENT>
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EX. 23.3

CONSENT OF INDEPENDENT ACCOUNTANTS

We hereby consent to the use in the Prospectus constituting part of this Registration Statement on Form S-1 of our report dated December 20, 1996, relating to the financial statements of Honduras American Tabaco, S. A. de C. V., which appears in such Prospectus. We also consent to the reference to us under the heading "Experts" in such Prospectus.

/s/ Price Waterhouse

Tegucigalpa, M.D.C.

December 20, 1996
</TEXT>
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-----END PRIVACY-ENHANCED MESSAGE-----

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 725

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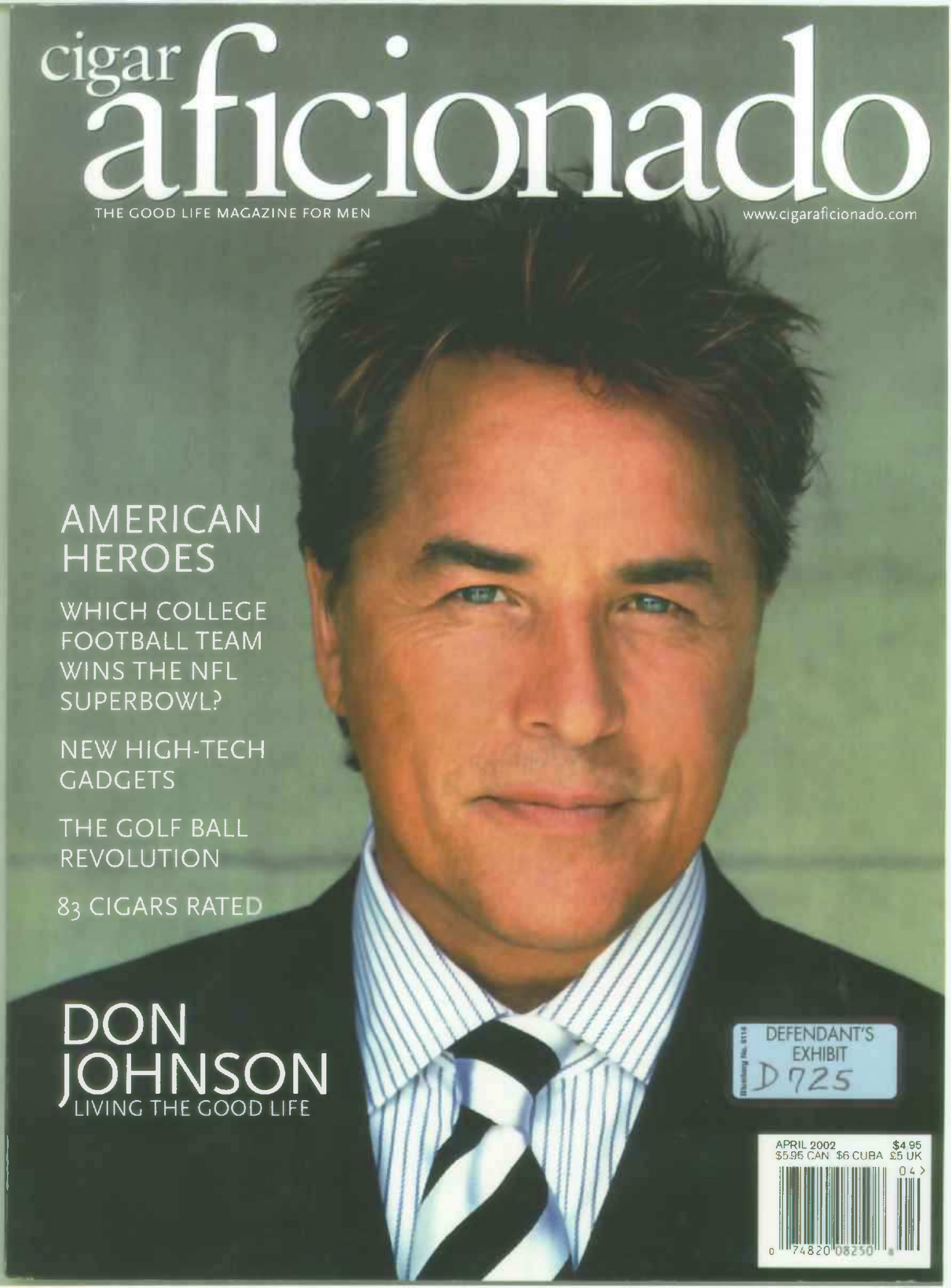

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THE GOLF BALL REVOLUTION

83 CIGARS RATED

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DEFENDANT'S EXHIBIT
D 725

APRIL 2002 $4.95
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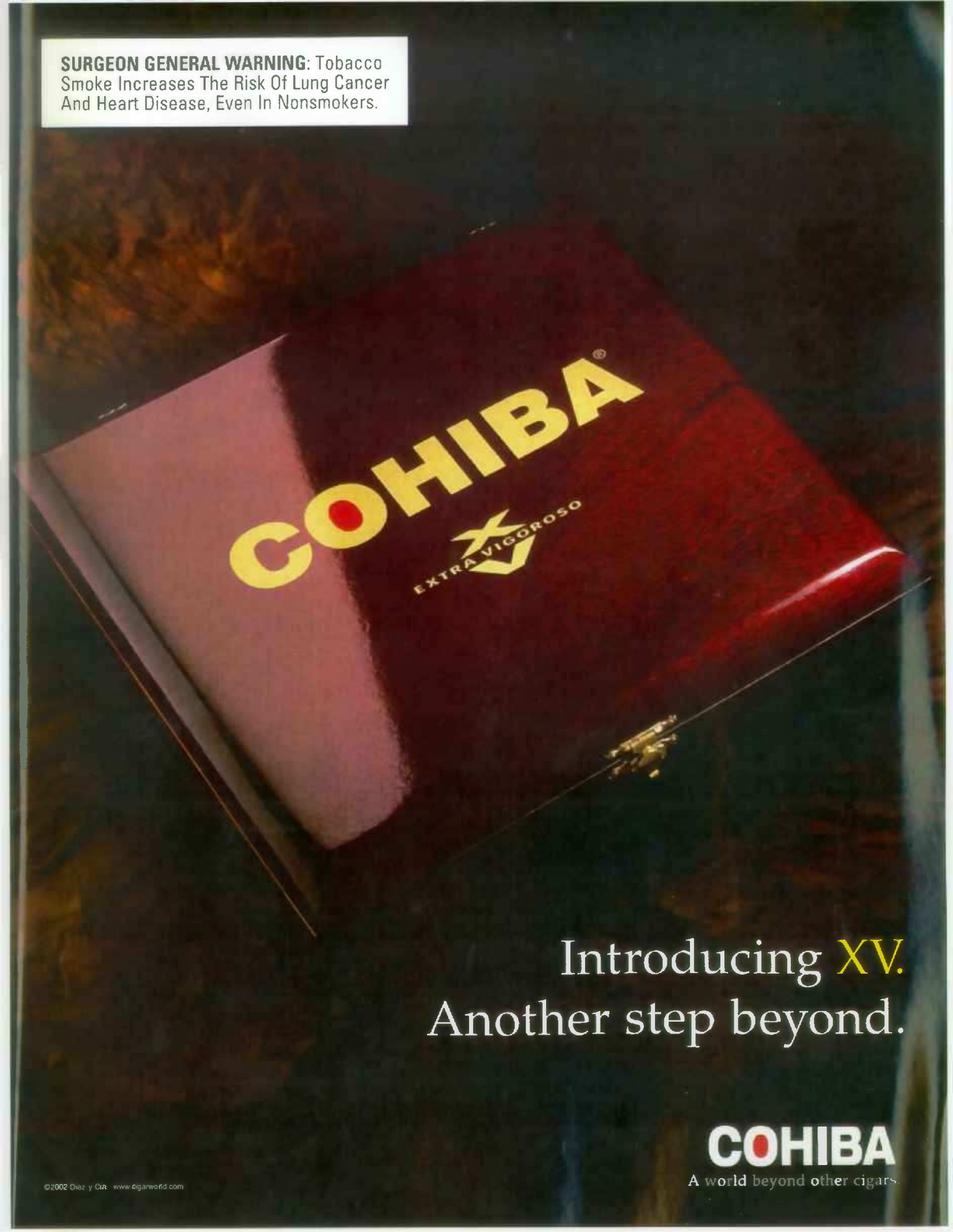
0 74820 08250 8


SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 726

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THE CUBAN SPY SCANDAL

HOW DOES A GIRL FROM BALTIMORE BECOME A SPY FOR FIDEL CASTRO?

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CONTROVERSY OVER GUANTANAMO BAY

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THE TRUTH ABOUT BASEBALL'S HIGH PAYROLLS

BMW'S NEW 745

THE RENAISSANCE OF HORSE RACING

74 CIGARS RATED

Bloomberg No. 5114
DEFENDANT'S EXHIBIT
D726

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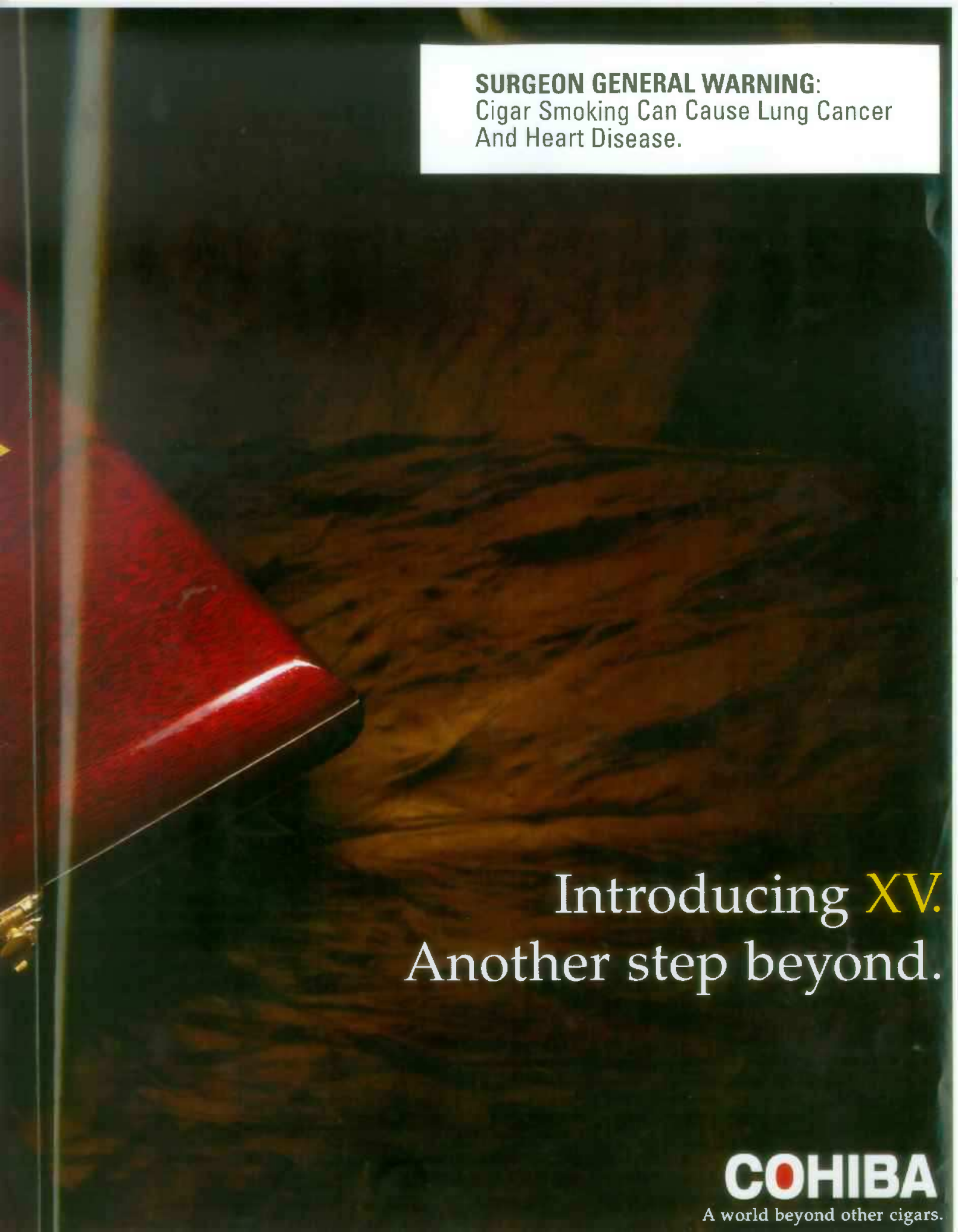
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Introducing XV.
Another step beyond.
COHIBA
A world beyond other cigars.

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

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EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 727

1 UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
2 ----------x

3 GENERAL CIGAR CO., INC.,

4 Plaintiff,

5 v. 97CV7783(RWS)

6 G.D.M. INC., d/b/a GLOBAL
DIRECT MARKETING, RAYMOND
7 PARKER and GLEN MILLER,

8 Defendant.

9 ----------x

10 November 17, 1997
9:45 a.m.

11

12 Before:

13 HON. ROBERT W. SWEET

14 District Judge

15

16 APPEARANCES

17

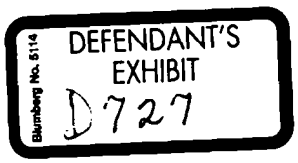
18

19 MORGAN & FINNEGAN, L.L.P.
Attorneys for Plaintiff
20 JANET DORE
CINDY M. ZELSON
21 SCOTT D. GREENBERG
Of counsel

22

23 CHARLES H. KNULL
LARRY B. MILLER
24 Attorneys for Defendants

25



GC 006107

1 A. Yes. At that time Culbro no longer existed.
2 Q. Mr. Wollen, what has been General Cigar's intent
3 with respect to the use of the mark Cohiba over the past
4 almost 20 years?
5 A. The intent is to do what we are doing precisely
6 today, we always intended to use it. We always intended to
7 expand it as the marketplace allowed, and we intended to
8 tailor the taste of the cigar to the then current
9 marketplace, and as Mr. Geoghegan has testified, and
10 Mr. Perez of Dunhill, that's exactly what General Cigar has
11 done in it's relaunch in 1997.
12 Q. Has General Cigar at any time over the past
13 almost 20 years had any intention to abandon the Cohiba
14 trademark?
15 A. Absolutely not.
16 MS. DORE: I have no further questions, your
17 Honor.
18 THE COURT: Any redirect?
19 MR. KNULL: Yes.
20 REDIRECT EXAMINATION
21 BY MR. KNULL:
22 Q. I'm going to call this exhibit DD since we're
23 going to go into the quadruples AS. Do you recognize that
24 document?
25 A. It appears to be the lawsuit filed just last week

1 UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
2 ----------x

3 GENERAL CIGAR CO., INC.,

4 Plaintiff,

5 v. 97 Civ. 7783 (RWS)

6 G.D.M. INC., d/b/a GLOBAL
DIRECT MARKETING, RAYMOND
7 PARKER and GLEN MILLER,

8 Defendant.

9 ----------x

10 November 14, 1997
9:45 a.m.

11

12 Before:

13 HON. ROBERT W. SWEET

14 District Judge

15

16 APPEARANCES

17

18

19 MORGAN & FINNEGAN, L.L.P.
Attorneys for Plaintiff
20 JANET DORE
CINDY M. ZELSON
21 SCOTT D. GREENBERG
Of counsel

22

23 CHARLES H. KNULL
LARRY B. MILLER
24 Attorneys for Defendants

25 GC 006011

1 Cristi Manufacturing Company in the Dominican Republic which
2 has been ongoing for a number of years.
3 I also know from our customs records that of the
4 38 confiscations that have occurred recently, more than 30
5 all indicate Monte Cristi as the source of both our
6 counterfeit Cohibas and the counterfeit Montecristos. So I
7 am very familiar with them for that reason.
8 Q. Is Monte Cristi affiliated in any way with
9 General Cigar?
10 A. None whatsoever.
11 Q. Has General Cigar ever authorized or licensed
12 Monte Cristi to use the Cohiba trademark in the United
13 States?
14 A. Absolutely not.
15 Q. What is your understanding as to the relative
16 priority of use of the Cohiba mark in the United States as
17 between General Cigar and Monte Cristi?
18 A. Well, General Cigar has consistently used the
19 Cohiba mark since 1978. Monte Cristi, I can't give you a
20 specific date as to when their counterfeits started
21 arriving. I believe it was late 1995, certainly '96 and
22 seven because that's when customs became quite successful in
23 confiscating them.
24 Q. Has General Cigar ever authorized the defendants
25 to use the Cohiba trademark in the United States?

1 A. No.

2 MS. DORE: Your Honor, I have no further

3 questions of this witness.

4 CROSS-EXAMINATION

5 BY MR. KNULL:

6 Q. In your deposition, Mr. Wollen, you testified

7 that General Cigar has known for several years that the

8 counterfeit products from the Monte Cristi plant are coming

9 into this country, is that correct?

10 A. For several years? Yes.

11 Q. Page 14. That's what you said.

12 I have four documents that have been stamped

13 confidential.

14 MS. DORE: What are they?

15 MR. KNULL: They are --

16 (Pause)

17 MR. KNULL: I have marked them D 1, 2, 3 --

18 THE COURT: Would you mind, it may make it a

19 little easier, A? Can we do that?

20 MR. KNULL: Okay. These will be A, B, C and D,

21 then.

22 THE COURT: Okay.

23 (Pause)

24 MS. DORE: Your Honor, my only concern is, to the

25 extent that there are people in the courtroom who are not

1 A. C, D C?

2 Q. To your knowledge did Quackenbush ever obtain a

3 registration for the Cohiba trademark?

4 A. Absolutely not.

5 Q. When you testified that you knew of Monte

6 Cristi's activities for several years, what did you mean by

7 several years?

8 A. As I testified, I heard of their activities

9 beginning in 1995 with respect to the Cohiba trademark. I

10 consider that several years.

11 Q. Mr. Knull asked you about whether you had brought

12 any lawsuit against Monte Cristi. Has General Cigar taken

13 any other forms of enforcement actions to stop Monte

14 Cristi's Cohiba products from coming into the United States?

15 A. Yes, absolutely. In cooperation with

16 Consolidated Cigar, we have put on symposiums at U.S.

17 Customs where we hand out a brochure that shows the

18 difference between our cigars and the Monte Cristi cigars.

19 We also have cooperated with Consolidated Cigar in the

20 lawsuit they had begun several years ago in the Dominican

21 Republic.

22 I have authorized our local counsel to be of

23 assistance to them and any -- since I have testified, Monte

24 Cristi is known as a renegade manufacturer of counterfeit

25 cigars. Any time anyone sees that name, anyone who works

1 A. Not that I'm aware of.
2 Q. Was there anybody other than General Cigar
3 selling the Cohiba cigars in the U.S. during that
4 intervening period between 1978 and '82?
5 A. Not that I am aware of.
6 Q. Who are General Cigar's customers for its Cohiba
7 cigars?
8 A. Generally tabacconists and smoke shops, more
9 specifically at the upper tier of that channel of
10 distribution, upscale shops where the presentation of the
11 product is done in a more elegant fashion that matches up to
12 what we want for the brand image.
13 We have a range of customers, a large range of
14 customers. I would say three or 400 smoke shops in the U.S.
15 right now are selling Cohiba cigars, plus a limited number
16 of mail order distributors and larger retailers such as
17 Dunhill, Neiman Marcus, Mike's Cigars in Miami, Florida.
18 Q. Does General Cigar sell Cohiba cigars to mass
19 marketers?
20 A. By mass marketers, you mean like K Mart?
21 Q. K Mart or large drugstore chains?
22 A. No, no.
23 Q. Why does General Cigar limit its customer base
24 that way?
25 A. Well, because we want the retail availability of

1 the cigar to match the image of the cigar and the marketing
2 program that we have surrounded the cigar with. Christian
3 Dior doesn't sell his gowns in K Mart and we aren't going to
4 sell Cohiba cigars in K Mart.
5 We want to keep an elevated level for this. And
6 we have very specific qualifications for retailers that we
7 allow to sell the cigar and where we think the brand name
8 belongs.
9 Q. Has General Cigar changed the number of retailers
10 to whom it distributes its Cohiba cigars over the years?
11 A. Oh, yes.
12 Q. In what way?
13 A. Well, when we -- when the cigars that came in
14 this package were sold, the cigar business was very
15 different than it is today. There weren't as many
16 retailers, first of all, because the cigar business was
17 in -- had been in a long period of decline. I would say we
18 had, if I had to look back up in records and things, my best
19 estimate would be maybe 100 customers for this, for the
20 cigars that came in this package.
21 Q. By "this package," you are referring to the
22 cylinder that's Exhibit 15?
23 A. I am referring to the plastic cylinder. I forgot
24 the number.
25 Q. 15.

1 statement that they were distributing the, quote, original
2 Dominican Cohiba?
3 A. Yes. I had some concern about that. I felt it
4 would mislead our customers into thinking that perhaps this
5 might be our cigar.
6 Q. Why would it mislead the customers?
7 A. Well, because we have been selling Cohiba cigars
8 since 1978, and as far as I know, I think I said to you
9 before, nobody else but us was selling cigars in the United
10 States with the Cohiba brand name on them.
11 THE COURT: One of the ads here says Diaz y Eia
12 Compania. I take it that's your local company in Santiago?
13 THE WITNESS: Diaz? That's a trading name that
14 we use. It is for the cache. We have several -- it is like
15 Red Dog Beer comes from the Plank Road Brewery, but it is
16 really from the Miller Brewing Company.
17 BY MS. DORE:
18 Q. Does General Cigar have a reputation in the cigar
19 industry with respect to quality control of its products?
20 A. Yes, I would say that General's reputation is
21 that of making the most consistent and best constructed
22 cigars in the country and maybe on the planet and with the
23 best quality control of aging our cigars and many of the
24 other aspects of cigar manufacture and selection and
25 packing, etc.

1 Q. What is your basis for saying that?
2 A. My own personal comparisons and experiences, my
3 visits to our cigar factories. I am on the competitive
4 review board in the company and twice a year we take
5 everybody's cigars apart, our competitors', Consolidated,
6 the major companies in the country, Davidoff and we take --
7 we look at the cigars, look at how they are packaged, we
8 evaluate the packaging versus ours. It is a complete
9 competitive review.
10 Q. How do you know that the reputation for quality
11 control exists in the industry?
12 A. We have won awards for that.
13 Q. Are you familiar with the Cohiba product that the
14 defendants sell?
15 A. Yes.
16 Q. That was marked as Exhibit 51?
17 A. Yes, I am familiar with this.
18 Q. Have you ever smoked one?
19 A. Yes, I have. Smoked more than one.
20 Q. Have you ever inspected one?
21 A. Inspected? Yes.
22 Q. How do the Cohiba cigars sold by the defendants
23 compare to those sold by General Cigar?
24 A. In general I would say they are inferior.
25 Specifically, there is a tremendous -- from top to bottom.

1 we knew it was coming eventually but I didn't know it was
2 going to be in Cigar Insider this month.
3 Q. Are you then aware of any rating prior to that
4 rating of the General Cigar Cohiba in any form?
5 A. I am not, by Cigar Aficionado I am not aware of
6 it.
7 THE COURT: Excuse me, that rating, did it rate
8 these two cigars or just yours?
9 THE WITNESS: No, it rated ours.
10 THE COURT: How did they rate it?
11 THE WITNESS: The General Cigar Cohiba, Churchill
12 got a 92 which in college as well as Cigar Aficionado is an
13 A, and it was given a humidor selection designation which is
14 actually quite an honor in the cigar industry.
15 THE COURT: Is there anybody that did better?
16 THE WITNESS: Yes, there is some cigars do
17 better. I think the Cuban Montecristo cigar, one of theirs
18 got a 93. There have been a couple of 94s. Generally the
19 ratings are in the eighties. If you score a 90 or better
20 that's something that you can use in your marketing.
21 THE COURT: Okay. Thank you.
22 BY MR. KNULL:
23 Q. Is it fair to say following up on that that prior
24 to this rating in the Cigar Insider, the Cohiba cigar that
25 was rated was not General Cigar's cigars but the Cuban

1 A. I smoke a couple of cigars a week, that would be
2 about 100 a year.
3 Q. Hundred a year. Okay. So that if General Cigar
4 sold 50,000 Cohibas --
5 A. You are going to make me add this up, aren't you.
6 Q. -- the actual number of consumers of those
7 Cohibas would have been quite small?
8 A. No, not necessarily, because that assumes that a
9 consumer was only smoking one brand of cigars.
10 Q. Well, it does assume that only -- there could be
11 no more than 50,000 consumers?
12 A. No, it assumes that there could be no more than
13 50,000 cigars -- oh excuse me, yes, no more than 50,000
14 consumers. In 1994 that would be ten percent of the entire
15 cigar smoking -- premium cigar smoking population. If I had
16 a ten share I would get a raise.
17 MR. KNULL: Okay. I have no further questions.
18 MS. DORE: I have two, your Honor.
19 REDIRECT EXAMINATION
20 BY MS. DORE:
21 Q. Can you describe what humidor selection is in the
22 context of the rating?
23 A. Yes. First of all, Cigar Insider and Cigar
24 Aficionado are both published by M. Shanken Publishing
25 Company, and in both publications he rates cigars. He has a

1 rating panel consisting of people in the United States, and
2 I think he has a couple of people in London and Paris who
3 also rate cigars because he doesn't just rate cigars sold in
4 the U.S., he also rates Cuban cigars which are not sold
5 here.
6 The numerical rating is anything -- 90 and above
7 is excellent, you must buy it, must try it, and then there
8 are some ratings in the high eighties, low eighties. The
9 lowest rating I have ever seen is about a 70. A humidor
10 selection is generally reserved or specifically reserved for
11 those cigars which Mr. Shanken recommends that the most
12 serious cigar smoker buy and have in his humidor. It would
13 mean that it would be a collectible cigar, a cigar to be
14 enjoyed on special occasions, a must have, if you will.
15 Q. Even if plaintiff's and defendants' cigars here
16 are not sold in the exact same stores, are the consumers
17 likely to be confused when they come across the products?
18 A. You mean today?
19 Q. Yes.
20 A. Because the marketplace is dynamic, I mean,
21 tomorrow me may be selling them in different stores. I
22 would hate to have -- I would not like to have the
23 assignment at General Cigar Company of laying out what we
24 are going to do in 1998 and 1999 in terms of expanding our
25 Cohiba business and have our salesmen walk into stores that

1 origin of a particular cigar?

2 A. Yes, it would.

3 Q. In the course of your employment with Alfred

4 Dunhill, have you come to gain a familiarity with the

5 premium cigar market?

6 A. Yes, very much so. I have the good fortune to be

7 able to relate with top executives and cigar makers from

8 General Cigar and from Consolidated Cigar which are the

9 biggest and best manufacturers on the planet.

10 Q. Are you also a cigar smoker?

11 A. I am indeed.

12 Q. Have you sampled the various cigars in Alfred

13 Dunhill's humidor?

14 A. I have smoked just about all of them.

15 Q. Have you also gained an understanding as to the

16 size of the market at various times or any growth or decline

17 patterns?

18 A. Yes, certainly. In my eight years I was aware at

19 the beginning of my employment with Alfred Dunhill that the

20 cigar market was in a period of slow and steady decline. It

21 was about four or five years ago, 1992, that the market

22 began to see a very serious uptick in business.

23 Q. What do you mean by an uptick, a serious uptick?

24 A. Well, I can state that at Alfred Dunhill in the

25 four years that I have been doing the purchasing we have

1 quintupled the size of the cigar business that we do in our
2 retail shops.
3 Q. Does Alfred Dunhill sell General Cigar's Cohiba
4 cigar?
5 A. Yes, we do.
6 Q. When did you first become aware of those sales?
7 A. I vividly recall in the middle part of 1992
8 receiving the first delivery of General Cigar's Cohiba and
9 putting them on store retail shelves while I was assistant
10 manager in our now closed store in San Diego.
11 Q. Are you aware of an earlier version of General
12 Cigar's Cohiba, a cigar that was sold by Dunhill?
13 A. Prior to 1992 I am not.
14 Q. Have you been advised that there was an earlier
15 version at Dunhill?
16 A. I have not heard anything concrete to that
17 effect.
18 Q. Since 1992, have you seen any changes in the
19 volume of sales of General Cigar's Cohiba brand at Dunhill?
20 A. Yes. The Cohiba brand has done as well as we
21 could do with it. We sold product almost as quickly as we
22 received it in from General Cigar. In the last two years I
23 can say it was a very rare occurrence that a box of Cohiba
24 cigars ever got to our shelves because our sales associates
25 would be on phone as they got deliveries and product would

1 UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
2 ----------x

3 GENERAL CIGAR CO., INC.,

4 Plaintiff,

5 v. 97CV7783(RWS)

6 G.D.M. INC., d/b/a GLOBAL
DIRECT MARKETING, RAYMOND
7 PARKER and GLEN MILLER,

8 Defendant.

9 ----------x

10 November 24, 1997
9:45 a.m.

11

12 Before:

13 HON. ROBERT W. SWEET

14 District Judge

15

16 APPEARANCES

17

18

19 MORGAN & FINNEGAN, L.L.P.
Attorneys for Plaintiff
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CINDY M. ZELSON
21 SCOTT D. GREENBERG
Of counsel

22

23 CHARLES H. KNULL
LARRY R. MILLER
24 Attorneys for Defendants

25

GC 006166

1 locations looking for twenty years worth of records. The
2 fact remains that General Cigar has trademark rights from
3 1992 that are unassailable.
4 General Cigar has two registrations here. All of
5 the attacks are directed to the events that predate the
6 second registration. In December of 1992, General Cigar
7 filed a second trademark registration to register the mark
8 Cohiba in its special form. At about the same time General
9 Cigar began to use the mark in that form. That application
10 eventually matured into a registration. As a result,
11 General Cigar's rights, even if it had absolutely no use
12 prior to that time period, would begin to run again from
13 1992 when it had the so-called resumption of use, all of
14 which is several years before G.D.M. ever thought of getting
15 into the cigar business. That registration is in full force
16 and effect and is entitled to all the statutory presumptions
17 of validity, ownership and exclusive rights, and that prior
18 registration and General Cigar's 1992 and onward use all
19 predate all of G.D.M.'s activities.
20 Even if one were to assume that the pre-1992
21 period cannot be relied upon, the case law, for example, the
22 Dial-A-Mattress case and the Adolphe Lafont case, both of
23 which are cited in our papers, say that a party may regain
24 rights to a mark through subsequent use at a later date. So
25 the clock starts to run again on behalf of General Cigar in

1 Finally, I'd like to turn to the question of
2 irreparable injury and the balance of hardships. As the
3 Court has heard, defendants are hardly innocent here. They
4 are knowing, intentional infringers who openly went looking
5 for cigar brands to knock off. They have nothing invested
6 in the mark or in the product as a brand, and they have
7 little invested in the continued use of the name. They
8 haven't even bothered to obtain the requisite New York State
9 wholesaler's license.
10 While it is correct that General Cigar as a
11 corporate entity will not close up shop if preliminary
12 injunction is not granted, that is not the balance and
13 hardship which must be considered in a case such as this.
14 The irreparable injury to General Cigar in this kind of case
15 and on this kind of motion comes from the effects on this
16 particular brand, and on General Cigar's reputation
17 associated with the brand, and its activity if the
18 defendants are permitted to continue what they are doing.
19 The case law in this circuit makes it very clear
20 that in trademark infringement cases the propriety of
21 granting a preliminary injunction is not a question of money
22 per se, or which one of the parties will go out of business,
23 and it's certainly not an issue of what is going to happen
24 to General Cigar's business as a whole.
25 The issue is solely the effect on this particular

1 brand, and that effect will be devastating. There is a
2 reputation that is associated with General Cigar and with
3 its Cohiba brand that is enviable. It's been built up over
4 many years and through considerable investment of time and
5 resources by General Cigar.
6 Anybody who picks up one of defendant's Cohiba
7 cigars and smokes it, and then isn't satisfied with it, will
8 then transfer that dissatisfaction on to General Cigar's
9 Cohiba cigars simply because they share a common name. The
10 result will be an eventual whittling away of the strength of
11 the mark, a dilution of a significance and ultimately a
12 completely negative recitation. That is the injury that
13 will be devastating to the trademark, and that is the kind
14 of injury that cannot be corrected at the later date if the
15 defendants are allowed to infringe with impunity during the
16 trial.
17 When the marks are identical and there is a
18 likelihood of confusion that is as strong as the one that is
19 shown here, there is a presumption in this circuit that
20 irreparable injury that cannot be compensated in monetary
21 damages will follow, and that such an injury can only be
22 averted by the entry of a preliminary injunction.
23 Defendants say what will happen if the Court
24 issues an injunction and then years later the Court finds in
25 favor of Cuba Tobacco against General Cigar in the pending

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

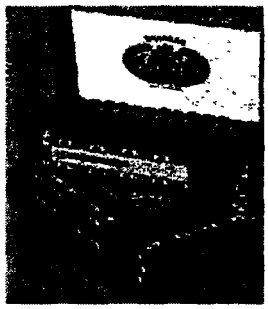
In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 728

Cabañas Cigars



Cabañas achieve their renowned rich flavor and full aroma through a unique combination of Dominican long fillers, a Cuban-seed Dominican binder, and our famous new Habana 2000™ natural and Habana 2000™ blackened maduro wrappers. All of the glass tubed cigars have the Habana 2000™ wrapper.

DEFENDANT'S EXHIBIT D728

click on cigar to see Cabanas cigars actual sizes

Cabañas Cigars
Wrapper: Habana 2000™
Binder: Dominican
Filler: Blend of Dominican long fillers

Frontmark	Size
Torbusto Habano	60 x 5 1/2"
Torbusto Maduro	60 x 5 1/2"
Premier Habano	52 x 8"
Premier Habano Maduro	52 x 8"
Robusto Habano	52 x 5 1/4"
Robusto Maduro	52 x 5 1/4"
#2 Habano Torpedo	50 x 6"
#2 Habano Maduro Torpedo	50 x 6"
Coronas Gorda (glass tube)	50 x 6"
Coronas Doble (glass tube)	46 x 7"

FIND A RETAILER:

select your state.

Alabama

Coronas Larga (glass tube)	42 x 6 5/8"
Coronas (glass tube)	40 x 5 5/8"
Joyitas	23 2/3 x 3 5/8"

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Chairman's Reserve by H. Upmann Don Camilo Don Diego

Don Diego Reserve Don Melo Flamenco Las Palmas Flor de Copan

H Upmann H. Upmann 2000™ H. Upmann Anniversary Series Hamiltons by H. Upmann

Hamiltons Reserve Henry Clay Henry Clay 2000™ La Corona Las Cabrillas

Montecristo Montecristo Cigare des Arts Montecristo Serie V

Napa Estate by Don Diego Napa Reserve by H. Upmann New York, New York by Te-Amo

Onyx Reserve Playboy by Don Diego Players Club by Don Diego Pleiades

Por Larrañaga Por Larrañaga Habana 2000 Primo del Rey

Romeo y Julieta 1875 Romeo y Julieta Vintage Royal Jamaica

Santa Damiana Santa Damiana Habana 2000

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigar Smoking Can Cause Cancers Of The Mouth And Throat, Even If You Do Not Inhale

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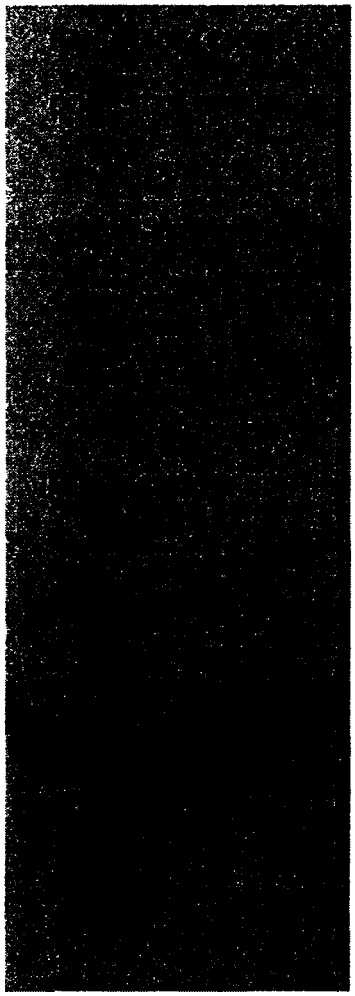

Don Camilo Cigars

Don Camilo Cigars
Wrapper: Mexican
Binder: Mexican
Filler: Habana Seed Mexican Grown

Frontmark	Size
Amaretto	42 x 5"
Cognac	42 x 5"
Rum	42 x 5"
Tequila	42 x 5"
Vanilla Liqueur	42 x 5"

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series

H. Upmann Chairmans Reserve Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Tobacco Use Increases The Risk Of Infertility, Stillbirth And Low Birth Weight

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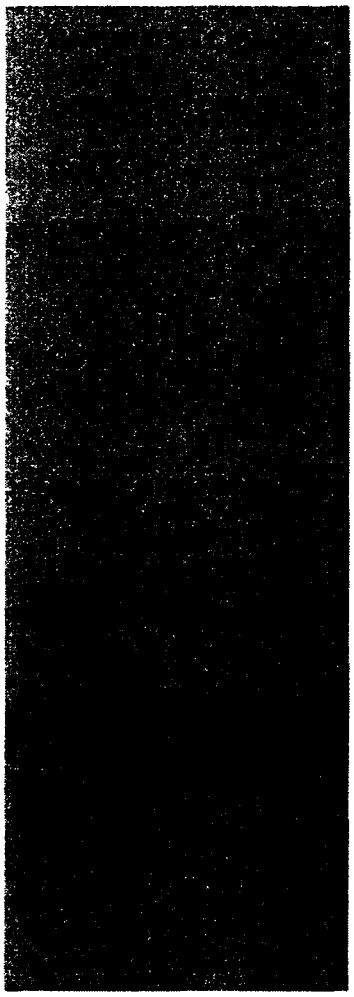
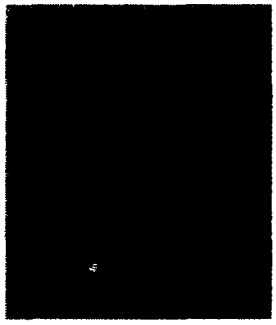




Flor de Copan Cigars

The mark of distinction. It's easy to recognize a truly sophisticated smoker. Flor de Copan, the choice of cigar smokers who make their mark in the world. Hand made in Honduras, the Cuban seed Honduran grown wrapper combined with a Honduran binder and a blend of Honduran and Nicaraguan long fillers make for a rich, hearty and robust smoke.

click on cigar to see Flor de Copan cigars size chart

the mark of *Distinction*

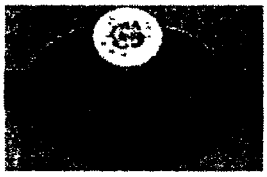
Flor de Copan Cigars
Wrapper: Honduran
Binder: Honduran
Filler: Blend of Honduran long fillers

Frontmark	Size
Torbusto	60 x 5 1/2"
Gordito	55 x 4 3/4"
Belicoso	54 x 6"
Churchill	50 x 7"
Monarcas Tube	50 x 6 1/2"
Toro	50 x 6"

FIND A RETAILER:

select your state.

Alabama



Rothchild	50 x 5"

Flor de Copan **Maduro** Cigars
Maduro Wrapper: Costa Rican Morron
Binder: Honduran
Filler: Blend of Honduran long fillers

Frontmark	Size
**Habana No. 2	52 x 6 1/8"
Double Corona	50 x 6"
Robusto	50 x 5"
**Petite Corona	44 x 5"

** denotes boxed-pressed

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series

H. Upmann Chairmans Reserve Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigar Smoking Can Cause Cancers Of The Mouth And Throat, Even If You Do Not Inhale

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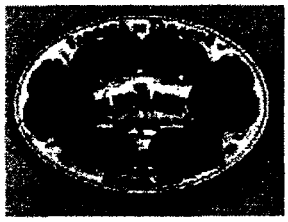
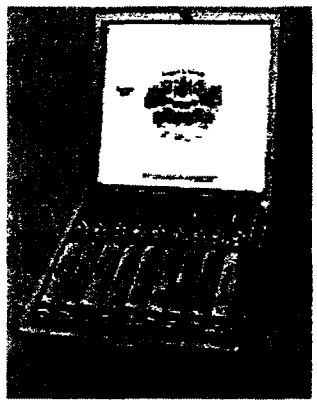


H. Upmann 2000™ Cigars

H. Upmann 2000™ cigars feature Habana 2000™ wrappers, a smooth, reddish-brown leaf created by crossing Connecticut shade with Cuban-seed tobacco. The wrapper is just part of what sets this remarkable cigar apart. The result is a smoke that's both fuller bodied and very smooth.



click on cigar to see actual size

special blend of filler tobacco

H. Upmann 2000™ Cigars
Wrapper: Habana 2000™
Binder: Nicaraguan
Filler: Blend of Dominican and Brazilian long fillers.

Frontmark	Size
Torbusto	60 x 5 1/2"
Habano # 2	52 x 7"
Grand Robusto	52 x 5 1/4"
Habano # 7	47 x 5"
Corona Larga	44 x 6 5/8"
Habano # 4	44 x 5"
Habano # 4 Pocket Tin	44 x 5"

FIND A RETAILER:

select your state.

Alabama

Miniatures	28 x 4"
Mini	23 2/3 x 3 5/8"

■ Download an H. Upmann screen saver and wallpaper

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series

H. Upmann Chairmans Reserve Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigars Are Not A Safe Alternative To Cigarettes

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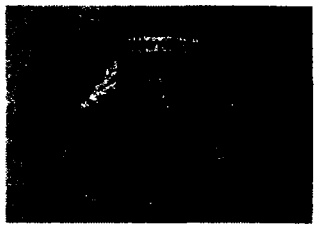
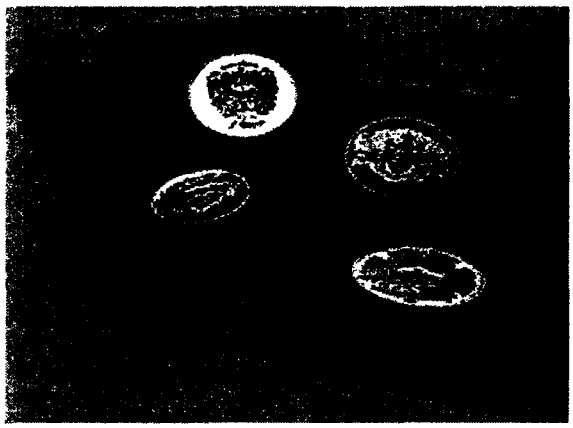




H. Upmann Anniversary Series Cigars

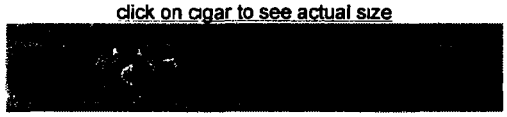
The name recalls distinguished quality and the finest flavor of old Havana premium cigars.

For more than a century and a half, H.Upmann has come readily to the lips of cigar connoisseurs. Today, the legend lives on in the rich, smooth satisfaction of hand-made cigars that are unmistakably H.Upmann.

The H. Upmann Anniversary Series is a medium to full body cigar that will come packed in beautiful handcrafted "collectors" boxes.

It's what the legend is made of, known all over as the smoking pleasure that is uniquely H.Upmann.

click on cigar to see actual size



FIND A RETAILER:

select your state.

Alabama

H. Upmann Anniversary Series
Wrapper: Cameroon
Binder: Dominican Cuban Seed
Filler: Dominican and Brazilian

Frontmark	Size
Seleccion No. 4	52 x 6 1/8"
Seleccion No. 3	50 x 6"
Seleccion No. 2	50 x 5"

Seleccion No. 1	44 x 6"

- Download an H. Upmann screen saver and wallpaper

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series

H Upmann Chairmans Reserve Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigars Are Not A Safe Alternative To Cigarettes

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La Corona: One of the world's classic cigars has been re-born. A cigar created in Cuba and

La Corona Cigars

Born in Cuba and perfected in the Dominican Republic

La Corona: One of the world's classic cigars has been re-born. A cigar created in Cuba and perfected in the Dominican Republic.

One of the world's classic cigars has been re-born. A cigar created in Cuba and perfected in the Dominican Republic.

click on cigar to see actual size

click here to see La Corona cigar size chart

surprisingly SMOOTH

La Corona Cigars
Wrapper: Connecticut Shade
Binder: Dominican
Filler: Blend of Dominican long fillers

Frontmark	Size
Double Corona	50 x 7 3/4"
Torpedo	50 x 6"
Robusto	50 x 5"
Tubulares	48 x 6 1/2"
Corona	42 x 5 1/2"

FIND A RETAILER:

select your state

Alabama

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Chairman's Reserve by H. Upmann Don Camilo Don Diego

Don Diego Reserve Don Melo Flamenco Las Palmas Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series Hamiltons by H Upmann

Hamiltons Reserve Henry Clay Henry Clay 2000™ La Corona Las Cabrillas

Montecristo Montecristo Cigare des Arts Montecristo Serie V

Napa Estate by Don Diego Napa Reserve by H. Upmann New York, New York by Te-Amo

Onyx Reserve Playboy by Don Diego Players Club by Don Diego Pleiades

Por Larrañaga Por Larrañaga Habana 2000 Primo del Rey

Romeo y Julieta 1875 Romeo y Julieta Vintage Royal Jamaica

Santa Damiana Santa Damiana Habana 2000

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

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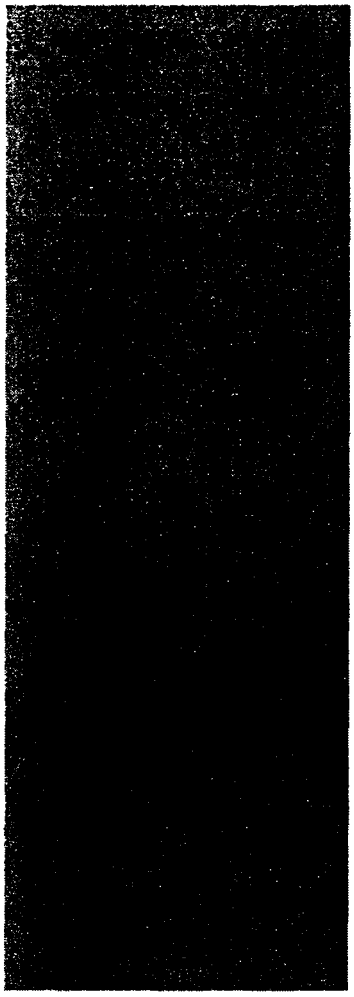
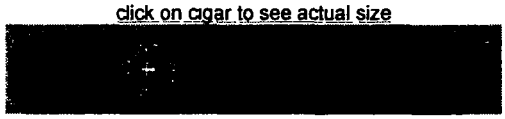


Montecristo Cigars

SMOKE ONE
and you'll know why. ..

Montecristo. The world's most famous cigar trademark. Originating in Cuba, our Montecristo, now distributed in the U.S., is manufactured by hand in the Dominican Republic. Considered one of the finest cigars on the market, the Montecristo is blended for the true connoisseur. It is a medium to full bodied cigar with a sweet aroma and impeccable construction.

click on cigar to see actual size



blended for the TRUE CONNOISSEUR

Montecristo Cigars
Wrapper: Connecticut Shade
Binder: Dominican
Filler: Blend of Dominican long fillers

Frontmark	Size
Grande (Tubed)	50 x 7"
Double Corona	50 x 6 1/4"
No. 2 (Torpedo)	50 x 6"
Robusto	50 x 5"
Churchill	48 x 7"
No. 1	44 x 6 5/8"
No. 3	44 x 5 1/2"
No. 4	44 x 5"
Tubos (Aluminum)	42 x 6"
Memories	30 x 4"

FIND A RETAILER:

select your state.

Alabama

Habanitos	23 2/3 x 3 5/8"

- Download Montecristo wallpaper and screen saver

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series

H Upmann Chairmans Reserve Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigars Are Not A Safe Alternative To Cigarettes

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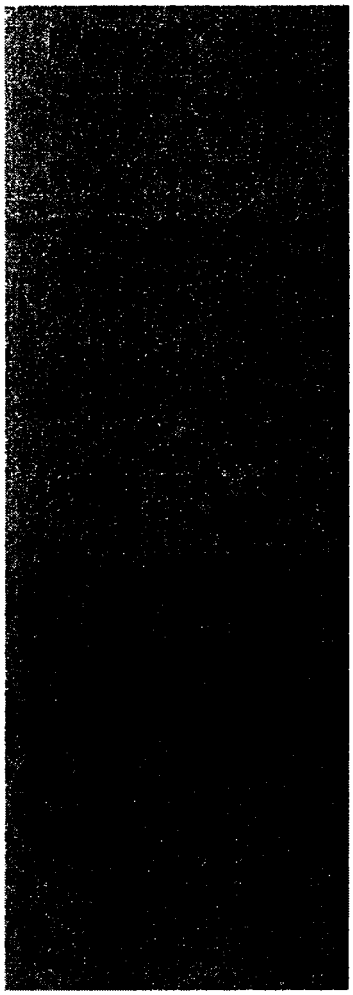

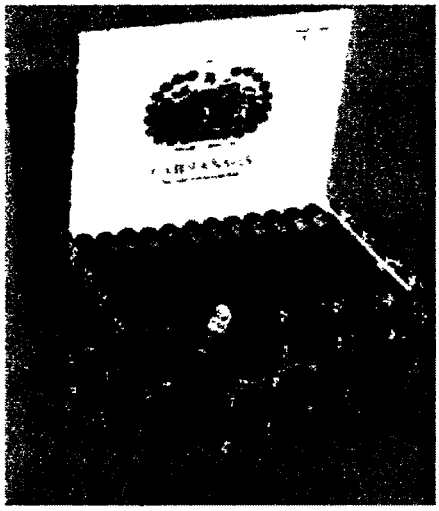

Por Larrañaga Habana 2000™ Cigars

Initially introduced in Cuba, Por Larrañagas have an age-old history of being a favorite cigar of smokers throughout the years. Dating back to 1834, Por Larrañaga was the rarest of the legendary cigars to come out of Menendez & Garcia, Havana's most fabled cigar makers.

Beautifully packaged in deep green boxes reminiscent of old Cuba, the Habana 2000™ wrapped Por Larrañagas achieve their renowned rich flavor and full aroma through a unique blend of Dominican, Brazilian and Nicaraguan long fillers and a Dominican binder.

click on cigar to see cigar size chart

wonderfully **SMOOTH**

Por Larrañaga
Habana 2000™ Wrapper
Wrapper: Habana 2000™
Binder: Dominican
Filler: Blend of Dominican, Brazilian, and Nicaraguan long fillers

Frontmark	Size
Torbusto	60 x 5 1/2"
Toro Grande	54 x 5 3/4"
Torpedo	52 x 7"
Churchill	50 x 7 1/2"

FIND A RETAILER:

select your state.

Alabama

Robusto	50 x 5"
Cedro en Cristal (tube)	48 x 6 1/2"

■ Download a Por Larrañaga screen saver and wallpaper

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series

H. Upmann Chairmans Reserve Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Tobacco Use Increases The Risk Of Infertility, Stillbirth And Low Birth Weight

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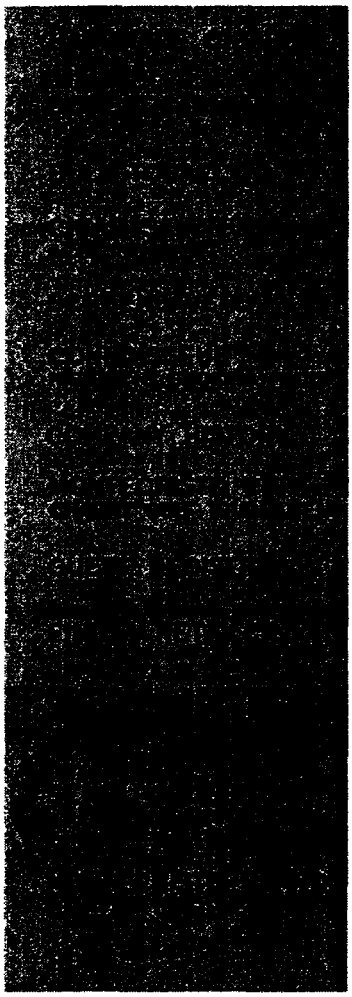
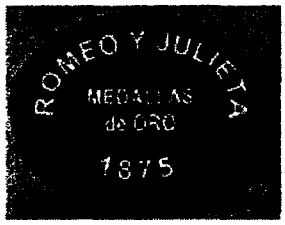


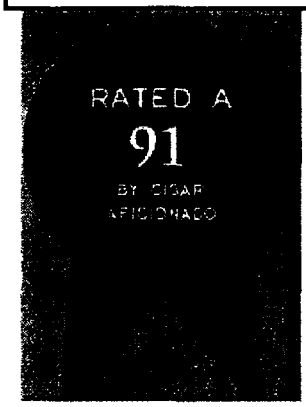


Romeo y Julieta 1875 Cigars

Parting is such sweet sorrow

A modern re-creation of the original Cuban brand. This cigar's beautiful Indonesian TBN wrapper surrounds a classic Dominican binder and filler. It burns with a characteristic white ash, providing a smooth, mellow taste with medium body. This cigar is for the experienced smoker who will find his or her ideal fit from among the various sizes and shapes.

Rothchilde en Tubo was rated 91 in the June 2003 Cigar Aficionado



click on cigar to see actual Romeo y Julieta cigar sizes

FIND A RETAILER:

select your state

Alabama

Romeo y Julieta Cigars 1875
Wrapper: Indonesian TBN
Binder: Dominican
Filler: Blend of various Dominican long fillers

Frontmark	Size
Belicoso	54 x 6 1/8"
Exhibicion #1	52 x 8 1/2"
Numero Dos (Tube)	52 x 6 1/8"
Petite Numero Dos (Tube)	52 x 5"

125th Aniversario Cigar	51 x 7"
Churchill	50 x 7"
Churchill en Tubo	50 x 7"
Deluxe #1	50 x 7"
Clemenceau en Tubo	50 x 6"
Deluxe #2	50 x 6"
Exhibicion #3	50 x 6"
Bully	50 x 5"
Rated 91 by Cigar Aficionado: Rothchilde en Tubo	50 x 5"
Cedro Deluxe #1	44 x 6 1/2"
Cedro Deluxe #2	44 x 5 1/2"
Romeo's Court (Tubed Cigar)	44 x 5 1/2"
Romeos	30 x 4"
Julietas	24 x 4 7/8"
Petit Julietas	23 2/3 x 3 5/8"

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series

H. Upmann Chairmans Reserve H. Upmann Reserve

H. Upmann Vintage Cameroon Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigars Are Not A Safe Alternative To Cigarettes

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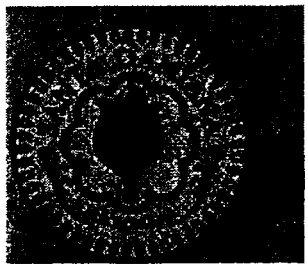
Santa Damiana H2000 Rothschild
was rated a **92**
by Marvin Shanken's Cigar Insider!
Read the article here.

Santa Damiana Habana 2000™ Cigars



Handmade today by skilled, experienced artisans in the Dominican Republic, the new Santa Damiana Habana 2000™ cigars maintain this centuries old heritage and tradition of stunning flavor and superior construction. These new Santa Damiana Habana 2000™ cigars feature the much talked about Habana 2000™ wrapper, a smooth, reddish-brown leaf created by crossing Connecticut shade with Cuban-seed tobacco. Beneath this rich wrapper lies a Nicaraguan binder containing a special blend of Dominican and Brazilian grown long filler tobaccos. The result is a smoke that's both fuller bodied and very smooth. Packaged in a beautiful blue box, the Santa Damiana Habana 2000™ cigars are a perfect compliment to our traditional Santa Damiana made with a lovely Connecticut shade wrapper and housed in a distinctive yellow package.

click on cigar to see actual cigar sizes

excellent balance

Santa Damiana Habana 2000™ Cigar
Wrapper: Habana 2000™
Binder: Nicaraguan
Filler: Dominican, Brazilian
and Nicaraguan long fillers

Frontmark	Size

FIND A RETAILER:

select your state.

Alabama

Torbusto	60 x 5 1/2"
Belicosos	52 x 7"
Rothschild	52 x 5 1/4"
Director	44 x 6 3/4"

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Chairman's Reserve by H. Upmann Don Camilo Don Diego

Don Diego Reserve Don Melo Flamenco Las Palmas Flor de Copan

H Upmann H. Upmann 2000™ H. Upmann Anniversary Series Hamiltons by H. Upmann

Hamiltons Reserve Henry Clay Henry Clay 2000™ La Corona Las Cabrillas

Montecristo Montecristo Cigare des Arts Montecristo Serie V

Napa Estate by Don Diego Napa Reserve by H. Upmann New York, New York by Te-Amo

Onyx Reserve Playboy by Don Diego Players Club by Don Diego Pleiades

Por Larrañaga Por Larrañaga Habana 2000 Primo del Rey

Romeo y Julieta 1875 Romeo y Julieta Vintage Royal Jamaica

Santa Damiana Santa Damiana Habana 2000

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigar Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even in Nonsmokers

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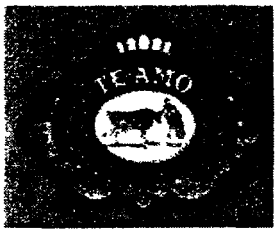
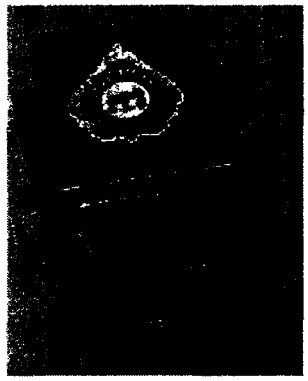


Te-Amo Aniversario Cigars



Cultivated in the San Andres Valley in Mexico where the soil and climate are almost identical to Cuba, Te-Amo cigars have become a legend. Now, to celebrate 120 years of family tradition, a new Te-Amo is unveiled... the Te-Amo Aniversario. This is the first Te-Amo hand crafted with the Habana 2000™ wrapper, and a rich blend of Dominican, Nicaraguan and Mexican grown long fillers. It is perhaps the finest Te-Amo cigar ever made.

click on cigar to see Te-Amo Aniversario cigar size chart

LEGENDARY CIGARS

Te-Amo Aniversario Cigars
Wrapper: Mexican Cubano
Binder: Mexican
Filler: Blend of Nicaraguan, Dominican & Mexican Grown Cuban Seed

Frontmark	Size
*Perfecto Maduro	54 x 5 1/2"
*Perfecto Natural	54 x 5 1/2"
*Habana #2	52 x 6 1/8"

FIND A RETAILER:

select your state.

Alabama

*Habana #2 Maduro	52 x 6 1/8"
Robusto	52 x 5"
Robusto Maduro	52 x 5"
Churchill	50 x 7 1/2"
*Toro Maduro	50 x 6"
Toro Natural	50 x 6"
Magnum 45	45 x 6 1/2"

* denotes Box Pressed

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H. Upmann 2000™ H. Upmann Anniversary Series

H. Upmann Chairmans Reserve Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigars Are Not A Safe Alternative To Cigarettes

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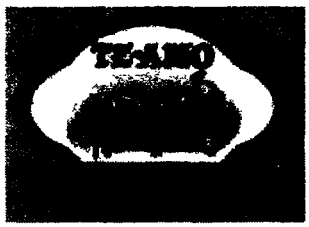
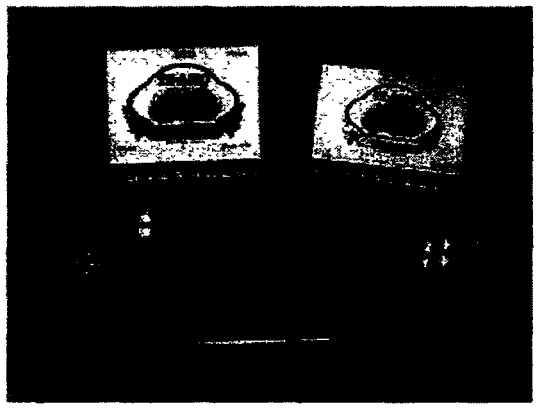


Te-Amo Cabinet Selection Cigars

A box pressed cigar, this new Te-Amo is handmade with the tobacco coveted by the world's finest cigar makers. It is a cigar rolled for a truly extraordinary smoking experience.



click on cigar to see actual size

FIND A RETAILER:

select your state.

Alabama

Te-Amo Cabinet Selection Natural Wrapper: Sumatra (Mexican Grown) Maduro Wrapper: Habana 2000 (Mexican Grown) Binder: Habana 2000 (Mexican Grown) Filler: Mexican, Brazilian and Dominican tobaccos	
Natural and Maduro Wrappers	
Frontmark	Size

Double Corona	54 x 7"
Belicoso	52 x 6 1/8"
Petit Belicoso	52 x 5"
Robusto	52 x 5"
Toro	50 x 6"

Click on brand to learn more about your favorite cigar:

Big Butt Cabañas Don Camilo

Don Diego Don Diego Reserve Don Melo Flor de Copan

H. Upmann H Upmann 2000™ H. Upmann Anniversary Series

H. Upmann Chairmans Reserve Henry Clay

Las Cabrillas Montecristo Montecristo Platinum Series

Montecristo Serie V Montecristo Serie VI Montecristo Serie VII

Onyx Reserve Playboy by Don Diego Players Club by Don Diego

Por Larrañaga Por Larrañaga Habana 2000

Romeo y Julieta 1875 Romeo y Julieta Reserva Real Romeo y Julieta Reserve Maduro

Romeo y Julieta Vintage Royal Jamaica Saint Luis Rey Santa Damiana

Te-Amo Te-Amo Aniversario Te-Amo Cabinet Selection Trinidad

Domestics:

AyC Grenadiers Backwoods Dutch Masters El Producto Erik

Hav-A-Tampa Jewels La Corona Whiffs Miami Suites Muriel Phillies

Super Value Supre Sweets Tampa Nugget Tampa Sweet

Little Cigars:

Between the Acts Dutch Treats Hav-A-Tampa Muriel

Omega Phillies Super Value Supre Sweets

SURGEON GENERAL WARNING:

Cigars Are Not A Safe Alternative To Cigarettes

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 729

1026002

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

June 18, 2003

THE ATTACHED U.S. TRADEMARK REGISTRATION *1,441,404* IS CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY THE UNITED STATES PATENT AND TRADEMARK OFFICE AND SUBSEQUENTLY CANCELED.

REGISTERED FOR A TERM OF *20* YEARS FROM *June 02, 1987*
SECTION 8
SAID RECORDS SHOW TITLE TO BE IN:
Registrant

By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

C Hightower
C. HIGHTOWER
Certifying Officer

DEFENDANT'S EXHIBIT
D729

Int. Cl.: 34

Prior U.S. Cl.: 17

United States Patent and Trademark Office

Reg. No. 1,441,404
Registered June 2, 1987

TRADEMARK
PRINCIPAL REGISTER

EMPRESA CUBANA DEL TABACO (CUBA CORPORATION), TA CUBATABACO
O'REILLY 104
HAVANA CITY, CUBA

FOR: SMOKING TOBACCO, CHEWING TOBACCO, SNUFF AND CIGARETTES, IN CLASS 34 (U.S. CL. 17).

PRIORITY CLAIMED UNDER SEC. 44(D) ON CUBA APPLICATION NO. 115560, FILED 11-22-1984, REG. NO. 221852, DATED 11-22-1984, EXPIRES 11-22-1994.

SER. NO. 523,552, FILED 2-22-1985.

DEBORAH S. COHN, EXAMINING ATTORNEY

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 730

1026002

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

June 18, 2003

THE ATTACHED U.S. TRADEMARK REGISTRATION *1,557,163* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *20* YEARS FROM *September 19, 1989*
SECTION 8
SAID RECORDS SHOW TITLE TO BE IN:
Registrant

By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

C Hightower
C. HIGHTOWER
Certifying Officer

DEFENDANT'S EXHIBIT
D730
Blumberg No. 6114

Int. Cl.: 34

Prior U.S. Cls.: 8, 9 and 17

Reg. No. 1,557,163

United States Patent and Trademark Office

Registered Sep. 19, 1989

TRADEMARK
PRINCIPAL REGISTER

EMPRESA CUBANA DEL TABACO (CUBA CORPORATION)
O'REILLY 104 STREET
HAVANA CITY, CUBA

FOR: RAW TOBACCO; CIGARS, CIGARETTES, CUT TOBACCO, RAPPEE, MANUFACTURED TOBACCO OF ALL KINDS, MATCHES, TOBACCO-PIPES, PIPE HOLDERS, ASHTRAYS, MATCH BOXES, CIGAR CASES, HUMIDORS, IN CLASS 34 (U.S. CLS. 8, 9 AND 17).

OWNER OF CUBA REG. NO. 36987, DATED 12-24-1987, EXPIRES 12-24-1997.

OWNER OF U.S. REG. NO. 1,441,404.

THE DRAWING OF THE MARK IS LINED FOR THE COLORS YELLOW AND GOLD.

THE ENGLISH TRANSLATION OF THE WORD "BEHIKE" IN THE MARK IS "INDO-CUBAN WITCH DOCTOR".

SER. NO. 742,915, FILED 7-29-1988.

ALICE SUE CARRUTHERS, EXAMINING ATTORNEY

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC., Respondent.	:	

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Def. Ex. 731

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

June 18, 2003

THE ATTACHED U.S. TRADEMARK REGISTRATION *2,145,804* IS CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF *10* YEARS FROM *March 24, 1998*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

C. Hightower

C. HIGHTOWER
Certifying Officer

DEFENDANT'S EXHIBIT
D731

Int. Cl.: 34

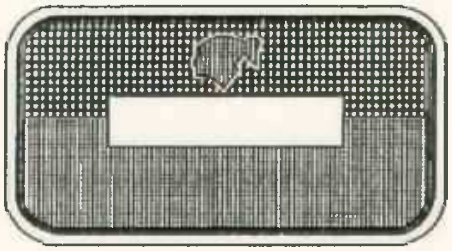
Prior U.S. Cls.: 2, 8, 9 and 17

Reg. No. 2,145,804

United States Patent and Trademark Office

Registered Mar. 24, 1998

TRADEMARK
PRINCIPAL REGISTER



EMPRESA CUBANA DEL TABACO (CUBA CORPORATION), DBA CUBATABACO
O'REILLY NO. 104
CIUDAD LA HABANA, CUBA

FOR: RAW TOBACCO, CIGARS, CIGARETTES, CUT TOBACCO, RAPPEE, MATCHES, TOBACCO, TOBACCO PIPES, PIPE-HOLDERS, ASHTRAYS NOT OF PRECIOUS METAL, MATCH BOXES, CIGAR CASES NOT OF PRECIOUS METAL, AND HUMIDORS, IN CLASS 34 (U.S. CLS. 2, 8, 9 AND 17).

OWNER OF CUBA REG. NO. 123125, DATED 2-6-1996, EXPIRES 1-10-2005.

THE MARK IS LINED FOR THE COLOR GOLD. THE BOLDLY LINED SECTION OF THE DRAWING, HOWEVER, DOES NOT INDICATE COLOR, BUT IS A FEATURE OF THE MARK.

THE MARK CONSISTS OF A RECTANGULAR DESIGN WITH ROUNDED CORNERS, A GOLD OUTLINE, THE SILHOUETTE OF A HEAD OF AN INDIAN AGAINST A BLACK AND WHITE DOTTED BACKGROUND, A WHITE RECTANGLE, AND A GOLD RECTANGLE.

SER. NO. 75-151,226, FILED 8-16-1996.

DAVID C. REIHNER, EXAMINING ATTORNEY

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

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT
DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana*
Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc. (97 Civ. 8399 (RSW))

Def. Ex. 732

DEFENDANTS' LIST OF EXHIBITS NOT DESIGNATED IN THE PRETRIAL ORDER, WHICH ARE BEING OFFERED WITHOUT WITNESSES

Def. Ex. No.	Bates No.	Description	Notes	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D722		Color copy of Cohiba Extra Vigoroso ad in Thompson & Co. catalog, June 2003						
D725		Color copy of Cohiba Extra Vigoroso ad in March/April 2002 *Cigar Aficionado*	Black-and-white copy shown to Cullman as PX1140.1-136A (Tr. 1101:1-1102:4, 1131:11-1132:20)					
D726		Color copy of Cohiba Extra Vigoroso ad in May/June 2002 *Cigar Aficionado*	Black-and-white copy shown to Cullman as PX1140.1-139A (Tr. 1101:1-1102:4, Tr. 1131:11-1132:6)					
D727	GC 006026:15 – GC 006027:1; GC 006035:5-10; GC 006044: 6 – GC 006045:8; GC 006067:18 – GC 006068:12; GC 006078:3-14; GC 006084:21 – GC 006085:14; GC 006090:3 – GC 006091:2; GC 006156:2-11; GC 006172:4-19; GC 006191:25 – GC 006192:5	Defendants' cross-designations of the trial transcript in *General Cigar Co., Inc. v. G.D.M., Inc.*	In response to Plaintiff's designations of the *G.D.M.* transcript, admitted as PX652.					
D728		Printouts from Altadis U.S.A., Inc. website						

DEFENDANT'S EXHIBIT D732

Def. Ex. No.	Bates No.	Description	Notes	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D729		Certified copy of U.S. trademark registration 1,441,404	Trademark search report and file history admitted into evidence as D76 and D215.					
D730		Certified copy of U.S. trademark registration 1,557,163	Trademark search report and file history admitted into evidence as D75 and D216.					
D731		Certified copy of U.S. trademark registration 2,145,804	Black-and-white copy admitted into evidence as D217.					

DEFENDANTS' LIST OF EXHIBITS BEING OFFERED WITHOUT WITNESSES AS TO WHICH PLAINTIFF HAS MADE NO OBJECTIONS

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D4	GC 014065 – GC 014265		Packaged Facts report – The Market for Cigars, dated July 1997	**				
D6	GC 014847 – GC 015270		1995 Premium Cigar Tables, Banner 1	**				
D10	GC 015891 – GC 016335		NPD Group Study – Cigar Attitude & Usage Study: Premium, dated October 1998	**				
D12	GC 017097 – GC 017631		NFO Research, Inc. report – Cigar Segmentation study conducted for The Cambridge Group, October 1998, Banner A	**				
D13	GC 018397 – GC 018917		NFO Research, Inc. report – Cigar Segmentation study conducted for The Cambridge Group, October 1998, Banner C	**				
D14	GC 019063 – GC 019582		NFO Research, Inc. report – Cigar Segmentation conducted for The Cambridge Group, dated October 1988	**				
D15	GC 019583 – GC 019738	PX605 (Cullman) PX628 (Simonson)	Cambridge Group report – General Cigar Premium Brand Strategy Worksession, dated November 24, 1998	**				
D18	GC 023537 – GC 023794		Cigar Usage and Attitude study, dated September 12, 1994	**				
D23	GC 023946 – GC 023976		General Cigar Co., Inc. 1999 Marketing Plan: Objectives, Initiatives, and Action Plan (Draft), dated June 15, 1998	**				
D25	CAM 000269 – CAM 000302		Cambridge Group report – General Cigar, Recap of Key Findings To – Date, dated July 23, 1998	**				
D26	CAM 000322 – CAM 000393		Cambridge Group report – General Cigar, Building the Premium Cigar Consumer and Brand Factbase – Progress Update, dated June 15, 1998	**				
D32	INPD 011170 – INPD 011692		NPD Group study – Cigar Attitude & Usage Study: Premium Brand Users, Banner 1, dated April 1998	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D33	BAIN 000094		Letter from Hill & Barlow to Latham & Watkins, dated November 29, 2001 and Bain & Company presentation	**				
D37	SER 00001		Cigar Usage and Attitude study (SIRS #94-305) dated February 22, 1995 (from CD produced by Service Industry Research Systems, bates # SER0001)	**				
D42		PX 313	American Premier Issue of *Cigar Aficionado* magazine, Autumn 1992	**				
D43			European Premiere Issue of *Cigar Aficionado* magazine, Autumn 1992	**				
D50	RA 000006 – RA 000008	PX 55 (Rosenthal)	Press Release entitled "New Cohiba Premium Brand Cigar Introduced," dated September 25, 1997	**				
D78	P 010256 – P 010264	DX 130C	Habanos S.A. List of Cohiba trademark registrations abroad, dated January 2, 2001	*				
D79	P 010265 – P 010280	DX 130D	Habanos S.A. List of Cohiba trademark registrations abroad, dated January 2, 2001	*				
D81		DX 144	"Tasting Corona Gordas," *Cigar Aficionado*, February 2001	**				
D95	BM 000192		U.S. Patent and Trademark Office Registration of COHIBA mark, dated June 6, 1995	*				
D96			U.S. Trademark Electronic Search System Registration Application for COHIBA mark, dated June 6, 1995	*				
D98	BM 000152 – BM 000155		Letter from Teresa Gleason of Baker & McKenzie to Karl Wm. Means of the U.S. Customs Service re: General Cigar Co., Inc., Cohiba Importation of Counterfeit Cigars, dated August 23, 1996	**				
D99	BM 000149 – BM 000151		Letter from Terrie Gleason of Baker & McKenzie to Marshall Kwas of the U.S. Custom Service re: Counterfeit Cigar Importations, dated October 4, 1996	**				
D102	BM 000179		Letter from Terrie Gleason of Baker & McKenzie to Don Deturk of the U.S. Customs Service re: Counterfeit Cigar Importations, dated November 21, 1996	**				
D103	BM 000145 – BM 000147	Norman Aff., Ex. 61	Letter from Teresa Gleason of Baker & McKenzie to Armuta Stickney of the U.S. Custom Service re: Additional Information Regarding Cohiba Cigars, dated November 26, 1996	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D104	BM 000142 – BM 000144	Norman Aff., Ex. 61	Letter from Michael Murphy of Baker & McKenzie to Don Deturk and Nick Romeo of the U.S. Customs Service re: Counterfeit and Infringing Cigar Importations, dated December 2, 1996	**				
D105	BM 000137 – BM 000138		Letter from Terrie Gleason of Baker & McKenzie to Gloria Soldo of the U.S. Customs Service re: Requested Information Regarding Cohiba cigars, dated December 5, 1996	**				
D106	BM 000277		Letter from Michael Murphy of Baker & McKenzie to Gerri Munson of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 16, 1997	**				
D107	BM 000218		Letter from Michael Murphy of Baker & McKenzie to Tom Pomelow of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 16, 1997	**				
D108	BM 000213 – BM 000215		Fax cover sheet and letter from Michael Murphy of Baker & McKenzie to Tom Pomelow of the U.S. Customs Service re: Price and Size Information for Genuine Montecristo and Cohiba Cigars, dated January 21, 1997	**				
D109	BM 000274		Letter from Michael Murphy of Baker & McKenzie to John Leonard of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 21, 1997	**				
D110	BM 000275		Letter from Michael Murphy of Baker & McKenzie to Diane Armstutz of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 21, 1997	**				
D111	BM 000276		Letter from Michael Murphy of Baker & McKenzie to Nick Romeo of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 21, 1997	**				
D112	BM 000278		Letter from Michael Murphy of Baker & McKenzie to Don Schreiber of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 21, 1997	**				
D113	BM 000282		Letter from Michael Murphy to Nick Romeo of the U.S. Customs Service re: Price and Size Information for Genuine Montecristo and Cohiba Cigars, dated January 22, 1997	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D114	BM 000207		Letter from Terrie Gleason of Baker & McKenzie to Francisco Lebron of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 23, 1997	**				
D115	BM 000205		Letter from Michael Murphy of Baker & McKenzie to Maura Kelly of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 29, 1997	**				
D116	BM 000264 – BM 000269	Norman Aff., Ex. 58	Letter from Teresa Gleason of Baker & McKenzie to Karl Wm. Means of the U.S. Custom Service, dated January 29, 1997, with attached HQ Ruling #459012, dated May 2, 1995	**				
D117	BM 000270 – BM 000271		Letter from Teresa Gleason of Baker & McKenzie to Gloria Soldo of the U.S. Customs Service, dated January 29, 1997	**				
D118	BM 000226	Norman Aff., Ex. 60	Letter from Michael Murphy of Baker & McKenzie to Alberto Prieto of the U.S. Customs Service re: Counterfeit Cigar Importations, dated January 30, 1997	**				
D119	BM 000227	Norman Aff., Ex. 60	Letter from Michael Murphy of Baker & McKenzie to Lupita Shaikh of the U.S. Customs Service re: Counterfeit Cigar Importations, dated February 5, 1997	**				
D120	BM 000228	Norman Aff., Ex. 60	Letter from Terrie Gleason of Baker & McKenzie to Kevin Gordon of the U.S. Customs Service re: Counterfeit Cigar Importations, dated February 5, 1997	**				
D121	GC 004554 – GC 004556		Letter from Gary Leshko of Mafco Consolidated Group Inc. to A. Ross Wollen of Culbro Corporation re: Cigar Counterfeiting, dated February 11, 1997, with attached letter from Leora Herrmann of Grimes & Battersby to Harold Brauner of Brauner International Corporation, dated February 5, 1997 and Notice entitled "Customs Seizing Cigars"	**				
D122	BM 000355		Letter from Terrie Gleason of Baker & McKenzie to Zach Mann of the U.S. Customs Service re: Counterfeit Cigar Importations, dated March 13, 1997	**				
D123	BM 000415		Letter from Michael Murphy of Baker & McKenzie to Port Director's Office, U.S. Customs Service re: Counterfeit Cigar Importations, dated April 1, 1997	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D124	BM 000477 – BM 000488	Norman Aff., Ex. 62	Letter from Mark Edwards of the U.S. Custom Service to General Cigar, with attached Chronological Summary of Counterfeit and Infringing Montecristo and Cohiba Cigars, updated May 21, 1997	**				
D125	BM 000441		Letter from Michael Murphy of Baker & McKenzie to Team 185 of the U.S. Customs Service re: Counterfeit Cigar Importations, dated June 13, 1997	**				
D126	BM 000563 – BM 000579	Norman Aff., Ex. 59	Letter from U.S. Custom Service to Roberto Cimino, dated November 3, 1997, with attached Chronological Summary of Counterfeit and Infringing Montecristo and Cohiba Cigars, updated December 15, 1997	**				
D127		DX 143	*Cigar Aficionado's* Counterfeit Gallery website article entitled "Cohiba (Dominican Republic)," dated April 23, 2001	**				
D128		DX 167	Press Release entitled "Cuban Cigarmakers Warning About New Erstaz Cohiba," from Blythe Systems website	**				
D129	GC 001647 – GC 001652		James Suckling, "Not the Real Thing: Counterfeits of the Top Cuban Cigar Brands are Flooding the World Market," *Cigar Aficionado* Archives website (Published in Summer 1994 issue)	**				
D130	GC 007759 – GC 007776	PX 325	Fax from A. Ross Wollen to Ralph Conte. Attachments: 1) Article from *Cigar Aficionado* Counterfeit Gallery website re: Cohiba; 2) Chronological Summary of Counterfeit and Infringing Montecristo and Cohiba Cigars, updated April 23, 1998; and 3) Three letters from U.S. Customs Service to Scott Greenberg of Morgan & Finnegan, dated May 15, 1998	**				
D134	GC 000107		Letter from Thomas Westle of Culbro Corporation to Rafael Jacobs of Freint, Jacobs and Bell re: Quackenbush Trading Co. Appln. in the US Patent & Trademark Office for COHIBA filed 1/11/82, dated May 13, 1982	**				
D136	GC 006434 – GC 006433	PX 314	Letter from A. Ross Wollen of Culbro Corporation to David Baxter of Hunters & Frankau Group Limited, dated November 5, 1992	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D137	GC 004880 – GC 004881	DX 138	Letter from David Baxter of Hunters & Frankau to A. Ross Wollen, dated November 16, 1992 with attached letter from David Baxter to Marvin Shanken of M. Shanken Communications, Inc., dated November 13, 1992	**				
D138	GC 007582 – GC 007583	DX 140	Letter from A. Ross Wollen of Culbro Corporation to Marvin Shanken of M. Shanken Communications, Inc., dated August 24, 1993 with attached letter from A. Ross Wollen to Marvin Shanken, dated December 1, 1992	**				
D139	GC 004563	DX 141	Letter from Culbro Corporation to Havana House Cigar & Tobacco Merchants Ltd., dated September 21, 1993	**				
D147	GC 006007 – GC 006008		Letter from Marc Perez of Alfred Dunhill to Austin McNamara of General Cigar Co., Inc., dated March 7, 1996 with attached Alfred Dunhill Special Note on Montecristo and Cohiba	**				
D148	GC 006009		Fax from Marc Perez of Alfred Dunhill to Austin McNamara of General Cigar re: Counterfeit Cohiba, dated March 12, 1996	**				
D150	GC 007789		Fax from Marc Perez of Alfred Dunhill to A. Ross Wollen of Culbro Corporation, dated April 11, 1996	**				
D151	GC 000511		General Cigar Co., Inc. Memorandum from Carol to John Rano re: Cohiba, dated May 29, 1996	**				
D154	GC 007906		Memorandum from Maureen Wellington to Ross Wollen, dated August 1, 1996	**				
D155	GC 004558 – GC 004560		Letter from A. Ross Wollen of Culbro Corporation to Stephen Sasaki of The Cohiba Pacific Club re: Cohiba Pacific Club, dated September 18, 1996	**				
D156	GC 007692 – GC 007695		Fax from Terrence Lee of Torkildson, Katz, Fonseca, Jaffe, Moore & Hetherington to A. Ross Wollen, dated October 2, 1996, with attached Unanimous Written Consent of the Board of Directors of Cohiba Pacifica Club, Inc., dated October 1, 1996 and Unanimous Written Consent of the Sole Shareholder of Cohiba Pacifica Club, Inc., dated October 1, 1996	**				
D159	GC 000294		Letter from Stamatis Livanos of Café Cigar to Leonard Zack, dated March 18, 1997	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D160	GC 000374 – GC 000378		Letter from John Webber of Culbro Corporation to Cigar Elegante, Ortiz Inc. re: Cohiba Cigars, dated January 6, 1997	**				
D161	GC 000401 – GC 000405	Norman Aff., Ex. 122	Letter from John Webber of Culbro Corporation to Roberto Pupo of R.P., dated January 13, 1997, with attached letter from John Webber to Roberto Pupo, dated November 26, 1996	**				
D162	GC 000390 – GC 000393		Letter from John Webber of Culbro Corporation to Adams Mark Hotel re: Cohiba Cigars, dated January 24, 1997	**				
D163	GC 000360 – GC 000361		Letter from A. Ross Wollen of General Cigar Co., Inc. to Marian Ladner of U.S. Customs, dated February 18, 1997 with attached letter from Craig Kodish of Universal Beverage Brokers, Inc. to A. Ross Wollen of Culbro Corporation, dated February 14, 1997	**				
D164	GC 000386 – GC 000389		Letter from John Webber of Culbro Corporation to Hector Van Lennep of Cigar Box, dated March 3, 1997	**				
D165	GC 000381 – GC 000385		Letter from John Webber of Culbro Corporation to Hector Van Lennep of Cigar Box, dated March 13, 1997 with attached letter from John Webber to Hector Van Lennep, dated March 3, 1997	**				
D167	GC 000396 – GC 000400		Letter from John Webber of Culbro Corporation to Cohiba Cigar Co. re: Cohiba Cigars, dated March 24, 1997	**				
D168	GC 000437 – GC 000438; GC 005960	Norman Aff., Ex. 63	Letter from John Webber of Culbro Corporation to Titan Sales & Marketing Inc., dated March 28, 1997	**				
D169	GC 000359		Letter from Mary Bensel-Mills of the U.S. Customs Service to Scott Greenberg of Morgan & Finnegan, dated June 3, 1997	**				
D171	GC 000411 – GC 000421		Letter from John Webber of General Cigar Co., Inc. to Global Direct Marketing re: Cohiba Cigars, dated July 28, 1997	**				
D172	GC 004667	PX 36	Letter from Wendy Ellis of Tender Box International to Dixon Farrington of General Cigar Co. re: Catalog Advertising, dated August 15, 1997	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D173	GC 006010		Letter from Kevin Moda of Cohiba De Dominicana to Cigar Retailer, dated August 24, 1997	**				
D174	GC 004671		Letter from A. Ross Wollen of General Cigar Holdings Inc. to Wendy Ellis of The Tinder Box International, Ltd. re: Videotape "Smoke – In Your Eyes – Cigar Lovers Adventure in Cuba", dated August 28, 1997	**				
D175	GC 007651		Letter from A. Ross Wollen of General Cigar Holdings Inc. to Sanford Lechner of Atlanta Smoker, dated December 22, 1997	**				
D202	GC 006390 – GC 006425	Norman Aff., Ex. 3	Marvin Shanken's *Cigar Insider*, 1997 Year in Review (December 1997)	**				
D207	GC 000024A	PX 218	General Cigar & Tobacco Co. invoice to Cigars Santa Clara Ltd. and Rubovits Cigars Inc., dated June 5, 1978	**				
D208	GC 000018 – GC 000019	Norman Aff., Ex. 8	General Cigar & Tobacco Co. Memorandum from R. K. Endholz to Charles Sparkes re: Trade Mark Invoices, dated February 15, 1978, with attached invoice to Rubovits Cigars Inc., dated February 13, 1978	**				
D209		PX 352	General Cigar & Tobacco Co. invoices, dated 1979 – 1982	**				
D223	GC 000127	PX 220	General Cigar COHIBA invoice, dated November 11, 1983	**				
D224		PX 221	General Cigar COHIBA invoice, dated June 3, 1983	**				
D225		PX 222	General Cigar COHIBA 1984 invoices	**				
D227	GC 007322A – GC 007328A	PX 231	General Cigar H45 National Sales Reporter comparing COHIBA sales in 1985 and 1986	**				
D237		Norman Aff., 48	General Cigar 1994 COHIBA	**				
D238		Norman Aff., Ex. 49	Fax from Marc Perez of Alfred Dunhill to Mike Conder COHIBA, dated January 16, 1996, re: General Cigar's 1996 Sales Projections for COHIBAs	**				
D239		Norman Aff., Ex. 50	General Cigar 1995 COHIBA invoices	**				
D240		Norman Aff., Ex. 51	General Cigar COHIBA October 1995 invoices	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D242		Norman Aff., Ex. 53	General Cigar COHIBA invoice, dated November 27, 1995	**				
D243		Norman Aff., Ex. 54	General Cigar COHIBA invoice, dated December 19, 1995	**				
D249		Norman Aff., Ex. 72	General Cigar invoice, dated February 13, 1978	**				
D250	GC 007330A – GC 007337A	Norman Aff., Ex. 73	General Cigar H45 National Sales Report, comparing COHIBA sales in 1986 and 1987	**				
D255		Norman Aff., Ex. 105	Plaintiff's Response to Office Action submitted to the U.S. Patent and Trademark Office, dated July 23, 1998	**				
D257		Norman Aff., Ex. 113	Plaintiff's Response to Office Action submitted to the U.S. Patent and Trademark Office, dated December 3, 1997	**				
D264	GC 011230 – GC 011237		General Cigar COHIBA TM Application for smoking accessories and other merchandise, dated January 3, 1996.	**				
D265	GC 011239 – GC 011246		General Cigar COHIBA TM Application for clothing and accoutrements, dated June 6, 1995.	**				
D267	GC 000288 – GC 000291		Licensing Agreement between General Cigar and R&H Designs, Inc., dated June 15, 1996.	**				
D271	GC 000295		Letter from Mark F. Edwards of the U.S. Customs Service to Terrie Gleason of Baker & McKenzie, dated December 18, 1996.	**				
D272	GC 007602 – GC 007603, GC 007605		Letter from Debbie Young of William Ashley, Inc. to John Weber of General Cigar, dated January 9, 1997, and an attached Sales Order Form from C.A. Enterprises, Inc.	**				
D273	GC 000449; GC 000469		Letter from John Webber of Culbro Corp. to Daniel Gordon of M.G. Supply, Inc., dated January 13, 1997.	**				
D274	GC 000430 – GC 000432		Letter from John Webber of Culbro Corp. to Frank Douglas of Cohiba Cigar Emporium, dated January 13, 1997.	**				
D275	GC 000458 – GC 000459, GC 000463, GC 000462		Letter from John Webber of Culbro Corp. to S&P Exporting/Importing, Inc. re: Cohiba Cigars, dated June 9, 1997, and a letter from Chris Osborn of C&C Tobacco Outlet of Ithaca to John Webber of Culbro Corp., dated June 9, 1997	**				

Def. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D278	GC 019739		Letter from A. Ross Wollen to Havana House Cigar & Tobacco Merchants, Ltd., dated September 1, 1994	**				
D298	GC 024545 – GC 024558		General Cigar Co., Inc. H-45 National Report	**				
D321	P 023699 – P 023729; GC 007825 – GC 007829; and 2 additional pages		Robb Reports' "Best of the Best" for June 1994, June 1995, June 1996, and June 1997, 1992	**				

DEFENDANTS' LIST OF EXHIBITS BEING OFFERED WITHOUT WITNESSES AS TO WHICH PLAINTIFF HAS MADE OBJECTIONS

Def. Ex. No.	Pltf. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D1	PX250	GC 013744 – GC 013786		General Cigar Co., Inc. Market and Consumer Research: Key Observations and Conclusions – Premium Cigars, dated August 27, 1997	*		H[1]		O (Rule 701; FRCP 26(a)(2)); O[2]
D2	PX118	GC 013787 – GC 013836	PX 616	Premium Cigar Market Consumer Research Summary, dated May 5, 1998	*		H[1]		O (Rule 701; FRCP 26(a)(2)); O[2]
D3	PX137	GC 013837 – GC 013893		Premium Cigar Market Consumer Research Summary, dated January 29, 1999	*		H[1]		O (Rule 701; FRCP 26(a)(2)); O[2]
D7	PX140	GC 015271 – GC 015680		Premium Cigar Usage and Attitude study, dated September 16, 1996	*		H[1]		O (Rules 701, 702, 705; FRCP 26(a)(2))
D8	PX253	GC 015703 – GC 015780	PX 615	General Cigar Co., Inc. Second Quarter Marketing Research Summary, April 1999	*		H[1]		O (Rule 701; FRCP 26(a)(2)); O[2]
D9	PX142	GC 015868 – GC 015890		Premium Cigar Market Segmenting Consumers by Consumption, dated 1999	*		H[1]		O (Rule 701; FRCP 26(a)(2)); O[2]
D11	PX145	GC 016878 – GC 017096		Premium Cigar Usage and Attitude Study: 1995 – 1996 Comparison	*		H[1]		O (Rules 701; FRCP 26(a)(2); Rule 901 (Identification)); O[2]
D16	PX259	GC 020594 – GC 020633	PX 627	Bain & Company presentation – General Cigar, Sustainable Growth Strategy, Board of Directors Presentation, dated June 15, 1998	* *		H[1]		GC 20594-633: O (Incomplete) GC 020599, 608, 618, 622: O (Rules 701, 702, 705; FRCP 26(a)(2); Rule 1002)
D19	PX271	GC 021323 – GC 021337		Premium Market Assessment Qualitative Research report, dated January 1999	*		H[1]		O (Rule 701; FRCP 26(a)(2))

[1] Defendants' Exhibits D1, D2, D3, D8, D9, D7, D11, D16, D19, D20, D24, D258 are exhibits to the Expert Report of Dr. Itamar Simonson, and are business records of General Cigar under FRE 803(6). *See* Declarations of William J. Roethel and John Geoghegan attached.

[2] Plaintiff objects to so much of this exhibit that refers to or relies upon the 1996 U&A Survey conducted for General Cigar: Hearsay; Rules 701, 702, 705; F.R.C.P. 26(a)(2).

Def. Ex. No.	Pltf. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D20	PX192	GC 021338 – GC 021412	PX 617	Consumer Behavior Tracking Study: Benchmark Measurement, presented by Steve Ieraci, dated November 1999	*		H[1]		O (Rule 701; FRCP 26(a)(2))
D24		GC 024137 – GC 024165		General Cigar Co., Inc. report – Macanudo Robust: Qualitative Research to Evaluate Macanudo Robust Creative and Explore Smoker Benefits, dated October 1998	*		H[1]		O (Rules 701, 702, 705; FRCP 26(a)(2); Rule 1002)
D80			DX 19 (Pendas)	Document entitled "Exportaciones De La Marca Cohiba Desde 1987 a 1999"	*				O (Rule 901(lack of identification))
D143		GC 004855		Letter from Ronald Milstein of Culbro Corporation to Angel Castillo, Jr., of Castillo, Schweiger & Stafford re: "COHIBA", dated January 24, 1994	*			R	
D145		GC 005950		Letter from A. Ross Wollen to Julio Perez Gonzalez, dated October 10, 1995	*		H	R	
D158		GC 000276 – GC 000280		Agreement between General Cigar Co., Inc. and Stamatis P. Livanos, dated February 14, 1997	*			R	
D176				Photos of Cohiba Extra Vigoroso cigar box		A			Objection to introduction without introduction of box itself.
D226			PX 229	General Cigar H45 National Sales Reporter comparing COHIBA sales in 1984 and 1985	*				O (Incomplete)
D258	PX 158 PX 159 PX 260 PX 261 PX 677	GC 020645 – GC 020822		General Cigar Co., Inc. Second Quarter Marketing Research Summary	 * * *		 H[1]	 R	O (Proposed designation consists of multiple documents) GC020645-822: O[2], O (Incomplete) GC 020694-766: O (Rule 701) GC 020767-822: O (Incomplete)
D260		GC 004882 – GC 004884	Ossip Ex. 6	Pages from the Greenfield Online website entitled "Join and Win," dated August 8, 2001	*			R	

Def. Ex. No.	Pltf. Ex. No.	Bates No.	Deposition Ex No.	Description	Rule 3(x)	A	H	R	Other Objections (i.e., O ( ))
D261			Ossip Ex. 8	Pages from the Greenfield Online website entitled "Frequently Asked Questions," dated August 8, 2001	*			R	

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO, Plaintiff, v. CULBRO CORPORATION and GENERAL CIGAR CO., INC., Defendants.	Civil Action No. 97 Civ. 8399 (RWS) **DECLARATION OF JOHN R. GEOGHEGAN**

I, JOHN R. GEOGHEGAN, residing at 5602 Sidney Road, Cincinnati, Ohio 45238, do hereby declare under the penalty of perjury pursuant to 28 U.S.C. § 1746 as follows:

1. I was the Vice President of Strategic Planning and Brand Development at General Cigar Co., Inc. ("General Cigar") from November 1, 1994 through April 30, 1999.

2. During my tenure at General Cigar, its regular business practice was to engage third-party marketing and research firms to conduct and analyze market research related to, among other things, premium cigar brands. General Cigar routinely relied on such research and analysis to conduct its normal business activities.

3. Each of the following documents was prepared under the direction of Imagination at Work, a market research company, at General Cigar's request and on its behalf. Each document was prepared in the regular course of General Cigar's business and maintained in its files as a regular business record of the company.

D7: Premium Cigar Usage and Attitude Study, dated September 16, 1996

D11: Premium Cigar Usage and Attitude Study: 1995 – 1996 Comparison

4. These documents were (a) made around September 1996 by Imagination at Work, which collected the data contained in the document; (b) kept in the course of the regularly conducted activity of General Cigar; and (c) made by the regularly conducted activity as a regular practice.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on June 3, 2003

JOHN R. GEOGHEGAN

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO, Plaintiff, v. CULBRO CORPORATION and GENERAL CIGAR CO., INC., Defendants.	Civil Action No. 97 Civ. 8399 (RWS) **DECLARATION OF WILLIAM J. ROETHEL**

I, WILLIAM J. ROETHEL, do hereby declare under the penalty of perjury pursuant to 28 U.S.C. § 1746 as follows:

1. I am the Senior Vice President of Marketing at General Cigar Co., Inc. ("General Cigar").

2. It is the regular business practice of General Cigar to engage third-party marketing and research firms to conduct and analyze market research related to, among other things, premium cigar brands. General Cigar routinely relies on this research and analysis to conduct its normal business activities.

3. Each of the following documents was prepared by an agent of General Cigar at General Cigar's request and on its behalf or prepared by General Cigar itself. Each document was prepared in the regular course of General Cigar's business and maintained in its files as a regular business record of the company.

D1: General Cigar Co., Inc. Market and Consumer Research: Key Observations and Conclusions – Premium Cigars, dated August 27, 1997

D2: Premium Cigar Market Consumer Research Summary, dated May 5, 1998
D3: Premium Cigar Market Consumer Research Summary, dated January 29, 1999
D8: General Cigar Co., Inc. Second Quarter Marketing Research Summary, April 1999
D9: Premium Cigar Market Segmenting Consumers by Consumption, dated 1999
D16: Bain & Company presentation – General Cigar, Sustainable Growth Strategy, Board of Directors Presentation, dated June 15, 1998
D19: Premium Market Assessment Qualitative Research report, dated January 1999
D20: Consumer Behavior Tracking Study: Benchmark Measurement, presented by Steve Ieraci, dated November 1999
D24: General Cigar Co., Inc. report – Macanudo Robust: Qualitative Research to Evaluate Macanudo Robust Creative and Explore Smoker Benefits, dated October 1998
D258: General Cigar Co., Inc. Second Quarter Marketing Research Summary, April 1999

4. These documents were (a) made at or near the time of the occurrence of the matters set forth by, or from information transmitted by, a person with knowledge of those matters; (b) kept in the course of the regularly conducted activity of General Cigar; and (c) made by the regularly conducted activity as a regular practice.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on May 23, 2003

William J. Roethel

WILLIAM J. ROETHEL