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

Proceeding	92025859
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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 DESIGNATIONS*: Petitioner's Designations During Its Trial Period—Yellow or Pink
Respondent's Designations During Its Trial Period—Green
Petitioner's Designations During Its Rebuttal Period—Blue

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alvin Ossip, dated May 29, 2003
Part 1 of 4

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

* Designations made pursuant to the marking and filing procedure the Board has previously pproved, TTABVUE Nos. 138, 136, 135, 132, 91 and 89.

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)

WRITTEN DIRECT EXAMINATION TESTIMONY OF ALVIN OSSIP

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) DIRECT EXAMINATION TESTIMONY OF ALVIN OSSIP

1. My name is Alvin Ossip and I reside at 11 Homewood Road in Hartsdale, New York. I have had over 45 years of experience in designing, supervising the conduct of and analyzing marketing research studies for consumer products. I have also for many years assisted marketers in applying the results of such studies. This experience was obtained at a research firm, where I conducted research for various clients; at a large advertising agency, where I was responsible for research studies for major clients with new and established brands; and at two major consumer products manufacturers. I was at General Foods, one of the largest advertisers and users of marketing research, for 23 years.

2. At General Foods, I was the research manager for two divisions of the company involved in all aspects of marketing research. I then was Director, Survey Research, responsible for all of General Foods' surveys for its domestic products. Finally, I served as General Foods' Director, Corporate Services (Marketing Research Department); in that capacity, I directed all marketing research for the Sales, Promotion and Public Affairs Departments, was a consultant to the Legal Department on marketing research issues, and supervised Research Methodology, Statistical Services and Sales Analysis groups.

3. For the last seventeen years I have been a marketing research consultant specializing in surveys for legal purposes, involving advertising and trademark issues. During that time I have testified at trial in eighteen cases and by deposition and declaration in many more. I received a BBA degree in Marketing Research and Statistics from Baruch College, CUNY, and an MBA degree in Marketing from New York University. A copy of my *curriculum vitae* is attached to my reports.

4. I was retained by counsel for the plaintiff to review and report on a substantial amount of market research related material provided by General Cigar, and some material from other sources, in regard to a number of specific topics. I issued a report based on this review (PX317), which is attached as Appendix A. The first part of my testimony relates to my review of this material and will concern how this information bears on several topics that I have been told are important in this case. I will also comment on the report and deposition of the defendant's expert, Dr. Itamar Simonson, in regard to these topics and his criticisms of my report.

5. I had also been asked to conduct a study among premium cigar smokers to determine the extent to which, if any, source confusion existed between Cuban Cohibas and the General Cigar Cohiba. This study was conducted in October-November 2000 and the report I issued about this study (PX316) is attached as Appendix B. The second part of my testimony will concern this report and criticisms of it contained in the report prepared by Dr. Simonson.

6. I have been paid by counsel at the rate of $400 an hour, which was my usual and customary rate at the time I was initially retained. My present rate is somewhat higher.

OVERVIEW AND SUMMARY OF FINDINGS

7. I have been told that the extent of Cohiba's renown immediately prior to November 20, 1992 is an important point in this case. However, a specific estimate of the extent of this renown is not

available since there were no consumer surveys done at about that time of which I am aware. Nonetheless, from my review of available data and information I have formed the opinion that Cohiba had a substantial level of awareness and reputation among premium cigar smokers by November 20, 1992.

8. In the absence of a survey, it is difficult to derive a numerical estimate with any certainty, but I used available quantitative data and other information to try to arrive at a reasonable estimate of the level of awareness of Cohiba at that time. In 1992 the premium market had been relatively static for about a dozen years, few new users were entering the market and the bulk of users had probably been smoking cigars for many years. The size of the premium cigar user group then was estimated at about 483,000. (PX 182, at BAIN 00094) My analysis leads me to conclude that over 50% of these smokers were aware of Cohiba immediately prior to November 20, 1992, and that Cohiba had a substantial reputation at that time.

9. I will elaborate on how I arrived at these conclusions but would like to summarize the key points of support, which will also set a framework for my more detailed testimony.

- There was a study among cigar smokers conducted for Shanken Communications (PX 139) that was issued in January 1992, but for which the interviewing is likely to have taken place somewhat earlier. Respondents in this survey skewed to upscale consumers and the study did not solicit any brand awareness information from them. However, the study does provide some information that is relevant. It clearly shows a very high interest in, evaluation of and involvement with Cuban cigars among respondents. This high interest and evaluation of Cuban cigars is also evident among those not in the very high income groups and probably reflects the thrust of general attitudes of the premium cigar smoker population in 1992 regarding Cuban cigars.

- This interest manifests itself among these respondents in such ways as: thinking Cuba produces the best cigars, purchasing Cuban cigars when traveling abroad and smoking Cuban cigars.

- This high interest and involvement in Cuban cigars would likely lead many to be exposed to Cohiba and/or information about it because of the high incidence of foreign travel and purchasing of Cuban cigars when out of the United States indicated in the Shanken Study. Given the types of jobs and business and social interactions that a large portion of these premium smokers had, it is very likely that such travelers were involved in a lot of discussions with other premium cigar smokers about their cigar experiences. It is also very likely that Cuban cigars were often given out as gifts. In addition, the Shanken Study's report would indicate many Cuban cigars or counterfeits were coming into the country for sale. Thus, any awareness of Cohiba and Cuban cigars would be multiplied among premium smokers by word of mouth.

- With Cohiba being the very highest priced Cuban cigar at about $7 to $26 each (PX 1090, P. Dep. Ex. 624 (Simonson)), and the existence of the U.S. embargo, the extent to which Cohiba could be a person's normal brand was quite limited. However, it still was rated in the Shanken Study as "finest cigar ever smoked" by 6% of those who usually spend over $3.50 per cigar, a price category that would include Cohiba, with 4% of the over $3.50 buyer group saying they normally smoke Cohiba.

- Up to November 1992 Cohiba had appeared in about 50 articles in various general circulation magazines and newspapers and was the only cigar repeatedly linked to Fidel Castro. These exposures helped engender awareness and interest because of the reports of Cohiba's worldwide reputation, its high cost, its exclusivity and cachet, and its connection with Fidel

Castro. These elements would tend to interest smokers of premium cigars, particularly because of their high interest in Cuban cigars, and would increase awareness of the brand.

- It was in this context that the *Cigar Aficionado* magazine premier issue was published in September 1992 (PX 1062) and had a significant impact on the cigar market. Judging by the extent of its circulation and the space and attention given to Cohiba in this issue, it greatly enhanced awareness of Cohiba. Cohiba had a feature article devoted to it, it was listed first and tied for the highest rated cigar in the category of cigars evaluated in the magazine, had two full page paid ads in the magazine and was mentioned in other articles. It is likely that a very substantial proportion of all premium cigar smokers at that time got to read or look through the magazine and take note of Cohiba.

- Legal travel between the U.S. and Cuba as well as the presence of Cuban émigrés in the U.S. also helped in spreading awareness of Cohiba.

- In addition to the above circumstances, information contained in three studies conducted for General Cigar dated September 1994 and February and May 1995 (PX 175, 1264, 140), with the interviews probably conducted earlier, also leads me to the conclusion that there was substantial awareness of Cohiba immediately prior to November 20, 1992.

- These studies provided unaided awareness information about Cohiba and other brands by asking respondents to name all the cigar brands they could think of. While aided awareness was obtained for some other brands, in terms of respondents indicating they had heard of a brand named for them, this was not done for Cohiba. While there is no standard way to use unaided awareness to estimate aided awareness, I found some patterns in the information and derived a reasonable aided awareness estimate for Cohiba with the information that was available. Given that this derived estimate of Cohiba aided awareness at the time of these surveys was quite high, in the range of 62-71%, it is reasonable to conclude that a high level

existed immediately prior to November 20, 1992. I estimate that level to have been greater than 50%.

10. In later portions of this testimony I address what the materials I reviewed show about the issue of consumer confusion and what they show about the advantages obtained by General Cigar from the reputation and awareness of Cuban Cohibas. I conclude from this review that there were meaningful levels of confusion between the new General Cigar Cohiba and Cuban Cohibas and that the high level of Cohiba awareness and reputation has been a strong benefit to General Cigar.

11. I will elaborate on how I arrived at these conclusions in Paragraphs 80 to 100, but would like to summarize key points of support for these conclusions. Later in my testimony I will discuss the study I conducted to measure confusion in late 2000.

- While General Cigar in their studies conducted after the September 1997 launch of their Cohiba cigars apparently did not attempt to measure any confusion between their brand and Cuban Cohibas, findings of confusion were reported.

- Consumer confusion was encouraged by use of the same name as the Cuban cigar. General Cigar's advertising and promotion for its new product, which included a heritage theme, was very likely to have added to confusion. In addition, ads that some cigar retailers ran in catalogs or on the Internet are likely to have aided confusion between the two products.

- Those smokers who were attracted to a Cohiba branded cigar, or were in the General Cigar attitudinal target segments, had characteristics that would indicate above average potential to be confused. These include a considerably above average interest in Cuban cigars among Cohiba smokers and a lower than average self-perceived knowledge about cigars in the attitudinal segments in which Cohibas had an above average share of premium cigar sales.

- The legal availability, in very substantial numbers, of another Cohiba from the Dominican Republic which mimicked Cuban Cohiba trade dress, in the years immediately preceding the General Cigar launch and continuing thereafter, is likely to have caused smokers to think there was a link with the Cuban cigar by both that brand and the General Cigar brand.

- The awareness and reputation of the Cuban Cohibas was strengthened between November 20, 1992 and the launch of the General Cigar Cohiba in September 1997 by prominent and consistent mentions in *Cigar Aficionado* articles and ratings and by favorable mentions and references in hundreds of media articles. The Cuban Cohiba's reputation and brand name recognition helped the newly-launched General Cigar Cohiba brand stand out from the large number of premium cigar brands being introduced into the market.

- Sales of General Cigar's Cohiba account for only a modest proportion of Cohiba cigars that respondents mention as smoking, buying or inventorying in studies conducted for General Cigar after September of 1997. The bulk of the respondents therefore had to be referring to counterfeits and/or Cuban Cohibas.

12. My testimony now provides detail about the various points I have summarized above.

THE CUBAN COHIBA'S RENOWN PRIOR TO NOVEMBER 20, 1992

13. The Shanken Study (PX 139) was issued in January 1992 but was likely conducted earlier among a sample of premium cigar smokers drawn largely from the subscriber list of *The Wine Spectator* (a Shanken magazine) and from mailing lists provided by two cigar retailers and two manufacturers. This sample was very upscale in terms of income and type of occupation, although its respondents probably typified a substantial segment of the relatively limited number of premium smokers at that time. The study did not obtain any brand awareness information but did provide some potentially useful information. The Shanken Study chose to separate out for analysis those smokers who usually spent more

than $3.50 for a cigar (about a fourth of respondents). Given Cohiba's very high price, that group would be the likely target group for the brand if it were available in the U.S.

14. As indicated in Table 1, the study showed an extremely high interest and involvement in Cuban cigars. In terms of attitudes: 47% of the respondents thought Cuba produced the best cigars, with the Dominican Republic ranked second at 26%. Among those smoking cigars priced over $3.50 the margin was greater, in favor of Cuba, 63% to 25%. 40% of all the respondents said a Cuban cigar was the best they had ever smoked, with the proportion being 58% among those who usually smoke the higher priced cigars.

15. In terms of behavior: 33% of all respondents said they traveled outside the U.S. at least two times a year. Of all those who ever traveled outside the country, 54% said they purchased Cuban cigars when they traveled. These numbers are even higher among those who usually spend over $3.50 per cigar. Among this group, 50% travel outside the country at least twice a year and among the 90% of those who ever do so, 69% said they purchased Cuban cigars when they traveled. See Table 1.

16. I assume that in their travels these smokers had the opportunity to see Cohiba cigars in their visits to tobacconists and duty free shops while abroad. I have been informed that the Cuban cigar company positioned Cohiba at the pinnacle of Cuban cigars, that it priced them above other Cuban cigars, and that this positioning was reflected in the trade and general European press of that time. Therefore it is likely that Cohiba was shown and/or discussed in the shops visited by many of these American travelers abroad.

17. In addition to many travelers buying Cuban cigars for themselves, it is likely that they also purchased some as gifts. In the Shanken Study 63% of all respondents indicated they sometimes give cigars as a gift and 76% indicated sometimes receiving them. (PX 139, at GC 014301-2)

18. Given their high level of interest in Cuban cigars, it is likely that for many it was a topic of interest to discuss with friends and associates who smoked cigars. Cohiba was likely to be in many of these conversations given its high price, exclusivity and its being reported as Fidel Castro's cigar. While there is no data about the conversational interactions with friends, relatives and associates, data obtained by General Cigar in studies done in later years (see Paragraph 92) indicates that these people are important sources of information about cigars. Consequently, it can be reasonably assumed that word of mouth about Cohiba was also important in spreading its awareness prior to November 20, 1992.

19. Despite the embargo, 24% of all respondents in the Shanken Study said that a brand they normally smoke is Cuban, with 50% of those usually spending more than $3.50 per cigar saying so. See Table 1.

20. Although the Shanken Study respondents had an upward income skew, it is interesting to look at those whose annual income was below $100,000. In this group the level of interest in Cuban cigars was quite high with, for example, 36% purchasing Cuban cigars when they travel outside the country (47% of those who do travel buy Cubans), 17% indicating that a brand they normally smoke is Cuban and 31% indicating that the finest cigar they smoked was from Cuba. For these people, also, Cohiba would be a natural subject of discussion. See Table 1.

21. The Shanken Study did not obtain either unaided awareness or aided awareness information for any brands. It did, however, ask respondents to name the brands they normally smoke, the most preferred brand normally smoked, the finest cigar they ever smoked and for thirteen specific brands, but not Cohiba, whether they recall smoking each during the past five years. In spite of the lack of availability and high price, Cohiba was indicated as a brand normally smoked by 4% of the over $3.50 buyers. It was tied for fourth place in terms of being named the best cigar ever smoked in the over $3.50 per cigar group, with 6% mentioning it. It was exceeded by Davidoff, which was top ranked. For many

years, Davidoff had been a Cuban cigar and had only recently begun to be made in the Dominican Republic rather than Cuba. Cohiba was also exceeded by Montecristo, another Cuban cigar which had, I am informed, export volume almost 18 times greater than Cohiba and a wider and lower skewed price range, and Cohiba was also edged out by Macanudo, the best selling cigar in the U.S. (PX 139 at GC 014285, 014293)

22. I conclude from the data noted above that in late 1991-early 1992: 1) there was a very high level of interest in Cuban cigars, 2) Cuban Cohiba was highly rated among those who had smoked it, 3) there was likely high interest in and exposure of Cohiba to cigar smokers who traveled abroad or who obtained Cuban cigars in the U.S., and 4) there was high likelihood of awareness of Cohiba given its place at the top of the hierarchy of Cuban cigars.

23. Up to November 1992 Cohiba was mentioned in about 50 articles appearing in newspapers and magazines, many with wide circulation. (PX 1124(c)(1)) While there is no way to translate such media exposure and overseas exposure into precise estimates of brand awareness, it undoubtedly helped communicate to many premium smokers the desirability of this world class cigar.

24. Even if judged simply by its circulation, the launch of *Cigar Aficionado* magazine in September 1992 undoubtedly had a major and quick effect on awareness of Cohiba. About 115,000 copies of the magazine were sold, with an additional 10,000 promotional copies distributed. It was distributed to 453 cigar retail outlets that either displayed and/or sold the magazine. The magazine was launched at a national trade show of the Retail Tobacco Dealers Association, the principal trade association. (PX 247)

25. This first issue gave such prominent attention to Cohiba that anyone looking through the magazine would have been exposed to Cohiba in ways that would have registered the brand name and Cohiba's reputation as the finest cigar. In the previously mentioned Shanken Study conducted before the

launch of *Cigar Aficionado*, 51% of all respondents indicated that they definitely or probably would subscribe to a magazine for cigar lovers. (PX 139, at GC 014317) Which shows a high level of interest in a magazine like *Cigar Aficionado*.

26. On a page written by the magazine's editors they provide information which they call a profile of the *Cigar Aficionado* reader. Based upon a survey of more than 1300 respondents, perhaps a different survey from the previously discussed Shanken Study, or else based on a subset of respondents in that survey, these respondents were indicated as generally upscale executive or professional types, 90% of whom have taken a foreign trip in the last twelve months and "as you might suspect, many of the foreign travelers also took advantage of their trips to pick up Cuban cigars." They also mention that the average respondent usually spends just over $3 a cigar with 14% saying that their everyday cigar is Cuban. (This question may refer to the cigar they smoke most often.) This is an audience likely to note the Cohiba material in the premier issue and discuss it with others.

27. *Newsweek*, a wide circulation magazine, in its 9/21/92 issue shortly after the launch of *Cigar Aficionado*, recounted some of the information that had been in *Cigar Aficionado*. It mentioned that Cohiba was the winner in the blind tasting test of robustos but that the brand can't be bought on the open market. It also mentioned that Cohiba was one of the magazine's advertisers. This exposure also undoubtedly aided Cohiba awareness. (PX 1124(c)(1)(49)).

28. Considering that there were an estimated 483,000 premium smokers at that time, and that the buyers of the magazine were extremely likely to be premium cigar smokers, the sale of 115,000 copies plus 10,000 promotional copies represented major penetration of the premium cigar smoker market. In addition, exposure to the magazine's contents was increased due to the effect of pass along readership and browsing and reading at tobacco shops and by conversations between cigar smokers who

had seen the issue. In addition, conversations between readers and non-readers who were cigar smokers would further add to the effect of the magazine on Cohiba awareness and reputation.

29. The occurrence of pass along readership is well established with respect to magazines. For example, in General Cigar surveys for 1997, when they first started collecting such data, and later, many more people indicate that they get information from *Cigar Aficionado* than purchase the magazine. I describe this phenomenon at pages 17-20 of my report (Appendix A).

30. It is likely that a premier issue, such as *Cigar Aficionado*, received a greater than average rate of pass along readership. Given all this exposure through its appearance in the magazine, further replay in *Newsweek* magazine and the normal interaction of cigar smokers about cigars, it is therefore logical to assume that the effect of this premier issue of *Cigar Aficionado* on awareness of Cohiba and its reputation clearly was major. It is likely that a substantial proportion, if not a majority, of premium smokers at that time got to read or see the premier issue of *Cigar Aficionado*.

31. An additional factor that would aid awareness of Cohiba was the number of émigrés from Cuba to the U.S. from 1971 through 1992, which U.S. Census data reports at 439,000 persons 21 years old or older. In addition, I am informed that, according to the expert report of Hilda Diaz, there were 484,000 total legal visits by U.S. persons to Cuba from 1979 through 1992, although some people may have made several visits.

32. Data available from three surveys conducted in 1994-95 corroborate that *Cigar Aficionado*, the media and other factors had a substantial impact on building awareness of Cohiba. We do not have a trial rate estimate for Cohiba in the January 1992 Shanken Study, but we know from the 1994-95 studies that about 48% of those who tried Cohiba rated it the "best cigar ever smoked." There is no reason to believe that this reaction in 1994-95 would be different than it was in 1992. We can therefore estimate that trial in late 1991/early 1992 was about 5.4% in the Shanken Study, based on 2.6% of the Shanken

respondents who usually spend over $1 per cigar rating Cohiba as the best brand ever smoked (assuming none of the respondents who spend less than that amount named Cohiba as the best brand ever smoked).

33. According to the later studies, trial of Cohiba as measured by recall of brands tried had jumped to 18.5% by about September 1994, more than three times as high as the estimated trial in the late 1991/early 1992 Shanken Study. See Table 2. There is nothing apparent that could explain such a large increase in trial other than Cohiba media exposure plus attendant word of mouth and the other factors I have previously mentioned as raising awareness, which subsequently encourages trial.

34. Of course, awareness would be higher than trial given the price of Cohiba and the relative difficulty in obtaining this embargoed product. We have no data that would allow us to quantify how much of this growth in trial took place before or after November 20, 1992. However, this steep growth does show that the dynamics of the type which were present before November 20, 1992 are very powerful in building awareness and subsequently trial.

35. My analysis of the 1994-95 studies leads me to conclude that awareness of Cohiba within that period was in the 62-71% range. This level of awareness indicates that the level of Cohiba awareness by November 20, 1992 was substantial and more than 50%. The details of how I arrived at this awareness estimate range follow.

36. Three consumer telephone surveys were commissioned by General Cigar. These studies were reported in September 1994 and February and May 1995 but were likely actually conducted somewhat earlier. (PX 175, 1264, 140) They all appear to have been conducted the same way but information on the qualifications respondents had to meet or the source of those respondents was not provided by General Cigar. The respondents in these studies, compared with those in the Shanken Study, were less likely to be $200,000 a year earners and less likely to be corporate executives and managers, although there was a general upward income skew among respondents. They were somewhat more likely

to be under 35 years of age than those in the Shanken Study and somewhat less likely to buy cigars via mail order.

37. The three studies collected data on awareness and usage, although aided awareness of Cohiba was not obtained. The collected data included the following:

- Unaided awareness (What is the first brand of cigar you can think of? What other brands of cigars can you think of?)
- Aided awareness for 9 selected brands (Have you heard of (brand mentioned)?)
- Trial (Just the past year, what brands of cigars have you smoked? What other brands of cigars have you ever smoked?)
- Most often smoke (What brand do you smoke most often?)
- Best brand smoked (What's the best brand of cigar you have ever smoked?)

38. A look at the awareness and trial data as shown in Table 2 reveals the following:

- A great deal of consistency across the three studies with some modest upward or downward trends noticed for individual brands. This is logical given the surveys were similar and conducted not far apart in time.
- Aided awareness, which is recognition of the name and not voluntary recall, is always higher than unaided awareness, ranging from about 22 points higher for Macanudo, a brand which the majority of respondents have tried, to about a 70 point gain for Dunhill. This clearly indicates that unaided awareness only taps some of the recognition of a brand.

- There is almost perfect rank order correlation between trial and unaided awareness, that is, the higher the trial, the higher the unaided awareness. This indicates to me that respondents when asked to name cigar brands tend to name those that they have used. Obviously some respondents name other brands. The exception to the ranking pattern is Cohiba. Its unaided awareness ranking is higher than its trial level ranking, placing its unaided awareness above some of the brands that had higher trial rates. This would be expected for such a highly touted brand that is not generally available for purchase.

- Not shown in Table 2 but derived from the same data is the fact that on average, respondents volunteer 4.4 brand names (some not being premium brands) but they have tried an average of 6.8 brands. Consequently, they don't even name all those they subsequently volunteer as having tried, let alone all they are familiar with. This shows the importance of follow up questions or cues if only unaided awareness measures are to be relied on. Dr. Itamar Simonson, defendant's expert, has issues with the aided awareness measure, which I will address later, but did not seem to consider that unaided awareness is obtained in studies like these in a telephone interview where the respondent may not give deep thought to plumbing his memory for brand names, and where the interviewer, who has a long interview to complete, will move the questioning along when the respondent pauses.

39. Since Cohiba was not one of the brands for which aided awareness was obtained, I thought to derive a reasonable estimate of that measure from the data that was available, since that will serve as a measure of Cohiba's renown. Deriving such an estimate was possible since there was unaided awareness for Cohiba and nine other brands and aided awareness for those nine brands that could be used to derive the missing number, Cohiba aided awareness.

40. It should be realized, however, that the reported unaided awareness level for Cohiba was based upon a question that would not capture its true unaided awareness level. Recall from memory requires some stimulus or cue in a survey. In the studies under review, the stimulus was "brands of cigars" that you can think of. If the cue or the question had been different, then the unaided awareness results would likely have been different for Cohiba. In Dr. Simonson's approach to these numbers he supports his basic principle, which I will talk about later, by citing Kevin Keller's book and the section that relates to brand awareness. I would also like to cite what Professor Keller wrote in that same section. Dr. Keller's comments would lead one to think that the appropriate question stimulus to determine unaided awareness of a Cuban cigar that is not legally available would have been to ask "What brands of Cuban cigars can you think of?" or a similar question. Quoting from Dr. Keller, "For example, if recall of the Porsche Boxster (a high-performance German sports car) in non-German markets was of interest, the recall probes could begin with 'all cars' and move to more and more narrowly defined categories such as 'sports cars', 'foreign sports cars' or even 'high-performance German sports cars'. For example, consumers could be asked: 'When you think of foreign sports cars, which brands come to mind?'" (Keller, *Strategic Brand Management, Second Edition*, pp. 453-457, attached hereto as Appendix C). It cannot be reasonably doubted that if Dr. Keller's suggestions for Porsche Boxster were followed for Cohiba the unaided numbers for the brand would have been dramatically higher.

41. The task of deriving an estimate of aided awareness from unaided awareness numbers is uncommon since if one has an interest in both measures then such information would be collected. Apparently, General Cigar was interested in the nine brands for which both types of data were collected, but not in Cohiba aided awareness. Consequently, I cannot draw on established procedures.

42. I looked at the differences between unaided and aided awareness, which tended to be very consistent across the three studies, for each of the nine brands for which both measures were available. I then made an estimate of what that difference might be for Cohiba. This is shown in Table 3. This

approach provides a general estimate of Cohiba aided awareness in the 1994-95 studies by using the performance of other brands as guidelines.

43. I used the average increment between unaided and aided awareness for seven of the nine brands, which was 55%. I then added that increment to the Cohiba unaided awareness level, which was about 16%. This produced an estimate of Cohiba's aided awareness of 71%. I omitted two brands of the nine from this average, Macanudo and Partagas, because their extremely high trial rates limit the potential for the increment between unaided and aided awareness.

44. Dr. Simonson questioned my eliminating these two brands from the average. I then related Cohiba to the average of all nine brands and, in addition, to the average of the three brands it generally exceeded in unaided awareness. These latter two approaches yielded Cohiba aided awareness estimates of 64% and 68%, based on averaging results for the three studies. These estimates are lower than the 71% but in the same general range.

45. Dr. Simonson argues that no estimate can be made for Cohiba because each brand is different and one brand may vary greatly from another. To attempt to examine this I looked at how Cohiba behaved in comparison to other brands for two measures that *were* available for Cohiba as well as for the other brands, namely, unaided awareness and trial. As shown in Table 4, this data indicates that not all triers of Cohiba name it in unaided awareness. Cohiba tends to have its pattern of unaided awareness related to trial not greatly dissimilar from the unaided awareness to trial proportions for five of the other brands (Partagas, Fuente, Upmann, Dunhill and Davidoff). Therefore, an estimating approach that attempts to derive aided awareness for Cohiba from the performance of other brands may be useful.

46. In addition to utilizing the increment between unaided and aided awareness, as I previously described above, I also used another approach for estimating Cohiba aided awareness by deriving the aided awareness of the nine other brands among those who had not volunteered that they had tried the

given brand. If we assume that all who said they tried a brand are aware of it, then we can subtract them from the aided awareness number and calculate the estimated awareness of those who had not claimed to have tried the brand.

47. To illustrate how this analysis would work, using the information in Table 2, in the September 1994 study Upmann, for example, had 80% aided awareness and 49% volunteered that they had tried that brand. If we subtract these triers, 49%, from the aided awareness we are left with 31% awareness among the 51% of respondents who did not volunteer having tried Upmann. This produces an estimate of 61% awareness of the Upmann brand among those who were non-triers. Although some who had previously tried a brand but did not recall doing so would be included in the non-trier group, I believe the analysis is relevant because it compares brands across the same measures.

48. This analysis, which appears in Table 5, shows Partagas with low awareness among those who did not indicate that they had tried the brand (about 17% on average) while the other brands ranged between 35% and 91% awareness, with Dunhill having the highest number. Using the three brand averaging approaches I did in my prior analysis (Table 3), I get an estimate range for Cohiba aided awareness among all respondents of 62% to 69% when averaging the three studies.

49. For example, in the three surveys, Cohiba averaged 21% of respondents indicating that they had tried the brand. See Table 2. To estimate the awareness among the remaining 79% of respondents, I looked at the average derived awareness among those who did not indicate trying a brand. This average for the nine other brands was 54.5%. I then applied that estimate of 54.5% awareness to those who did not indicate trial of Cohiba (79%). The resulting estimate is that 43% of all respondents are aware of Cohiba but have not indicated trying it. When added to the 21% who had indicated trying Cohiba, it produces the 64% estimate for the aided awareness of Cohiba. See Table 5.

50. The two approaches I have used provide general estimates that it is likely that Cohiba awareness in mid-1994 to mid-1995 was in the 62-71% range. There is added confidence in the reasonableness of this estimate range because it is very likely that unaided mentions of Cohiba would have risen substantially if a cue of "brands of Cuban cigars" had been given, as Professor Keller suggests be done if you rely on unaided awareness in comparable situations. Even with this added cue, not all respondents aware of Cohiba would have volunteered it.

51. This estimate of the awareness range for Cohiba in 1994-95 reinforces my earlier conclusion that the awareness level immediately prior to November 20, 1992 was high, and over 50%. Perhaps as many as 90% of the respondents in the three studies mentioned above, by their response to a question about how long they had been smoking cigars, indicated that they had been cigar smokers by November 1992. It is likely that the great bulk of those aware of Cohiba would have obtained their awareness by November 20, 1992. (82% indicated that they had been smoking cigars for at least 3 years.) Moreover, I am not aware of anything dramatic having occurred between then and the time of the three surveys to significantly spike this group's awareness of Cohiba as distinct from maintaining their preexisting awareness by such exposures to Cohiba as the June 1994 "Fidel Castro" edition of *Cigar Aficionado*. It is my understanding that circulation of *Cigar Aficionado* remained relatively flat until late 1995, so it is likely that at the time of these three studies the magazine was largely reaching those who had already become aware of Cohiba.

52. A measure in the studies that indicates Cohiba's reputation in mid-1994 to mid-1995 is the proportion that rated it the "best brand ever smoked." In the 1994 study it was 8.5% of respondents and rose to 10.9% and 11.3% in the subsequent studies. It was only exceeded by Macanudo, which appeared to be in a downtrend. See Table 6.

53. We do not know the precise economic make-up of the premium cigar smoker market on November 20, 1992 or at the time of the 1994-95 studies. However, the market may have been more upscale than in the later years of market expansion. Respondents in the three studies plus the Shanken Study were considerably more likely to have annual incomes of $100,000 or more than in studies conducted for General Cigar in 1997 and later. When key measures in the 1994-95 studies in regard to Cohiba are analyzed by income group in Table 6, we see that unaided awareness is only moderately lower among the under $100,000 group versus the higher income group. We also find that while trial of Cohiba is greater in the higher income group, it is relatively substantial in the other income group, with the gap between groups narrowing. The same is also true in regard to "best brand ever smoked." This would clearly indicate that Cohiba awareness and reputation is not confined to the highest income earners.

54. Dr. Simonson believes that Cohiba awareness by 11/20/92 was very low, although he makes *no* specific estimate for that date. He concludes that unaided awareness of Cohiba at the time of the Shanken Study, late 1991 or early 1992 – prior to *Cigar Aficionado* – was 3.5% or about 17,000 people in total, and that this number of people was likely to be rather close to the number aware of the brand by November 20, 1992. He arrives at the estimate for 1991-92 by applying a theory about awareness, which I will soon testify about, and using some of the data from the 1994-95 studies.

55. My first point is that in using his 3.5% estimate he, in effect, totally dismisses the impact of the *Cigar Aficionado* premier issue on awareness of Cohiba. He concludes that no weight should be given to the publication of this issue later in 1992, on the grounds that 1) people may not have noted Cohiba in looking at the premier issue and 2) the impact of the magazine should be measured against all "potential" premium cigar smokers, rather than against existing premium cigar smokers.

56. If Dr. Simonson believes that his estimate of 3.5% reflects the level of awareness achieved by Cohiba immediately prior to November 20, 1992, then his estimate does not pass a reality check. In

addition, as I will show later, his theory for arriving at his estimates does not hold up. If we take 3.5% of the estimated 483,000 premium cigar smokers in 1992, then he is saying that only about 17,000 of them were aware of Cohiba. If we ignore everything but the readers of the initial issue of *Cigar Aficionado*, then his estimate would indicate that total awareness of Cohiba is confined to less than one-sixth of those who purchased the magazine.

57. His estimate makes no sense given issue sales of 115,000 and the prominence given to Cohiba in that issue, and, even apart from that, given what we have shown to be a high interest in Cuban cigars, the exposure to and likely purchase of Cohiba in the foreign travels of many premium smokers, the articles written about the brand, Cuban émigrés, and word of mouth dissemination of Cohiba knowledge and use.

58. Dr. Simonson has a theory that he uses to arrive at his very low estimate of Cohiba awareness at the time of the Shanken Study. I believe I understand his theory but it is best explained by using his own words and so I quote him: "Unaided awareness is likely to provide a reasonable approximation of the awareness of a brand that is very well-known and popular (e.g., Coca-Cola, McDonald's, IBM) or a brand that is considered by a high proportion of those who are aware of it to be the best brand. That is, when asked about brands in a certain category, the brand that consumers consider to be the best is likely to be among the first that come to mind." (Report of Dr. Itamar Simonson, p. 13)

59. If an estimate of unaided awareness is not available, Dr. Simonson states that "the proportion of consumers who consider a particular brand to be the best relative to all those who are aware of the brand tends to be stable over time. This basic principle allows us to derive a rather accurate estimate of awareness at a particular year based on the 'Best/Awareness' proportion in other years." (Report of Dr. Itamar Simonson, p. 18) Obviously Dr. Simonson did not consider Cohiba to be as well

known and popular as Coca-Cola or McDonald's. Therefore his theory was to be applied to "a brand that is considered by a high proportion of those who are aware of it to be the best brand."

60. In applying his theory, Dr. Simonson then derived an estimate of unaided awareness for Cohiba in 1992 of 3.5% by 1) using the proportion who rated Cohiba as the "best brand ever *smoked*" relative to its unaided awareness in the 1994-95 studies, and 2) applying that ratio to the percent who rated Cohiba "finest brand ever *smoked*" in the Shanken Study. (Italics added.) He then assumed that this unaided awareness estimate was a good approximation of total awareness of Cohiba at that time.

61. At Dr. Simonson's deposition, it was pointed out that respondents in the various studies were *not* asked to name the "best brand," as Dr. Simonson had stated in his report, but rather the best brand they had "ever smoked." Dr. Simonson was then asked, "well, is the question the finest brand ever smoked different than the question what do you consider to be the finest brand?," to which he answered "It could be different." He then withdrew this first response, at least in part, by stating that "I think that people would be rather unlikely to nominate a brand that they have not had any personal experience with as the best brand. Therefore, I think that it's not a very significant distinction." He continued in his testimony that his Report would "be exactly or even more correct, if you will, if I said the brand that is the best that these consumers ever smoked, because if it's based on a personal experience, it's even more likely to come to mind when you're answering these kind of survey questions. But I just used it here interchangeably. Perhaps I should have used the term best brand ever smoked." (Simonson Dep. at pp. 121-25)

62. Dr. Simonson offered no support for his assertion that respondents in a survey, when asked what they consider to be the best brand, would answer the question as if they had been asked for the best brand they ever tried. While this may or may not be so in other product categories, this theory does not appear applicable for a product which is not found in retail stores and has the restricted availability of an

embargoed product like Cohiba. The awareness estimates which are based on only triers may easily grossly underestimate awareness of such a brand.

63. Dr. Simonson uses unaided awareness to measure the recognition of a brand since he has no confidence in aided awareness measures such as "have you ever heard of brand x." His analysis therefore depends on the accuracy and reliability of the unaided questions being asked. In the 1994-95 studies, the unaided awareness questions were: "What is the first cigar brand you can think of?" and "What other cigar brands can you think of?" While these are standard questions, in order to appropriately use unaided questions to get at brand recognition for a product like the Cohiba, you would need to provide additional cues to trigger the appropriate reactions, such as adding questions like "What brands of Cuban cigars have you heard of?" In this way, the unaided questions would get closer to true awareness.

64. Even with these cues, there would be some respondents who would not call up the name in their minds in response to an unaided question, but would do so upon seeing the name on a cigar or in an advertisement. Since, because of the embargo, many who may be aware of Cohiba are not buying it or seeing it in stores, the brand may not be stored in the top of the mind in a way that renders its awareness accurately measurable by unaided awareness questions, no matter how appropriate. If confronted by a product bearing the name Cohiba, however, many of these consumers might recognize the brand name. Thus, in the embargo context, aided, rather than unaided, awareness is key to determining total awareness.

65. Dr. Simonson's theory is also inconsistent with basic data available from the 1994-95 studies. Dr. Simonson assumes that Cohiba's unaided awareness provides a reasonable approximation of its recognition. But using the 5/95 study as an example, Cohiba unaided awareness was 16.7%, while its volunteered trial rate was 23.4% (about 40% higher). See Table 2. Dr. Simonson is therefore positing that fewer people were aware of Cohiba than those who volunteered that they had tried it.

66. Moreover, Dr. Simonson not only estimates lower awareness than those who have tried the brand, but his estimate does not allow for any awareness among the 77% of the people who did not volunteer that they had tried the brand. For a cigar not available in the U.S., but with the background of exposure through the media and foreign travel that Cohiba has, plus word of mouth, this is a particularly important omission. It is not plausible that no one who had read *Cigar Aficionado* but had not tried a Cohiba was aware of the brand.

67. As I have previously shown, brands such as Davidoff and Macanudo, which in the 5/95 study have a fair number of triers who consider them the best brand ever smoked, have a relatively high awareness among those who did not volunteer that they had tried the brand (71% for Davidoff and 49% for Macanudo). Even if there is some spurious awareness, the proportion of awareness among non-triers is meaningful. It is very logical therefore to assume that many of those who have never tried Cohiba are aware of it.

68. Moreover, it is useful to think about how Dr. Simonson's theory would play out with a brand like Porsche. Pursuant to Dr. Simonson's theory, if Porsche is considered to be the best car ever driven by all who have driven it, and unaided awareness is calculated based on the number of people who say Porsche is the best car they have ever driven, then the total awareness estimate for Porsche will be close to the proportion of car owners who have driven it. In other words, few of the people who have never driven a Porsche have ever heard of it. The theory does not comport with reality.

69. Assume that the Shanken Study universe represents the market. Using the Shanken data for "finest cigar ever smoked" but dropping out those respondents who usually smoke cigars under $1 (on the assumption that few if any had smoked Cohiba), the proportion of the remaining respondents who rate Cohiba as the best cigar they ever smoked is 2.6%. (See PX 140 at GC 014274, 014293) How many triers would there have to be to support the 2.6% who give it a best cigar evaluation? If we base it on the

proportion of Cohiba triers in the 1994-95 studies who considered it the best cigar ever smoked (48%) then trial would have to be 5.4%. If we base it on the proportion of Davidoff triers who rated that brand the best cigar they ever smoked (31%) (PX 140 at GC 014292-93), because Davidoff was far and away the most highly rated cigar in the Shanken Study (PX 140 at GC 014293), then trial would need to be 8.4% for Cohiba to have 2.6% of respondents rate it the best brand they ever smoked. Both of these trial levels exceed Dr. Simonson's overall awareness estimate of 3.5%, *and* they do not take into account those who had not tried the brand but had heard of it through conversations with friends, associates or tobacconists, read about Cohiba or saw it in their travels, or were of Cuban origin. His estimate again does not seem reasonable.

70. As indicated in the Shanken Study, Davidoff was chosen by about 31% of its triers as the best brand they had ever smoked, several times the proportion for the other brands for which trial data was obtained. Therefore according to Dr. Simonson's theory, I assume that the proportion naming Davidoff in unaided awareness in 1992 would have been likely to be close to the proportion aware of it. While awareness information is not available in the Shanken Study, it is in the 1994-95 studies and shows aided awareness of Davidoff was 55 to 62 points higher than its unaided awareness. This is not in line with the theory, as I understand it.

71. In his analysis in his report (Report of Dr. Itamar Simonson, p. 24) Dr. Simonson applies his principle – that the ratio of "best ever smoked" to unaided awareness will remain relatively constant – to Macanudo, in order to estimate what Macanudo's unaided awareness would have been in the Shanken Study. However, he doesn't complete the calculation. By applying his theory to Macanudo, Dr. Simonson would derive an unaided estimate of about 22% for Macanudo in 1992. This is a grossly unreasonable estimate when the trial of Macanudo in the Shanken Study itself was 75% and its unaided awareness in the 1994 study was 63%. Clearly this part of his theory fell apart on an illustration that he himself used.

72. 14.6% of premium smokers indicated in General Cigar's 10/98 study (PX 143 at GC 016027) that Cohiba was the best brand they had ever smoked. The application of Dr. Simonson's theories would have indicated that overall awareness for Cohiba in 1998 was in the low 20% range. This estimate is based on projecting the ratios of "Best to unaided awareness" seen in the 1994-95 studies forward, just as Dr. Simonson projected them backward to 1992. (Dr. Simonson hypothesized that this ratio should remain rather stable over time, and that the unaided awareness estimate is likely to provide a reasonable approximation of the awareness of Cohiba.) This low 20% range is well below the reported aided awareness in 1998 (56%) (PX 181 at NFO 001263), and about half of the proportion who said they have ever *tried* a Cohiba in a 3/98 survey. (PX 144 at GC 016631)

73. Dr. Simonson says in his report that aided awareness measures tend to greatly inflate the true awareness level and that it is not unusual to encounter cases where close to or more than 50% of the survey respondents say they are aware of fictitious brands. He believes that aided awareness measures are therefore not useful other than for trend information. He cites this 50% number four times, which would be at the very high end of reported occurrences (as the Keller book shows), but he provides no specific brand, nor does he try to estimate the level of such spurious awareness that may exist in the premium cigar market studies. While there well may be spurious awareness, we cannot assume that it will be great without some data to corroborate it. General Cigar has been conducting surveys for at least eight years in which they collected aided awareness information which, I assume, they used for marketing purposes, but I am not aware of their ever trying to measure any spurious awareness.

74. Dr. Simonson states that "spurious awareness"' in the cigar category will be greater for Hispanic or Cuban sounding names. I tried to evaluate that by combining data from the two 1995 surveys and comparing the information for Arturo Fuente and Hoyo De Monterrey, Hispanic or Cuban sounding names, with that for Upmann and Ashton, decidedly not Hispanic sounding names. An examination of this data, as seen in Table 7, provides mixed results for the two Hispanic sounding names in regard to

how one would expect them to compare with the other two brands. This does not provide support for Dr. Simonson's hypothesis.

75. Dr. Simonson virtually ignores the effect of the premier issue of *Cigar Aficionado* on Cohiba awareness and reputation among the estimated 483,000 premium cigar smokers prior to November 22, 1992. Instead of coming to grips with the effect of the magazine, he asserts that we should not look at that population but rather consider the premium users in 1992 *plus* all those who entered the market by some later date over the next many years. Quoting from his report: "Considering that the potential market included 3.95 million existing and prospective premium cigar users, under the most conservative assumption, the first issue reached approximately 2.9% of the relevant consumers." His number included everyone who is estimated to have entered the premium cigar market through 1997. He ignores or doesn't reconcile the fact that in the 1998 Study, used extensively by the Cambridge Group for General Cigar (PX 181 at NFO 01075-76), an estimated 61% of all premium smokers were smoking cigars by November 20, 1992.

76. It is my understanding that it is a legal question as to whether it is relevant to measure Cohiba renown among existing premium cigar users at a given time or among existing users plus those who enter the market in subsequent years. However, I believe that some marketing observations may be relevant in considering this issue.

77. From all the data I have examined, it is clear that Cohiba's renown and reputation among existing premium users in 1992 was a valuable asset and would have been of great value to General Cigar if they could leverage and use that renown and reputation regardless of whether future premium cigar users are considered. It is a base for the product and leads to recommendations of the brand to friends and associates and to building awareness due to word of mouth.

78. Moreover, in spite of the growth in new premium users, the surveys General Cigar conducted indicated that of those in the market at a later date, many were also in the market in 1992. Thus, 57% of regular/most often users of Cohiba in the 1998 NFO Study (PX 149.1 at GC 018501-02) had been cigar smokers by 1992 and, on average, these Cohiba users had been cigar smokers for about 11 years. No data was obtained as to when these people started using premium cigars, but if they had known of Cohiba in 1992 they likely would have helped spread awareness of the brand to new cigar users.

CONFUSION

79. I now turn to an examination of information I found in the material I reviewed that relates to confusion. There were reported findings of confusion in General Cigar's own marketing research and, in addition, the studies showed that Cohiba buyers were particularly vulnerable to confusion given their self-evaluated knowledge of cigars and other reported measures.

80. General Cigar launched a new product under the Cohiba name in September 1997. The company apparently did not attempt to investigate whether there was source confusion between their product and Cuban Cohibas. However, there were reports of confusion based on General Cigar market research studies.

81. In a 6/98 report prepared by The Cambridge Group (PX 185), a consulting group undertaking major research for the company, which referred to quantitative attitude and usage studies, it stated: "Confusion over Cohibas of different origin, as well as 'the brag value' of claiming to prefer Cuban Cohibas, likely contribute to Cohiba's high rating" (as best brand ever smoked) (PX 185 at CAM 370), and "While awareness and preference for Cohiba appears to be rising consumers may be confusing Dominican with Cuban Cohibas." (PX 185 at CAM 371). I attach this as Appendix D.

82. In that same 6/98 report a reference was made to the results of qualitative research (PX 185, at Cam 384):

Consumer Confusion Over "Different Kinds" of Cohiba Is a Major Concern

Substantial confusion exists over Dominican versus Cuban Cohibas

- Knowledgeable people tend to look down on Dominican Cohibas as an imitator or a fake
- Others are simply confused
  - "There are two brothers, one who makes Cohiba in Cuba and the other in the Dominican Republic"

Strategically, it appears questionable to invest behind extending our Cohiba brand to new categories while this issue remains

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83. While observations from focus group qualitative research, based on perhaps six to eight groups of about eight cigar smokers each, should not be projected to a broader population, it is a form of anecdotal evidence. In addition, these focus groups involve sufficient probing so that the confusion uncovered is not based only on casual comments. I attach this document as Appendix E.

84. In this same Cambridge Group presentation, equity from both the Cuban Cohiba and the Dominican product was seen as contributing to a unitary "Cohiba Brand Equity." It listed the following as the Cuban product's equity accruing to "Cohiba Brand Equity": "stronger flavor, best quality, illegal, hard to find, legendary." The Dominican Cohiba contributed as equity "imitation of Cuban Cohiba," as well as "stronger flavor" and "expensive." (PX 185, at CAM 000385) I attach this material as Appendix F.

85. General Cigar's own advertising and promotion is likely to have aided this consumer confusion. In his report, Dr. Simonson tries to excuse the statement in the 1997 marketing plan that states as an objective for the General Cigar Cohiba the leveraging of the mystiques of the Cuban name. He cites

the brand's initial four page magazine ads but they, in fact, focused on heritage: "Past and present come together." Such links with the past may have been interpreted by many cigar smokers as indicating a business connection, past or present, with the Cuban Cohibas.

86. In his deposition (Simonson Dep. at 187) Dr. Simonson recalled seeing a General Cigar ad that, even in his mind, seemed to create an association with Cuba. He recalled the ad saying something about bringing together past and present, perhaps referring to what I just mentioned.

87. In his report, Dr. Simonson cites the text of the information on the flyleaf found inside the General Cigar Cohiba box (Report of Dr. Itamar Simonson at p. 63, Point 127) which he implies sets the General Cigar product apart from the Cuban Cohibas. However, when half of the respondents in my study were exposed to the General Cigar box with this flyleaf, they were just as likely to be source confused as those who didn't see the flyleaf. This would indicate that the text, even if noticed, did not work to dispel confusion.

88. The people attracted to the Cohiba name, although we do not know which particular Cohiba they were referring to, were more likely than average to have some characteristics that would indicate potential for source confusion. In the study done for General Cigar in 1998 by the Cambridge Group it was evident that Cohiba regular smokers (smoked it three times a year or more) were considerably more interested in Cuban cigars than other premium smokers. This can be seen in Table 8, where, for example, 46% of Cohiba regular smokers indicated preferring Cuban cigars to any other, compared with 24% among all premium users. Cambridge Consulting indicated that this was a key factor distinguishing Cohiba buyers.

89. This same study in 1998 indicated that Cohiba cigars, whatever the source, got a disproportionate share of total premium cigar volume from those attitudinal segments whose self-

evaluation indicated that their cigar knowledge was well below average (Emerging Enthusiasts, Casual Enjoyers and Special Occasion Users). This can be seen in Table 9.

90. Looking at Cohiba buyers in total, across all attitudinal segments, as shown in Table 10, their perceived self-knowledge was about average but below the level of the buyers of many other high priced premium brands. This movement toward the average occurs because the Relationship Driven Connoisseurs attitudinal group, who perceive themselves as highly knowledgeable, make up a large proportion of the premium volume. However, even when looked at in total, 22% of the regular Cohiba buyers place themselves in the bottom three of a ten point rating scale on self-perceived cigar knowledge.

91. It is also evident from the Cambridge Group Study that those who indicate that Cohiba is a regular smoked brand generally smoke fewer cigars than the average premium user but spend more per cigar. This is shown on page 26 of my report.

92. Dr. Simonson assumes that confusion was avoided because the potential Cohiba buyer could very easily consult with a tobacconist if any questions arose. In his report (Report of Dr. Simonson, p. 52) Dr. Simonson looked at data obtained from Cohiba regular/most often smokers in the 1998 Study and concluded that because about 44% of them said they buy their cigars most often from one tobacconist, this suggests that the tobacconist likely influenced the decision of these people to switch to Cohiba from another cigar they were smoking. While this may be true for some proportion of this sub-group of Cohiba smokers, data in this same study indicate that friends are more important to Cohiba smokers in determining which cigar to buy than are tobacconists, with 44% indicating friends as extremely/very important in that decision versus 29% for salesperson recommendations. (PX 149.1 at GC 01860-62) This would indicate that word of mouth would spread interest in Cohiba. Also in general, friends, relatives and business associates are more of a source of information about cigars for Cohiba smokers than tobacconists. Interestingly, 45% of the Cohiba smokers also indicated *Cigar Aficionado* as

a source of information on cigars. (PX 149.1 at GC 018674) This pattern was corroborated by the NPD A&U Surveys in 1997 and 1998. (PX 137 at GC 013847)

93. Moreover, I see no evidence to place confidence in tobacconists as a reliable corrective for confusion.

94. Dr. Simonson cites no data to support his assumption that tobacconists both knew and explained the source difference between the two products to their customers, particularly to customers who might be infrequent patrons. In fact, there have been ads on the Internet sites of prominent cigar retailers and in their catalogs that tend to promote a connection between the General Cigar and Cuban Cohibas. Many of these ads were shown to Dr. Simonson at his deposition.

95. Confusion might also exist among the large numbers who buy cigars elsewhere than a cigar outlet with knowledgeable sales people. Also, one confused person can confuse another.

96. Perhaps many smokers who are confused have no questions: same name equals same company to them. Even if the different countries of origin are noted, the opinion that a business connection exists between the companies producing the two cigars can still be held by cigar buyers.

97. Knowing about the embargo does not make the potential confusion go away. While it would indicate that a cigar could not be legally imported from Cuba, this knowledge does not imply that a Dominican Republic cigar bearing the Cohiba name could not be affiliated with the maker of the Cuban Cohiba. It also does not imply that the maker of the Dominican cigar did not once make the cigar in Cuba, just like the Cuban families who made Partagas and Montecristo in Cuba (or the successor companies) and now make them in the Dominican Republic.

98. Knowledge of the embargo prohibiting sale of products coming from Cuba might in fact encourage source confusion because some smokers might think that by manufacturing their cigars in the Dominican Republic the company that makes the Cuban Cohibas can avoid the embargo rules. Another aspect of confusion, even given awareness of the embargo, is that with the same brand names one could think that the Dominican company purchased the right to use the name from the Cuban makers of Cohiba.

99. Dr. Simonson recognizes the importance of cigar recommendations from friends, relatives and business associates but thinks it unlikely that they would recommend a cigar that is not available locally. However, it is logical to assume that laudatory comments about Cuban Cohiba could lead one to buy an available Cohiba because of the assumption that the available cigar with the same brand name has an association with the Cuban cigar of the same name.

100. Another factor that may have encouraged confusion was the availability of another Cohiba brand from the Dominican Republic beginning, I am advised, in late 1995 and continuing with increasing sales thereafter. Cigars made by the Montecristi company and by other companies, labeled as Cohiba from the Dominican Republic, and very closely mimicking the trade dress of Cuban Cohibas, were sold in tobacco shops, via catalogue and on the Internet. It would seem likely that many smokers aware of Cuban Cohibas seeing this product in free distribution thought they were products associated with the Cuban cigar. Many of these same smokers, when seeing General Cigar's Cohiba, were likely to assume that two openly sold brands with the same name and from the same country are connected to each other (i.e., that one is a line extension of the other) and that therefore, they both were related to the Cuban Cohiba.

ADDITIONAL COMMENTS ON BENEFITS FROM THE CUBAN COHIBA ACCRUING TO GENERAL CIGAR

101. The awareness and reputation built by Cuban Cohiba was a strong benefit to General Cigar when they launched their Cohiba brand in September 1997 and thereafter. By that time Cohiba had edged out Macanudo as being the most often named "best cigar ever smoked" by premium smokers, with 11%

citing Cohiba in General Cigar's July 1997 survey. (PX 253 at GC 015751) The awareness of Cuban Cohibas was built and supported by the prominence and consistency of being mentioned in *Cigar Aficionado* articles and ratings over the prior five years, by mentions in hundreds of articles in newspapers and magazines, by premier cigar smokers' foreign travels, by its reported use by celebrities and by word of mouth among cigar smokers.

102. With 57% of Cohiba regular/most users in the 1998 survey, conducted a year after the General Cigar launch, indicated as having been cigar smokers for at least six years and 85% for at least three years (PX 149.1 at GC 018501-02), there was more than ample time for the bulk of the regular/most often Cohiba users to have become aware of Cuban Cohibas and their reputation prior to the launch of the General Cigar product.

103. General Cigar's advertising and promotion efforts apparently were not very effective. An evaluation prepared by Bain & Co., a consultant to General Cigar, in 1998 (PX 259) indicated their opinion that the level of advertising and perhaps the advertising messages weren't doing the desired job. Quoting from this report, "Spending today is spread across multiple large and small brands. Spending on the core brands is below a threshold level to have material impact with cigar smokers given industry comparisons [and] smoker awareness data. The advertising campaigns haven't established clear, compelling positioning with smokers." Cohiba was included among "core brands." (PX 259 at GC 020617) While General Cigar also relied heavily on trade promotions, its 2001 Marketing Plan document indicated that "Financial incentives to the trade, within the present budget, have been ineffective in generating GCC brand recommendations." (PX 193 at GC 021869)

104. Dr. Simonson was wrong when he stated in his report (Report of Dr. Itamar Simonson, p. 62, Point 162) that ad spending on Cohiba was greater than any other cigar during its introductory period. The report he referred to was given in June 1998, before the first year's ad spending for the GC Cohiba

had been completed. A report prepared after the first marketing year indicated that Cohiba spent substantially less than indicated in the first report and that it was outspent by Macanudo by 2 to 1, and also outspent by Bering. (PX 194, at GC 020477)

105. It is logical to assume that the recognition of the Cohiba name generated by the Cuban Cohiba substantially aided General Cigar's brand in its efforts to stand out from the substantial proliferation of new brands trying to get in on the growing premium cigar market. (PX 250 at GC 013750) Dr. Simonson makes a major point of this proliferation.

106. It is difficult to evaluate the performance of General Cigar's brand based on consumer related measures because we cannot know which specific Cohiba respondents are referring to when they mention Cohiba – General Cigar Cohiba, the Cuban Cohiba or others. However, given the General Cigar brand's sales volume in relation to the total number of Cohiba users and purchases reported in studies conducted after the product's launch, it would appear that the bulk of reported Cohiba volume was not the General Cigar product but were these other Cohibas, either Cuban cigars or counterfeits or imitations of the Cubans. This conclusion is based on a straight projection to the premium user universe of the Cohiba numbers generated in the surveys as well as comparisons of the Cohiba numbers with the Macanudo numbers in the same surveys, done in order to take into account any volume inflation in survey responses.

107. Dr. Simonson seems to place a good part of his positive assessment of the General Cigar marketing effort on the increase in unaided awareness for Cohiba which occurred from July 1997 to points after the product launch. He notes that no other brand even came close to doubling its share of unaided awareness mentions from 1997 to 1998. However, as I have shown, and as has been acknowledged in General Cigar documents, we do not know which Cohiba was being recalled, and a good part of any gain may have been due to these other Cohiba cigars, which were in the market in even greater numbers, based on my calculation. In addition, Dr. Simonson ignores the great amount of media

attention given to the Cuban Cohibas during this period. There was continuing attention from *Cigar Aficionado*, and approximately 225 media articles from 7/97 to 3/98, 100 additional articles through 10/98 and 60 additional articles through 3/99. Also, the absolute gains, as shown in Table 11, were essentially no greater than that which was achieved in the same time frame by Macanudo, a brand whose starting unaided awareness levels were considerably higher.

108. Dr. Simonson is incorrect when he characterizes my point of view as being that the introduction of General Cigar Cohiba and its marketing efforts did not significantly affect the Cohiba brand awareness. I believe that it may have increased unaided awareness of the brand, but I don't see the evidence that total awareness of Cohiba changed meaningfully. I might liken this to car owners being aware of the Alfa Romeo but rarely mentioning it as one of the brands of cars they think of when asked to name "makes of cars." However, after some exposure to advertising or promotion for the brand it may come up more often in unaided awareness, but its overall awareness, which we will assume is high, might not increase, particularly if it is advertised in media that essentially reaches only those who are already aware of the brand. The General Cigar Cohiba advertising was largely in magazines likely to reach smokers who already were most aware of Cuban Cohibas, such as readers of *Cigar Aficionado* and other upscale magazines.

109. In his report Dr. Simonson cites an October 1998 study which he indicates showed Cohiba aided awareness of about 41%. This was incorrect. The actual study number for regular premium users was 56%. (PX 181 at NFO 1263)

110. Points listed in the General Cigar 2001 Marketing Plan document (PX 193 at GC 021895) sum up the values of the Cohiba name to General Cigar. This document cited that there was a "huge equity in the Cohiba brand name" and that the strengths for General Cigar were the Cohiba "brand name recognition," the "cachet" and the "Quality/consistency perception." In my opinion, supported by the

information I previously testified about, these values were due in large part to the reputation and awareness of the Cuban cigars built up among U.S. premium cigar smokers.

CONFUSION SURVEY

111. I was retained by plaintiff's counsel to conduct a survey to determine the extent, if any, of source confusion between Cuban Cohiba cigars and General Cigar Cohiba cigars among relevant premium cigar smokers. My report on this study, dated March 2001, is entitled "A Study to Measure Awareness of Cuban Cohiba Cigars and Source Confusion Between These Cigars and General Cigar Co., Inc. Cohiba Cigars" ("Confusion Survey Report") (PX 316), attached as Appendix B. This report was filed with the Court on 11/17/02.

112. My Confusion Survey Report outlines the methodology and summarizes the findings of the survey I conducted. I would like to briefly summarize the methodology that was used and the findings I obtained from this survey. I will then address criticism made by the defendants' expert, Dr. Itamar Simonson.

CONFUSION SURVEY REPORT- SUMMARY OF METHODOLOGY

113. The study was conducted with a national sample of qualified respondents in households that participate in an Internet survey panel run by a major supplier of this type of research, Greenfield Online. Selected members of the Greenfield panel were sent an e-mail soliciting their participation in a cigar survey if any household member over 21 years of age smokes cigars. Those cigar smokers agreeing to cooperate then accessed the survey questionnaire via an online link to the Internet site run by Greenfield and completed the survey that appeared on their computer screens. The survey interviews took place between October 27 and November 11, 2000.

114. Respondents were asked if they smoked cigars, and if so, whether they would be likely to buy cigars for themselves, or as a gift or for a special event, within the next 12 months. If they were likely to do so for either purpose, they were shown a list of seven price categories from which they were asked to select those that represented what they would most likely pay for these cigars. Of the 1,873 who responded, 962 were identified as cigar smokers who will buy premium cigars (defined as cigars priced at $65 or higher for a box of 25 cigars or $2.81 per cigar or higher) and they were asked to continue with this study. The $2.81 per cigar level was selected as the cut-off point by looking at cigar prices for about 375 individual cigars from over 80 premium brands shown by Cigar Insider Dec. 99 and finding all but about 3% to be at or above the $2.81 average price.

115. These respondents were then shown six premium and two non-premium cigar names and asked whether or not they had heard of each one. Those who had heard of Cohiba continued with the study. They were then asked if they knew where Cohiba cigars are made and if they answered "Yes" were then asked to type in which country or countries they thought Cohiba cigars are made in. They were also asked to do the same for Macanudo and Bering if they were aware of these brand names.

116. Those who indicated that Cohiba cigars are made in Cuba (or Cuba and elsewhere) then continued with the survey. They were shown full color pictures of a General Cigar Cohiba cigar box with two General Cigar Cohiba cigars and told it was "a box of cigars sold by quality retailers in the United States." Additionally, half of these respondents were also shown a flyleaf with text that appeared in the box. In my report, I have included copies of these visual stimuli.

117. After seeing the pictures, respondents were asked several commonly used questions to determine whether there was any source confusion between Cohiba from Cuba and the Cohiba cigars that they had just been shown. These questions covered three relevant aspects of potential source confusion: (a) if the two Cohiba cigars are made by the same company, (b) if the two companies have an affiliation,

association or business connection with each other, and (c) if one company received authorization or approval from the other to use the name Cohiba. If a respondent answered affirmatively to either of the first two questions they were asked to type in what made them say so. For the last question, if answered affirmatively, they were asked which of the two companies gave authorization or approval.

118. Those considered as confused included: respondents who gave a relevant reason for thinking the two products are made by the same company or that the companies have an affiliation, association or business connection with each other plus those who thought one company gave the other authorization or approval to use the name Cohiba.

119. Female cigar smokers were initially over represented in this study due to their significantly greater tendency to cooperate in surveys. Using Greenfield Online's experience with male versus female cooperation rates as a guide, calculations were made which resulted in estimating that females would account for about 11% of the premium cigar buyer population sampled by this study. This percent is in line with estimates from Cambridge Group results obtained by General Cigar in 1998. (PX 150.1 at GC 018930). When looking at total respondent measures, the sample has been appropriately gender balanced.

SUMMARY OF CONFUSION SURVEY RESULTS

120. I have prepared a summary chart which reflects the results more fully set forth in my Confusion Survey Report. This chart is attached as Appendix G.

121. Source confusion in the study among all the premium smokers, regardless of whether or not they are aware of Cohiba, is a little above 15% in the gender balanced sample and almost 16% among male smokers. Among all those who have heard of Cohiba, where the potential for trading on the Cohiba name may exist, about 21% are confused.

122. Respondents who are likely to buy cigars that are $120 a box or more are the likely target group for General Cigar's Cohiba. $120 for a box of 25 cigars was the about the low-end of the price range for General Cigar Cohibas from discount Internet sellers, like JR Cigars, with prices from tobacconists being higher.

123. Among all those in the $120 a box or more likely buyer group, the confusion estimate is 19%. Among those in the group who have heard of Cohiba, the confusion level is greater than 24%.

124. I can explain more specifically how the confusion numbers were arrived at and can also provide some additional analyses of significance. About 74% of respondents indicated that they have heard of the cigar name "Cohiba." Among this group, 40% of them indicate that it is made in Cuba or Cuba and elsewhere.

125. Cuba was cited more often than the Dominican Republic as the country in which Cohibas are made, with 40% mentioning Cuba and about 32% mentioning the Dominican Republic. More than half of those mentioning Cuba do not also mention the Dominican Republic. The proportion mentioning Cuba increases among respondents in the $120+ buyer category and the difference between Cuba and Dominican Republic mentions widens with about 48% mentioning Cuba and 35% mentioning the Dominican Republic in this higher price category. About 42% of all those aware of Cohiba indicate they do not know where it is made. (See Summary Table 4 in PX 316 at p. 23).

126. Thus, 30% of all respondents had heard of Cohiba and indicated that it was made in Cuba. They were then shown the General Cigar box and cigars. More than half of them (about 53%) indicated source confusion.

127. Many brands in the U.S. market are now made by people (or successors) who made and exported cigars under the same brand name in Cuba prior to the Cuban revolution. They left Cuba and

began making and selling cigars under the same brand name in the Dominican Republic or elsewhere. These "parallel brands" continue to sell in the U.S. even as cigars with these same names from Cuba are sold outside the U.S.

128. Cohiba is a post-revolution cigar and is therefore not a parallel brand. However, if a respondent understood the concept of parallel brands but incorrectly believed that Cohiba is a parallel brand, similar to other brands they might be familiar with, the correct answer to the question relating to "association, affiliation or business connection" would have been "no," since there is no current connection between Cohibas made in Cuba and elsewhere.

129. Although not designed for this purpose, this question did elicit responses suggesting parallel brand confusion. The following are examples of this type of response:

> "I imagine some of the people that worked with or owned the Cuban company now own or participate in the Dominican company" (PX 316 at 32)
>
> "family affiliation before Castro" (PX 316 at 33)
>
> "Same logo, Cuban immigrants came to the Dominican Republic for political asylum" (PX 316 at 33)

130. Since the questions posed in my survey did not directly address this issue of "parallel brands," in all likelihood, my results understate the extent of confusion.

DR. SIMONSON'S CRITIQUE OF THE SURVEY REPORT

131. I have reviewed Dr. Simonson's critique of my study (Report of Dr. Simonson) as well as his deposition in this case. I believe Dr. Simonson's critiques of my study report are theoretical and based on conjecture without specific relevant support. He has ignored available information that bears

negatively on his critique and, I believe, he applies tougher execution standards to my survey than are applied to other methods of measuring source confusion.

Survey Universe - Use of the Internet

132. One area of criticism by Dr. Simonson concerns my use of an Internet panel. I used such a panel after considering various traditional alternatives, and concluded that an Internet panel was the only feasible and affordable method of conducting a large scale study meeting the necessary requirements. The goal was to administer the survey to a national sample drawn from a population of essentially male premium cigar smokers. Such cigar smokers are found in perhaps only 3% of households, and they have an upper-income skew. The survey also required showing the respondents a picture of the General Cigar Cohiba box and cigars and then obtaining their reactions. The online survey allowed me to interview 1,893 cigar smokers nationally and obtain relevant information and opinions quickly and efficiently.

133. The use of the Internet for market research studies has been increasing dramatically. Many major companies make important marketing decisions based on information collected via Internet panels. General Cigar itself conducted three Internet studies to evaluate the advertising and market performance of its various cigar brands. The use of cooperating panels of consumers has been employed effectively in telephone and mail studies for at least 40 years. The research companies running such panels, as well as other companies, now operate Internet panels because many panelists prefer that medium for responding, respondents can be shown visual stimuli, and reactions can be obtained quickly.

134. Based on documents produced in this case, I am aware that General Cigar conducted almost all of its research over the past decade using such cooperating panels for mail, telephone and Internet surveys. In a General Cigar report of an ad evaluation study done via the Internet it was noted, "[t]he respondents of this survey mirror the off-line cigar smoking population, so that Internet bias does not appear to be a major problem with the validity of the results." (PX 280 at GC 022332) Another study

conducted for General Cigar in 1998 indicated that 74% of premium cigar smokers had Internet access and it is likely that this percentage rose by late 2000 (PX 137 at GC 013890).

135. Clearly, General Cigar does not share Dr. Simonson's claimed lack of faith in Internet surveys. Several months before my study, General Cigar conducted an Internet study, with 1,149 respondents, which largely had the same characteristics as my study. E-mails were sent to a sample of on-line panelists with a letter directed to the person in the household that had smoked any cigar within the past year. They were asked if they would consider taking a survey regarding cigar attitudes and behavior.

136. It is interesting to note that in the *MySimon* case in which Dr. Simonson was an expert, Dr. Simonson's non-Internet survey and an Internet study also completed for his client in that case produced the same results regarding likelihood of confusion. (Simonson Dep. at 366)

Respondent Issues

137. Dr. Simonson also criticizes what he contends to be no control over the universe of survey respondents. Dr. Simonson asserts that respondents were motivated by cash prizes and may have misrepresented their qualifications and may have participated in the survey multiple times. He also asserts that there is no way of knowing who completed the survey.

138. Offering modest sums to survey participants is a common practice within the panel research industry. This practice does not significantly skew the results because panelists do not know the identity of the survey's sponsor. The incentive offered to respondents in the survey was modest. As an example of this commonplace practice, General Cigar provided monetary and cigar related items incentives in its own Internet surveys and respondents in all the mail and telephone studies the company had conducted also received incentives for their panel participation

139. In all surveys, whether through the Internet, in person, via the phone or by mail, it is conceivable that some survey respondents may not meet study qualifications. Almost 90% of participants in the study had been pre-screened for household members who smoked a cigar or pipe in a prior year, with no incentive to have lied, since a number of product categories were inquired about. This procedure is similar to the procedures used by other panel companies, such as those used by General Cigar.

140. As in almost any survey that is not conducted face to face, it is impossible to know if the respondent consulted with anyone or received assistance in completing the questionnaire. It is unlikely in this survey that any meaningful number of respondents consulted with another person or received help. The survey questions were rather simple and respondents were instructed not to consult with anyone else while completing the questionnaire. The survey involved a topic of interest to cigar smokers. The study was conducted online with the respondent sitting in front of the computer and, if 15 minutes elapsed without a response by the participant, the survey became permanently inaccessible to the participant and that participant's survey would not be counted. By contrast, General Cigar has frequently relied upon mail panels where respondents had perhaps a week or two to complete the questionnaire at home. (PX 151 at GC 018925, PX 141 at GC 015687)

141. Dr. Simonson had a concern that some respondents were under the age of 21. This is a risk inherent in all studies that are not face to face, and even then younger persons may put themselves in an older age category. This does not mean that you must invalidate telephone and mail studies on the assumption that participants lied about their ages. Respondents who indicated they were under 21 were dropped from the survey. Dr. Simonson's concern that very young children completed the survey seems unreasonable and, if it happened, was likely to be a rare occurrence.

142. Dr. Simonson also had a concern that participants in the Internet study were "professional respondents" (individuals who participate in a large number of surveys for financial motives). This is an

inherent problem in mail panel and mall surveys as well. Here, respondents who indicated that they had participated in surveys within the past six months which were related to cigars were excluded. In addition, to guard against panelists trying to participate more than once, Greenfield Online will only allow an e-mail address to be registered once, and information about the household and its address is collected at registration. Only responses from the e-mail address that was solicited are recorded, and one e-mail address can only respond once to a survey.

Alternative Approaches For Reaching Respondents

143. Dr. Simonson does not agree that because premium cigar purchasers are a low-incidence group and a visual stimulus needed to be shown, traditional survey methods would not be as appropriate as an Internet survey. In Dr. Simonson's expert report, he claims that traditional studies are routinely done with low incidence groups. (Report of Dr. Itamar Simonson, p. 87, Point 170) To support this claim he gives examples of studies done with cotton farmers and a specific type of information technology professional. The comparison is far from analogous and does not support his criticism. Although it is true that there are a limited number of cotton farmers in the U.S., a list of such U.S. cotton farmers may be available, and it is highly probable that cotton farmers in the U.S. are concentrated in a limited number of areas. Similarly, lists of specialized IT professionals may be obtained from various sources such as industry groups. Additionally, IT professionals are typically interviewed via an Internet survey. Internet research companies promote the fact that they have the ability to target these sorts of professionals through Internet surveys.

144. Unlike cotton farmers and specific IT professionals, it is very difficult to find a ready list with an adequate number of premium cigar smokers to conduct a meaningful survey. Premium cigar smokers do not live in a particular part of the country and they do not belong to the same industry organization. While researching, I found that organizations that do periodic large scale nationwide

surveys have very few cigar smokers available for subsequent interviewing. Similarly, in contacting various list companies, I was unable to find a list with an adequate number of cigar smokers to conduct a meaningful survey with a national sample.

145. Dr. Simonson offers some methodology alternatives that, to me, indicate inadequate understanding of the approaches suggested. For the needs of the study I conducted, these alternatives are extremely difficult to execute, if at all possible, are very costly and would have characteristics that he has criticized in my study.

146. Dr. Simonson offers "one commonly used methodology, referred to as 'phone-mail-phone' which involves calling prospective respondents first (using, for example, a relevant magazine subscriber list), mailing the materials that the respondent should look at while answering the questions, and then calling them to conduct the interview." (Report of Dr. Itamar Simonson, p. 87, Point 170) I think this suggestion is unrealistic and shows insufficient knowledge of this approach. It is easy to imagine Dr. Simonson's critique after such a study was conducted using, for example, the subscriber list of *Cigar Aficionado*, which would be the magazine of choice for locating premium cigar users. He would criticize the biased universe, *i.e.*, only magazine subscribers, the featuring of Cohiba in this particular magazine, not knowing if respondents had opened the material before the interview, not knowing if they gave their correct age and likely having to provide a significant incentive for cooperation.

147. Also, the cost of such a study would likely be prohibitive. You would probably have to undertake getting the telephone numbers of those subscribers since they are not likely to be provided in a list, then phoning them and asking to speak to the cigar smoker, calling back those who did not answer the phone or where the cigar smoker was not at home, screening the smokers on the phone to see if they qualify and then soliciting cooperation to receive a mailing and to be interviewed again. They would then need to be mailed the material and then called again or asked to call an 800 number. To obtain a sample

of about 1,000 premium smokers to complete the study, conservatively, you would probably need a list of over 20,000 phone numbers and have at least 13,000 telephone conversations.

148. Dr. Simonson proposes another approach where prospective respondents would be invited to a central location where the interviews would be conducted. (Report of Dr. Itamar Simonson, p. 87, Point 170) Such an approach makes no sense when trying to find the one man in 33 who smokes premium cigars and once identifying the smoker inviting him to a central location. Such a venture, for a large sample, would involve massive telephone screenings, a significant financial incentive to get them to come to a central location, and rental of locations. It would also limit the number of areas where that could happen due to the difficulty of assembling people. The resulting sample would likely not be adequately representative of the premium cigar smoking population.

The Survey Questionnaire Criticisms

149. Dr. Simonson criticized the screening question, "Do you smoke cigars?" as highly ambiguous because different consumers were likely to interpret it differently. (Report of Dr. Itamar Simonson, Point 171) I am not troubled by this question, because it is clear in its intent and meaning. It is common practice in survey design to identify users or buyers by merely asking if they use or buy the category at issue. I assume that the criticism is that this may be too inclusive, tending to include infrequent smokers. If it is, then the next questions about likelihood of purchasing cigars would weed out those who are not cigar buyers, which would likely be the infrequent smokers. In addition, in General Cigar's major 1998 Segmentation Study, about 12% of the premium smokers who were included in the study smoked a cigar only two to four times a year or less. (PX 151 at GC 019168)

150. Dr. Simonson claims that the question, "[w]ithin the next 12 months, are you very likely to buy cigars for yourself?" is a leading question that leaves little doubt in the mind of the survey participant

as to what the "correct" answer is. The appearance of three alternative responses to that question on the computer screen: "Yes," "No," and "Not sure" indicates that any one of those answers is acceptable.

151. Dr. Simonson also criticized that I did not ask an additional screening question about other products, in addition to cigars, in an attempt to disguise the purpose of the study. This need to camouflage the purpose of the study has no practical application here. The purpose of the study was not to screen a massive number of panelists about a variety of products in order to identify the small percent that smoke premium cigars. Rather, the survey sought only cigar smokers as participants, and almost 90% had previously been screened for cigar and pipe usage within a prior year.

152. In Dr. Simonson's report he criticizes the survey questions dealing with price points in which respondents were given seven price ranges. Giving a survey participant multiple price range choices and asking him or her to select the applicable ranges is an acceptable approach that obtains the information needed in a reasonable manner.

153. Dr. Simonson criticized the specific price ranges shown, stating the theory that if a different number of price ranges were shown, such as five below and five above $65 per box, the actual qualified respondent universe would have been quite different. The actual price range over $65 is wider than the range under $65, so that affects how you divide the range. The proportion of buyers in my sample who buy cigars for themselves priced at $65 a box or more is 50%. This is generally in line with the proportion of cigar smokers identified as premium smokers in the NFO 9/98 study, which was 51%, and the NPD study of 9/99, which was 42%. (PX 151 at GC 019077, PX 194 at GC 021344)

154. Dr. Simonson indicated in his deposition (Simonson Dep. at 382) that it was not obvious that crossover smokers (those who smoke both premium and mass market brands) were included in my study. Obviously they were if they indicated likelihood of purchasing cigars both above and below the $65 a box level.

155. In criticizing the questionnaire for failing to instruct respondents not to guess, Dr. Simonson ignores the fact that in each of the answer choices for questions where a respondent could be tempted to guess, there was a "Not sure" or "Don't know" option listed. Giving participants these answer options is actually more effective than giving a general "no guessing" instruction at the beginning of the questionnaire, as urged by Dr. Simonson. These answer options remind the participants that if they are unclear or unsure of an answer, they do not need to guess. For example, the questionnaire included the following question: "Listed below are the names of several cigars that you may or may not have heard of before. 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." In responding to this question, a range of 7% to 22% used the "Not sure" response for the premium brands asked about.

156. In addition to disagreeing with the criticisms that Dr. Simonson offered in regard to some of the questions in the survey, I believe the wording I used made it even tougher than the average likelihood survey for the respondent to provide answers that would evidence confusion. For example, in asking about where a brand that they are aware of is made, respondents were asked if they "know" in which country or countries it is made and could only proceed if they answered "Yes." Even when asked to type in those countries, a "Don't know" option was offered.

Side-By-Side Methodology

157. Dr. Simonson criticizes the survey for employing what was in his opinion a "side-by-side" methodology because respondents were asked about the Cuban Cohiba and then later shown the General Cigar Cohiba box. Although respondents were never shown the two different Cohibas "side by side," he claims that the method used "focused the respondents' attention on the two marks and forced respondents to make comparisons that, in all likelihood, they would not have considered in a normal purchase situation." (Report of Dr. Itamar Simonson, p. 91, Point 178) I think it is logical that when these

consumers see or evaluate the General Cigar Cohiba in a normal purchase situation, they are aware of the same information that they have stated in the survey. In other words, they have in mind that they have previously heard of Cohiba and that it is either made or also made in Cuba.

158. Dr. Simonson argued that "the proper survey procedure should have involved presenting only the General Cigar Cohiba and asking non-leading questions (*e.g.*, using a variant of the standard *Eveready* format) to determine if respondents believe that that brand is associated with any other brand (without suggesting to the respondent a particular confusion candidate)." (Report of Dr. Itamar Simonson, p. 89, Point 176) Again, Dr. Simonson's comments fail to take into account the unusual context of two identically named products which are also the identical type of product. The *Eveready* format, named after the *Union Carbide Corporation v. Eveready Inc.* case (531 F.2d 366 (1976)), uses a sequence of questions that would not be appropriate in this situation because in *Eveready*, the items at issue were a battery and a lamp. The respondents were shown a picture of an Eveready lamp with its mark shown and asked: "Who do you think puts out the lamp shown here?" Then they were asked: "What makes you think so?" Employing the *Eveready* format here, as Dr. Simonson urges should have been done, would have entailed showing all respondents the General Cigar Cohiba box and cigars, and then asking: "Who do you think puts out this cigar? Why do you think so?" The crucial element of the *Eveready* format that determines likelihood of confusion is the last question asked, which is: "Please name any other products put out by the same concern which puts out the lamp shown here?" Implicit in this question is that there is a different product. Once a respondent is shown a cigar with the mark Cohiba, he could not logically be expected to respond that another product put out by the same company would be a cigar called Cohiba!

159. Dr. Simonson acknowledges this problem, and he suggests that a solution might be to ask one or two additional questions related to other brands the company makes or to the location of the company's headquarters. (Simonson Dep. at 328) However, this is really not a solution to the problem.

Neither asking what other brands the company puts out nor where the headquarters was located would be likely to yield meaningful answers as to source confusion with the Cuban Cohiba. Asking a survey respondent what other brands the company puts out ignores the fact that both companies put out a number of parallel brands under the same name. Likewise, if respondents do mention where the headquarters is and cite the United States, this does not indicate whether or not the company has any affiliation, association or business connection with a Cuban company or producer. Dr. Simonson has not offered a revision of the *Eveready* approach that would be appropriate in this context, that is, where the name and type of product are both identical.

Failure to Use a Control

160. Dr. Simonson states that a survey designed to estimate likelihood of confusion must include a proper control. (Report of Dr. Itamar Simonson, p. 92, Point 181) While this is true in many instances, a control is not always necessary in every case, particularly where there are names at issue and they are the same or very similar. Many trademark studies have been accepted by courts without a control, for example the *Eveready* study on which Dr. Simonson relies. In citing the lack of a control, Dr. Simonson ignores the information generated in my survey which is useful in determining the necessity for a control or what a control might indicate.

161. Dr. Simonson argues that two fictitious brand names that bear some similarity to the names "Cuba" and "Cohiba" without infringing on the name Cohiba should have been included in the survey as a control. The problem of course is that if the name or names are really similar, they are infringing and if they are not similar enough, they would not be an effective control, according to Dr. Simonson.

162. Dr. Simonson hypothesizes substantial spurious brand awareness, that is, respondents indicating awareness of cigar brands they are not actually aware of, but provides no evidence of that. The awareness levels of the premium brands in my study ranged between 22% and 85%, with the awareness

correlating with the sales rank for those brands, as shown by *Cigar Insider* for the year 1998, (PX 691). While this does not mean that no spurious awareness occurred, it does indicate a level of reasonableness.

163. Cohiba had a high awareness level but it was below Macanudo and Arturo Fuente. However, this is well above the level warranted by the sales volume of General Cigar Cohiba. However, as covered in my earlier testimony, the Cuban Cohibas have achieved a high awareness level and the great bulk of purchases of Cohiba cigars reported in surveys are not products of General Cigar. (see Paragraph 106)

164. The concept of "noise" or guessing could impact participant responses to questions about where a cigar brand is made. However, respondents were not shy about indicating that they didn't know where a brand they were aware of was made. Over 81% of the those aware of Bering, for example, indicated that they did not know where it was made. For Macanudo, the best selling U.S. brand, with the majority of premium smokers having tried the brand, over 45% indicated they did not know where it was made. For Cohiba it was about 40%. It is likely that some of these respondents may have had an idea about where the brand was made but were not sure enough to indicate that they knew it.

165. With regard to mention of Cuba, only one out of 314 participants aware of Bering indicated Cuba as the source country and only about 4% cited Cuba as the source for Macanudo. It is even unlikely that all of those respondents were in fact guessing, since some of these respondents may actually think that Cuba is the source for Macanudo. This finding is supported by the 1992 Shanken Study (PX 139 at GC 014278), which found that 3% of respondents who said they normally smoke Macanudo classified it as a Cuban brand. In total, even without a control, respondent guessing in the survey that Cuba is the cigar source country appears to be minor.

166. Although I disagree with Dr. Simonson that a control in this case was necessary, even if a control had been used, the effect of the control on my confusion estimate would have been negligible. I'd

like to illustrate how a control works on an awareness measure and I will then separately describe the procedure of how it would work on a confusion measure. The brand with the lowest awareness in the study was Bances, with 22.3% awareness. According to *Cigar Insider*, this brand had about as much volume as General Cigar Cohiba in 1998 (PX 691), so it is likely that some premium buyers were aware of it. However, let us assume a "worst case scenario" where all of those saying they were aware of Bances were just guessing. If that is so, what is the true awareness of Cohiba, applying the results for Bances as the control for "noise?" While the easiest approach, and that suggested by Dr. Simonson, would be merely to subtract the 22.3% from the awareness level for Cohiba (75.2% among men), this approach is not correct. If it were, then a study that showed Coca-Cola having 99% awareness and RG Cola (fictitious) having 20% awareness would be read to indicate that in truth Coca-Cola only had 79% awareness. The correct way to use the data is indicated in the following formula:

> Awareness estimate in survey = percent actually aware + (estimate of noise percent) multiplied by (those who are not actually aware)
>
> > When that is computed for Cohiba using Bances as a worst-case scenario, the results are:
>
> The study estimate of Cohiba awareness of 75.2% is made up of 68.1% estimated to be actually aware plus the percent of those who guess (22.3%) out of those who are not actually aware (31.9%).
>
> Thus, 68.1% + (22.3% of 31.9%) or 7.1% = 75.2%.
>
> Thus, under this worst case scenario, about 7% out of the total 75.2% of the Cohiba awareness might be "noise." Obviously, if we take into account people actually aware of Bances, the noise estimate would drop.

167. On the confusion measure, if a control was to have been used in my study, it would have involved setting up a separate matched sample of respondents who would go through the test, as did the original group, but a fictitious name would be substituted for Cohiba. There would likely have been controversy over what that fictitious name should be. The estimate of noise would then be based on the

proportion of respondents who went through each of the following elimination steps: indicated that they were aware of the fictitious brand, indicated that it was made in Cuba and then indicated source confusion, with a relevant or acceptable reason given for their answer. While I obviously cannot know, my best judgment is that the resulting noise estimate would have been very minor. In suggesting the use of an *Eveready* approach, Dr. Simonson did not indicate how a control would be used.

168. In his deposition, Dr. Simonson indicated he would not accept the answers to the "reason why" questions asked of those who indicated confusion on his assumption that respondents generally are merely coming up with explanations that they think are expected of them. (Simonson Dep. at p. 338, Report of Dr. Itamar Simonson, p. 83, Point 164) This "reason why" type of question is standard practice in survey research conducted for various purposes, including likelihood of confusion surveys. I believe it is stretching reason not to accept as logical that many people seeing the same name for two items in the exact same product sub-category will think that there is a source connection between them and will give different, reasonable responses for thinking so. Following are a few examples of the reasons given by respondents for their apparent confusion:

> "Cohiba cigars set up business in the Dominican Republic to capture the US market under the guise of a Cuban cigar" (PX 316 at 29)
>
> "Even though the tobaccos that are used in the cigars are grown in different countries, the Cohiba name is controlled by one company." (PX 316 at 30)
>
> "Logo looks the same" (PX 316 at 31)

The full list of reasons given by respondents is annexed here to as Appendix H. (PX 316 at 29-31)

169. In his report, Dr. Simonson quotes from a prior case where I criticized another expert's survey for not having a control. However, there is no universal template for surveys; rather, they must be tailored to the products and situations at issue. In the case Dr. Simonson cites, the products that shared a similar name were cell phones that used pre-paid calling cards and a back-room accounting system used

by only car rental companies for renting cell phones. In that study, very few were likely to have seen or heard of one of the items and none of the respondents were likely to have heard of the other. Thus, noise was to be expected and a control was appropriate since all respondents were exposed to both products even though they were not likely to have seen or to ever see both items. In contrast, in my study the opportunity to indicate confusion was only given to those aware of Cohiba and aware that it is made in Cuba.

Failure to Conduct Survey Validation

170. Dr. Simonson states that a validation procedure should have followed the survey, and that litigation studies must be validated "to confirm that the interviews were indeed conducted and often to confirm also whether the respondents were qualified to participate in the study." (Report of Dr. Itamar Simonson, p. 84, Point 165) In Internet surveys, with information available as to the respondent's e-mail address and with the completed on-line questionnaires in hand, the proof that the study was conducted is there. It is not comparable to a questionnaire completed by someone other than the respondent, such as in a personal interview. Validation of Internet studies or even of mail panel studies is rarely done.

171. Supposedly contrary comments from one of my depositions (Report of Dr. Itamar Simonson, p. 85, Point 168) were cited by Dr. Simonson, but incorrectly so. The case related to a mall intercept study where I commented "[e]xecution controls and validation were weak or lacking in a difficult, low incidence population study conducted in a very short time frame." The major execution issue is not that an unqualified respondent will impose himself or herself into the study, because the number of such respondents found in the typical study is very small. The basic issue in such studies is that the mall interview service or an interviewer will cheat or shortcut procedures because they have little time to execute a difficult study. To complete such a study, they may fake interviews, bring in respondents they use for other types of studies, or not follow the study procedures, and these

transgressions will not be discovered with inadequate validation. That criticism is plainly not applicable to my Internet study.

Appendix

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 OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix A to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003

A

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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 OF ALVIN OSSIP ON SIGNIFICANCE OF INFORMATION IN MARKET RESEARCH RELATED FILES FURNISHED BY GENERAL CIGAR AND THIRD PARTIES WITH RESPECT TO CERTAIN ISSUES CONCERNING COHIBA

January 28, 2002

CONFIDENTIAL UNDER PROTECTIVE ORDER

REPORT ON SIGNIFICANCE OF INFORMATION

IN MARKET RESEARCH RELATED FILES

FURNISHED BY GENERAL CIGAR AND THIRD PARTIES

WITH RESPECT TO CERTAIN ISSUES CONCERNING COHIBA

Prepared by

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JANUARY 2002

CONFIDENTIAL UNDER PROTECTIVE ORDER

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Appendix

A. Purpose and Data Background

At the request of Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., attorneys for Empresa Cubana del Tabaco d.b.a. Cubatabaco, I address in this report the significance of the market research related material provided by General Cigar and third parties in regard to the following topics:

1. The Premium Cigar Market
2. Awareness Of The Cohiba Brand
3. Cohiba As The Best Brand Ever Smoked
4. *Cigar Aficionado* Magazine As A Source Of Cigar Information
5. The Image Of Cohiba
6. Cohiba Buyers
7. Interest In Cuban Cigars
8. Confusion As To Cohiba Source And Association

The material provided included all or part of research studies commissioned by General Cigar since 1994 plus a few reports from other sources that were in General Cigar's files or information supplied to General Cigar. The material provided also included some analyses and interpretations of the research studies plus presentations made to General Cigar management. None of the research material cited precedes 1992, except for market volume estimates.

A number of different studies are referred to in this report and comparisons are made of findings that were obtained from different studies and/or at different points in time. All of the studies or study parts cited that involved interviews focused on male premium cigar users. It

should be noted that the definitions used to define the premium cigar market or the qualifications to select respondents for interview may have varied from one study to another or even for the same basic study repeated at another time period. Also, the wording of questions designed to measure essentially the same phenomena may have differed across studies or time periods, as may the context in which specific questions appeared. In some studies it is not clear what the respondent qualifications for participation were. Where it is felt relevant to do so, study differences will be elaborated and evaluated. Complete tabulations for all studies were not provided and some data came from overview summaries that appeared in periodic reports to General Cigar management.

Footnote notations appear when specific study data are cited. In Section D of this report, for each of the topics covered, the specific Bates numbered pages or other designations of the documents from which that information was obtained is listed.

Previously, the undersigned prepared a report for plaintiff in this action entitled "A Study to Measure Awareness Of Cuban Cohiba Cigars And Source Confusion Between These Cigars And General Cigar Co. Inc. Cohiba Cigars" dated March 2001. My qualifications, background and compensation for services were set forth in that report. There has been no material change in these.

B. Key Information and Implications

1. The long static premium cigar market started to expand in late 1992 or in 1993, apparently fueled by growth of users, with major volume jumps in 1996 and 1997. Estimates are that the premium market turned down in 1998 and continues to drift downward as the number of new buyers being added shrinks. It is estimated that there

were 3 million or more premium smokers at one point.

2. It is estimated that a substantial majority of premium cigar smokers were aware of Cohiba cigars in the three years before General Cigar launched their 9/97 Cohiba brand, ranging from about 70% among more affluent premium smokers in 1994-95 to 58% among a more income balanced group of premium smokers in 1996. Although specific brand awareness measures were not available before 1994, information from a study conducted for the publisher of *Cigar Aficionado* magazine provides indications that awareness of Cohiba was also high in early 1992. While there may have been increases in top-of-mind awareness of Cohiba after the launch of the GC brand in 9/97 there is little to indicate that this product meaningfully increased the overall awareness of Cohiba cigars.

3. Although never legally available for sale in the United States, over the course of the years covered by the available surveys, Cohiba has ranked very high in being considered the best cigar brand that premium users ever smoked .

4. *Cigar Aficionado* magazine was launched in 9/92 and is credited by many as playing a major role in building the premium market and promoting the Cuban Cohiba. It is an important source of information to premium cigar smokers. The magazine has prominently and consistently featured the Cuban Cohiba cigars, starting with its premier issue.

Implications:

Cohiba was a famous brand in the years before GC Cohiba was launched in 9/97. This is clearly supported by data from several surveys as early as 12/94. While not directly addressed, the 1/92 survey results are consistent with a high level of

awareness of the brand among more affluent premium smokers in early 1992. Cohiba's high level of "best" rankings clearly supports that Cohiba has been and is a famous and desired brand. Continuous mentions of the Cuban Cohiba cigars in *Cigar Aficionado* magazine, starting in its premier 9/92 issue, undoubtedly aided in making premium smokers aware of the Cuban Cohiba and enhanced its reputation.

5. Prior to GC's 9/97 launch, Cohiba had a distinctive image among premium users, which continued after the GC launch. It has consistently been seen as an expensive, prestigious, sophisticated, special occasion, strong flavored cigar.

Implications:

The consistency of the Cohiba image supports that it stems from the Cuban Cohibas. It also indicates that awareness of Cohiba consists of specific impressions about the product and not only recognition of the name.

6. Information obtained from Cohiba users or buyers provides no basis for determining which Cohiba product they were referring to. However, there is a substantial segment of Cohiba buyers who rate themselves as low in terms of cigar knowledge, and, on average, Cohiba buyers do not see themselves as any more knowledgeable than the average premium user. Analyzing the total cigar user market by motivational segments, General Cigar's research found that, among the segments to whom premium cigars appeal, Cohiba in recent years seems to have drawn disproportionately from those segments with the lowest self evaluated knowledge of cigars.

7. There appears to be a continuing high level of interest in and preference for Cuban cigars among premium cigar smokers, with Cohiba users surveyed in 9/98 stating much greater

than average preference for Cuban cigars, and above average interest in a cigar's country of origin.

8. After the launch of their Cohibas in 9/97, General Cigar management was made aware by their research companies that there was confusion between the GC and Cuban Cohibas. No attempt was made to measure or address this in any quantitative studies.

Implications:

With a substantial segment of Cohiba users indicating low cigar knowledge, and Cohiba users, on average, indicating no greater knowledge than the typical premium smoker, and, coupled with the Cohiba's having a substantially above average interest in Cuban cigars, it is not unlikely that many Cohiba users would be or are confused as to the source of the GC product or the association of the manufacturers of the Cuban and GC Cohibas. It is also not unlikely that such confusion would probably also occur among many potential Cohiba buyers who are aware of Cuban Cohiba cigars and their reputation.

C. Topics

1. The Premium Cigar Market

The consumption of premium cigars started to grow in late 1992 or 1993, after more than a dozen years of flat sales, fueled by the influx of new users. Growth apparently continued through 1997, with major gains occurring in 1996 and 1997. Estimates are that the market turned down in 1998 and continues to inch downward as the number of new buyers declines. It is estimated that there were at least 3 million premium smokers during the peak periods.

While the size of the premium cigar market in the United States is measured in different ways the market estimates shown are those prepared for General Cigar

by the Bain consulting organization.

- Premium cigar consumption (apparently covering hand rolled cigars costing at least $1 and excluding little cigars) was at the rate of 90-102 million per year for fourteen years before showing an annual increase in 1993. Growth continued for several more years, with major gains evident in 1996 and in 1997. New users apparently fueled the growth of the premium category.(6)

Millions of Premium Cigars Consumed (1)

	Annual consumption	% Gain Over Prior Year
1992	99	+ 1
1993	110	+11
1994	126	+15
1995	164	+30
1996	250	+52
1997	350	+40

- Premium cigar consumption apparently started to turn down in 1998. The numbers shown below were read from a graph presented to GC management in July 2001.(2)

1998	300	-14
1999	285	- 5
2000 (estimate)	270	- 5
2001 (estimate)	260	- 4

- A presentation in 2000 based on data from an NPD study, which tracked cigar users over time, indicated a continuing decline in new premium smokers.(4) However, according to the same studies, approximately 20% of premium only smokers in September 1999 and

January 2000 had been smoking cigars for 2 years or less.* This proportion dropped to about 14% in the April 2000 wave of this study.(3)

- According to a NPD 3/99 Attitude & Usage Study ("A&U Study"), the proportion of cigar smokers who are relatively new to the cigar market is higher among lighter smokers. At that time, 29% of the lighter premium smokers had been smoking cigars two years or less, compared to 11.3% for the more frequent premium smokers.(4a) The average of the two groups was 22% who had smoked cigars for two years or less.
- The number of total premium buyers appeared to peak in 1997-98, with about 3 million households having a premium smoker. (Since some households include more than one cigar smoker, the actual numbers may be somewhat higher than shown below.)

Millions of Smoker Households
(Based on NPD Incidence Studies) (5)

	Total Cigar Smoker HHs	Premium Cigar Smoker HHs *
1/97	5.5	2.1
10/97	8.6	3.3
5/98	6.8	2.6
9/98	7.9	3.2
1/99	8.0	2.8

* Largely composed of those who smoke only premium plus some who smoke both premium and mass market cigars.

While the consulting organization that analyzed these numbers indicated some issues with the data (7) it probably provides reasonable estimates of the number of premium smokers.

---

* In the 9/99 wave, 20% of cross-over buyers (buy both premium and mass brands) had also started smoking cigars within the past two years (8).

2. Awareness Of The Cohiba Brand

A majority of premium cigar smokers (estimated in the range of 58-73%) was aware of the Cohiba brand name in the three years before General Cigar launched its Cohiba in 9/97. While no estimate of awareness is available from a 1992 study, responses to other questions in that study would be consistent with a high level of awareness for Cohiba at that time.

In analyzing Cohiba awareness levels we should be cognizant of the fact that awareness before the introduction of the GC Cohiba brand in 9/97 was very likely due to familiarity with the Cuban Cohiba. Before introduction of the GC product in 9/97, there had been substantial publicity about the Cuban Cohiba, particularly in *Cigar Aficionado* magazine (see later section). Sales of GC's Cohibas before 9/97 had been extremely modest (see Appendix 1), and, I am advised, there had been no advertising or promotion support.

While comparisons must be made across different types of studies, it would appear that the level of total awareness of Cohiba since the launch of the GC Cohiba product in 9/97 has not changed majorly even though there may have been increases in top-of-mind awareness of Cohiba. Any increase in overall Cohiba awareness, if it occurred, after 9/97 might be due in whole or in part to the continuing media attention paid to the Cuban Cohiba.

Two levels of brand awareness are often measured: unaided or top-of-mind awareness (when respondents are asked to name brands that come to mind or that they have heard of) and aided or total awareness (when respondents are asked whether or not they have heard of a named brand). Unaided awareness is affected by such things as brands a respondent is currently using or

a brand's recent advertising or publicity and is often used to evaluate current advertising programs. Total awareness is used to gauge the extent to which a brand is known.

Various GC sponsored studies measured awareness of premium brands starting in late 1994. While aided awareness for Cohiba was not measured until 1998, information from unaided awareness of the brand was used by me to estimate its total awareness in the pre-1998 studies. Data from a 1992 study done for Shanken Communications is used to attempt some indication of Cohiba awareness during that time period.

- I estimate that 68-73% of premium cigar smokers in 1994-1995 were aware of Cohiba cigars. While my estimates are based on the results of three studies with premium cigar users, it is not known what was required for the respondents to qualify for the study. Respondents in these studies appear to have been considerably more affluent than those in the subsequent studies reported here.

  Three Attitude and Usage studies were conducted in 1994 and 1995 for GC via telephone interviews with pre-screened NPD consumer panel members who smoke premium cigars. These studies showed extremely consistent results for the unaided and aided brand awareness measures obtained, with results for individual brands falling within a relatively narrow range over the three studies.

  In these studies, aided awareness was obtained for nine brands but not for Cohiba. However, having both unaided and aided awareness for these other brands allows for interpolating the projected total awareness of Cohiba based on the proportion who cite it on an unaided basis. I used the average increment from unaided to aided awareness for seven brands to arrive at the Cohiba estimate. (Even if the lowest end of the range of increment from unaided to aided awareness were to have been used the estimates would have indicated a majority being aware of Cohiba)

(Table on next page)

	Awareness Levels for Selected Brands								
	12/94 Sample = 200 (1)			2/95 Sample = 304(6)			5/95 Sample = 363 (2)		
	Unaided %	Aided %	Gain	Unaided %	Aided %	Gain	Unaided %	Aided %	Gain
Macanudo	63.0	82	+19	59.2	82	+23	59.5	82	+22
Partagas	39.0	61	+22	38.8	64	+25	42.7	67	+24
Fuente	26.5	66	+40	31.6	71	+39	34.4	73	+39
Upmann	33.5	80	+56	27.6	83	+55	28.1	85	+57
Dunhill	23.5	92	+68	20.4	93	+73	20.2	94	+74
Davidoff	18.0	73	+55	16.8	77	+60	18.4	80	+62
Hoyo de Monterrey	11.5	76	+64	16.4	80	+64	17.1	83	+66
Avo	13.0	52	+39	15.0	58	+43	14.6	61	+46
Ashton	8.5	60	+51	7.2	58	+51	7.7	57	+49
Cohiba	14.5			17.1			16.7		
Average increment of brands excluding Macanudo & Partagas*			+53			+56			+55
Estimated Cohiba aided awareness using the average increment		68			73			72	

* The two brands excluded due to high unaided awareness which limits the gain that can occur in aided awareness.

In the studies reported above about 35% of respondents indicated an annual income of $100M or more. However, the available data show that in the 1995 studies the unaided awareness of Cohiba was not drastically different between those who made over $100M versus those who made less.

	Unaided Awareness of Cohiba	
	Less than $100m per annum	$100M or more per annum
2/95	15.8%	19.1%
5/95	15.7	19.6

- On the basis of a similar NPD study conducted 7/96, with a sample of respondents who may have qualified for the study using a different standard than the earlier ones, I estimated that 58% of the respondents were aware of Cohiba.

The 1996 NPD study was apparently conducted with less affluent premium smokers and may have included more lower priced brand users or less frequent smokers than in the 1994-95 studies. (Only about 11% of those in the 1996 study earned $100M or more per annum.) This may account for the general sharp reduction, from the prior studies, in unaided awareness levels for all the major brands as well as a reduction in aided awareness levels for Upmann, Davidoff and Hoyo de Monterrey. Aided awareness for the six other brands essentially maintained their prior levels. (An expanding number of premium brands being available in the marketplace may also have lowered unaided awareness levels.) However, the relation of unaided to aided awareness evident in the prior three studies seemed to hold allowing for an estimate to be made of Cohiba's aided awareness.

Awareness Levels for Selected Brands
7/1996 Sample = 364 (3)

	Unaided %	Aided %	Gain %
Macanudo	37.9	80	+42
Partagas	19.0	64	+45
Fuente	19.1	70	+51
Upmann	16.7	66	+49
Dunhill	14.0	86	+72
Davidoff	5.7	48	+42
Hoyo de Monterrey	9.9	66	+56
Avo	3.9	61	+57
Ashton	3.5	51	+47
Cohiba	5.0		
Average increment of brands excluding Macanudo & Partagas *			+53
Estimated Cohiba aided awareness using average increment		58	

* The two brands excluded to keep it consistent with the prior analyses.

Aided awareness measures were not obtained in the NPD Attitude & Usage studies done in July 1997 and after the launch of GC's Cohiba. Although unaided awareness of Cohiba in these NPD studies appeared to increase in the post launch periods (see later page) there was no aided awareness data to link the numbers to. Consequently, aided or total awareness estimates were used from other studies.

- About a year after the GC Cohiba introduction (9/98), a mail study conducted with the NFO consumer panel indicated Cohiba had 56% aided brand awareness among premium cigar smokers (had to smoke at least one of 24 listed higher priced premium brands). This is no higher than the 58% estimate I derived from the NPD 7/96 study, as noted above. (In this NFO study about 16% of premium users had incomes of $100M or more, not too far from the 11% noted in the NPD 1996 study.) It should be noted that the total awareness levels for the six brands for which this information was obtained in both the NPD and NFO studies showed declines in the more recent NFO study. (Table of NFO data appears after next bullet point)
- In March of 2000 another mail study was conducted with the NFO panel which involved substantially more committed premium smokers than the prior NFO study (smoked only premium, at least once a week) produced an aided recall of 77% for Cohiba. This is not much higher than the 68-73% range I derived from the NPD 1994 and 1995 studies.

Although the sample qualifications are not the same, the gain for Cohiba from 56% awareness in the 1998 NFO study, a year after the GC launch, to 77% in the 2000 NFO study among a substantially more committed premium user group was no greater than the average gain shown for the brands asked about in both of these studies (+24).

Aided Awareness for Selected Brands - NFO Studies

	9/98 (4)	3/00 (5)	Gain
No. of Respondents	(456)	(350)	
	%	%	
Macanudo	78	87	+ 9
Partagas	56	79	+ 23
Fuente	52	85	+ 32
Upmann	56	76	+ 20
Davidoff	39	67	+ 28
Hoyo de Monterrey	46	80	+ 34
Punch	52	77	+ 25
Don Diego	69	85	+ 16
Monte Cristo	59	86	+ 27
Cohiba	56	77	+ 21

- The results of these two NFO studies (9/98 and 3/00), when compared with the derived Cohiba awareness estimates from the pre-GC launch NPD studies, would indicate that GC sales and promotion had no major effect on overall Cohiba awareness.
- The various NPD A&U studies, done between 1994 and 1999, would indicate that unaided awareness of Cohiba may have increased since the launch of the GC brand. However, as noted before, the indications are that overall Cohiba brand awareness did not expand to any meaningful extent. (Of course, the premium market changes year to year as smokers enter and leave but a comparison of the year to year levels is relevant.)

If there was an increase in unaided awareness after launch of the GC product, it is not known what part of that may be attributable to GC Cohiba efforts or to media coverage of Cuban Cohiba.

NPD Studies (7)

Date of Study	No. of Resp.	Cohiba Unaided Awareness
12 /94	(200)	14.5 *
2/95	(304)	17.1 *
5/95	(363)	16.7 *
7/96	(364)	5.0
7/97	(341)	6.9
3/98	(408)	13.0
10/98	(451)	17.3
3/99	(375)	14.9

* Qualifications for inclusion in these studies may have differed from the later studies.

- Information on recall of GC Cohiba's advertising in magazines within the first year after the launch would seem to indicate that only a small percent of premium smokers consciously recalled seeing such advertising.

	NPD 3/98 (8)	NPD 10/98 (9)
No. of Respondents	(408)	(451)
	%	%
Remember seeing or hearing advertising in the past 2 months for:		
Cohiba	4	3
Macanudo	9	7
Partagas	5	3
Punch	4	2
Cohiba share of premium brand mentions	7%	6%

- The only survey data available before 1994 is a 1/92 study conducted for Shanken Communications, subsequent publisher of *Cigar Aficionado* magazine.(10) The respondents surveyed were drawn from cigar company mailing lists, probably because of the difficulty of accessing a sample from the modest percent of males who smoked

premium cigars then. Respondents tended to be well above average in income, with 44% stating they earned $100M per year or more. A group of 437 respondents who usually spent at least $3.50 for a cigar was analyzed separately. This group comprised 24% of the total sample of smokers and was probably chosen to focus on premium cigar buyers.

While no brand awareness information was collected, Cohiba was tied for fourth place in terms of being the best cigar these higher priced users had ever smoked, with 6.2% citing it. 4.1% of the higher priced cigar users indicated that Cohiba was the brand they normally smoke.(11) In addition, these 437 respondents indicated a very high level of interest and involvement with Cuban cigars.

All of the above would be consistent with a fairly high level of awareness of the Cohiba brand among these premium smokers. It can be safely assumed that these respondents were aware of the Cuban Cohiba cigars, since the study was conducted at a time when GC had no Cohiba product on the market, and had last sold cigars under the Cohiba name in 1986 or early 1987, five years previously. (See Appendix).

3. Cohiba As The Best Brand Ever Smoked

Although Cuban Cohibas were never legally available for sale in the US, Cohiba has ranked very high in being considered the best cigar brand that premium users ever smoked over the course of the years covered by the available reports.

- In a 1992 study conducted for Shanken Communications (subsequent publisher of *Cigar Aficionado*) Cohiba was tied for fourth place in terms of being named the best cigar ever smoked by the decidedly upscale male cigar smokers interviewed.

Best Cigar Ever Smoked
(Among Those Usually Spending Over $3.50 Per Cigar) (1)

No. of Respondents	(437)
	%
Davidoff	23.6
Monte Cristo	14.9
Macanudo	6.4
Cohiba	6.2
Upmann	6.2
Romeo & Julieta	4.1

- In the Attitude & Usage surveys conducted periodically by NPD from 1994 through 1999 Cohiba was ranked either first or second each time as being the best cigar ever smoked by the premium users in each study.

Best Cigar Ever Smoked
(NPD A&U Studies) (2)

Date of Study	No. of Resp.	Cohiba	Macanudo
12 /94	(200)	8.5	22.5 %
2/95	(304)	10.9	16.1
5/95	(363)	11.3	14.6
7/96*	(364)	3.6	11.8
7/97	(341)	11.0	10.3
3/98	(408)	8.6	10.0
10/98	(451)	14.6	8.2
3/99	(375)	14.4	13.3

* The 3.6% figure in the 7/96 study would seem to be anomalous given the pattern over the years, and its significance is to be questioned. It should be noted that between the 5/95 and 7/96 studies there was a sharp decline in the proportion of times that the top eight brands were mentioned, although Cohiba showed a relatively sharper falloff. There was an increase in mentions for non-major brands, for Cuban (unspecified) and in no brand being mentioned.

- At least through the July 1997 survey, it is safe to assume that the respondents reporting Cohiba as the best cigar they ever smoked were referring for the most part to the Cuban

Cohiba. There was no General Cigar Cohiba product on the market at all after 1986 or 1987 through late 1992, and there had been only extremely modest sales from then until the 9/97 launch. (See Appendix).

- While there may have been an increment of about 100,000 premium users who cite Cohiba as the best cigar ever smoked between the 1995 and 1997 versus 1998-99 studies,* it is logical to assume that only a modest proportion of this increment, at most, is due to GC Cohiba. Annual sales of GC Cohiba were less than 1 million per year and the likely number of buyers/triers this would cover is modest, and there is no reason to assume they would all consider the GC Cohiba the best brand ever smoked.

4. *Cigar Aficionado* Magazine As A Source Of Cigar Information

***Cigar Aficionado* was first published in September 1992, which is roughly concurrent with the start of the premium cigar boom of the nineties. Many attribute a major role to *Cigar Aficionado* in fostering this boom and it is an important source of information to premium cigar smokers, particularly the heavier smokers. *Cigar Aficionado* has prominently and consistently featured the Cuban Cohiba cigar.**

- *Cigar Aficionado*'s premier issue in September 1992 roughly coincides with the start of the growth in the premium cigar market. Several industry executives have testified to their belief that the magazine played an immediate, important role in fostering this growth and promoting the Cuban Cohiba.(13) This appears to be confirmed by the circulation figures for the premier issue, and the magazine's subsequent growth.

---

* The differential of 3.4% between the two time periods, applied to roughly 3 million premium users, yields about 100,000 added users.

About 115,000 copies of the premier issue were distributed, at a time when there were less than half a million premium cigar smokers -- a ratio of little less than 1 issue per 4 consumers.(14) The magazine was also distributed to 453 cigar retail outlets for display and sales to customers and its introduction was a major industry publicity event.

- As the number of premium cigar smokers grew, so did *Cigar Aficionado*'s circulation; at the height of the premium cigar boom its circulation for the first six months of 1997 was 400,000.(14) The GC market research studies began to chronicle *Cigar Aficionado*'s importance in 1997. For the period 1997-2201, perhaps 11-17% of premium cigar smokers indicated they purchase the magazine regularly and 28-52% used it as a source of information about premium cigars. The influence of the magazine is multiplied as readers convey information from it to friends, relatives and business associates.

  - Based on several different GC studies, 11-17% of premium cigar smokers indicate that they subscribe to or regularly read *Cigar Aficionado*. Evidence is that heavier premium smokers are more likely to do so.

% Of Premium Smokers Who Subscribe To or Regularly Read *Cigar Aficionado*

		Heaviness of Premium Use		
	Total	Heavy	Medium	Light
NPD A&U Studies				
7/97 (1)	12%			
3/98 (2)	12			
10/98 (3)	12			
NFO Study - 9/98 (4)	17	36	19	8
Internet Advtg. Study 3/01 (5) (Purchased premium at least 2X in past year)	11			

  - In the several NPD studies at least 44% of the premium cigar users indicated

using *Cigar Aficionado* as a source of cigar information.

% Who Use *Cigar Aficionado* As An Information Source/Reference

	Total
NPD A&U Studies	
7/97 (6)	46%
3/98 (6)	44
10/98 (6)	47
3/99 (7)	52

- In a 9/98 NFO Study(9), 28% of the premium smokers indicated referring to *Cigar Aficionado* as a cigar information source, with the proportion being 48% among the heavier premium users.

  Also, the proportion referring to *Cigar Aficionado* ranged between 34-55% for regular users of the major premium brands (45% for Cohiba users). In addition, 35% of those who are regular or most often users of Cohiba indicated they read it regularly.(10)

% Who Use *Cigar Aficionado* As An Information Source/Reference

		Heaviness of Premium Use		
	Total	Heavy	Medium	Light
NFO Study – 9/98 (8)	28	48	33	16

- Friends, relatives and business associates are an important source of information to premium cigar smokers, particularly to younger smokers. Consequently, the influence of the magazine is not confined to its readers but includes influencing those cigar smokers who seek advice from *Cigar Aficionado* readers.

% Who Look To Friends, Relatives & Business Associates For Cigar References

	Total	18-34	35-54	55+
NPD 3/98 (11)	61	71	58	30
NPD 9/98 (12)	61	72	61	32

- Cohiba cigars from Cuba have been prominently and consistently featured in *Cigar Aficionado*, beginning with the magazine's first issue, where the lead article was about the Cuban Cohiba cigar and continuing in most every issue thereafter. In the period from the initial issue through summer 1997 it was mentioned in at least 149 articles and additional times in taste tests and numerous photos.(15) For the subsequent period, I am advised, there have been at least 46 articles, plus additional taste tests and photos.

5. The Image of Cohiba

Prior to GC's 9/97 Cohiba launch, Cohiba had a distinctive image among premium smokers. Studies after the GC launch showed that Cohiba retained the same image. It has consistently been seen as an expensive, prestigious, sophisticated, special occasion, strong cigar.

In addition to its high ratings as best cigar ever smoked, the market research data contained other information about Cohiba's image.

- One survey completed before the launch of the GC Cohiba and three completed after the launch showed perceptions of Cohiba to be essentially similar.
  - In the NPD study conducted 7/97(2) Cohiba was rated against eight other major brands. Cohiba's top ranked image attributes were: expensive, prestigious, trendy and for serious smokers.

- On the basis of a study conducted by NFO in 9/98 (3), about a year after the GC Cohiba launch, it was concluded that "Cohiba has a differentiated image as a prestigious, sophisticated cigar that's good on special occasions."
- An NPD study conducted in 3/00 (4) showed Cohiba as being perceived as expensive, for special occasions, top of the line cigar, for successful people, a brand you could use to treat yourself and for the serious smoker.
- In another study conducted in 2000 by NFO (5) among 350 committed premium users, they saw Cohiba as being for experienced smokers, for connoisseurs that live life to the fullest, for those who want to stand out and who are successful.

- Cohiba had a clear image as a strong tasting cigar, both before and after the GC launch. This is indicated in three studies conducted before the launch of GC Cohiba and one study conducted after.
  - In an NPD study in 5/95 (6) respondents rated several brands in terms of having full bodied taste. Cohiba was highest rated for this attribute among the brands that had more than a handful of respondents rating them.

Rating on Full Bodied Taste
(5-point scale of Excellent to Poor)

	No. of Resp.	% Rating "Excellent"	Average Rating *
All premium brand combined		37	3.9
Cohiba	(38)	84	4.8
La Gloria Cubana	(26)	46	4.3
Partagas	(133)	38	4.1
Davidoff	(67)	45	4.1
Arturo Fuente	(134)	37	4.0
Avo	(69)	19	3.7
Macanudo	(185)	25	3.6

  - Although sample sizes are small, results from the NPD survey of 9/96 (7) are

largely similar to the prior study, with Cohiba considered the most full bodied brand.

	Rating on Full Bodied Taste (5-point scale of Excellent to Poor)		
	No. of Resp.	% Rating "Excellent"	Average Rating *
All premium brand combined		39	4.1
Cohiba	(13)	77	4.6
Partagas	(78)	35	4.1
Davidoff	(31)	26	3.6
Arturo Fuente	(91)	36	4.1
Avo	(24)	25	3.6
Macanudo	(156)	31	3.9

* Excellent = 5, Poor = 1

- In a 7/97 NPD study (8) 328 premium smokers rated their most often smoked brand on a 5-point mild to strong scale and a 5-point light bodied to full bodied scale. Their ratings were then converted into a 10-point strength of taste scale. The values for each brand were read from a perceptual map since detailed tabulations were not available in the report. Again, Cohiba comes out as the strongest tasting brand.

	Average Rating on 10-point Scale
Cohiba	8.1
Te Amo	7.9
Punch	7.7
Partagas	7.0
Hoyo de Monterrey	6.9
Upmann	6.6
Fuente, Don Diego, Davidoff	6.3
Macanudo	6.2
Avo	5.5

- An NFO study conducted in 9/98 (9), about a year after the GC Cohiba launch, had all those aware of a brand rate it on several taste attribute scales. These results again show Cohiba being perceived as the strongest tasting brand of those rated. The Cambridge Group, which analyzed the study, wrote "Those aware of Cohiba, but not regular users, have accurate perceptions of the brand's taste profile".(10)

Ratings Among those Aware Of A Brand

	Strong Taste %	Mild/Strong Average Rating*	Full Flavored %
Cohiba	19.3	3.59	31.9
Punch	19.2	3.15	17.6
Te Amo	15.4	3.15	17.6
Partagas	14.5	3.22	24.1
Arturo Fuente	13.5	3.17	27.8
Monte Cristo	10.4	3.18	19.3
Upmann	7.2	3.00	18.9
Don Diego	8.6	2.92	15.0
Davidoff	8.0	2.80	17.0
Macanudo	9.6	2.69	26.2

* Based on Mild (1) to Strong (5) scale.

6. Cohiba Buyers

Since the quantitative studies reviewed did not address the source of the Cohiba cigars mentioned by respondents, we have no specific information about GC Cohiba users.* However, information about Cohiba users in general, obtained in 1998, indicates that about one in five of them rated their own knowledge of cigars as low and, on average, rated

* In a few of the more recent studies Cohibas were identified as "Red Dot" in the questionnaire but there was no way to determine whether this had any specific branding meaning to any of the respondents.

themselves no higher than did the average premium user. In addition, a motivational segmentation of the total cigar market conducted for GC indicated that, among the four segments where premium brands did well, Cohiba was proportionately more used in the segments with the lowest self perceived level of cigar knowledge.

Cohiba users also smoked fewer cigars than other premium brand users and spent more per cigar.

- A 9/98 study conducted with members of the NFO consumer panel compared those who indicated they were Cohiba regular users with the average premium user (smoke at least 1 of 24 specific premium brands 3X a year or more) and with the regular users of other key premium brands. Twenty-two percent of Cohiba regular smokers rated themselves as having low knowledge of cigars. The self rated average level of cigar knowledge indicated by Cohiba users was on a par with that of the average premium user but below the level of many other high priced premium brand users.

(Table on next page)

Comparison Of Cohiba Regular Users With Other Brand Users (1)
Self Perceived Cigar Knowledge

Regular Smokers Of:	No. Resp**	Average Rating *	% Bottom 3 Ratings
Cohiba	(100)	5.65	22
Macanudo	(273)	5.49	20
Partagas	(126)	6.42	10
Punch	(94)	6.32	7
Hoyo de Monterey	(60)	6.81	7
A. Fuente	(138)	6.38	8
Upmann	(126)	6.36	8
All Premium Users	(456)	5.49	21

** Knowledge ratings based on 10 point scale. The higher the rating the higher the perceived knowledge.

*** Supplemented sample used to increase number of users of each brand.

- Using the same NFO study, both premium and non-premium cigar smokers were divided by the Cambridge Group into eight motivational segments based on their responses to a series of questions on various subjects. Four of these segments accounted for the bulk of premium cigar volume. Cohiba obtained a disproportionate share of its volume from two of these segments, Emerging Enthusiasts and Casual Enjoyers. On average, these two segments gave themselves a substantially lower cigar knowledge rating than was evident in the two other premium prone segments. In fact, about one-third of the respondents in these two segments put themselves in the lower part of the knowledge scale.

(Table on next page)

Motivational Segmentation (2)

Segments	% of Total Sample	% of Premium Purchases	% of Cohiba Volume	Cohiba Share of Premium	Self Perceived Cigar Knowledge Average Rating	% in Top 3	% in Bottom 3
Relationship Driven Connoisseurs	12	38	32	4	6.6	34	8
Savvy Self Reliant Connoisseurs	11	25	6	1	6.4	35	7
Emerging Enthusiasts	15	11	23	10	4.7	6	31
Casual Enjoyers	16	12	34	12	4.5	5	33

- The same NFO study indicated that the Cohiba regular user, as compared to other key premium brand users, smoked fewer cigars, smoked less often (4) and spent more per cigar smoked.(5)

Comparison Of Cohiba Regular Users With Other Brand Users (3)

Regular Smokers Of:	No. Resp	No. Times . Smoke Per Mo.	Cigars Per Wk.	Avg. Cost Per cigar
Cohiba	(100)	10.3	3.1	8.64
Macanudo	(273)	10.5	3.2	6.64
Partagas	(126)	14.2	4.2	6.64
Punch	(94)	15.2	4.8	5.80
Hoyo de Monterey	(60)	18 .8	5.2	5.68
A. Fuente	(138)	14.5	4.8	6.41
Upmann	(126)	12.3	3.8	6.80
Premium Users	(456)	11.6	3.7	6.01

- In an NPD study done in 3/98, about six months after the GC Cohiba launch, The Cambridge Group concluded that Cohiba was capturing a notably younger than average smoker franchise. (This indicated to them the importance of status positioning.)

3/98 NPD Study- Average Age Of Buyers (4)	
Premium buyer	40.0
Cohiba buyer	34.4
Fuente buyer	37.8
Macanudo buyer	38.2
Punch buyer	45.6

- However, an NFO study conducted six months later (5), which included 100 Cohiba regular users (3x or more in year) did not indicate any meaningful difference in average age between these Cohiba users and users of other premium brands.

7. Interest In Cuban Cigars

There appears to be a continuing high level of interest in and preference for Cuban cigars among premium cigar smokers. Cohiba smokers, as measured in 9/98, showed a much greater than average preference for Cuban cigars over any other cigars, and more interest in country of origin in general.

- In the 1/92 Shanken Communications study (1), the following findings indicate the relatively high interest in Cuban cigars evidenced by the 437 smokers interviewed who spent over $3.50 per cigar:
  - 40% indicated that their most preferred brand normally smoked was Cuban
  - 29% indicated that their everyday cigar was imported from Cuba
  - 63% indicated they thought Cuba produced the best cigars (Among those smoking cigars $3.50 or less per cigar, 43% also thought so)
  - 62% indicated they had purchased Cuban cigars when traveling outside the US (Among those spending $3.50 or less per cigar, 41% had purchased Cuban cigars

outside the US)

- In a compilation of industry data appearing in Packaged Facts, July 1997 (2) it was stated that "Cuban cigars retain an enormous cachet in the US market even though the majority of cigar smokers have never had a Cuban cigar" (This would include smokers of mass brands)
- A 1997 GC report (7) stated "..Cohiba's strong ratings indicates not only the 'best' perception of the brand but also the strength of Cuban reputation for producing the best cigars".
- In an NFO study conducted in 9/98 (3) a substantial proportion of premium smokers indicated a relatively high level of interest in Cuban cigars. This interest was much more pronounced among those who indicated they regularly or most often smoked Cohiba.

  The Cambridge Group, which analyzed the study, characterized these findings as "Cohiba users have a love of Cuban cigars and would switch to them if they were legal".

(Table on next page)

	Total Premium users	Regular/most often users * Cohiba	Macanudo	Partagas
No. of Respondents	(456)	(100)	(273)	(126)
	%	%	%	%
"I prefer Cuban cigars to any other" (6-point scale)				
Agree completely	14	27	10	16
Agree somewhat	10	19	13	21
	24	46	23	37

*3 times a year or more

	Total Premium users	Regular/most often users * Cohiba	Macanudo	Partagas
No. of Respondents	(456)	(100)	(273)	(126)
	%	%	%	%
"If Cuban cigars were legal I'd switch most of my smoking to Cubans" (6-point scale)				
Agree completely	16	26	25	28
Agree somewhat	15	19	5	5
	31	45	30	33
Importance of country of origin of the cigar (4-point scale)				
Extremely or Very important	35	45	29	42

*3 times a year or more

- In NPD Attitude & Usage studies conducted in 3/98 and 10/98 (4) 35% and 41% respectively of the premium smokers interviewed indicated that the best cigar they had smoked was Cuban.
- A 1997 General Cigar marketing plan document (8) stated the desire for Cohiba: "... to

leverage the mystique of the Cuban name with a comprehensive product lineup".

- Qualitative interviews with a limited number of respondents are generally designed to provide marketing hypotheses and/or insights about consumers' behavior and/or attitudes. Several conclusions drawn from such interviews appeared in General Cigar presentations.

  In a General Cigar memo dated 1/99 (5) it was indicated that "the mystiques surrounding Cuban cigars is still apparent but it seems to only be predominant in those smokers with little or modest specific knowledge of the category, cigars and manufacturers. Those that are more knowledgeable know that quality cigars are made by manufacturers not countries." However, in a General Cigar Marketing Plan document dated 10/00 (6) it was stated that "Non-Cuban cigars are seen as less than premium"

8. Confusion As To Cohiba Source And Association

None of the General Cigar quantitative studies sought to determine a respondent's belief as to the source of the Cohiba cigar that they were mentioning. However, after the GC Cohiba launch in 9/97, presentations or reports to management drawn from qualitative interviews and from evaluations of quantitative studies reported confusion between the GC Cohibas and Cuban Cohibas.

- Concern about source confusion relating to Cohiba cigars were evidenced by the following drawn from several GC presentations and documents in 1998 and 1999.
  - From a 4/98 Business Review (1): "Confusion level continues to exist in the marketplace due to the legal/counterfeit issues during the launch".
  - In a 6/98 report prepared by The Cambridge Group which referred to NPD A&U Studies (2): "Confusion over Cohibas of different origin, as well as "the brag value" of claiming to prefer Cuban Cohibas, likely contribute to Cohiba's high

rating (as best brand ever smoked)". "While awareness and preference for Cohiba appears to be rising consumers may be confusing Dominican with Cuban Cohibas".

- In that same 6/98 report and presentation (3) reference was made to the results of qualitative research: "Substantial confusion exists over Dominican versus Cuban Cohibas. Knowledgeable people tend to look down on Dominican cigars as an imitation or fake. Others are simply confused. (There are two brothers, one who makes Cohiba in Cuba and the other in the Dominican Republic)".

  The Cambridge Group also indicated (4) "Concerns around consumer confusion over Cohiba's identity and authenticity suggest that investing in brand extension would be risky at this time" They stressed in their presentation that " there is serious consumer confusion over different types of Cohiba"

  In this same Cambridge Group presentation, equity from the Cuban Cohiba was included in a summary of the GC Cohiba's brand equity. It listed the following as the Cuban product's equity accruing to the GC brand: stronger flavor, best quality, illegal, hard to find, legendary. Under the Dominican Cohiba's equity it included "imitation of Cuban Cohiba"

- General Cigar was aware that its surveys did not attempt to determine whether or to what extent there might be source confusion regarding Cohiba.

  - In an 4/99 report (7) it indicated that "Cohiba (Brand- Cuban or Dominican) and Macanudo are the two top brands in terms of best perceived smoke among premium users"

  - In an Internet survey done in 3/01 to evaluate Punch and Macanudo Ascots advertising (5) the following was noted about unaided recall of Cohiba: "Participants wrote in their own responses, so there is no way to establish if they meant Cuban or Red Dot Cohiba".

- Even knowledgeable cigar smokers may be confused as to the genuineness of a cigar. In *Cigar Aficionado*'s weekly polls on their Internet site 39-40% of those answering in 7/98 and at a later poll (6) indicated that they had purchased a cigar which they believed was genuine but was later discovered to be counterfeit.

The foregoing constitutes my analysis of the reviewed data in regard to the specified topics.

Alvin Ossip

D. Source Of Information

1. The Premium Cigar Market

(1) Bain & Co. Bain 0092
(2) Bain & Co. GC 022234
(3) GC 021692
(4) GC 21717
(4a) GC 015870-71
(5) GC 022629-33
(6) Bain 00094
(7) Bain 00195
(8) GC 021378

2. Awareness Of The Cohiba Brand

(1) GC 023687-95
(2) GC 014860-62, GC 014865-67, GC 014870-78
(3) GC 016885-87, GC 016890-91
(4) NFO 001263
(5) GC 019934-61
(6) 2/95 NPD Study P.15-32- no Bates number provided
(7) 7/97- GC 013852, 3/98- GC 016386, GC 016399, 10/98- GC 015941, 3/99- GC 015735
(8) GC 016699, 016703
(9) GC 015919-20
(10) GC 014275+
(11) GC 014285,288

3. Cohiba As The Best Brand Ever Smoked

(1) GC 014293
(2) 12/94- GC 023586-88 2/95- NPD Study P55-57- no Bates numbers appear,
5/95- GC 014898-99 7/96- GC 015322 7/97- GC 015751 3/98- GC 0116479, 016482
10/98- GC 016027, 016031 3/99- GC 015751

4. *Cigar Aficionado* Magazine As A Source Of Cigar Information

(1) GC 01375
(2) GC 016685
(3) GC 016103
(4) GC 019500
(5) GC 022286
(6) GC 01384
(7) GC 015723
(8) GC 019339
(9) GC 019717,017937,018674
(10) GC 018835
(11) GC 016685
(12) GC 016103
(13) Depositions of: Lewis Rothman, Oscar Boruchin, Steven Johnson, Edgar Cullman Jr.
(14) Bain 00094; Shanken Communications Stipulation
(15) Declaration of Jessica Heyman

5. The Image of Cohiba

(1) GC 013771
(2) GC 019661-67
(3) GC 019797
(4) GC 019938
(5) GC 014959-60
(6) GC 015385-87
(7) GC 023805
(8) NFO 01265+, 01361-67
(9) GC 019665

6. Cohiba Buyers

(1) GC 018667-68, 01240-41, 017928-29
(2) GC 019592-94, 019610; NFO 720-21
(3) GC 018506,017754,018523,017771, NFO 010179, 01097
(4) GC 013797-99
(5) GC 018410

7. Interest In Cuban Cigars

(1) GC 014275 +
(2) GC 014132
(3) GC 019116, 018583,019129,018450,018681, 019638
(4) 3/98- GC 016486 10/98- GC 016036
(5) GC 015847
(6) GC 022800
(7) GC 013783
(8) GC 022846

8. Confusion As To Cohiba Source And Association

(1) GC 021219
(2) CAM 000370-71
(3) CAM 000384
(4) CAM 000389, 000385
(5) GC 022283
(6) GC 021445
(7) GC 015750

Appendix

General Cigar sales of Cohiba Cigars, as advised by counsel for plaintiff:

YEAR	COHIBA SALES
1982	90,000
1983	323,000
1984	118,000
1985	70,000
1986	5,000
1987	3,000*
1988	0
1989	0
1990	0
1991	0
1992	5,600**
1993	50,000***
1994	49,000
1995	101,000
1996	96,000
1997	509,000****
1998	858,000
1999	985,000
2000 (thru Nov.)	996,103
2001 (thru Sept.)	1,337,169

*There is a dispute as to whether there were any 1987 sales, but the position favorable to defendants is used here for simplicity's sake.

**First shipment (to Dunhill) on November 20, 1992.

***Approximately 9,000 shipped from GC in DR to GC in US (rest shipped directly to Dunhill); 100 cigars shipped for Mike's Cigars in Miami on Dec. 20, 1993.

****Records show 60,000 sold through Feb. 1997, unclear if total 1997 figure reflects 1997 sales prior to September 1997 launch of GC Cohiba.

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 DESIGNATION: See Appendix Cover Sheet

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alvin Ossip, dated May 29, 2003
Part 2 of 4

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

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

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

PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix B to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003
Part 1 of 2

B

DEFENDANT'S
DEPOSITION
EXHIBIT
Ossip - 3
8/27/01 AA

A STUDY TO MEASURE AWARENESS OF CUBAN COHIBA CIGARS AND SOURCE CONFUSION BETWEEN THESE CIGARS AND GENERAL CIGAR CO. INC. COHIBA CIGARS

PREPARED FOR:
RABINOWITZ, BOUDIN, STANDARD, KRINSKY & LIEBERMAN, P.C.
NEW YORK, NY

PREPARED BY:
ALVIN OSSIP
MARKETING RESEARCH CONSULTANT

March 2001

PLAINTIFF'S EXHIBIT 316

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IX. Appendix

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I. Background and Purpose

I. BACKGROUND AND PURPOSE

I am informed 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. (hereafter "General Cigar") to enjoin the defendants' continued use of the trademark COHIBA for cigars in the United States, and for other relief. I am further informed that Cubatabaco alleges that, directly and through a licensee, it has sold premium cigars under the COHIBA trademark in Cuba and other countries for many years. Plaintiff alleges that it has not sold COHIBA or other cigars in the United States due to the prohibitions of United States embargo laws but that its COHIBA mark is well known in the United States. I am informed that plaintiff's COHIBA cigars are made in Cuba but that defendants' COHIBA cigars are not. I have been shown defendants' COHIBA cigars and the box in which defendants' COHIBA cigars are sold in the United States. As grounds for relief, Cubatabaco asserts, among other matters, that defendants' use of the COHIBA mark for cigars is likely to cause confusion among United States consumers as to the source, sponsorship, and affiliation of defendants' product.

This study was commissioned by Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C,. attorneys for Empresa Cubana del Tabaco d.b.a. Cubatabaco. The study was conducted among a sample of cigar smokers, 21 or older, who indicated they are likely future purchasers of premium priced cigars (i.e. $65 or higher for a box of 25 cigars or $2.81 per cigar or higher).

I have been informed by counsel that the consumer group most likely to be the target market for General Cigar's Cohiba cigars are those who will spend at least $120 for a box of twenty five cigars or $5.25 per cigar. This is based on information that the country's two leading cigar retailers (J&R, Mike's Cigars) price the General Cigar Cohibas in excess of $120 a box except for the Corona Minors, which are smaller cigars sold for under $120 a box.

Consequently, while results will be analyzed for the premium cigar buyer group in total, special focus will be on those cigar smokers who indicate they will buy cigars priced at $120 or more per box.

The study was basically designed to provide a measure of:

- The proportion of these premium cigar smokers who have heard of Cohiba cigars and think that they are made in Cuba, and

- The extent to which those premium cigar smokers who have heard of Cohiba cigars would think there is a source connection between Cuban Cohibas and General Cigar's Cohiba cigars, if they were exposed to a box of the latter's cigars.

and Responsibility

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 trademark, trade dress or advertising perception issues. 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 study was implemented by Greenfield Online using members of their Internet panel. Greenfield Online maintains a very large panel of individuals throughout the United States who have agreed to participate in market research surveys conducted via the Internet. The interviews for this study were conducted between October 27 and November 11, 2000.

III. STUDY DESIGN OVERVIEW

The study was conducted with a sample of qualified respondents in households that participate in an Internet survey panel run by Greenfield Online. Selected members of the Greenfield panel were sent an e-mail soliciting their participation in a cigar survey if any household member over 21 years of age smokes cigars. Those cigar smokers agreeing to cooperate then accessed the survey questionnaire via an on-line link to the Internet site run by Greenfield and completed the survey that appeared on their computer screen.

In the questionnaire, respondents were asked if they smoke cigars, and if so, whether they would very likely buy cigars for themselves or very likely buy cigars as a gift or for a special event within the next 12 months. If they responded that they were likely to do so for either purpose they were shown a list of seven price categories from which they were asked to select those that represented what they would most likely pay for these cigars. Based on their pricing responses to either of the purchase questions, 962 respondents were identified as cigar smokers who will buy premium cigars (i.e. cigars priced at $65 or higher for a box of 25 cigars or $2.81 per cigar or higher) and were asked to continue with the study. (About half of this group indicated they would buy cigars priced at $120 a box or more.)

These prospective premium cigar buyers were then shown 6 premium and 2 non-premium cigar names and asked whether or not they had heard of each one. Those who had heard of Cohiba continued with the study and were asked if they knew where Cohiba cigars were made. If they answered "Yes", they were asked to type in which country or countries they thought Cohiba cigars are made in. They were also asked to do the same for Macanudo and Bering cigars, two best selling premium brands, if they were aware of these names. The information generated by these questions provides a measure of the extent of the awareness of Cohiba cigars and their being made in Cuba.

Those who thought Cohiba cigars were made in Cuba (or Cuba and elsewhere) then continued with the survey. They were shown full color pictures of a box of General Cigar's Cohiba cigars, including two cigars, and told it was "a box of cigars sold by quality retailers in the United States."

About half of these respondents saw a full color picture of the top of the closed box, along with two of the cigars, and the bottom of the box. The other half saw a picture of the opened box, along with two of the cigars, and the bottom of the box. The opened box contained similar information as appeared on the top of the box, as well as a flyleaf with promotional text. A copy of the visual stimuli used follows this section of the report.

After seeing the pictures respondents were asked several questions to determine whether there was any source confusion between Cohibas from Cuba and the Cohiba cigars that they had just been shown. These questions covered three relevant aspects of potential source confusion: a) whether or not the two Cohiba cigars were made by the same company, b) whether or not the two companies had an affiliation, association of business connection with each other and c) whether or not one company got authorization or approval from the other company to use the name Cohiba. If an affirmative answer was given to one of these questions the subsequent source questions were not asked. If a respondent answered affirmatively to either of the first two questions they were asked to type in what made them say so. For the last question, if answered affirmatively they were asked which of the two companies gave the authorization or approval. Selected demographic data was obtained from all respondents in the survey.

Female cigar smokers were overrepresented in this study due to their significantly greater tendency to cooperate in surveys than is true for males. Using Greenfield Online's experience with male versus female cooperation rates as a guide, calculations were made which resulted in estimating that females account for about 11% of the premium cigar buyer population sampled by this study. (See Methodology Section for details)

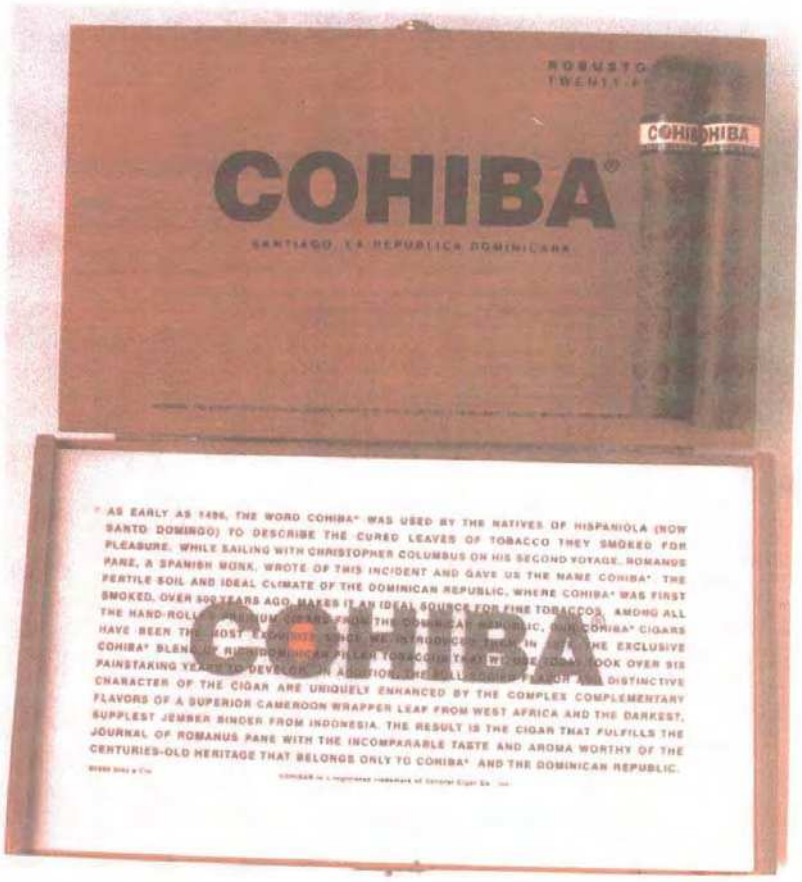
Since the females in the study were less familiar with premium cigar brands and their countries of origin than were the males, adjusting study findings by the revised female/male ratio (i.e. gender weighting) would result in modest increases in the awareness of Cohiba and its being made in Cuba and in the source confusion between Cohiba cigars from Cuba and General Cigar's Cohiba cigars. The report that follows provides unadjusted totals, males only and gender weighted figures for the three key measures in the study (awareness of Cohiba; awareness that Cohiba is made in Cuba; and source confusion).

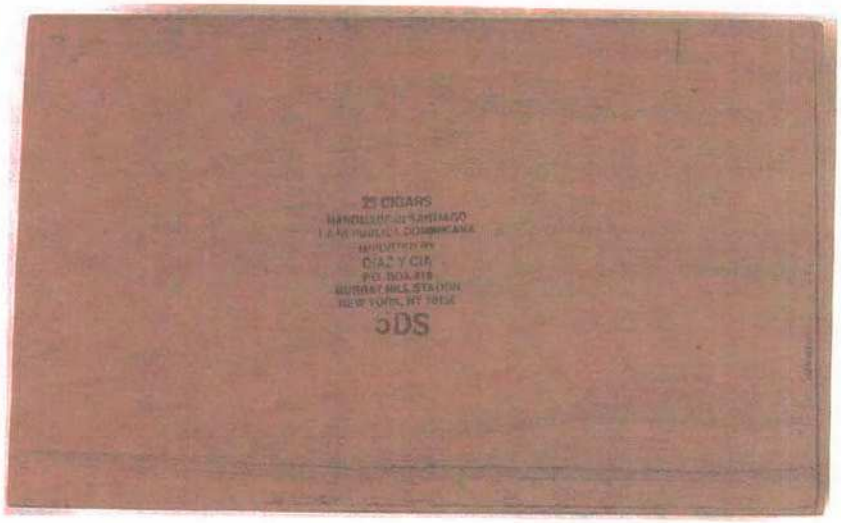
Cigar Cohiba Cigars

IV. BOX OF GENERAL CIGAR COHIBA CIGARS

Note: The two images of the General Cigar Cohiba cigar box that a respondent saw were continuous – with the respondent scrolling down on their computer to see both images, if necessary.

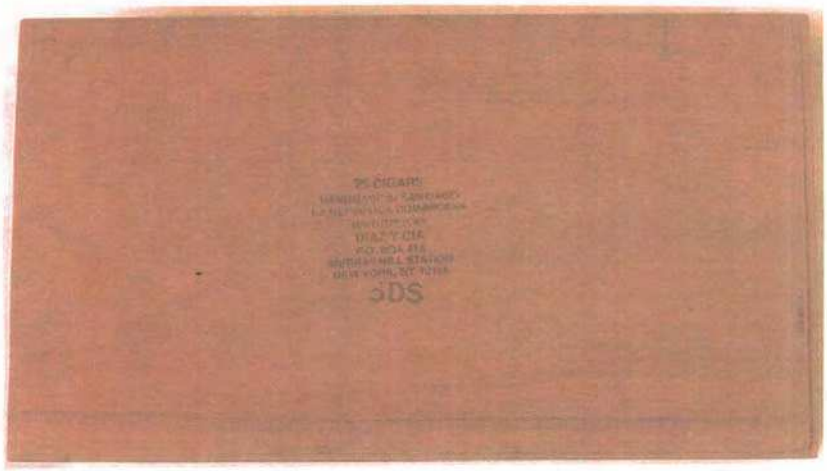
OPEN BOX


COHIBA
SANTIAGO, LA REPUBLICA DOMINICANA
AS EARLY AS 1496, THE WORD COHIBA* WAS USED BY THE NATIVES OF HISPANIOLA (NOW SANTO DOMINGO) TO DESCRIBE THE CURED LEAVES OF TOBACCO THEY SMOKED FOR PLEASURE. WHILE SAILING WITH CHRISTOPHER COLUMBUS ON HIS SECOND VOYAGE, ROMANOS PANE, A SPANISH MONK, WROTE OF THIS INCIDENT AND GAVE US THE NAME COHIBA*. THE FERTILE SOIL AND IDEAL CLIMATE OF THE DOMINICAN REPUBLIC, WHERE COHIBA* WAS FIRST SMOKED, OVER 500 YEARS AGO, MAKES IT AN IDEAL SOURCE FOR FINE TOBACCOS. AMONG ALL THE HAND-ROLLED PREMIUM CIGARS FROM THE COMMUNIST REPUBLIC, OUR COHIBA* CIGARS HAVE BEEN THE MOST EXCLUSIVE SINCE WE INTRODUCED THEM IN 1982. THE EXCLUSIVE COHIBA* BLEND OF RUBIO DOMINICAN FILLER TOBACCOS THAT WE ORIGINALLY TOOK OVER SIX PAINSTAKING YEARS TO DEVELOP. IN ADDITION, THE MEDIUM-BODIED FLAVOR AND DISTINCTIVE CHARACTER OF THE CIGAR ARE UNIQUELY ENHANCED BY THE COMPLEX COMPLEMENTARY FLAVORS OF A SUPERIOR CAMEROON WRAPPER LEAF FROM WEST AFRICA AND THE DARKEST, SUPPLEST JEMBER BINDER FROM INDONESIA. THE RESULT IS THE CIGAR THAT FULFILLS THE JOURNAL OF ROMANUS PANE WITH THE INCOMPARABLE TASTE AND AROMA WORTHY OF THE CENTURIES-OLD HERITAGE THAT BELONGS ONLY TO COHIBA* AND THE DOMINICAN REPUBLIC.


25 CIGARS
DIAZ Y CIA
5DS

CLOSED BOX

COHIBA
COHIBA


25 CIGARS
DIAZ Y CIA
INTERNATIONAL STATION
NEW YORK, NY 10150
SDS

V. RESEARCH SUMMARY

About half the cigar smokers completing the questionnaire indicated they would very likely buy premium cigars (priced at $65 or higher for a box of 25) within the next twelve months. Half of these likely premium buyers would spend $120 or more per box. This report presents results for the total premium buyer group but focuses on those in the likely target group for General Cigar's Cohibas, buyers of $120+ per box cigars.

Awareness Of Cohiba Cigars And Their Source Among Premium Cigar Buyers

The Cohiba name is well known among premium buyers with 72% having heard of Cohiba cigars (Males only: 75%, Gender weighted: 74%). Awareness of Cohiba is 78% among the $120+ buyer group.

With the exception of Cohiba, awareness levels of the premium cigar brands asked about correlated with their U.S. sales rank in 1998. However, although General Cigar's Cohiba cigars are not among the top 50 premium sellers in the U.S., the awareness of Cohiba is only about 2 points lower than the second best selling U.S. premium brand (Arturo Fuente) and about ten points below the best seller, Macanudo.

Cohiba awareness is about 28 points higher than the seventh best selling premium (Bering) and more than 50 points higher than the fiftieth best selling premium (Bances).

28% of all premium buyers are aware of Cohiba, answer that they know where they are made and volunteer Cuba (or Cuba and elsewhere) (Males only: 31%, Gender weighted: 30%). Among the $120+ buyer group, 37% name Cuba (or Cuba and elsewhere) as where Cohiba cigars are made.

Likely buyers of the very highest priced premiums ($235+ a box) are even more aware of Cohiba cigars (over 80%) with 43% of all the buyers of this price category saying that the cigars are made in Cuba (or Cuba and elsewhere).

Cuba was cited as the source of Cohiba cigars more often than was the Dominican Republic. 22% of all premium buyers are aware of Cohiba and think they are made in the Dominican Republic (or Dominican Republic and elsewhere), with 27% among the $120+ buyer group. (The comparable numbers for Cuba, as previously cited, are 28% and 37%, respectively.)

Source Confusion Between Cohiba Cigars From Cuba And General Cigar Cohiba Cigars Among Those Premium Buyers Aware Of Cohiba

Of all premium buyers aware of Cohiba, more than 20% (20.4%) erroneously thought that there was a source connection between the Cohiba cigars from Cuba and the General Cigar Cohibas (Males only: 21%, Gender weighted: 21%). Among those in the $120+ group source confusion was close to 25%.

This confusion rate was based on showing the pictures of a box of General Cigar's Cohiba cigars to those who thought Cohiba cigars were made in Cuba (or Cuba and elsewhere). Among those seeing the pictures, over 54% indicated confusion in terms of thinking the cigars shown and the Cohibas from Cuba are made by the same company, or that the companies are affiliated, associated or connected with each other or that one of the makers of Cohiba cigars got authorization or permission from the other maker to use the name Cohiba.

VI. Detailed Findings

VI. DETAILED FINDINGS

Key data referred to here are shown in the Summary Tables that follow. More detail appears in the Computer Tables in the Appendix.

The Cigar Smoker Who Is A Premium Buyer

A bit more than half (51%) of the cigar smokers answering the questionnaire indicated they would very likely buy cigars priced at $65 or more for a box of 25 (or $2.81 per cigar or more) in the next twelve months.* Half of these prospective "premium" cigar buyers indicated their highest expenditure would be $120 or more per box with about one in six of the premium buyers very likely to spend as much as $235 per box or higher.

> Of those who qualify as premium buyers, 88% will buy such cigars for their own use and 66% will buy premiums for use as a gift or at a special event. This pattern roughly holds across the three price classes analyzed with the exception of cigars priced at $235 or more. Only 68% of buyers will buy those cigars for personal use.
>
> (See Summary Table 1)

The incidence of cigar smokers being likely premium buyers rises steadily as household income increases, with 67% of cigar smokers with household incomes of $75-$100M being likely premium buyers and 88% at $150M or more income. Premium buyer incidence among cigar smokers also rises with education level. Cigar smokers who are 50 years or older are the least likely age group to be premium buyers.

> Among premium buyers, the incidence of likely purchasers of cigars priced at $120 or more rises sharply when the $100M income level is reached.
>
> (See Summary Table 2)

* "Premium cigars" refers to those that cost $65 or more for a box of 25 or $2.81 per cigar or more when purchased in smaller quantity. The $120 a box or more or the $235 a box or more buyers refers to those whose highest price cigar purchase, for their own use or as a gift or for a special event, is verylikely to be in that price category.

Awareness Of Cigar Brands Among Premium Buyers

About 72% of premium cigar buyers have heard of Cohiba (Males only: 75%, Gender weighted: 74%). Among those whose highest anticipated purchase is $120+ per box Cohiba awareness was 78%.

Of the five other premium brands asked about, awareness levels correlated with sales rank.* Although General Cigar's Cohiba sales in the U.S. are not among the top 50 premium sellers, the Cohiba awareness level placed it about 2 points under Arturo Fuente (74%), the second best selling U.S. premium brand in 1998, and about 10 points below Macanudo, the premium sales leader.

Cohiba awareness was about 28 points higher than the seventh best seller (Bering) and more than 50 points higher than the 50th ranked premium brand (Bances).

(See Summary Table 3 and
Methodology Detail Page 38)

Where Those Aware Of Cohiba Think It Is Made

Among those who have heard of Cohiba about 39% said they knew where these cigars were made and thought it was in Cuba (or Cuba and elsewhere). Among those likely to buy cigars at $120+ per box more than 47% of those aware of Cohiba named Cuba (or Cuba and elsewhere).

The association of Cohiba with Cuba is higher than it is with the Dominican Republic. Compared with the numbers noted above for Cuba, Cohiba was thought to be made in the Dominican Republic (or Dominican Republic and elsewhere) by 30% of premium buyers aware of Cohiba and 35% among the $120+ buyer group.

The stronger Cuba association is also illustrated by looking at the extent to which mentions of the two countries overlap. About 23% of those aware of Cohiba mentioned Cuba as where these cigars are made but did not mention the Dominican Republic. In contrast, about 14% mentioned the Dominican Republic but not Cuba. About 16% of those aware of Cohiba mentioned both countries as the source of these cigars.

(See Summary Tables 4, 4a)

* Source: Cigar Insider, May 1999, covering the year 1998

Awareness Of Cohiba And Where It Is Made Among All Premium Buyers

Among all premium buyers in the study -- not only those aware of Cohiba – 28% have heard of Cohiba and think it is made in Cuba (or Cuba and elsewhere) (Males only: 31%, Gender weighted: 30%). Among $120+ buyers it is 37%.

Likely buyers of $235+ per box are the most aware of Cohiba (over 80%) and 43% of all these buyers volunteered that Cohiba was made in Cuba (or Cuba and elsewhere)

(See Summary Table 5 and
Methodology Detail Page 38)

General Comments On Producer Country Data

The country of origin questions used in this study were more stringent than might generally be used in surveys of this type.

- Respondents were first asked "Do you know in which country or countries Cohiba cigars are made?" They were not asked if they "thought" they knew or if they had an opinion. Only if they answered "yes" did they proceed to the next question.
- In the next question they were asked to write in the country or countries where they thought Cohiba cigars are made. No country prompts were given. In addition, they were given the option of checking "Don't know", which some respondents did.
- If a respondent aware of Cohiba indicated not knowing where the cigar was made, no attempt was made to refresh any recollection that person may have, such as by asking where they may have heard of the brand or whether they had ever read anything about where the product was made.

Respondents did not seem shy in saying they did not know where Cohiba was made- with 43% indicating they did not know or checking "Don't know" when asked to write in the country name(s).

The questioning approach used may have caused some respondents that had a country in mind not to volunteer it because they weren't sufficiently confident of the correctness of their answer, or because they had not been stimulated enough to seek to recollect it.

Where Macanudo And Bering Are Thought To Be Made

Country of origin data was also obtained for Macanudo and Bering to serve as a control to compare with the Cohiba data and to see the potential extent of correctness or guessing relating to where products are made.*

Macanudo is associated with the Dominican Republic by 29% of the premium cigar buyers aware of the brand while 12% link it with Jamaica, countries in which this brand has been made. These numbers rise modestly among those who will buy cigars priced at $120 or more.

Association of Cohiba with Cuba was greater than the association of Macanudo with either the Dominican Republic or Jamaica, countries in which Macanudo has been made.

Only 8% of those aware of Bering think it is made in Honduras, its country of origin.

Overall, the incidence of incorrect source country mentions was lower for Cohiba than for either Macanudo or Bering.

If there was guessing of country of origin, it appears to be at low levels.

Cuba was incorrectly cited as the source of Macanudo by only about 4% of those aware of the brand and only one respondent mentioned it for Bering, probably indicating that Cuba would not tend to be cited as a "guess" by respondents who did not know where a cigar was made.

Dominican Republic was incorrectly cited as the source of Bering by about 4%.

(See Summary Table 4)

* Answers for Macanudo and Bering were obtained from the 72% of all respondents aware of Cohiba and also aware of these brands. They comprise more than 4 out of 5 of all respondents aware of Macanudo and of Bering.

The Measure Of Source Confusion

Only those who had previously heard of Cohiba cigars could potentially be affected by prior associations with this name if they were to be exposed to a box of General Cigar's Cohiba cigars. For the purposes of this study, only those who volunteered that Cohiba cigars were made in Cuba (regardless of where else they thought the cigars were made) could potentially be confused to think that the General Cigar Cohiba cigars are related to the same source as the Cohibas from Cuba.

Consequently, the pictures of General Cigar's Cohiba cigars were shown only to the premium buyers who were aware of Cohiba and who also said Cohiba cigars were made in Cuba (or Cuba and elsewhere). However, the number of those in this group who are source confused is percentaged against all those aware of Cohiba, whether or not they thought that Cohibas are made in Cuba.

As indicated in the section "General Comments On Producer Country Data", there might have been respondents who were discouraged from volunteering that Cohiba cigars are made in Cuba because they weren't sufficiently confident of that response or because there was no stimulation of their recollection. To the extent this may have occurred it would have kept some respondents from being exposed to the General Cigar box and potentially indicating source confusion between that product and Cohiba cigars from Cuba.

As indicated in the Study Design Overview Section, two different sets of pictures of the box for the General Cigar Cohiba cigars were used. The results obtained for each set were extremely similar, and well within statistical sampling tolerance, and therefore have been combined.

(See Summary Table 6)

Overall Source Confusion

Over 54% of those exposed to the pictures of the General Cigar Cohiba cigars thought there was a source connection between these cigars and Cohiba cigars from Cuba.

Considering all of the premium buyers who are aware of Cohiba, more than 20% (20.4%) indicated that they thought there was a source connection between the company that makes the displayed Cohiba cigars and the company that makes Cohiba cigars from Cuba (Males only: 21%, Gender weighted: 21%). This estimate rises to close to 25% when looking at those who will buy premium cigars priced at $120 or more.

(See Summary Tables 6,7 and
Methodology Detail Page 38)

The more than 20% source confusion level is made up of about 10% who indicated that they thought the two products were made by the same company and about 7% who thought the two companies were affiliated, associated or had a business connection with each other. Close to an additional 4% thought that one of the makers of Cohiba cigars got authorization or permission from the other maker to use the name Cohiba. *

(See Summary Table 7)

As would be expected, the reasons cited for thinking the companies were the same or were affiliated, associated or had a business connection with each other related largely to the Cohiba name used on both products. 16 of the 114 reasons involved a comment relating to the use of the Dominican Republic cigars to overcome U.S. trade sanctions against Cuba.

(See Summary Table 8)

* If an affirmative answer was given to the first or second question the other source questions were not asked.

The source confusion tally excludes 9 respondents who answered one of the two questions affirmatively, but who gave no reason or gave a reason not appropriate for confusion when asked why they thought the two products were made by the same company or that the companies were affiliated, associated or connected with each other.

Of the 25 respondents who thought one company gave the other company authorization or approval to use the name Cohiba, 20 thought the approval was given by the maker of the Cuban Cohibas, 4 thought it was given by the maker of the cigars they were shown and 1 did not know who gave the approval.

VII. Summary Tables

SUMMARY TABLE 1

ANTICIPATED CIGAR PURCHASES IN NEXT 12 MONTHS *

(By current cigar smokers)
(Price shown is the highest price to be paid by the respondent)

	All Respondents #	All Respondents %
Base = Cigar Smokers	1873	100.0
Will very likely buy cigars in next 12 months:		
For personal use	1680	89.7
$65 or more per box	(842)	(45.0)
$120 per box or more	(403)	(21.5)
$235 per box or more	(112)	(6.0)
As a gift/use at special event	970	51.8
$65 or more per box	(632)	(33.7)
$120 per box or more	(294)	(15.7)
$235 per box or more	(111)	(5.9)
Either for personal use or as a gift/use at special event	1773	94.7
$65 or more per box	(960)	(51.3)
$120 per box or more	(480)	(25.6)
$235 per box or more	(165)	(8.8)

* Based on the following questions:

Q. 5. Do you smoke cigars? .Yes .No
Q. 6. Within the next 12 months, are you very likely to buy cigars for yourself? .Yes .No .Not sure
Q. 7. (IF YES) Thinking about the cigars you will buy for yourself within the next 12 months, please indicate intowhich of the price categories those cigars would fall. This should be based on what you will most likely pay for a box of 25 cigars or for each cigar that you will buy for yourself. (Select as many as apply)

Under $35 for a box of 25 cigars/ under $1.50 per cigar
$35-$64 for a box of 25 cigars/ $1.50- $2.80 per cigar
$65-$99 for a box of 25 cigars/ $2.81- $4.34 per cigar
$100-$119 for a box of 25 cigars/$4.35- $5.24 per cigar
$120-$234 for a box of 25 cigars/$5.25-$10.30 per cigar
$235-$349 for a box of 25 cigars/$10.31-$15.35 per cigar
$350 or more for a box of 25 cigars/ $15.36 or more per cigar

Q. 9. Within the next 12 months are you very likely to buy cigars as a gift for someone else or to use at a special event? .Yes .No .Not sure
Q. 10. (IF YES) Thinking about the cigars you will buy as a gift for someone or to use at a special event within the next 12 months, please indicate into which of the price categories those cigars would fall. This should be based on what you will most likely pay for a box of 25 cigars or for each cigar that you will buy as a gift. (Select as many as apply) (Same price list as Q. 7.)

SUMMARY TABLE 2

ANTICIPATED CIGAR PURCHASES IN NEXT 12 MONTHS*

(By current cigar smokers)

	% Of All Cigar Smoker In This Group	% Of Cigar Smokers In A Group Who Will Buy Premium Cigars *	% of Premium Buyers In A Group Who Will Buy Cigars At $120+ a Box *
Base = Cigar Smokers	(1873)	(960)	(480)
	(100%)	51	50
Household Income			
Under $30M	(15)	28	47
$30-$49,999	(29)	44	49
$50-$74,999	(23)	54	46
$75-$99,999	(13)	67	41
$100-$149,999	(8)	68	62
$150M +	(4)	88	74
No answer	(8)	51	54
Education			
High school or less	(15)	28	35
Some college	(44)	48	48
College graduate	(41)	63	54
Age			
21-24	(10)	60	50
25-34	(31)	61	55
35-49	(42)	50	46
50+	(17)	32	46
Gender			
Males	(77)	53	51
Females**	(23)	47	47

* Includes cigars to be bought for their own use or as a gift or for a special event.

** Females overrepresented due to higher cooperation rates. See Methodology Detail section.

SUMMARY TABLE 3

AWARENESS OF COHIBA AND SELECTED CIGARS*

(By current cigar smokers who are future purchasers of premium cigars)

	All Respondents	Men	Highest price will buy next 12 months $120+	$65-119	$120-234	$235+
Base = Premium Cigar Buyers	(960) 100.0%	(753) 100.0%	(480) 100.0%	(480) 100.0%	(315) 100.0%	(165) 100.0%
Heard of:						
Premiums**						
Cohiba	72.2	75.2	77.9	66.5	76.5	80.6
Macanudo	83.2	85.4	87.7	78.8	88.6	86.1
Arturo Fuente	74.1	77.3	80.0	68.1	78.1	83.6
Bering	44.2	49.1	47.5	40.8	47.3	47.9
La Aurora	31.3	31.7	33.3	29.2	31.7	36.4
Bances	21.3	22.3	22.1	20.4	21.3	23.6
Non-Premiums						
King Edward	83.5	85.8	82.9	84.2	84.4	80.0
White Owl	70.7	75.0	70.0	71.5	72.1	66.1

* Based on the following question:

Q. 11. Listed below are the names of several cigars that you may or may not have of before. 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. (Select one answer in each row)

** Sales ranking of premium brands in 1998 in the U.S.: Macanudo (1), Arturo Fuente (2), Bering (7), La Aurora (45), Bances (50). Source: Cigar Insider May 1999, covering 1998

SUMMARY TABLE 4

WHERE PRODUCTS ARE THOUGHT TO BE MADE *

(By current cigar smokers who are future purchasers of premium cigars)

	All Respondents	Men	Highest price will buy next 12 months $120+	$65-119	$120-234	$235+
WHERE COHIBA IS MADE, AMONG THOSE AWARE OF COHIBA						
Base = Premium Cigar Buyers Aware Of Cohiba	(693) 100.0%	(566) 100.0%	(374) 100.0%	(319) 100.0%	(241) 100.0%	(133) 100.0%
Do not know where made	43.4	39.8	34.0	54.5	36.9	28.6
Cuba	38.8	41.5	47.6	28.5	44.4	53.4
Dominican Republic	29.9	33.0	35.0	23.8	36.1	33.1
All other mentions	8.1	8.3	9.4	6.6	8.7	10.5
WHERE MACANUDO IS MADE AMONG THOSE AWARE OF MACANUDO AND COHIBA						
Base = Premium Cigar Buyers Aware of Macanudo & Cohiba	(637) 100.0%	(531) 100.0%	(350) 100.0%	(287) 100.0%	(228) 100.0%	(122) 100.0%
Do not know where made	47.6	45.2	40.6	56.1	41.2	39.3
Cuba	4.2	4.5	4.0	4.5	5.3	1.6
Dominican Republic	28.7	29.6	33.7	22.6	33.8	33.6
Jamaica	12.2	13.7	16.9	6.6	17.5	15.6
Honduras	6.3	6.4	6.9	5.6	4.8	10.7
All other mentions	8.3	8.1	8.0	8.7	7.5	9.0
WHERE BERING IS MADE AMONG THOSE AWARE OF BERING AND COHIBA						
Base = Premium Cigar Buyers Aware Of Bering & Cohiba	(352) 100.0%	(314) 100.0%	(197) 100.0%	(155) 100.0%	(125) 100.0%	(72) 100.0%
Do not know where made	81.5	81.5	78.7	85.2	76.8	81.9
Cuba	**		**		**	
Dominican Republic	4.3	3.8	4.6	3.9	5.6	2.8
Honduras	8.0	8.0	9.1	6.5	8.0	11.1
All other mentions	8.2	8.9	9.6	6.5	11.2	6.9

* See Summary Table 5 for format of questions these responses are based on.

** One respondent

SUMMARY TABLE 4a

WHERE COHIBA IS THOUGHT TO BE MADE *

(By current cigar smokers who are future purchasers of premium cigars)

	All Respondents	Highest price will buy next 12 months $120+
WHERE COHIBA IS MADE, AMONG THOSE AWARE OF COHIBA		
Base = Premium Cigar Buyers Aware Of Cohiba	(693) 100.0%	(374) 100.0%
Do not know where made	43.4	34.0
Cuba **	38.8	47.6
Cuba but not Domin. Republic	22.7	27.3
Cuba and Domin. Republic	16.2	20.3
Dominican Republic **	29.9	35.0
Domin. Republic but not Cuba	13.7	14.7
Domin. Republic and Cuba	16.2	20.3

* Based on Q. 13 See Summary Table 5 for question wording.

** A tabulation of the overlap of Cuba and Dominican Republic responses to Q. 13 was not run for the 13 respondents (8 in the $120+ group) who wrote in Cuba for Q.13 but did not check Cuba in Q. 18. As a consequence, the results shown above for "Cuba but not Domin. Republic" and "Domin. Republic but not Cuba" are each equally probably slightly overstated, by likely less than one percentage point. The two other categories which involve mentions of both Cuba and the Dominican Republic would be understated by a like amount.

SUMMARY TABLE 5

AWARENESS OF COHIBA
AND IT BEING MADE IN CUBA AND/OR THE DOMINICAN REPUBLIC *
(By current cigar smokers who are future purchasers of premium cigars)

	All Respondents	Men	Highest price will buy next 12 months			
			$120+	$65-119	$120-234	$235+
Base = Premium Cigar Buyers	(960) 100.0%	(753) 100.0%	(480) 100.0%	(480) 100.0%	(315) 100.0%	(165) 100.0%
Have heard of Cohiba	72.2	75.2	77.9	66.5	76.5	80.6
Think Cohiba made in Cuba (or Cuba and elsewhere)	28.0	31.2	37.1	19.0	34.0	43.0
Think Cohiba made in Dominican Republic (or DR and elsewhere)	21.6	24.8	27.3	15.8	27.6	26.7

* Based on the following questions:

Q. 11 Listed below are the names of several cigars that you may or may not have of before. 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. (Select one answer in each row)

Q. 12. Do you know in which country or countries COHIBA cigars are made? . Yes .No

Q. 13. 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.

. COHIBA cigars are made in _____
. Don't know

SUMMARY TABLE 6

SOURCE CONFUSION
BETWEEN COHIBA CIGARS FROM CUBA AND CIGARS SHOWN *
(By those aware that Cohiba cigars are made in Cuba)

	All Respondents Shown Pictures	Pictures Seen Open Box	Pictures Seen Closed Box
Base = Those Shown Pictures Of General Cigar Cohiba Box	(256) 100.0%	(120) 100.0%	(136) 100.0%
Indicated source confusion between Cohiba cigars from Cuba and General Cigar Cohiba cigars shown:	54.3	54.2	54.4
Both made by same company **	26.2	26.7	25.7
Companies have an affiliation, association or business connection **	18.4	15.8	20.6
One company gave authorization or approval for other company to use Cohiba name	9.8	11.7	8.1

* Based on the following questions:

Q. 19. Do you think that COHIBA cigars from Cuba and the cigars shown above are made by the same company, are made by different companies, or don't you know.

Q. 23. IF SAME COMPANY) Please tell what makes you think they are made by the same company.

Q. 25. Do you think that the company that makes COHIBA cigars from Cuba and the company that makes the cigars shown above do or do not have an affiliation, association, or business connection with each other or don't you know?

Q. 26. (IF DO HAVE) Please tell what makes you think they have an affiliation, association or business connection with each other.

Q. 27. Thinking again about the company that makes COHIBA cigars from Cuba and the company that makes the cigars shown above, do you think that one of these companies.
- Got authorization or approval from the other company to use the name Cohiba
- Did not get authorization or approval from the other company to use the name Cohiba
- Don't know

Q. 29. (IF GOT) Which of the two companies do you think gave authorization or approval or don't you know?
- The company that makes Cohiba cigars from Cuba
- The company that makes the cigars shown above
- Don't know

Note: Wording of these various questions was randomly rotated across respondents. See Methodology Section.

** Excludes 9 respondents who gave no reason or gave a reason not appropriate for confusion.

SUMMARY TABLE 7

SOURCE CONFUSION
BETWEEN COHIBA CIGARS FROM CUBA AND CIGARS SHOWN *
(By current cigar smokers who are future purchasers of premium cigars and are aware of Cohiba)

	All Respondents	Men	Highest price will buy next 12 months $120+	$65-119	$120-234	$235+
Base = Premium Cigar Buyer Aware of Cohiba*	(680) 100.0%	(554) 100.%	(366) 100.0%	(314) 100.0%	(236) 100.0%	(130) 100.0%
Indicated source confusion between Cohiba cigars from Cuba and General Cigar Cohiba cigars shown to them:	20.4	21.1	24.6	15.6	25.0	23.8
Both made by same company **	9.9	10.5	11.7	7.6	11.9	11.5
Companies have an affiliation, association or business connection **	6.9	7.0	8.2	5.4	8.9	6.9
One company gave authorization or approval for other company to use Cohiba name	3.7	3.6	4.6	2.5	4.2	5.4

* Base does not include 13 respondents who said Cohiba cigars were made in Cuba in Q. 13 but did not check Cuba in Q. 18. Of the 13, 12 were men, 5 were in the $65-$119 group, 5 in the $120-$234 group and 3 in the $235+ group.

** Excludes 9 respondents who gave no reason or gave a reason not appropriate for confusion.

SUMMARY TABLE 8

VERBATIM COMMENTS
BY RESPONDENTS WHO WERE CLASSIFIED AS SOURCE CONFUSED
BETWEEN COHIBA CIGARS FROM CUBA AND THE CIGARS SHOWN TO THEM

On the following pages are shown the reasons given for thinking that the Cohiba cigars from Cuba and the cigars shown the respondent are made by the same company (Q. 23) or the makers are affiliated, associated or have a business connection with each other (Q. 26).

Nine respondents indicated confusion but either offered no reason or gave a reason not appropriate for confusion. These respondents are not tallied as source confused.

ID	Q23
40014	The logo, the shape/shape color and packaging - also know that some Cohibas are made outside Cuba
40051	The name is unique and think separate patents/rights for use of same logo would be difficult
40098	same name
40109	The labeling rights
40151	Same name
40203	brand name
40207	They have the same brand name. I think they manufacture in two countries because of trade sanctions imposed on Cuba by the United States.
40299	Cohiba is the overall brand and although they are made in diffeent companies, they can still be the same parent company.
40331	Same name, but different factories
40392	Same Logo and Known Brand Name
40408	same logo and name
40427	Common sense
40437	same company, different manufacturing sites
40482	cant sell direct to US due to contraban laws so if theymake them in dominican can sell them to us
40492	Same brand name, must be the same company.
40516	Same logo, labeling
40609	the name
40622	Same name, same tobacco, just grown in different countries and manafactured in different countries
40705	name, label on cigar & box
40751	Real Cuban Cohibas, are made in Cuba but cannot be imported to the USA. The Cohibas we get here are from the Dominican Republic
40788	General information from friends that smoke cigars I believe that I have read about it.
40802	Labels (rings) I've seen look the same.
40850	The only difference is teir country of origin.
40853	Beacause Americans have a trade embago with Cuba, it would make sence to utilise the success of the Cuban Cohiba and manufactuer it from a different country that allow importing into the USA, thus the company does not lose sales and bypasses the embargo.
40854	Marketing Strategy, Brand name versus off brand pricing
40910	I think that these are the Cohiba cigars and they are actually from the Dominican Republic.
40922	I think they are made buy the same company but with diffrent grades of tobacco
40925	It is a quality cigar no matter which country it is made in
40966	Cohiba cigars set up business in the Dominican Republic to capture the US market under the guise of a Cuban cigar.
40969	memory, and the stenciling!
40975	Same name, produced separately to sell to US

ID	Q23
41010	I would assume the brand name would be specific to one company. Also I've seen the collar for both the Dominican and Cuban cigars and they seem to have the same logos.
41069	They look alike
41070	Cuban cigars all have 'Habana' written somewhere on the band. The ones pictured are mfg'd. in the Dominican Republic. Since real Cuban cigars are not permitted in the USA, the cuban seed is planted and harvested in the DR, and then sold in the USA.
41075	Same wrapper
41081	cohiba is a registered trademark
41085	They are made by COHIBA COMPANY
41108	The size, look and the three rings around the band
41122	same name - cohiba
41198	same design and name style
41213	Can't use the name unless the companies are related
41218	The company expanded into Cuba. The product looks and tastes the same
41232	Cigars made in Cuba cannot be exported to the USA. Cigars made in the Dom. Rep., can.
41323	the boxes are similar
41329	They have the same brand name.
41343	same name,alot of cuban seed in the dominican republic
41380	The cigar band and the imprint on the bottom of the box.
41394	trademarked name
41415	You can make cigars in places other than Cuba.
41422	name of distributor
41458	Even though the tobaccos that are used in the cigars are grown in different countries, the cohiba name is controlled by one company.
41480	Because real Cohiba's are made in Cuba, however since they cannot be imported into the US, they also make them from the Dominican Rep.
41503	brand name
41543	Cohiba cigars are made in the Dominican Republic, not Cuba
41645	I've seen them both in the same shop in Mexico-Same Trademark
41655	They have the same name and label.
41687	Similar logo
41690	same band, same branding, it may be licenced out but I suspect its the same holding company or corporation
41697	U.S. Embargo
41704	Same name/quality
41715	I was not correct, they are made in Santo Domingo
41733	same name

ID	Q23
41782	i have read about that
41784	Logo looks the same
41812	cigar name
41842	Same name & company logo
41873	Cohiba has factories in many countries

ID	Q26
40162	Same label, same name, and you can't sell the Cuban ones in the U.S.
40280	It seems perhaps the same people made Cigars in Cuba and due to trade embargos that they moved some operations to the Dominican Republic to keep some market share, but have since probably split up.
40325	Copyright laws would prohibit. I believe it is a way for the Cohiba Co to avoid the Cuba Embargo
40348	the name is the same and si is the style of the cigar
40404	trademark is similar
40425	I think they use the same seed or plants.
40443	Talking with Cigar shop owners, other cigar smokers
40444	name
40471	licensing agreement
40490	Same packaging, just a way of legally selling in US
40534	use of the same name
40554	same trademark name and logo
40565	The Dominican company uses Cuban seed grown on Dominican soil.
40709	consolidated
40734	same name
40741	trademark rights
40753	I imagine some of the people that worked with or owned the Cuban company now own or participate in the Domincan company
40835	THEY ARE MADE IN THE SAME COUNTRY, BOXES LOOK SIMILAR, SAME TYPE FONT, ETC.
40836	Use of the name Cohiba
40858	name brand
40860	Sare the same name
40874	same logo
40901	name
40951	The Name
40970	cohiba is illegal is US, another company makes the dominican republic cigars to import to US
41125	name only
41173	well there claiming that there the same cigars, and the same company. i'm assuming that there would be a lawsuit if one used the name and reputation of the other for sell benifit
41202	The use of the name Cohiba
41214	because of the seed
41221	Same name, logo
41250	Same name
41280	The vrand name Cohiba
41325	to trade with countries that have trade embargos against Cuba

ID	Q26
41354	I would think that international law would require the same product marketed under the same name to have at least an affiliation with each other
41411	ONE WOULD NOT BE ABLE TO MARKET A SIMILAR PRODUCT USING THE SAME NAME WITHOUT SOME SORT OF AFFILIATION
41423	If I remember correctly, I seem to remember Dominican Cohibas being made from Cuban cohiba seed.
41599	I think it is through an ownership association
41620	use of cigar name
41629	I don't think that Cohiba from Cuba would let anyone else use their name unless they were working together in some way.
41667	large company, many different customers
41686	they are grown with seeds from cuba
41718	family affiliation before castro
41763	nearly identical packaging
41764	Cohiba were made in Cuba. When the communist revolution took place some family members fled to D.R.
41768	Same Logo, Cuban Immigrants came to Dominican Republic for Political Assylum
41816	the both use the same name and lable
41882	they are the same

VIII. Methodology Detail

VIII. METHODOLOGY DETAIL

Use Of An Internet Panel

Internet panels are increasingly being used by companies to conduct surveys to aid business decision making. Use of such a panel to address the issues of this study was both practical and reasonable because it could fulfill the difficult requirements of obtaining a relatively large and geographically dispersed sample of a very small proportion of the population (it was assumed that perhaps 2% of adults were premium cigar smokers), who are predominantly male, with an upward income skew and some of whom needed to be shown a picture then immediately questioned about it.

An Internet panel is limited to those who are connected to the Internet. However survey methods typically used for addressing consumer product trademark issues are limited to a certain selected proportion of the population. (Mall intercept surveys are limited to those who visit malls with interviewing facilities, telephone surveys to those at home to answer the phone or those who do not screen calls via their answering machine.) With the great increase in Internet usage it is presently estimated that perhaps 45% of homes have an Internet connection, with the proportion increasing as household income rises. Of those with household incomes of $75M or more it is estimated that perhaps 80% are Internet connected. It is estimated that half of the adults in the U.S. are Internet users either at home, at school, at work or elsewhere. Thus, while not all premium cigar smokers are Internet connected it is likely that a very substantial proportion are and use of such people as respondents would provide a reasonable estimate of the measures sought in this study.

Regardless of survey method used, potential qualified respondents decide whether or not they will cooperate. The use of a panel of people who agree to cooperate in some studies facilitates the conduct of studies and it is not felt that panel participation would have any meaningful effect on responses relating to the topics covered in this study.

Sample of Respondents Participating In The Survey

To maximize the odds of reaching cigar smokers and to avoid a massive solicitation effort, advantage was taken of the fact that about 24,000 Greenfield Online panelists, who had joined the panel since July 1998, had indicated via completion of a general screening questionnaire when they joined the panel, that someone in their household had used a cigar or pipe within the prior 12 months. While many of these may be pipe smokers or only occasional cigar smokers and even people who no longer smoke cigars it was felt the group would contain considerably more current cigar smokers than would a general sample from the panel. Consequently, e-mail solicitations were sent to about 15,000 of these households.

On their own initiative, Greenfield Online sent out the same e-mail solicitation to a sample of about 10,000 panelists who were 21 or older, had joined the panel since July 1998 and were not included among the 24,000 panelists noted above. Examination of the survey responses obtained from the two samples indicated a general pattern of similarity in regard to premium cigar purchasing information.

There were some differences between the two samples in regard to the key measures in the study. However, due to the relatively small number of qualified premium cigar buyers generated by the Greenfield initiated sample the differences in regard to awareness of Cohiba cigars being made in Cuba (or Cuba and elsewhere) and in the source confusion level were well within statistical sampling tolerances. (If 2 or 3 in the Greenfield initiated sample had given different answers the two samples would have produced the same results on these key measures).

Although the difference between the two groups in regard to the Cohiba awareness level is on the edge of statistical significance it should be noted that:

a. The rank order of awareness of the six premium brands is the same in both samples.
b. The awareness level of Arturo Fuente, the second best selling premium, is also lower in the non-screened sample. In both samples, awareness of Cohiba is less than three points below Arturo Fuente.
c. There is no Cohiba awareness difference between the two samples among $120+ buyers.

Consequently, responses of the two samples have been combined and are shown in the Summary Tables and in the appended Computer Tables. Responses of the two separate samples are available. Following is a comparison of the key measures and the sample size for each measure.

	Screened Sample		Non Screened Sample	
	%	#	%	#
Premium Cigar Buyers- $65 or more	100.0	(849)	100.0	(111)
Aware of Cohiba	73.3	(622)	64.0	(71)
Aware of Cohiba Made In Cuba	28.3	(240)	26.1	(29)
Premium Cigar Buyers- $120 or more	100.0	(426)	100.0	(54)
Aware of Cohiba	77.7	(331)	79.6	(43)
Aware of Cohiba Made In Cuba	36.9	(157)	38.9	(21)
Aware of Cohiba	100.0	(609)*	100.0	(71)
Source Confused	20.9	(127)	16.9	(12)

* Base does not include 13 respondents who said Cohiba cigars were made in Cuba in Q. 13 but did not check Cuba in Q. 18.

Male Versus Female Cigar Smokers

Females are overrepresented among the premium cigar smokers in this study due to the generally greater likelihood of females to cooperate in these studies than males. In the study somewhat less than 22% of those who smoke cigars and will buy premium cigars are female. Geenfield Online's rule of thumb, based on their experience, is that if cooperation is solicited from a sample of half males/half females the responses received will be 60/40 female. On the assumption that this rule applies to panelist's willingness to cooperate on a specific study such as this one, as well as the willingness of other household members to do so, then based on study results, it is estimated that females comprise about 11% of the premium cigar population sampled by this study. *

In the Greenfield non-screened sample the split of qualified respondents was 15.3% females 84.7% males. Dividing these percents by the relative cooperation rates noted above produces a female/male ratio of 10.7/89.3, which represents an estimate of the male/female split of the population from which the survey cooperators were drawn. (Divide the female % of 15.3 by .6 to produce 25.5. Then divide the male percent of 84.7 by .4 to produce 211.8. Add the two resulting figures and repercentage to produce the population split estimate.)

Since respondents from the prescreened panel were involved in the screening phase and then the survey the greater tendency of females to cooperate must be compensated for twice. As a result, the 22.3% of qualified respondents in this sample of the survey who are females would be reduced to 11.2% if the 60/40 cooperation rule were applied twice, as shown above.

To produce the 11/89 female/male gender weighted proportions, each female's response is weighted by .4493 while each male response is weighted 1.0.

* Information given to Mr. Ossip by the Simmons National Survey indicates that in a recent study women accounted for 11% of the 660 smokers of regular cigars.

There are meaningful differences in some of the responses of males versus females. The females are generally less aware of premium cigar brands and of countries of origin.** The data below compare the responses of males and females for certain key measures and the effect if the sample were balanced by sex. Some of the Summary Tables show results for the men in the survey. The Computer Tables in the Appendix permit a more detailed comparison of male versus female responses.

	Males	Females	Total Sample	Gender Weighted Sample
% Aware of Cohiba	75.2	61.4 *	72.2	73.6
% Of Those Aware Thinking Cohiba Made in Cuba (or Cuba and elsewhere)	41.5	26.8 *	38.8	40.2
Think Cohiba Made In Cuba (or Cuba and elsewhere) As % Of All Premium Buyers	31.2	16.4 *	28.0	29.6
Confused As % Of All Aware Of Cohiba	21.1	17.5	20.4	20.7

* Statistically significant difference between males and females

** While the data above is only for Cohiba the same pattern would generally apply to the other premium cigar brands asked about.

Soliciting Cooperation

Panelists solicited for cooperation in this survey were sent an e-mail explaining that a cigar survey was being conducted and asking them to cooperate if they were a cigar smoker and over 21 years of age. If they were not, they were asked to seek the cooperation of any other household member who would meet these qualifications. Those who qualified and completed the survey would be offered a chance by Greenfield to win an incentive, common procedure with an Internet panel. A total of 231 prizes with a combined value of $1500 was offered.

Internet Procedures

To gain access to the survey on their computer a panelist went to the Greenfield Internet site address appearing in the e-mail solicitation. They then had to enter the e-mail address with which they were registered at Greenfield Online. A second questionnaire could not be completed using the same e-mail address.

The first question then appeared on the screen. After a question was answered the respondent clicked the "Next" button on the screen in order to have the next question appear. If the "Next" button was clicked before the question was answered an appropriate reminder message appeared on the screen. The respondent was not permitted to go back to a question already answered. One question at a time appeared on the screen except in the demographic section and when asked about cigar and pipe smoking. When the questionnaire was completed a "Submit" button was clicked on the screen to send the answers to Greenfield. If a respondent did not answer a question within a fifteen-minute time period the survey disappeared from the screen and was not retrievable.

The Questionnaire

The first two questions in the survey, followed industry practice, and were used to eliminate potential respondents who had participated in a survey involving cigars in the past six months or who work or have a household member who works in an occupation that might give them special access to information about cigars. In addition, those under 21 were excluded.*

Those who then indicated they were cigar smokers were asked two questions to determine whether they were very likely to buy cigars for themselves or as a gift or use at a special event within the next 12 months. A "Not sure" option was included in these questions along with the "Yes" and "No". Those who answered "Yes" were asked to indicate what they would most likely pay for these cigars. Seven price categories were provided with prices shown for a box of 25 cigars as well as the comparable prices on a per-cigar basis. (The latter prices were roughly 10% higher than the per-cigar cost of a full box.) Respondents had the option of checking more than one price category.

Those respondents checking a price category of $65 per box or more in response to either question were categorized as premium buyers and continued with the study. All other respondents were only asked for demographic information. Those who would buy premium cigars for their own use were asked to check off the amount of such cigars that they were likely to buy in the next year.

* A 21 year cut off was used so as not to appear to encourage smoking. The minimum age for purchasing tobacco products in some states is 19. Some organizations that solicit survey cooperation from large numbers of people, such as Polks, use the 21 age cutoff.

The future premium buyers were then shown the names of 6 premium and 2 non-premium cigars and asked to indicate whether or not they had heard of each. A "not sure" option was offered. The order in which the names were shown was randomly rotated. The premium cigars included the two top selling brands (as of 1998), the seventh ranked and the 45 and 50th ranked to provide some basis for comparison with the Cohiba awareness level. *

Those respondents who had not heard of Cohiba skipped to the demographic questions. Those who had heard of it were asked if they knew in which country or countries Cohiba cigars were made. If they answered yes, they were asked to write in the country or countries in which they thought Cohiba cigars are made. An opportunity to indicate that they did not know the country was provided in that question. They were also asked the same questions about Macanudo and Bering, if they were aware of these brands. The order in which these three names were asked about was randomly rotated.

Those who had named Cuba as a country in which Cohiba cigars are made were then shown two pictures of a box of General Cigar Cohiba cigars and two of the cigars, which were placed on the box. This was preceded by a statement telling them they were going to see "an image of a box of cigars sold by quality retailers in the United States". Those not naming Cuba went to the demographic questions.

Since the computer could not read whether a respondent had initially typed in Cuba (in Q. 13) it was necessary for the response to be transferred (piped) to another question (Q.18), which contained a list of countries, and the respondent asked to check off the country or countries they had previously written in. This then permitted the computer to determine whether the respondent should be shown the box pictures (if they had entered Cuba) or be skipped to the demographic questions.

Analysis of responses to the two questions indicated that 13 respondents who had initially answered that Cohiba cigars were made in Cuba failed to check Cuba on the list. These 13 respondents were not shown the pictures and are excluded from the base of respondents used to tally source confusion. Nine respondents who had not previously volunteered Cuba nevertheless checked it on the subsequent list. These 9 viewed the cigar box pictures but their responses were not included in the confusion tally although they were counted in the base of total respondents.

* Source: Cigar Insider May 1999, covering 1998

After viewing the cigar box pictures of the General Cigar Cohiba cigars, respondents were asked a series of questions to determine whether or not there was source confusion between the cigars they viewed and Cohiba cigars from Cuba. (Each of these respondents had indicated that they thought Cohiba cigars were made in Cuba (or Cuba and elsewhere). The specific questions asked covered three relevant areas of potential source confusion:

- Thinking they were made by the same company.
- Thinking that the two makers have an affiliation, association or business connection with each other.
- Thinking that one of the companies that makes Cohiba cigars got authorization or approval from the other maker to use the name Cohiba.

When each of these questions was asked a positive and negative option was offered along with a "Don't know". For the first of these questions the option of "different companies" preceded the option of "same company" half the time. The two cigars were referred to as "Cohiba cigars from Cuba" and "the cigars shown above". In half the interviews one of these was mentioned first in each of the questions and in the other half of the interviews it was mentioned second.

If a respondent answered "same company" to the first question they were asked to write in what made them think so. They were not asked the other source questions. The same procedure applied if a respondent answered that that the companies do have an affiliation, association or business connection. If a respondent answered that "one of these companies got authorization or approval from the other company to use the name Cohiba" they were asked to indicate which company gave authorization or approval. A "Don't know" option was offered in that question.

Mr. Ossip reviewed the reasons offered by respondents, when either the first or second question was answered affirmatively. A total of nine respondents are not included in the tally of those classified as source confused either because they did not provide a reason for their answer or the reason given was not appropriate for confusion.

Pictures Shown to Respondents

Two different picture sets were randomly rotated. About half of those shown a picture set saw the top of the closed box of General Cigar's Cohiba cigars, on which was placed two of the cigars, and the bottom of the closed box. The rest of the respondents saw a picture of the opened box with two of the cigars placed on the top part of the opened box. (This part looked like the top of the closed box.) The bottom part of the opened box had a promotional flyleaf covering the cigars. They also saw the bottom of the closed box.

Each time a question relating to source was asked it was preceded by the showing of the appropriate pictures. To insure that a very clear image of these pictures was transmitted, at the end of the source questions the picture of the top of the box or of the flyleaf in the opened box was shown again to those who originally saw it and the respondent was asked to type the words they saw on a specified line in the picture. The line chosen for the closed box was the one involving the small print: "Santiago, La Republica Dominica" from the top of the box. For those seeing the opened box, the eighth line of the flyleaf was selected ("have been the most exquisite...).

All respondents instructed to type in the words from the top of the box typed in the appropriate words. While a few respondents typed in words from other than the eighth line of the flyleaf only two respondents indicated by their response difficulty in reading the line from the flyleaf. These two respondents were not tabulated in the study.

The foregoing constitutes my findings and opinions in this matter. The fee to be received by the undersigned is at the rate of $400 per hour for time spent on this project, regardless of the specific activity.

Alvin Ossip

Computer Tables

APPENDIX A

TABLE HEADINGS OF COMPUTER TABLES THAT FOLLOW

Total = Responses of all those respondents asked the specific question

$65 or higher/$120 or higher/$235 or higher = respondents who are very likely to buy cigars in this price category, within the next twelve months, for their own use or as a gift or for a special event.

$65 or higher/ $120 or higher/$235 or higher/ saw image = Those very likely to buy cigars in this price category who were aware of Cohiba and volunteered that these cigars were made in Cuba (or Cuba and elsewhere) (These respondents were shown the picture of the General Cigar Cohiba box.)

For questions after Q. 18 the tables exclude 13 respondents who volunteered Cuba in response to Q. 13, but did not check Cuba in Q. 18.

Female = Columns headed "Female" pertain only to the females in the sample. All other columns show the total of males and females. Subtracting the "Females" from the "Total", for comparably headed columns, will provide the data for "males only".

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Page	Table	Title	Total
1	1	Q5. DO YOU SMOKE CIGARS?	0
2	2	Q6. WITHIN THE NEXT 12 MONTHS, ARE YOU VERY LIKELY TO BUY CIGARS FOR YOURSELF?	0
3	3	Q7. THINKING ABOUT THE CIGARS YOU WILL BUY FOR YOURSELF WITHIN THE NEXT 12 MONTHS, PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL.	0
5	4	Q8. CONSIDERING ONLY THE CIGARS YOU WILL BUY FOR YOURSELF THAT COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR. ABOUT HOW MANY OF THESE CIGARS WILL YOU LIKELY BUY IN THE NEXT 12 MONTHS?	0
6	5	Q9. WITHIN THE NEXT 12 MONTHS, ARE YOU VERY LIKELY TO BUY CIGARS AS A GIFT FOR SOMEONE ELSE OR TO USE AT A SPECIAL EVENT?	0
7	6	Q6/9. WITHIN THE NEXT 12 MONTHS, ARE YOU VERY LIKELY TO BUY CIGARS FOR YOURSELF OR FOR SOMEONE ELSE?	0
8	7	Q10. THINKING ABOUT THE CIGARS YOU WILL BUY AS A GIFT FOR SOMEONE ELSE OR TO USE AT A SPECIAL EVENT WITHIN THE NEXT 12 MONTHS, PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL.	0
10	8	Q7/10. THINKING ABOUT THE CIGARS YOU WILL BUY FOR YOURSELF/OR AS A FIGT FOR SOMEONE ELSE, WITHIN THE NEXT 12 MONTHS, PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL.	0
12	9	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. - ARTURO FUENTE -	0
13	10	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. - BANCES -	0
14	11	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. - BERING -	0
15	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 -	0
16	13	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. - KING EDWARD -	0
17	14	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. - LA AURORA -	0
18	15	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. - MACANUDO -	0

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Page	Table	Title	Total
19	16	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. WHITE OWL	0
20	17	Q12. DO YOU KNOW IN WHICH COUNTRY OR COUNTRIES COHIBA CIGARS ARE MADE?	0
21	18	Q13. 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.	0
23	19	Q14. DO YOU KNOW IN WHICH COUNTRY OR COUNTRIES MACANUDO CIGARS ARE MADE?	0
24	20	Q15. PLEASE WRITE IN THE NAME OF THE COUNTRY OR COUNTRIES WHERE MACANUDO CIGARS ARE MADE. IF YOU DON'T KNOW, PLEASE CHECK THE DON'T KNOW BOX.	0
26	21	Q16. DO YOU KNOW IN WHICH COUNTRY OR COUNTRIES BERING CIGARS ARE MADE?	0
27	22	Q17. PLEASE WRITE IN THE NAME OF THE COUNTRY OR COUNTRIES WHERE BERING CIGARS ARE MADE. IF YOU DON'T KNOW, PLEASE CHECK THE DON'T KNOW BOX.	0
28	23	Q18. YOU SAID THAT COHIBA CIGARS WERE MADE IN [PIPE FROM Q11A1]. PLEASE CHECK THIS NAME (NAMES) BELOW SO THAT THE COMPUTER CAN TALLY YOUR ANSWER.	0
29	24	SAW IMAGE 1 (OPEN BOX) Q19-22. DO YOU THINK THAT COHIBA CIGARS FROM CUBA AND THE CIGARS SHOWN ABOVE ARE MADE BY THE SAME COMPANY, ARE MADE BY DIFFERENT COMPANIES, OR DON'T YOU KNOW?	0
30	25	SAW IMAGE 1 (OPEN BOX) Q23. PLEASE TELL WHAT MAKES YOU THINK THEY ARE MADE BY THE SAME COMPANY.	0
31	26	SAW IMAGE 1 (OPEN BOX) Q24-25. DO YOU THINK THAT THE COMPANY THAT MAKES COHIBA CIGARS FROM CUBA AND THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE DO OR DO NOT HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER OR DON'T YOU KNOW?	0
32	27	SAW IMAGE 1 (OPEN BOX) Q26. PLEASE TELL WHAT MAKES YOU THINK THEY HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER.	0
33	28	SAW IMAGE 1 (OPEN BOX) Q27-28. THINKING AGAIN ABOUT THE COMPANY THAT MAKES COHIBA CIGARS FROM CUBA AND THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE, DO YOU THINK THAT ONE OF THESE COMPANIES..	0
34	29	SAW IMAGE 1 (OPEN BOX) Q29-30. WHICH OF THE 2 COMPANIES DO YOU THINK GAVE AUTHORIZATION OR APPROVAL OR DON'T YOU KNOW?	0
35	30	SAW IMAGE 1 (OPEN BOX) Q19-22/24-25/29-30	0
36	31	SAW IMAGE 2 (CLOSED BOX) Q19-22. DO YOU THINK THAT COHIBA CIGARS FROM CUBA AND THE CIGARS SHOWN ABOVE ARE MADE BY THE SAME COMPANY, ARE MADE BY DIFFERENT COMPANIES, OR DON'T YOU KNOW?	0

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Page	Table	Title	Total
37	32	SAW IMAGE 2 (CLOSED BOX) Q23. PLEASE TELL WHAT MAKES YOU THINK THEY ARE MADE BY THE SAME COMPANY.	0
38	33	SAW IMAGE 2 (CLOSED BOX) Q24-25. DO YOU THINK THAT THE COMPANY THAT MAKES CONIBA CIGARS FROM CUBA AND THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE DO OR DO NOT HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER OR DON'T YOU KNOW?	0
39	34	SAW IMAGE 2 (CLOSED BOX) Q26. PLEASE TELL WHAT MAKES YOU THINK THEY HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER.	0
40	35	SAW IMAGE 2 (CLOSED BOX) Q27-28. THINKING AGAIN ABOUT THE COMPANY THAT MAKES CONIBA CIGARS FROM CUBA AND THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE, DO YOU THINK THAT ONE OF THESE COMPANIES..	0
41	36	SAW IMAGE 2 (CLOSED BOX) Q29-30. WHICH OF THE 2 COMPANIES DO YOU THINK GAVE AUTHORIZATION OR APPROVAL OR DON'T YOU KNOW?	0
42	37	SAW IMAGE 2 (CLOSED BOX) Q19-22/24-25/29-30	0
43	38	Q3. PLEASE INDICATE YOUR AGE GROUP.	0
44	39	Q33. PLEASE INDICATE THE LAST GRADE OF SCHOOL YOU COMPLETED.	0
45	40	Q34. PLEASE INDICATE YOUR EMPLOYMENT STATUS.	0
46	41	Q35. PLEASE INDICATE YOUR HOUSEHOLD'S TOTAL INCOME BEFORE TAXES:	0
47	42	Q36. GENDER	0
48	43	Q37. WHICH OF THE FOLLOWING BEST DESCRIBES THE GEOGRAPHIC AREA OF YOUR PRIMARY RESIDENCE?	0

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CIGAR STUDY (8685)
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Table 1
Q9. DO YOU SMOKE CIGARS?

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH EN IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH EN SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
YES	1873 100.0	960 100.0	256 100.0	207 100.0	33 100.0	480 100.0	170 100.0	165 100.0	68 100.0
NO	-	-	-	-	-	-	-	-	-

Table 2
Q6. WITHIN THE NEXT 12 MONTHS, ARE YOU VERY LIKELY TO BUY CIGARS FOR YOURSELF?

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH ER	$135 OR HIGH ER SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
YES	1680 89.7	917 95.5	249 97.3	186 89.9	31 93.9	465 96.9	164 96.5	159 96.4	66 97.1
NO	51 2.7	12 1.3	3 1.2	7 3.4	1 3.0	6 1.3	3 1.8	3 1.8	1 1.5
NOT SURE	142 7.6	31 3.2	4 1.6	14 6.8	1 3.0	9 1.9	3 1.8	3 1.8	1 1.5

Table 1

Q7. THINKING ABOUT THE CIGARS YOU WILL BUY FOR YOURSELF WITHIN THE NEXT 12 MONTHS, PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL:

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER SAW IMAGE
BASE: VERY LIKELY TO BUY CIGARS FOR SELF, WITHIN THE NEXT 12 MONTHS	1680	917	249	186	31	465	164	159	66
LESS THAN $35 FOR A BOX OF 25 CIGARS/LESS THAN $1.50 PER CIGAR	647 38.5	108 11.8	18 7.2	30 16.1	3 9.7	38 8.2	9 5.5	14 8.8	2 3.0
$35-$64 FOR A BOX OF 25 CIGARS/$1.50-$2.80 PER CIGAR	459 27.3	180 19.6	33 13.3	41 22.0	3 9.7	58 12.5	15 9.1	18 11.3	4 6.1
$65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR (NET)	842 50.1	842 91.8	242 97.2	156 83.9	29 93.5	451 97.0	162 98.8	157 98.7	66 100.0
$65-$99 FOR A BOX OF 25 CIGARS/$2.81-$4.34 PER CIGAR	392 23.3	392 42.7	87 34.9	75 40.3	9 29.0	102 21.9	31 18.9	27 17.0	7 10.6
$100-$119 FOR A BOX OF 25 CIGARS/$4.35-$5.24 PER CIGAR	302 18.0	302 32.9	85 34.1	50 26.9	10 32.3	161 34.6	51 31.1	57 35.8	17 25.8
$120 OR MORE FOR A BOX OF 25 CIGARS/$5.25 OR MORE PER CIGAR ($SUB-NET)	403 24.0	403 43.9	146 58.6	68 36.6	17 54.8	403 86.7	146 89.0	147 92.5	61 92.4
$120-$234 FOR A BOX OF 25 CIGARS/$5.25-$10.30 PER CIGAR	352 21.0	352 38.4	124 49.8	61 32.8	16 51.6	352 75.7	124 75.6	90 60.4	39 59.1
$235 OR MORE FOR A BOX OF 25 CIGARS/$10.31 OR MORE PER CIGAR ($SUB-SUB-NET)	112 6.7	112 12.2	47 18.9	16 8.6	3 9.7	112 24.1	47 28.7	112 70.4	47 71.2
$235-$349 FOR A BOX OF 25 CIGARS/$10.31-$15.35 PER CIGAR	92 5.5	92 10.0	40 16.1	13 7.0	1 3.2	92 19.8	40 24.4	92 57.9	40 60.6

Table 1

D7. THINKING ABOUT THE CIGARS YOU WILL BUY FOR YOURSELF WITHIN THE NEXT 12 MONTHS, PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL.

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER SAW IMAGE
BASE: VERY LIKELY TO BUY CIGARS FOR SELF, WITHIN THE NEXT 12 MONTHS	1680	917	249	186	31	465	164	159	66
$350 OR MORE FOR A BOX OF 25 CIGARS/$15.36 OR MORE PER CIGAR	49	49	15	7	3	49	15	49	15
	2.9	5.3	6.0	3.8	9.7	10.5	9.1	30.8	22.7

Table 4

Q8. CONSIDERING ONLY THE CIGARS YOU WILL BUY FOR YOURSELF THAT COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR, ABOUT HOW MANY OF THESE CIGARS WILL YOU LIKELY BUY IN THE NEXT 12 MONTHS?

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGHER	$65 OR HIGHER SAW IMAGE	FEMALE $65 OR HIGHER -EK	FEMALE $65 OR HIGHER SAW IMAGE	$120 OR HIGHER	$120 OR HIGHER SAW IMAGE	$235 OR HIGHER	$235 OR HIGHER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR	842	842	242	156	29	451	162	157	66
FEWER THAN 25 CIGARS	371 44.1	371 44.1	84 34.7	92 59.0	18 62.1	201 44.6	60 37.0	68 43.3	26 39.4
25 50 CIGARS	269 31.9	269 31.9	73 30.2	44 28.2	6 20.7	138 30.6	54 33.3	43 27.4	15 22.7
51 100 CIGARS	129 15.3	129 15.3	57 23.6	12 7.7	4 13.8	69 15.3	31 19.1	26 16.6	15 22.7
101 200 CIGARS	39 4.6	39 4.6	18 7.4	3 1.9	1 3.4	21 4.7	8 4.9	10 6.4	5 7.6
MORE THAN 200 CIGARS	34 4.0	34 4.0	10 4.1	5 3.2	-	22 4.9	9 5.6	10 6.4	5 7.6

Table 5

Q9. WITHIN THE NEXT 12 MONTHS, ARE YOU VERY LIKELY TO BUY CIGARS AS A GIFT FOR SOMEONE ELSE OR TO USE AT A SPECIAL EVENT?

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER' SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
YES	970 51.8	689 71.8	200 78.1	177 85.5	25 75.8	377 78.5	140 82.4	141 85.5	61 89.7
NO	548 29.3	157 16.4	34 13.3	13 6.3	3 9.1	60 12.5	20 11.8	13 7.9	5 7.4
NOT SURE	355 19.0	114 11.9	22 8.6	17 8.2	5 15.2	43 9.0	10 5.9	11 6.7	2 2.9

Table 6
Q6/9. WITHIN THE NEXT 12 MONTHS, ARE YOU VERY LIKELY TO BUY CIGARS FOR YOURSELF OR FOR SOMEONE ELSE?

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
YES	1773 94.7	960 100.0	256 100.0	207 100.0	33 100.0	480 100.0	170 100.0	165 100.0	68 100.0
NO	53 2.8	-	-	-	-	-	-	-	-
NOT SURE	47 2.5	-	-	-	-	-	-	-	-

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Table 7
Q10. THINKING ABOUT THE CIGARS YOU WILL BUY AS A GIFT FOR SOMEONE ELSE OR TO USE AT A SPECIAL EVENT WITHIN THE NEXT 12 MONTHS; PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL.

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER SAW IMAGE
BASE: VERY LIKELY TO BUY CIGARS FOR SOMEONE ELSE AS A GIFT, WITHIN THE NEXT 12 MONTHS	970	689	200	177	25	377	140	141	61
TOTAL RESPONDENTS	970	689	200	177	25	377	140	141	61
LESS THAN $35 FOR A BOX OF 25 CIGARS/LESS THAN $1.50 PER CIGAR	193 19.9	40 5.8	8 4.0	10 5.6	- -	17 4.5	6 4.2	6 4.3	2 3.3
$35-$64 FOR A BOX OF 25 CIGARS/$1.50-$2.80 PER CIGAR	273 28.1	119 17.3	19 9.5	32 18.1	1 4.0	35 9.3	9 6.4	11 7.8	3 4.9
$65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR (NET)	632 65.2	632 91.7	190 95.0	167 94.4	25 100.0	366 97.1	137 97.9	137 97.2	61 100.0
$65-$99 FOR A BOX OF 25 CIGARS/$2.81-$4.34 PER CIGAR	249 25.7	249 36.1	59 29.5	66 37.3	5 20.0	63 16.7	20 14.3	11 7.8	3 4.9
$100-$119 FOR A BOX OF 25 CIGARS/$4.35-$5.24 PER CIGAR	210 21.6	210 30.5	48 24.0	63 35.6	4 16.0	104 27.6	30 21.4	31 22.0	11 18.0
$120 OR MORE FOR A BOX OF 25 CIGARS/$5.25 OR MORE PER CIGAR (SUB-NET)	294 30.3	294 42.7	114 57.0	76 42.9	21 84.0	294 78.0	114 81.4	123 87.2	59 96.7
$120-$234 FOR A BOX OF 25 CIGARS/$5.25-$10.30 PER CIGAR	223 23.0	223 32.4	79 39.5	60 33.9	15 60.0	223 59.2	79 56.4	52 36.9	24 39.3
$235 OR MORE FOR A BOX OF 25 CIGARS/$10.31 OR MORE PER CIGAR (SUB SUB NET)	111 11.4	111 16.1	51 25.5	24 13.6	7 28.0	111 29.4	51 36.4	111 78.7	51 83.6

Table 7

Q10. THINKING ABOUT THE CIGARS YOU WILL BUY AS A GIFT FOR SOMEONE ELSE OR TO USE AT A SPECIAL EVENT WITHIN THE NEXT 12 MONTHS, PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL.

TOTAL SAMPLE

	TOTAL	$65 OR HIGHER	$65 OR HIGHER IMAGE	FEMALE $65 OR HIGHER	FEMALE $65 OR HIGHER IMAGE	$120 OR HIGHER	$120 OR HIGHER IMAGE	$235 OR HIGHER	$235 OR HIGHER IMAGE
TOTAL RESPONDENTS	970	689	300	177	25	377	140	141	61
$235 $349 FOR A BOX OF 25 CIGARS/$10.11-$15.35 PER CIGAR	90 9.3	90 13.1	41 20.5	19 10.7	5 20.0	90 23.9	41 29.3	90 63.8	41 67.2
$350 OR MORE FOR A BOX OF 25 CIGARS/$15.36 OR MORE PER CIGAR	34 3.5	34 4.9	15 7.5	7 4.0	3 12.0	34 9.0	15 10.7	34 24.1	15 24.6

Table 3

Q7/10. THINKING ABOUT THE CIGARS YOU WILL BUY FOR YOURSELF/OR AS A GIFT FOR SOMEONE ELSE, WITHIN THE NEXT 12 MONTHS, PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL.

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER SAW IMAGE
BASE: VERY LIKELY TO BUY CIGARS FOR SELF OR SOMEONE ELSE AS A GIFT, WITHIN THE NEXT 12 MONTHS	1773	960	256	207	33	480	170	165	68
LESS THAN $35 FOR A BOX OF 25 CIGARS/LESS THAN $1.50 PER CIGAR	700 39.5	126 13.1	22 8.6	34 16.4	3 9.1	46 9.6	13 7.6	17 10.1	3 4.4
$35-$64 FOR A BOX OF 25 CIGARS/$1.50-$2.80 PER CIGAR	593 33.4	247 25.7	41 16.0	61 29.5	4 12.1	77 16.0	19 11.2	26 15.8	6 8.8
$65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR (NET)	960 54.1	960 100.0	256 100.0	207 100.0	33 100.0	480 100.0	170 100.0	165 100.0	68 100.0
$65-$99 FOR A BOX OF 25 CIGARS/$2.81-$4.34 PER CIGAR	495 27.9	495 51.6	105 41.0	104 50.2	10 30.3	128 26.7	38 22.4	29 17.6	7 10.3
$100-$119 FOR A BOX OF 25 CIGARS/$4.35-$5.24 PER CIGAR	402 22.7	402 41.9	102 39.8	88 42.5	10 30.3	204 42.5	61 35.9	69 41.8	18 26.5
$120 OR MORE FOR A BOX OF 25 CIGARS/$5.25 OR MORE PER CIGAR (SUB-NET)	480 27.1	480 50.0	170 66.4	97 46.9	26 78.8	480 100.0	170 100.0	165 100.0	68 100.0
$120-$234 FOR A BOX OF 25 CIGARS/$5.25-$10.30 PER CIGAR	421 23.7	421 43.9	147 57.4	84 40.6	22 66.7	421 87.7	147 86.5	106 64.2	45 66.2
$235 OR MORE FOR A BOX OF 25 CIGARS/$10.31 OR MORE PER CIGAR (SUB-SUB-NET)	165 9.3	165 17.2	68 26.6	33 15.9	9 27.3	165 34.4	68 40.0	165 100.0	68 100.0
$235-$349 FOR A BOX OF 25 CIGARS/$10.31-$15.35 PER CIGAR	136 7.7	136 14.2	56 21.9	27 13.0	6 18.2	136 28.3	56 32.9	136 82.4	56 82.4

Table 8

Q7/10. THINKING ABOUT THE CIGARS YOU WILL BUY FOR YOURSELF/FOR AS A GIFT FOR SOMEONE ELSE, WITHIN THE NEXT 12 MONTHS, PLEASE INDICATE INTO WHICH OF THE PRICE CATEGORIES THOSE CIGARS WOULD FALL:

TOTAL SAMPLE

	TOTAL	$65 OR HIGHER	$65 OR HIGHER SAW IMAGE	FEMALE $65 OR HIGHER	FEMALE $65 OR HIGHER SAW IMAGE	$120 OR HIGHER	$120 OR HIGHER SAW IMAGE	$235 OR HIGHER	$235 OR HIGHER SAW IMAGE
BASE: VERY LIKELY TO BUY CIGARS FOR SELF OR SOMEONE ELSE AS A GIFT, WITHIN THE NEXT 12 MONTHS	1771	960	256	207	33	480	170	165	68
$350 OR MORE FOR A BOX OF 25 CIGARS/$15.36 OR MORE PER CIGAR	67 3.8	67 7.0	25 9.8	13 6.3	5 15.2	67 14.0	25 14.7	67 40.6	25 36.8

Table 5

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.
- ARTURO FUENTE -

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR	960	960	256	207	33	480	170	165	68
HEARD OF	711 74.1	711 74.1	223 87.1	129 62.3	25 75.8	384 80.0	150 88.2	138 83.6	64 94.1
NOT HEARD OF	155 16.1	155 16.1	21 8.2	50 24.2	4 12.1	67 14.0	11 6.5	22 13.3	3 4.4
NOT SURE	94 9.8	94 9.8	12 4.7	28 13.5	4 12.1	29 6.0	9 5.3	5 3.0	1 1.5

Table 10

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.

BANCIGS

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH ER SAW IMAGE	$120 OR HIGH ER	$120 OR HIGH ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.91 OR MORE PER CIGAR	960	960	256	207	33	480	170	165	68
HEARD OF	204 21.3	204 21.3	73 28.5	36 17.4	10 30.3	106 22.1	47 27.6	39 23.6	22 32.4
NOT HEARD OF	543 56.6	543 56.6	141 55.1	117 56.5	16 48.5	281 58.5	96 56.5	88 53.3	33 48.5
NOT SURE	213 22.2	213 22.2	42 16.4	54 26.1	7 21.2	93 19.4	27 15.9	38 23.0	13 19.1

Table 11

G11. 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 BEFORE.

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	PE MALE $65 OR HIGH -ER	PE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.61 OR MORE PER CIGAR	960	960	256	207	33	880	170	165	68
HEARD OF	424 44.2	424 44.2	158 61.7	54 26.1	13 39.4	228 47.5	100 58.8	79 47.9	40 58.8
NOT HEARD OF	377 39.3	377 39.3	73 28.5	106 51.2	14 42.4	183 38.1	52 30.6	61 37.0	21 30.9
NOT SURE	159 16.6	159 16.6	25 9.8	47 22.7	6 18.2	69 14.4	18 10.6	25 15.2	7 10.3

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.
- CONTD -

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH ER SAW IMAGE	PE MALE $65 OR HIGH -ER	PE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH ER	$235 OR HIGH ER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR	960	960	256	207	33	480	170	165	68
HEARD OF	693 72.2	693 72.2	256 100.0	127 61.4	33 100.0	374 77.9	170 100.0	133 80.6	68 100.0
NOT HEARD OF	180 18.8	180 18.8	-	53 25.6	-	80 16.7	-	24 14.5	-
NOT SURE	87 9.1	87 9.1	-	27 13.0	-	26 5.4	-	8 4.8	-

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 DESIGNATION: See Appendix Cover Sheet

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alvin Ossip, dated May 29, 2003
Part 3 of 4

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

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 OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix B to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003
Part 2 of 2

Table 13

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.
- KING EDWARD -

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR	960	960	256	207	33	480	170	165	68
HEARD OF	802 83.5	802 83.5	199 77.7	156 75.4	24 72.7	398 82.9	129 75.9	132 80.0	49 72.1
NOT HEARD OF	93 9.7	93 9.7	37 14.5	30 14.5	7 21.2	49 10.2	25 14.7	21 12.7	13 19.1
NOT SURE	65 6.8	65 6.8	20 7.8	21 10.1	2 6.1	33 6.9	16 9.4	12 7.3	6 8.8

Table 14

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.

- LA AURORA -

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR	960	960	256	207	33	480	170	165	68
HEARD OF	300 31.3	300 31.3	106 41.4	61 29.5	15 45.5	160 33.3	70 41.2	60 36.4	32 47.1
NOT HEARD OF	458 47.7	458 47.7	120 46.9	94 45.4	15 45.5	231 48.1	83 48.8	77 46.7	30 44.1
NOT SURE	201 20.9	201 20.9	30 11.7	52 25.1	3 9.1	88 18.3	17 10.0	27 16.4	6 8.8
DON'T KNOW/NO ANSWER	1 0.1	1 0.1	-	-	-	1 0.2	-	1 0.6	-

Table 15

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.

MACANUDO

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR	960	960	256	207	33	480	170	165	68
HEARD OF	799	799	246	156	28	421	162	142	64
	83.2	83.2	96.1	75.4	84.8	87.7	95.3	86.1	94.1
NOT HEARD OF	97	97	7	28	5	36	6	14	3
	10.1	10.1	2.7	13.5	15.2	7.5	3.5	8.5	4.4
NOT SURE	63	63	3	23	-	22	2	8	1
	6.6	6.6	1.2	11.1	-	4.6	1.2	4.8	1.5
DON'T KNOW/NO ANSWER	1	1	-	-	-	1	-	1	-
	0.1	0.1	-	-	-	0.2	-	0.6	-

Table 16

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.
- WHITE OWL -

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH ER SAW IMAGE	$235 OR HIGH ER	$235 OR HIGH -ER SAW IMAGE
BASE: THE CIGARS YOU WILL BUY FOR YOURSELF/SOMEONE ELSE COST AT LEAST $65 OR MORE FOR A BOX OF 25 CIGARS/$2.81 OR MORE PER CIGAR	960	960	256	207	33	480	170	165	68
HEARD OF	679 70.7	679 70.7	198 77.3	114 55.1	21 63.6	336 70.0	127 74.7	109 66.1	47 69.1
NOT HEARD OF	203 21.1	203 21.1	42 16.4	63 30.4	9 27.3	109 22.7	35 20.6	46 27.9	19 27.9
NOT SURE	78 8.1	78 8.1	16 6.3	30 14.5	3 9.1	35 7.3	8 4.7	10 6.1	2 2.9

Table 17
Q12. DO YOU KNOW IN WHICH COUNTRY OR COUNTRIES COHIBA CIGARS ARE MADE?

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: HEARD OF COHIBA	693	693	256	127	33	374	170	133	68
YES	412	412	256	56	33	257	170	98	68
	59.5	59.5	100.0	44.1	100.0	68.7	100.0	73.7	100.0
NO	281	281	-	71	-	117	-	35	-
	40.5	40.5	-	55.9	-	31.3	-	26.3	-

Table 18

Q13. 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 HIGHER	$65 OR HIGHER SAW IMAGE	FEMALE $65 OR HIGHER	FEMALE $65 OR HIGHER SAW IMAGE	$120 OR HIGHER	$120 OR HIGHER SAW IMAGE	$235 OR HIGHER	$235 OR HIGHER 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 3.0	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 Q18)	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

Table 18

Q13. 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 -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: KNOW IN WHICH COUNTRY OR COUNTRIES COHIBA CIGARS ARE MADE	412	412	256	56	33	257	170	98	68
DON'T KNOW/NO ANSWER	20 4.9	20 4.9	-	5 8.9	-	10 3.9	-	3 3.1	-

Table 19
Q14. DO YOU KNOW IN WHICH COUNTRY OR COUNTRIES MACANUDO CIGARS ARE MADE?

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGHER	$65 OR HIGHER SAW IMAGE	FEMALE $65 OR HIGHER	FEMALE $65 OR HIGHER SAW IMAGE	$120 OR HIGHER	$120 OR HIGHER SAW IMAGE	$235 OR HIGHER	$235 OR HIGHER SAW IMAGE
BASE: HEARD OF COHIBA & MACANUDO	637	637	246	106	28	350	162	122	64
YES	365	365	181	51	20	226	122	79	46
	57.3	57.3	73.6	48.1	71.4	64.6	75.3	64.8	71.9
NO	272	272	65	55	8	124	40	43	18
	42.7	42.7	26.4	51.9	28.6	35.4	24.7	35.2	28.1

Table 20

Q15. PLEASE WRITE IN THE NAME OF THE COUNTRY OR COUNTRIES WHERE MACANUDO CIGARS ARE MADE. IF YOU DON'T KNOW, PLEASE CHECK THE DON'T KNOW BOX.

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER SAW IMAGE
BASE: KNOW IN WHICH COUNTRY OR COUNTRIES MACANUDO CIGARS ARE MADE	365	365	181	51	20	226	122	79	46
BRAZIL	1 0.3	1 0.3	- -	- -	- -	1 0.4	-	1 1.3	- -
COSTA RICA	1 0.3	1 0.3	- -	- -	- -	- -	- -	- -	- -
CUBA	27 7.4	27 7.4	20 11.0	3 5.9	3 15.0	14 6.2	12 9.8	2 2.5	1 2.2
DOMINICAN REPUBLIC	183 50.1	183 50.1	103 56.9	26 51.0	12 60.0	118 52.2	68 55.7	41 51.9	24 52.2
ECUADOR	2 0.5	2 0.5	2 1.1	- -	- -	1 0.4	1 0.8	- -	- -
HAITI	1 0.3	1 0.3	1 0.6	- -	- -	1 0.4	1 0.8	-	-
HONDURAS	40 11.0	40 11.0	18 9.9	6 11.8	2 10.0	24 10.6	13 10.7	13 16.5	8 17.4
JAMAICA	78 21.4	78 21.4	46 25.4	5 9.8	1 5.0	59 26.1	34 27.9	19 24.1	12 26.1
MEXICO	14 3.8	14 3.8	7 3.9	5 9.8	2 10.0	9 4.0	6 4.9	2 2.5	1 2.2
NICARAGUA	12 3.3	12 3.3	6 3.3	1 2.0	1 5.0	7 3.1	5 4.1	5 6.3	4 8.7
UNITED STATES	4 1.1	4 1.1	2 1.1	- -	- -	1 0.4	- -	- -	- -
OTHER	18 4.9	18 4.9	5 2.8	4 7.8	1 5.0	8 3.5	2 1.6	3 3.8	2 4.3

Table 20

Q15. PLEASE WRITE IN THE NAME OF THE COUNTRY OR COUNTRIES WHERE MACANUDO CIGARS ARE MADE. IF YOU DON'T KNOW, PLEASE CHECK THE DON'T KNOW BOX.

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGHER SAW IMAGE	$65 OR HIGHER IMAGE	FEMALE $65 OR HIGHER	FEMALE $65 OR HIGHER SAW IMAGE	$120 OR HIGHER	$120 OR HIGHER SAW IMAGE	$235 OR HIGHER	$235 OR HIGHER SAW IMAGE
BASE: KNOW IN WHICH COUNTRY OR COUNTRIES MACANUDO CIGARS ARE MADE	365	365	181	51	20	226	122	79	46
DON'T KNOW/NO ANSWER	31 8.5	31 8.5	5 2.8	8 15.7	1 5.0	18 8.0	5 4.1	5 6.3	1 2.2

Table 21
Q16. DO YOU KNOW IN WHICH COUNTRY OR COUNTRIES BERING CIGARS ARE MADE?

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH ER	$235 OR HIGH -ER SAW IMAGE
BASE: HEARD OF COHIBA & BERING	352	352	158	38	13	197	100	72	40
YES	77 21.9	77 21.9	45 28.5	9 23.7	6 46.2	48 24.4	30 30.0	14 19.4	10 25.0
NO	275 78.1	275 78.1	113 71.5	29 76.3	7 53.8	149 75.6	70 70.0	58 80.6	30 75.0

Table 22

Q17. PLEASE WRITE IN THE NAME OF THE COUNTRY OR COUNTRIES WHERE BERING CIGARS ARE MADE. IF YOU DON'T KNOW, PLEASE CHECK THE DON'T KNOW BOX.

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER * SAW IMAGE
BASE: KNOW IN WHICH COUNTRY OR COUNTRIES BERING CIGARS ARE MADE	77	77	45	9	6	48	30	14	10
CUBA	1	1	1	1	1	1	1	-	-
	1.3	1.3	2.2	11.1	16.7	2.1	3.3	-	-
DOMINICAN REPUBLIC	15	15	7	3	3	9	4	2	-
	19.5	19.5	15.6	33.3	50.0	18.8	13.3	14.3	-
HONDURAS	28	28	20	3	2	18	12	8	7
	36.4	36.4	44.4	33.3	33.3	37.5	40.0	57.1	70.0
NICARAGUA	3	3	1	-	-	2	1	1	1
	3.9	3.9	2.2	-	-	4.2	3.3	7.1	10.0
UNITED STATES	21	21	12	1	-	12	8	2	1
	27.3	27.3	26.7	11.1	-	25.0	26.7	14.3	10.0
OTHER	5	5	3	-	-	5	3	2	2
	6.5	6.5	6.7		-	10.4	10.0	14.3	20.0
DON'T KNOW/NO ANSWER	12	12	6	2	1	6	4	1	
	15.6	15.6	13.3	22.2	16.7	12.5	13.3	7.1	

Table 23

Q18. YOU SAID THAT COHIBA CIGARS WERE MADE IN [PIPE FROM Q13A1]. PLEASE CHECK THIS NAME [NAMES] BELOW SO THAT THE COMPUTER CAN TALLY YOUR ANSWER.

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH ER	$120 OR HIGH -ER SAW IMAGE	$235 DR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: GAVE COUNTRY IN Q.13	392	392	256	51	33	247	170	95	68
BRAZIL	1 0.3	1 0.3	- -	1 2.0	- -	1 0.4	- -	- -	-
CAMEROON	1 0.3	1 0.3	1 0.4	1 2.0	1 3.0	1 0.4	1 0.6	- -	-
COSTA RICA	3 0.8	3 0.8	- -	2 3.9	- -	1 0.4	- -	1 1.1	- -
CUBA	256 65.3	256 65.3	256 100.0	33 64.7	33 100.0	170 68.8	170 100.0	68 71.6	68 100.0
DOMINICAN REPUBLIC	198 50.5	198 50.5	106 41.4	19 37.3	6 18.2	129 52.2	74 43.5	44 46.3	26 38.2
HONDURAS	19 4.8	19 4.8	12 4.7	1 2.0	- -	13 5.3	9 5.3	8 8.4	5 7.4
JAMAICA	1 0.3	1 0.3	1 0.4	- -	- -	1 0.4	1 0.6	1 1.1	1 1.5
MEXICO	7 1.8	7 1.8	3 1.2	2 3.9	2 6.1	5 2.0	3 1.8	- -	-
NICARAGUA	8 2.0	8 2.0	2 0.8	1 2.0	- -	3 1.2	1 0.6	-	-
UNITED STATES	2 0.5	2 0.5	1 0.4	- -	- -	- -	- -	- -	-
OTHER	1 0.3	1 0.3	- -	- -	- -	1 0.4	- -	- -	-
DON'T KNOW/NO ANSWER	23 5.9	23 5.9	- -	1 2.0	- -	12 4.9	- -	5 5.3	-

Table 24

Q19 22. DO YOU THINK THAT COHIBA CIGARS FROM CUBA AND THE CIGARS SHOWN ABOVE ARE MADE BY THE SAME COMPANY, ARE MADE BY DIFFERENT COMPANIES, OR DON'T YOU KNOW?

SAW IMAGE 1 (OPEN BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGHER	$65 OR HIGHER SAW IMAGE	FEMALE $65 OR HIGHER	FEMALE $65 OR HIGHER SAW IMAGE	$120 OR HIGHER	$120 OR HIGHER SAW IMAGE	$235 OR HIGHER	$235 OR HIGHER SAW IMAGE
BASE: COHIBA MADE IN CUBA	120	120	120	15	15	80	80	31	31
MADE BY THE SAME COMPANY	34 28.3	34 28.3	34 28.3	5 33.3	5 33.3	23 28.8	23 28.8	10 32.3	10 32.3
MADE BY DIFFERENT COMPANIES	64 53.3	64 53.3	64 53.3	8 53.3	8 53.3	44 55.0	44 55.0	14 45.2	14 45.2
DON'T KNOW/NO ANSWER	22 18.3	22 18.3	22 18.3	2 13.3	2 13.3	13 16.3	13 16.3	7 22.6	7 22.6

Table 25
Q23. PLEASE TELL WHAT MAKES YOU THINK THEY ARE MADE BY THE SAME COMPANY.

SAW IMAGE 1 (OPEN BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH ER	$235 OR HIGH ER SAW IMAGE
BASE: CIGARS MADE BY SAME COMPANY	34	34	34	5	5	23	23	10	10
GAVE RELEVANT REASON	32 94.1	32 94.1	32 94.1	5 100.0	5 100.0	22 95.7	22 95.7	9 90.0	9 90.0
DID NOT GIVE RELEVANT REASON	2 5.9	2 5.9	2 5.9	.	.	1 4.3	1 4.3	1 10.0	1 10.0

Table 26

Q24-25. DO YOU THINK THAT THE COMPANY THAT MAKES COHIBA CIGARS FROM CUBA AND THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE DO OR DO NOT HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER OR DON'T YOU KNOW?

SAW IMAGE 1 (OPEN BOX) _____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: CIGARS MADE BY DIFFERENT COMPANIES/DON'T KNOW	86	86	86	10	10	57	57	21	21
THEY DO HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER	21 24.4	21 24.4	21 24.4	2 20.0	2 20.0	13 22.8	13 22.8	4 19.0	4 19.0
THEY DO NOT HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER	35 40.7	35 40.7	35 40.7	2 20.0	2 20.0	24 42.1	24 42.1	9 42.9	9 42.9
DON'T KNOW/NO ANSWER	30 34.9	30 34.9	30 34.9	6 60.0	6 60.0	20 35.1	20 35.1	8 38.1	8 38.1

Table 27

Q26. PLEASE TELL WHAT MAKES YOU THINK THEY HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER.

SAW IMAGE 1 (OPEN BOX) _____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235, OR HIGH -ER SAW IMAGE
BASE: COMPANIES HAVE AN AFFILIATION	21	21	21	2	2	13	13	4	4
GAVE RELEVANT REASON	19 90.5	19 90.5	19 90.5	2 100.0	2 100.0	13 100.0	13 100.0	4 100.0	4 100.0
DID NOT GIVE RELEVANT REASON	2 9.5	2 9.5	2 9.5	- -	- -	- -	- -	- -	-

Table 28

Q27 2B. THINKING AGAIN ABOUT THE COMPANY THAT MAKES COHIBA CIGARS FROM CUBA AND THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE, DO YOU THINK THAT ONE OF THESE COMPANIES..

SAW IMAGE 1 (OPEN BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGHER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGHER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGHER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGHER SAW IMAGE
BASE: COMPANIES DO NOT HAVE AFFILIATION/DON'T KNOW	65	65	65	8	8	44	44	17	17
GOT AUTHORIZATION OR APPROVAL FROM THE OTHER COMPANY TO USE THE NAME COHIBA	14 21.5	14 21.5	14 21.5	3 37.5	3 37.5	8 18.2	8 18.2	2 11.8	2 11.8
DID NOT GET AUTHORIZATION OR APPROVAL FROM THE OTHER COMPANY TO USE THE NAME COHIBA	31 47.7	31 47.7	31 47.7	2 25.0	2 25.0	21 47.7	21 47.7	7 41.2	7 41.2
DON'T KNOW/NO ANSWER	20 30.8	20 30.8	20 30.8	3 37.5	3 37.5	15 34.1	15 34.1	8 47.1	8 47.1

Table 29
Q29-30. WHICH OF THE 2 COMPANIES DO YOU THINK GAVE AUTHORIZATION OR APPROVAL OR DON'T YOU KNOW?

SAW IMAGE 1 (OPEN BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: GOT AUTHORIZATION OR APPROVAL FROM THE OTHER COMPANY TO USE THE NAME COHIBA	14	14	14	3	3	8	8	2	2
THE COMPANY THAT MAKES COHIBA CIGARS FROM CUBA	10 71.4	10 71.4	10 71.4	1 33.3	1 33.3	6 75.0	6 75.0	1 50.0	1 50.0
THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE	3 21.4	3 21.4	3 21.4	1 33.3	1 33.3	2 25.0	2 25.0	1 50.0	1 50.0
DON'T KNOW/NO ANSWER	1 7.1	1 7.1	1 7.1	1 33.3	1 33.3	- -	- -	-	-

Table 30
Q19-22/24-25/29-30

SAW IMAGE 1 (OPEN BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: CHOIBA MADE IN CUBA	120	120	120	15	15	80	80	31	31
NET	65 54.2	65 54.2	65 54.2	10 66.7	10 66.7	43 53.8	43 53.8	15 48.4	15 48.4
MADE BY THE SAME COMPANY AND GAVE RELEVANT REASON	32 26.7	32 26.7	32 26.7	5 33.3	5 33.3	22 27.5	22 27.5	9 29.0	9 29.0
THEY DO HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER AND GAVE RELEVANT REASON	19 15.8	19 15.8	19 15.8	2 13.3	2 13.3	13 16.3	13 16.3	4 12.9	4 12.9
ONE COMPANY GAVE THE OTHER AUTHORIZATION OR APPROVAL TO USE NAME COHIBA	14 11.7	14 11.7	14 11.7	3 20.0	3 20.0	8 10.0	8 10.0	2 6.5	2 6.5

Table 31

Q19 22. DO YOU THINK THAT COHIBA CIGARS FROM CUBA AND THE CIGARS SHOWN ABOVE ARE MADE BY THE SAME COMPANY, ARE MADE BY DIFFERENT COMPANIES, OR DON'T YOU KNOW?

SAW IMAGE 2 (CLOSED BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH ER	$120 OR HIGH ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: COHIBA MADE IN CUBA	136	136	136	18	18	90	90	37	37
MADE BY THE SAME COMPANY	38 27.9	38 27.9	38 27.9	5 27.8	5 27.8	24 26.7	24 26.7	6 16.2	6 16.2
MADE BY DIFFERENT COMPANIES	72 52.9	72 52.9	72 52.9	9 50.0	9 50.0	47 52.2	47 52.2	20 54.1	20 54.1
DON'T KNOW/NO ANSWER	26 19.1	26 19.1	26 19.1	4 22.2	4 22.2	19 21.1	19 21.1	11 29.7	11 29.7

EXHIBITS

Table 32
Q23. PLEASE TELL WHAT MAKES YOU THINK THEY ARE MADE BY THE SAME COMPANY.

SAW IMAGE 2 (CLOSED BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: CIGARS MADE BY SAME COMPANY	38	38	38	5	5	24	24	6	6
GAVE RELEVANT REASON	35 92.1	35 92.1	35 92.1	4 80.0	4 80.0	21 87.5	21 87.5	6 100.0	6 100.0
DID NOT GIVE RELEVANT REASON	3 7.9	3 7.9	3 7.9	1 20.0	1 20.0	3 12.5	3 12.5	- -	- -

Table 33

Q24 25. DO YOU THINK THAT THE COMPANY THAT MAKES COHIBA CIGARS FROM CUBA AND THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE DO OR DO NOT HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER OR DON'T YOU KNOW?

SAW IMAGE 2 (CLOSED BOX) _____ .

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH ER	$120 OR HIGH ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: CIGARS MADE BY DIFFERENT COMPANIES/DON'T KNOW	98	98	98	13	13	66	66	31	31
THEY DO HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER	30 30.6	30 30.6	30 30.6	6 46.2	6 46.2	19 28.8	19 28.8	7 22.6	7 22.6
THEY DO NOT HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER	44 44.9	44 44.9	44 44.9	3 23.1	3 23.1	32 48.5	32 48.5	14 45.2	14 45.2
DON'T KNOW/NO ANSWER	24 24.5	24 24.5	24 24.5	4 30.8	4 30.8	15 22.7	15 22.7	10 32.3	10 32.3

Table 34

Q26. PLEASE TELL WHAT MAKES YOU THINK THEY HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER.

SAW IMAGE 2 (CLOSED BOX)_____.

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH ER	$235 OR HIGH -ER SAW IMAGE
BASE: COMPANIES HAVE AN AFFILIATION	30	30	30	6	6	19	19	7	7
GAVE RELEVANT REASON	28 93.3	28 93.3	28 93.3	6 100.0	6 100.0	17 89.5	17 89.5	5 71.4	5 71.4
DID NOT GIVE RELEVANT REASON	2 6.7	2 6.7	2 6.7	- -	-	2 10.5	2 10.5	2 28.6	2 28.6

Table 35

Q27 28. THINKING AGAIN ABOUT THE COMPANY THAT MAKES CORIBA CIGARS FROM CUBA AND THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE, DO YOU THINK THAT ONE OF THESE COMPANIES..

SAW IMAGE 2 (CLOSED BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: COMPANIES DO NOT HAVE AFFILIATION/DON'T KNOW	68	68	68	7	7	47	47	24	24
GOT AUTHORIZATION OR APPROVAL FROM THE OTHER COMPANY TO USE THE NAME CONIBA	11 16.2	11 16.2	11 16.2	2 28.6	2 28.6	9 19.1	9 19.1	5 20.8	5 20.8
DID NOT GET AUTHORIZATION OR APPROVAL FROM THE OTHER COMPANY TO USE THE NAME CONIBA	35 51.5	35 51.5	35 51.5	2 28.6	2 28.6	25 53.2	25 53.2	11 45.8	11 45.8
DON'T KNOW/NO ANSWER	22 32.4	22 32.4	22 32.4	3 42.9	3 42.9	13 27.7	13 27.7	8 33.3	8 33.3

Table 36

Q29 30. WHICH OF THE 2 COMPANIES DO YOU THINK GAVE AUTHORIZATION OR APPROVAL OR DON'T YOU KNOW?

SAW IMAGE 2 (CLOSED BOX)_____

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH ER SAW IMAGE	PE-MALE $65 OR HIGH -ER	PE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: GOT AUTHORIZATION OR APPROVAL FROM THE OTHER COMPANY TO USE THE NAME COHIBA	11	11	11	2	2	9	9	5	5
THE COMPANY THAT MAKES COHIBA CIGARS FROM CUBA	10 90.9	10 90.9	10 90.9	1 50.0	1 50.0	8 88.9	8 88.9	5 100.0	5 100.0
THE COMPANY THAT MAKES THE CIGARS SHOWN ABOVE	1 9.1	1 9.1	1 9.1	1 50.0	1 50.0	1 11.1	1 11.1	- -	- -

Table 37
Q19-22/24-25/29-30

SAW IMAGE 2 (CLOSED BOX)

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
BASE: CHOIBA MADE IN CUBA	136	136	136	18	18	90	90	37	37
NET	74 54.4	74 54.4	74 54.4	12 66.7	12 66.7	47 52.2	47 52.2	16 43.2	16 43.2
MADE BY THE SAME COMPANY AND GAVE RELEVANT REASON	35 25.7	35 25.7	35 25.7	4 22.2	4 22.2	21 23.3	21 23.3	6 16.2	6 16.2
THEY DO HAVE AN AFFILIATION, ASSOCIATION, OR BUSINESS CONNECTION WITH EACH OTHER AND GAVE RELEVANT REASON	28 20.6	28 20.6	28 20.6	6 33.3	6 33.3	17 18.9	17 18.9	5 13.5	5 13.5
ONE COMPANY GAVE THE OTHER AUTHORIZATION OR APPROVAL TO USE NAME COHIBA	11 8.1	11 8.1	11 8.1	2 11.1	2 11.1	9 10.0	9 10.0	5 13.5	5 13.5

Table 38
Q3. PLEASE INDICATE YOUR AGE GROUP.

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH ER	$235 OR HIGH -ER SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
21 24	193	115	21	33	4	58	15	28	6
	10.3	12.0	8.2	15.9	12.1	12.1	8.8	17.0	8.8
25 34	578	350	95	89	14	193	68	65	29
	30.9	36.5	37.1	43.0	42.4	40.2	40.0	39.4	42.6
35 49	778	390	110	77	13	181	68	59	26
	41.5	40.6	43.0	37.2	39.4	37.7	40.0	35.8	38.2
50 OR OLDER	324	105	30	8	2	48	19	13	7
	17.3	10.9	11.7	3.9	6.1	10.0	11.2	7.9	10.3

Table 39
Q33. PLEASE INDICATE THE LAST GRADE OF SCHOOL YOU COMPLETED.

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGHER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
LESS THAN HIGH SCHOOL GRADUATE	37	6	1	-	-	3	1	2	-
	2.0	0.6	0.4	-	-	0.6	0.6	1.2	-
HIGH SCHOOL GRADUATE	250	74	7	16	1	25	3	6	1
	13.3	7.7	2.7	7.7	3.0	5.2	1.8	3.6	1.5
SOME COLLEGE OR TECHNICAL SCHOOL	815	394	79	106	8	190	56	65	19
	43.5	41.0	30.9	51.2	24.2	39.6	32.9	39.4	27.9
COLLEGE GRADUATE OR BEYOND	771	486	169	85	24	262	110	92	48
	41.2	50.6	66.0	41.1	72.7	54.6	64.7	55.8	70.6

Table 40
Q34. PLEASE INDICATE YOUR EMPLOYMENT STATUS.

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
STUDENT	79	44	14	11	3	25	12	12	6
	4.2	4.6	5.5	5.3	9.1	5.2	7.1	7.3	8.8
RETIRED	155	34	5	4	1	12	3	4	1
	8.3	3.5	2.0	1.9	3.0	2.5	1.8	2.4	1.5
EMPLOYED FULL TIME	1316	752	217	129	25	388	141	133	57
	70.3	78.3	84.8	62.3	75.8	80.8	82.9	80.6	83.8
EMPLOYED PART-TIME	120	56	11	23	1	27	9	12	4
	6.4	5.8	4.3	11.1	3.0	5.6	5.3	7.3	5.9
NOT PRESENTLY EMPLOYED	67	25	5	10	1	13	2	1	-
	3.6	2.6	2.0	4.8	3.0	2.7	1.2	0.6	-
HOMEMAKER	73	27	2	22	2	7	1	3	
	3.9	2.8	0.8	10.6	6.1	1.5	0.6	1.8	
OTHER	63	22	2	8	-	8	2	-	-
	3.4	2.3	0.8	3.9	-	1.7	1.2	-	-

Table 41
Q35. PLEASE INDICATE YOUR HOUSEHOLD'S TOTAL INCOME BEFORE TAXES:

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
LESS THAN $30,000	282 15.1	79 8.2	14 5.5	21 10.1	1 3.0	37 7.7	8 4.7	11 6.7	3 4.4
$30,000-$39,999	289 15.4	126 13.1	24 9.4	35 16.9	6 18.2	65 13.5	19 11.2	21 12.7	7 10.3
$40,000-$49,999	254 13.6	115 12.0	28 10.9	35 16.9	7 21.2	54 11.3	19 11.2	15 9.1	5 7.4
$50,000-$74,999	438 23.4	237 24.7	51 19.9	48 23.2	5 15.2	108 22.5	34 20.0	29 17.6	11 16.2
$75,000-$99,999	248 13.2	167 17.4	48 18.8	28 13.5	3 9.1	69 14.4	21 12.4	21 12.7	6 8.8
$100,000-$149,999	152 8.1	104 10.8	36 14.1	16 7.7	3 9.1	64 13.3	28 16.5	28 17.0	12 17.6
$150,000 OR MORE	66 3.5	58 6.0	32 12.5	13 6.3	6 18.2	43 9.0	25 14.7	24 14.5	15 22.1
REFUSED	144 7.7	74 7.7	23 9.0	11 5.3	2 6.1	40 8.3	16 9.4	16 9.7	9 13.2

Table 42
Q36. GENDER

TOTAL SAMPLE

	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE MALE $65 OR HIGH -ER	FE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH ER SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
MALE	1433	753	223	-	-	383	144	132	59
	76.5	78.4	87.1	-	-	79.8	84.7	80.0	86.8
FEMALE	440	207	33	207	33	97	26	33	9
	23.5	21.6	12.9	100.0	100.0	20.2	15.3	20.0	13.2

Table 43
Q37. WHICH OF THE FOLLOWING BEST DESCRIBES THE GEOGRAPHIC AREA OF YOUR PRIMARY RESIDENCE?

	TOTAL SAMPLE								
	TOTAL	$65 OR HIGH -ER	$65 OR HIGH -ER SAW IMAGE	FE-MALE $65 OR HIGH -ER	FE-MALE $65 OR HIGH -ER SAW IMAGE	$120 OR HIGH -ER	$120 OR HIGH -ER SAW IMAGE	$235 OR HIGH -ER	$235 OR HIGH -ER SAW IMAGE
TOTAL RESPONDENTS	1873	960	256	207	33	480	170	165	68
PACIFIC (WA, OR, CA, AK, HI)	290 15.5	155 16.1	49 19.1	37 17.9	8 24.2	90 18.8	36 21.2	43 26.1	17 25.0
MOUNTAIN (MT, ID, WY, NV, UT, CO, AZ, NM)	121 6.5	55 5.7	7 2.7	15 7.2	1 3.0	30 6.3	6 3.5	13 7.9	3 4.4
WEST NORTH CENTRAL (ND, SD, NE, KS, MN, IA, MO)	148 7.9	70 7.3	13 5.1	18 8.7	-	30 6.3	8 4.7	9 5.5	2 2.9
WEST SOUTH CENTRAL (TX, OK, AR, LA)	200 10.7	107 11.1	26 10.2	21 10.1	1 3.0	41 8.5	12 7.1	11 6.7	5 7.4
EAST NORTH CENTRAL (WI, IL, MI, IN, OH)	276 14.7	146 15.2	33 12.9	26 12.6	2 6.1	72 15.0	25 14.7	22 13.3	10 14.7
EAST SOUTH CENTRAL (KY, TN, MS, AL)	99 5.3	42 4.4	16 6.3	10 4.8	5 15.2	23 4.8	12 7.1	6 3.6	5 7.4
SOUTH ATLANTIC (FL, GA, SC, NC, VA, WV, DC, MD, DE)	366 19.5	185 19.3	61 23.8	42 20.3	11 33.3	94 19.6	41 24.1	29 17.6	16 23.5
MIDDLE ATLANTIC (NY, NJ, PA)	278 14.8	144 15.0	40 15.6	27 13.0	3 9.1	71 14.8	24 14.1	23 13.9	7 10.3
NEW ENGLAND (ME, NH, VT, MA, RI, CT)	95 5.1	56 5.8	11 4.3	11 5.3	2 6.1	29 6.0	6 3.5	9 5.5	3 4.4

APPENDIX B

QUESTIONNAIRE

- Each page that follows depicts the screen shown to respondents on their computer.
- The little box below each question says "Next". When the respondent clicked on that box the next page appeared. The next page appeared only if the previous question had been answered
- Appropriate question skip patterns were built into the computer program.
- In Q. 18, what had been typed in for Q. 13 appeared at the end of the first sentence in Q. 18.
- The two images of the General Cigar Cohiba box that a respondent saw were continuous- with the respondent scrolling down to see both images, if necessary. The two continuous images are shown here on two separate pages.
- The questionnaire that follows only shows the pictures of the opened box, which was shown to about half of the respondents who saw the General Cigar Cohiba box. Pictures of both alternatives (opened box, closed box) appear in Section IV of this report.
- As indicated in the Methodology Detail - The Questionnaire, several versions of some questions were used in order to randomly rotate the order of items mentioned in the questions. The order in which some questions were asked was also randomly rotated. The questionnaire that follows shows only one rotation sequence. Note that the questions are not sequentially numbered after the initial questions due to this rotation scheme.

If you are 21 years of age or older and smoke cigars, we are interested in your thoughts and opinions. If you don't smoke cigars, but someone else in your household who is 21 or older does, please ask him or her to complete this survey.

By sharing your thought and opinions, you will be entered into a drawing for a chance to win a grand prize of $150, 1 of 20 $15 cash prizes, or 1 of 210 $5 cash prizes. All winners will be notified via email when their iGain account has been credited. Please allow 6-8 weeks for winners to be selected and accounts to be credited.

Please visit the following URL or copy it into your Web browser (long address may break into 2 lines). This survey should take no more than 15 minutes to complete.

http://www.greenfieldonline.com/projects/685s004.htm

If you encounter any technical problems while completing this survey, please send an email to us at help@greenfieldonline.com and reference project #685 in your message.

We look forward to working with you!

Sara Williams
Greenfield Online

Reminder:

There is still time to take our cigar study. If you are 21 years of age or older and smoke cigars, we are interested in your thoughts and opinions. If you don't smoke cigars, but someone else in your household who is 21 or older does, please ask him or her to complete this survey.

By sharing your thought and opinions, you will be entered into a drawing for a chance to win a grand prize of $150, 1 of 20 $15 cash prizes, or 1 of 210 $5 cash prizes. All winners will be notified via email when their iGain account has been credited. Please allow 6-8 weeks for winners to be selected and accounts to be credited.

Please visit the following URL or copy it into your Web browser (long address may break into 2 lines). This survey should take no more than 15 minutes to complete.

http://www.greenfieldonline.com/projects/685s004.htm

If you encounter any technical problems while completing this survey, please send an email to us at help@greenfieldonline.com and reference project #685 in your message.

We look forward to working with you!

Sara Williams
Greenfield Online

CIGAR STUDY (#685)

We appreciate your interest in our cigar study. This survey should take not more than 15 minutes to complete.

WIN! By completing this survey, you will be entered into a drawing for a chance to win a **grand prize of $150, 1 of 20 $15 cash prizes or 1 of 210 $5 cash prizes**. Winners will be notified by email, and all incentives will be deposited directly into each winner's personal iGain prize account.

TIP! Simply answer the questions and click the **"Next"** button in the lower left-hand corner of your screen. When you have reached the end of the survey, click **"Submit"** to send your answers. If you encounter any technical difficulties while completing this survey, please send and email to help@greenfieldonline.com.

Greenfield

Leading the Research Revolution®

To be eligible to participate in this study, you must be a registered member of Greenfield Online. As always, this survey is for research purposes only. You will never be asked to buy anything, and no one outside of Greenfield Online will contact you as a result of your answers.

A. To start, please enter your complete email address. Be sure to use the email address with which you are currently registered at Greenfield Online. (Please be sure to use your full address, e.g. abc@xyz.123.)

Survey 685s004

We are interested in your opinions and thoughts about cigars. Please complete this questionnaire now, answering each of the questions. Do not consult anyone else while answering this survey. Thanks for your help.

1. Have you participated in any market research surveys within the past 6 months, for any of the following topics? (Select as many as apply.)

- ☐ Sports
- ☐ Sailing
- ☐ Cigars
- ☐ Beer
- ☐ Movies
- ☐ None of the above

Next

Survey 685s004

2. Do you or any members of your household work in the following industries? (Select as many as apply.)

- ☐ An advertising agency
- ☐ In a store that sells cigars
- ☐ Beverage industry
- ☐ A market research company or department
- ☐ A movie company
- ☐ Tobacco industry
- ☐ None of the above

Survey 685s004

3. Please indicate your age. (Select one answer.)

- ○ Under 21
- ○ 21-24
- ○ 24-34
- ○ 35-49
- ○ 50 or older

Next

Survey 685s004

4. Do you smoke a pipe? (Select one answer.)

- ○ Yes
- ○ No

5. Do you smoke cigars? (Select one answer.)

- ○ Yes
- ○ No

Next

Survey 685s004

6. Within the next 12 months, are you very likely to buy cigars for yourself? (Select one answer.)

- ○ Yes
- ○ No
- ○ Not sure

Next

Survey 885s004

7. Thinking about the cigars you will buy for yourself within the next 12 months, please indicate into which of the price categories those cigars would fall. This should be based on what you will most likely pay for a box of 25 cigars or for each cigar that you will buy for yourself. (Select as many as apply.)

- ☐ Less than $35 for a box of 25 cigars/less than $1.50 per cigar
- ☐ $35-$64 for a box of 25 cigars/$1.50-$2.80 per cigar
- ☐ $65-$99 for a box of 25 cigars/$2.81-$4.34 per cigar
- ☐ $100-$119 for a box of 25 cigars/$4.35-$5.24 per cigar
- ☐ $120-$234 for a box of 25 cigars/$5.25-$10.30 per cigar
- ☐ $235-$349 for a box of 25 cigars/$10.31-$15.35 per cigar
- ☐ $350 or more for a box of 25 cigars/$15.36 or more per cigar

Next

Survey 685s004

8. Considering only the cigars you will buy for yourself that cost at least $65 or more for a box of 25 cigars/$2.81 or more per cigar, about how many of these cigars will you likely buy in the next 12 months? (Select one answer.)

- ○ Fewer than 25 cigars
- ○ 25-50 cigars
- ○ 51-100 cigars
- ○ 101-200 cigars
- ○ More than 200 cigars

Next

Survey 685s004

9. Within the next 12 months, are you very likely to buy cigars as a gift for someone else or to use at a special event? (Select one answer.)

- ○ Yes
- ○ No
- ○ Not sure

Next

Survey 685s004

10. Thinking about the cigars you will buy as a gift for someone else or to use at a special event within the next 12 months, please indicate into which of the price categories those cigars would fall. This should be based on what you will most likely pay for a box of 25 cigars or for each cigar that you will buy as a gift. (Select as many as apply.)

- ☐ Less than $35 for a box of 25 cigars/less than $1.50 per cigar.
- ☐ $35-$64 for a box of 25 cigars/$1.50-$2.80 per cigar
- ☐ $65-$99 for a box of 25 cigars/$2.81-$4.34 per cigar
- ☐ $100-$119 for a box of 25 cigars/$4.35-$5.24 per cigar
- ☐ $120-$234 for a box of 25 cigars/$5.25-$10.30 per cigar
- ☐ $235-$349 for a box of 25 cigars/$10/31-$15.35 per cigar
- ☐ $350 or more for a box of 25 cigars/$15.36 or more per cigar

Next

Survey 685s004

11. Listed below are the names of several cigars that you may or may not have heard of before. 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. (Select one anser in each row.)

	Heard Of	Not Heard Of	Not Sure
Bering	O	O	O
Macanudo	O	O	O
Arturo Fuente	O	O	O
Bances	O	O	O
King Edward	O	O	O
Cohiba	O	O	O
La Aurora	O	O	O
White Owl	O	O	O

Next

Survey 685s004

12. Do you know in which country or countries COHIBA cigars are made? (Select one answer.)

- ○ Yes
- ○ No

Next

Survey 685s004

13. Please write in the name of the country or countries where you think COHIBA cigars are made. If you don't know, check the don't know box. (Select one answer.)

- ○ COHIBA cigars are made in [ ]
- ○ Don't know

Next

Survey 685s004

14. Do you know in which country or countries MACANUDO cigars are made? (Select one answer.)

- ○ Yes
- ○ No

Next

Survey 685s004

15. Please write in the name of the country or countries where MACANUDO cigars are made. If you don't know, check the don't know box. (Select one answer.)

- ○ MACANUDO cigars are made in _____
- ○ Don't know

Next

Survey 685s004

16. Do you know in which country or countries BERING cigars are made? (Select one answer.)

- ○ Yes
- ○ No

Next

Survey 685s004

The following is an image of a box of cigars sold by quality retailers in the United States. Also shown are some of the cigars from this box. Please look this over and we will ask you some questions about it.

Next

Survey 685s004

17. Please write in the name of the country or countries where BERING cigars are made. If you don't know, check the don't know box. (Select one answer.)

- ○ BERING cigars are made in _____
- ○ Don't know

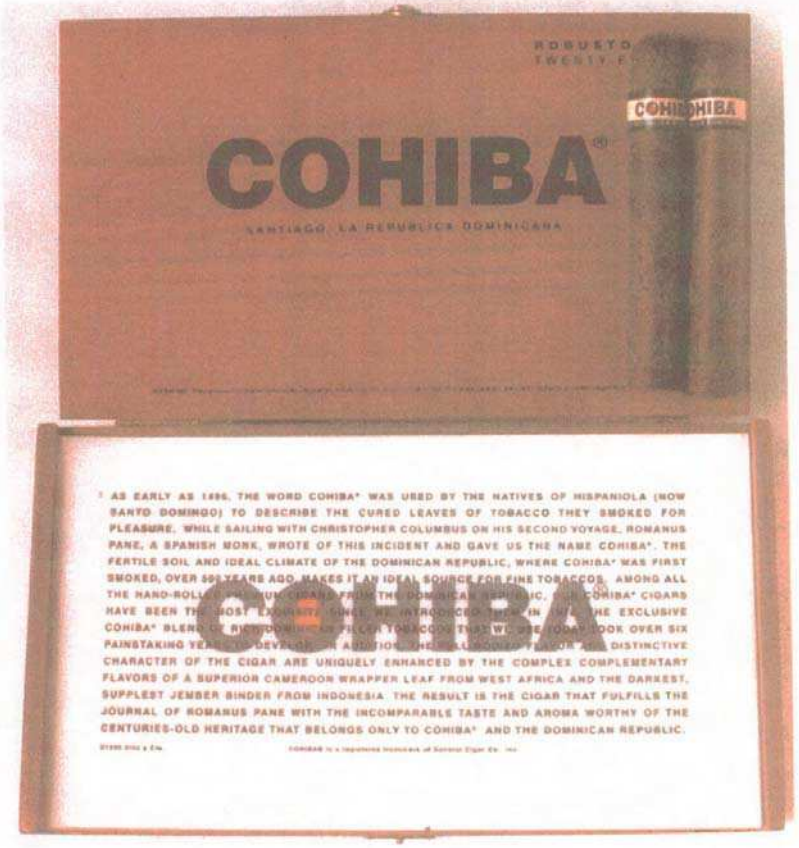
Survey 885s004

18. You said that COHIBA cigars were made in **Cuba**. Please check this name (names) below so that the computer can tally your answers. Do not check any others. (Select as many as apply.)

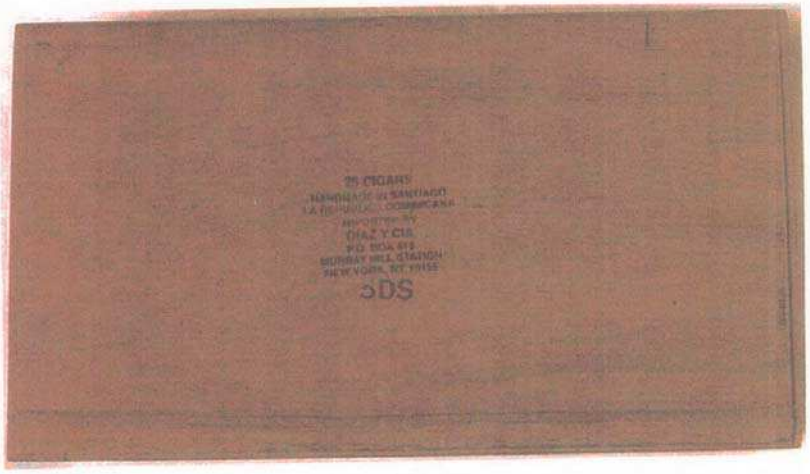
- ☐ Bahamas
- ☐ Brazil
- ☐ Cameroon
- ☐ Canary Islands
- ☐ Costa Rica
- ☐ Cuba
- ☐ Dominican Republic
- ☐ Ecuador
- ☐ Haiti
- ☐ Honduras
- ☐ Indonesia
- ☐ Jamaica
- ☐ Mexico
- ☐ Nicaragua
- ☐ United States
- ☐ West Africa
- ☐ Other

Next

Survey 685s004



Survey 685s004



Please be patient while the image is downloaded...

19. Do you think that COHIBA cigars from Cuba and the cigars shown above are made by the same company, are made by different companies, or don't you know? (Select one answer.)

- ○ Made by the same company
- ○ Made by different companies
- ○ Don't know

Next

Survey 685s004

23. Please tell what makes you think they are made by the same company. (Please enter your answer in the space provided.)

Next

Survey 385s004

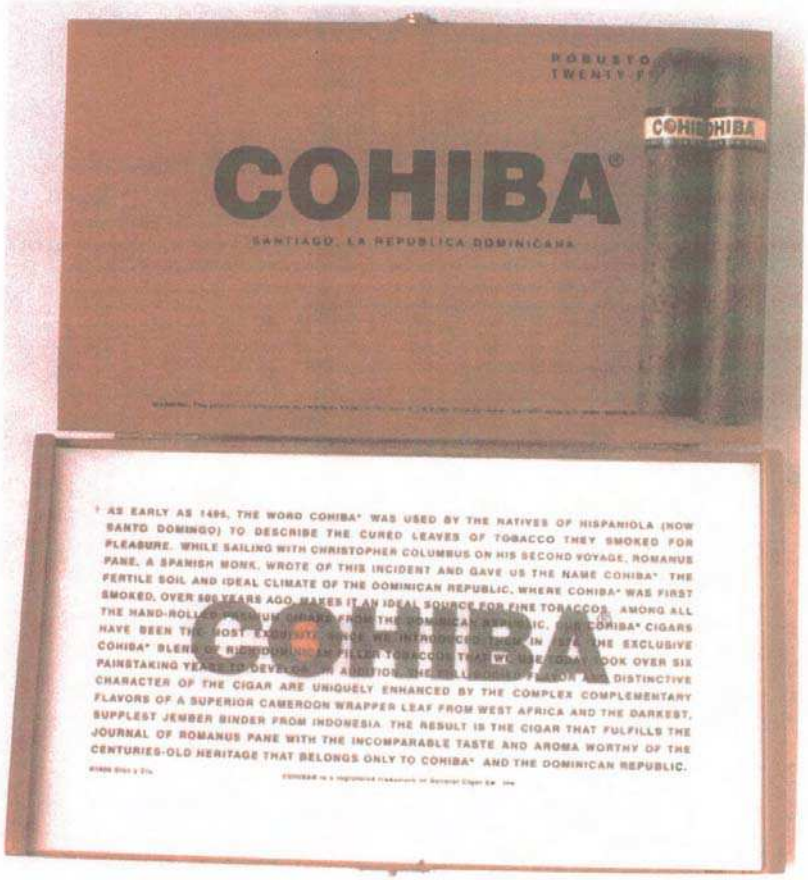
26. Please tell what makes you think they have and affiliation, association, or business connection with each other. (Please enter your answer in the space provided.)

_____

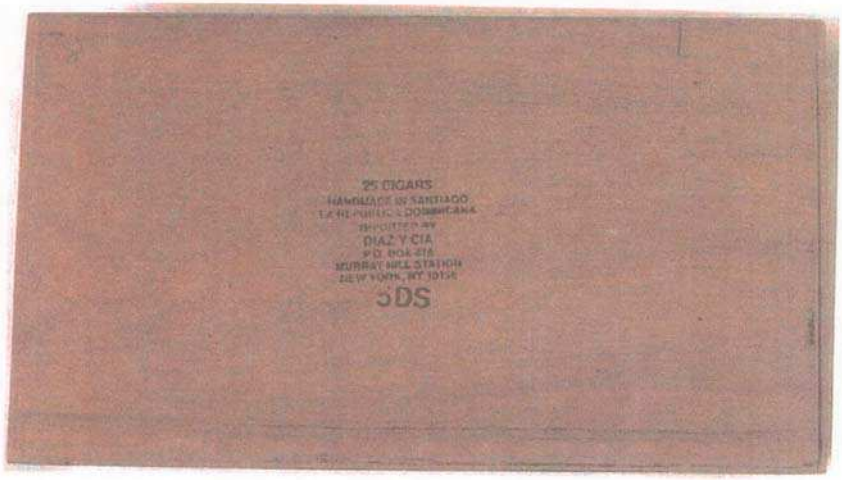
_____

Next

Survey 685s004



Survey 685s004



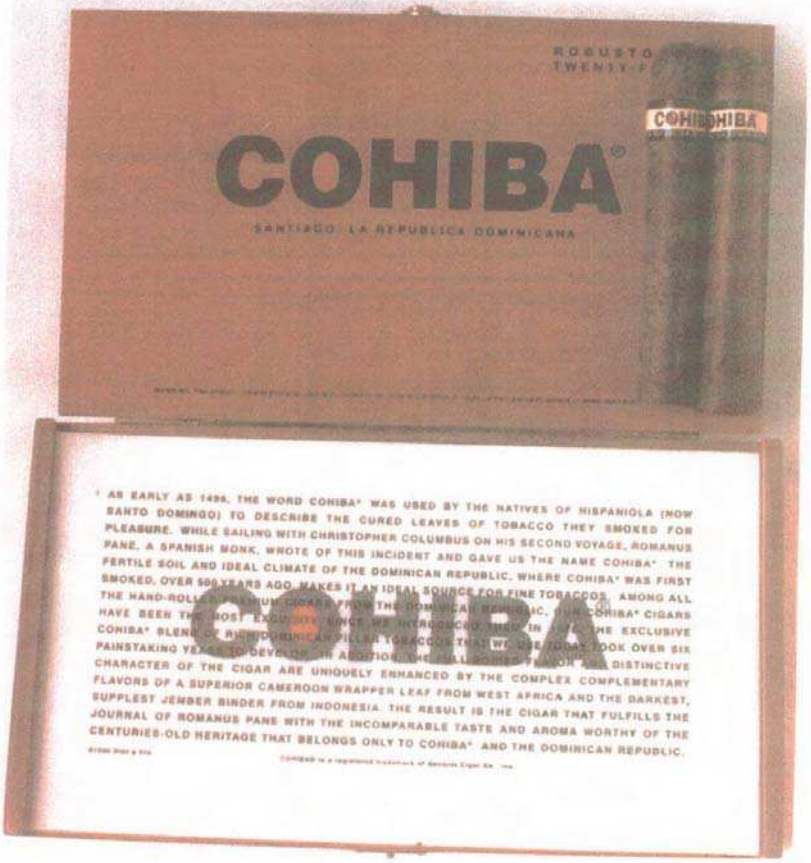
Please be patient while the image is downloaded...

24. Do you think that the company that makes COHIBA cigars from Cuba and the company that makes the cigars shown above do or do not have an affiliation, association, or business connections with each other or don't you know. (Select one answer.)

- ○ They do have an affiliation, association, or business connection with each other.
- ○ The do not have an affiliation , association, or business connection with each other.
- ○ Don't know

Next

Survey 685s004



Survey 685s004

Please wait while the image is downloaded...

27. Thinking again about the company that makes COHIBA cigars from Cuba and the company that makes the cigars shown above, do you think that one of these companies...
(Select one answer.)

- ○ Got authorization or approval from the other company to use the name Cohiba
- ○ Did not get authorization or approval from the other company to use the name Cohiba
- ○ Don't know

Next

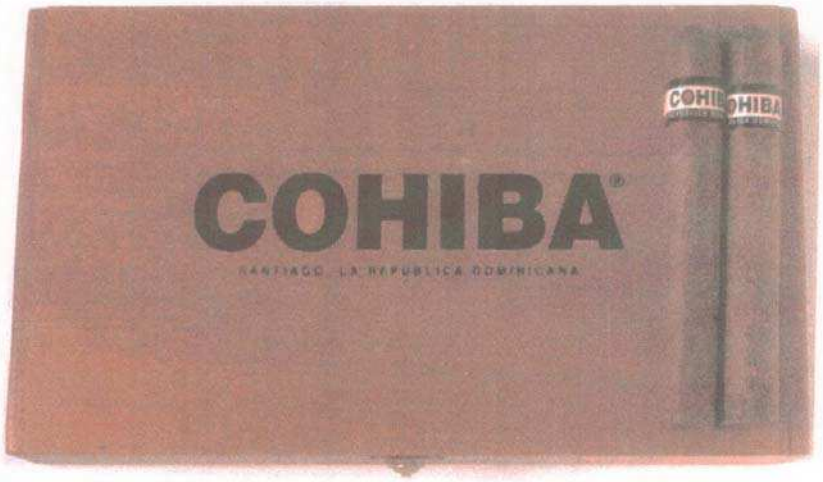
Survey 685s004

29. Which of the 2 companies do you think gave authorization or approval or don't you know. (Select one answer.)

- ○ The company that makes Cohiba from Cuba
- ○ The company that makes the cigars shown above
- ○ Don't know

Next

Survey 685s004



31. Next, we need to check how well the pictures of the cigar box were transmitted to your computer. Please look at the picture of the top of the cigar box as is appears above. You will see the word COHIBA in large print on the box and then several words in smaller print directly under COHIBA. Please type in the words that you see printed directly below COHIBA on the box. If you cannot make out any of these words please indicate that.
(Please enter your answer in the space provided.)

Next

Survey 685s004

32. Next, we need to check on how well the pictures of the cigar box were transmitted to your computer. Please look a the picture of the open cigar box as it appears above. You will see many lines of print telling about the cigars. Please count down to line 8 and type the first five words that you see at the beginning of the eighth line. If you cannot make out any of these words please indicate that. (Please enter your answer in the space provided.)

Next

Survey 885s004

33. Please indicate the last grade of school you completed. (Select one answer.)

- ○ Less than high school graduate
- ○ High school graduate
- ○ Some college or technical school
- ○ College graduate or beyond

34. Please indicate your employment status. (Select one answer.)

- ○ Student
- ○ Retired
- ○ Employed full-time
- ○ Employed part-time
- ○ Not presently employed
- ○ Homemaker
- ○ Other

Next

Survey 385s004

35. Please indicate your household's total income before taxes. (Select one answer)

- ○ Less than $30,000
- ○ $30,000-$39,000
- ○ $40,000-$49,000
- ○ $50,000-$74,000
- ○ $75,000-$99,000
- ○ $100,000-$149,000
- ○ $150,000 or more
- ○ Prefer not to say

36. Are you... (Select one answer)

- ○ Male
- ○ Female

37. Which of the following best describes the geographic area of your primary residence? (Select one answer)

- ○ Pacific (WA, OR, CA, AK, HI)
- ○ Mountain (MT, ID, WY, NV UT, CO, AZ, NM)
- ○ West North Central (ND, SD, NE, KS, MN, IA, MO)
- ○ West South Central (TX, OK, AR, LA)
- ○ East North Central (WI, IL, MI, IN, OH)
- ○ East South Central (KY, TN, MS, AL)
- ○ South Atlantic (FL, GA, SC, NC, VA, WV, DC, MD, DE)
- ○ Middle Atlantic (NY, NJ, PA)
- ○ New England (ME, NH, VT, RI, CT)

Next

Thank you for your participation. Please press the **"Submit"** button to send your survey.

Submit

Appendix C: Information
Concerning Mr. Ossip

APPENDIX C

AL OSSIP
MARKETING RESEARCH CONSULTING 11 HOMEWOOD ROAD · HARTSDALE, NY 10530

(914) 682-4782
682-1582
FAX (914) 328-8907

PROFESSIONAL EXPERIENCE

INDEPENDENT MARKETING RESEARCH CONSULTANT — Jan. 1986 – Present

Consultant for legally oriented applications of marketing and advertising research, surveys and experimental designs covering:

- trademarks, trade dress issues
- advertising claims substantiation
- advertising communication/perception

Role has ranged from review of ads, packages, names or research studies to design of studies, supervision of study execution and expert witness testimony for support or challenge.

Retained by many law firms, advertisers, as well as research firms and ad agencies on wide range of product and service categories. (Includes: food, beverages, tobacco, household products, laundry products, health & beauty aids, prescription and OTC drugs, autos and automotive products, apparel, fragrances, appliances, toys, household furnishings, financial products, books and magazines, telecommunications, advertising media, entertainers, industrial products, retail and service establishments.)

Prepared ad substantiation procedures for several major advertisers. Conducted in-house seminars.

Consulted for survey methodology improvement for various companies.

GENERAL FOODS CORPORATION — 1962 – 1986

Director, Corporate Services (Marketing Research Department)

Directed marketing research for corporate areas (Law, Media, Sales, Promotion, Public Affairs, Personnel, Consumer Center). Served as department methods consultant. Also supervised: Statistical Applications, Marketing Information Center, MRD training, advertising claims substantiation .

Director, Survey Research

Directed survey research for all General Foods domestic products. Also supervised: in-house supplier, methods development, and quality control. Devised and administered company's advertising claims substantiation procedures. Initiated Test Marketing Group.

GENERAL FOODS CORPORATION (continued)

Manager, Division Research

Directed all marketing research activity for: pet foods, cereals, breakfast beverages and foods, frozen foods.

FOOTE, CONE & BELDING ADVERTISING 1960 – 1962

Account Research Supervisor for Contac Cold Capsules (national introduction), Rheingold Beer, Pepsodent Toothpaste.

CPC INC. – BEST FOODS DIVISION 1956 – 1960

Senior Marketing Research Analyst

Supervised survey research for company's food and laundry products.

Supervised store audits, consumer panels, sales analysis and sales forecasting for food and laundry products.

EDUCATION

BBA, magna cum laude, Marketing Research & Statistics
Baruch College, City University of New York

MBA, Marketing
New York University

OTHER ACTIVITIES

Speaker: Numerous conferences and seminars for Advertising Research Foundation, Better Business Bureaus, law societies and others.

Instructor: CASRO Project Director Training Program, General Foods Marketing Research and Product Management Training Programs, Adelphi University Evening Program.

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FAX (914) 328-8907

CASES IN WHICH I HAVE TESTIFIED IN THE PAST 4 YEARS (AS OF 3/2001) (Client name underlined)

The Black & Decker Corporation v. Patrick Mastronardo
Trademark Trial and Appeal Board, 1997

Messenger v. Gruner & Jahr
USDC Southern District of NY, 1998

QVC v. Home Shopping Network
Trademark Trial and Appeal Board, 1998

Havana Club Holding S.A. v. Galleon S.A
USDC Southern District of NY, 1999

Quanterra v. Warner-Lambert
USDC District of Colorado, 1999

The Teaching Company v. Unapix Entertainment
USDC Eastern District of Virginia, Alexandria Division, 1999

Eppendorf-Netheler-Hinz v. Ritter
USDC Southern District of Mississippi, 2000

DEPOSITIONS IN PAST 4 YEARS

CBS v. White Consolidated Industries
USDC Western District of Pennsylvania, 1998

QVC v. Home Shopping Network
Trademark Trial and Appeal Board, 1998

Havana Club Holding S.A. v. Galleon S.A
USDC Southern District of NY, 1999

Telemac Cellular Corp. v. Topp Telecom
USDC Northern District of California, Oakland Div., 1999

Eppendorf-Netheler-Hinz v. Ritter
USDC Southern District of Mississippi, 1999

National Football League v. Coors Brewing & National Football League Players Inc.
USDC Southern District of New York, 1999

The Teaching Company v. Unapix Entertainment
USDC Eastern District of Virginia, Alexandria Division, 1999

American Marine Holdings v. R.J.Reynolds & Gyro advertising
USDC Middle District of Florida, Tampa Division, 2000

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 DESIGNATION: See Appendix Cover Sheets

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alvin Ossip, dated May 29, 2003
Part 4 of 4

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

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 OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix C to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003

C

Strategic Brand Management

Building, Measuring, and Managing Brand Equity

Second Edition

Kevin Lane Keller

SECOND EDITION

Strategic Brand Management

Building, Measuring, and Managing Brand Equity

Kevin Lane Keller

Amos Tuck School of Business
Dartmouth College

Prentice Hall

Upper Saddle River, New Jersey 07458

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Summary

Qualitative research techniques are a creative means of ascertaining consumer perceptions that may otherwise be difficult to uncover. The range of possible qualitative research techniques is limited only by the creativity of the marketing researcher.

Qualitative research also has drawbacks. The in-depth insights that emerge have to be tempered by the realization that the samples involved are often very small and may not necessarily generalize to broader populations. Moreover, given the qualitative nature of the data, there may be questions of interpretation. Different researchers examining the same results from a qualitative research study may draw different conclusions.

QUANTITATIVE RESEARCH TECHNIQUES

Although qualitative measures are useful to identify the range of possible associations to a brand and their characteristics in terms of strength, favorability, and uniqueness, a more definitive portrait of the brand often is desirable to permit more confident and defensible strategic and tactical recommendations. Whereas qualitative research typically elicits some type of verbal response from consumers, quantitative research typically employs various types of scale questions so that numerical representations and summaries can be made. Quantitative measures of brand knowledge can be employed to better assess the depth and breadth of brand awareness; the strength, favorability, and uniqueness of brand associations; the valence of brand responses and feelings; and the extent and nature of brand relationships. Quantitative measures are often the primary ingredient in tracking studies that monitor brand knowledge structures of consumers over time, as discussed in Chapter 8.

Awareness

Recall that brand awareness is related to the strength of the brand in memory, as reflected by consumers' ability to identify various brand elements (i.e., the brand name, logo, symbol, character, packaging, and slogan) under different conditions. Brand awareness relates to the likelihood that a brand will come to mind and the ease with which it does so given different types of cues.

Several measures of awareness of brand elements can be employed.[30] Choosing the appropriate measure depends on the relative importance of brand awareness for consumer behavior in the category and the resulting role it plays in the success of the marketing program for the brand, as discussed in Chapter 2. For example, if research reveals that many consumer decisions are made at the point of purchase, where the brand name, logo, packaging, and so on will be physically present and visible, then brand recognition will be important. If research reveals that consumer decisions are mostly made in settings away from the point of purchase, on the other hand, then brand recall will be more important. As a cautionary note, even though brand recall per se may be viewed as less important when consumer decisions are made at the point of purchase, consumers' brand evaluations and choices will still often depend on what *else* they recall about the brand given that they are able to recognize it there.

Recognition

In the abstract, recognition processes require that consumers be able to discriminate a stimulus—a word, object, image, or whatever—as something they have previously seen. Brand recognition relates to consumers' ability to identify the brand under a variety of circumstances and can involve identification of any of the brand elements. The most basic type of recognition procedure gives consumers a set of individual items visually or orally and asks them if they thought that they have previously seen or heard of these items. To provide a more sensitive test, it is often useful to include decoys or lures—items that consumers could not possibly have seen. In addition to "yes" or "no" responses, consumers can be asked to rate how confident they are in their recognition of an item.

A number of additional, somewhat more subtle, recognition measures involve "perceptually degraded" versions of the brand. In some cases, the brand element may be visually masked or distorted in some way or shown for extremely brief duration. For example, brand name recognition could be tested with missing letters. Figure 9-8 tests your ability to recognize brand names with less than full information. These more subtle measures may be particularly important for brands that have a high level of recognition to provide more sensitive assessments.

Brand recognition is especially important in terms of packaging, and some marketing researchers have used creative means to assess the visibility of package design. As

A brand name with a high level of awareness will be recognized under less than ideal conditions. Consider the following list of incomplete names (i.e., word fragments). Which ones do you recognize? Compare your answers to the answer key in the footnote to see how well you did.

1. D__NE_
2. KO__K
3. DU_AC___
4. HY_T_
5. AD__L
6. M_T_EL
7. D_LT_
8. N_QU_L
9. G_LL_T__
10. H__SH_Y
11. H_LL__RK
12. M_CH__IN
13. T_PP_RW__E
14. L_G_
15. N_K_

Answers: (1) Disney; (2) Kodak; (3) Duracell; (4) Hyatt; (5) Advil; (6) Mattel; (7) Delta; (8) NyQuil; (9) Gillette; (10) Hershey; (11) Hallmark; (12) Michelin; (13) Tupperware; (14) Lego; (15) Nike.

FIGURE 9-8 Don't Tell Me It's on the Tip of My Tongue

a starting point, they consider the benchmark or "best case" of the visibility of a package when a consumer (1) with 20–20 vision (2) is face-to-face with a package (3) at a distance of less than five feet (4) under ideal lighting conditions.

A key question then is whether the package design is robust enough to be still recognizable if one or more of these four conditions are not present. Because shopping is often not conducted under "ideal" conditions, such insights are important. For example, one research study indicated that one of six members of the population who wear eyeglasses do not wear them when shopping in a supermarket.[31] An important question then is whether a package is still able to effectively communicate to consumers under such conditions.

Research methods using tachistoscopes (T-scopes) and eye tracking techniques exist to test the effectiveness of alternative package designs according to a number of specific criteria:

- Degree of shelf impact
- Impact and recall of specific design elements
- Distance at which the package can first be identified
- Angle at which the package can first be identified
- Speed with which the package can be identified
- Perceived package size
- Copy visibility and legibility

These additional measures can provide more sensitive measures of recognition than simple "yes" or "no" tasks. By applying these direct and indirect measures of brand recognition, marketers can determine which brand elements exist in memory and, to some extent, the strength of their association. One advantage brand recognition measures have over recall measures is that they can be used in any modality. For example, because brand recognition is often visual in nature, visual recognition measures can be used. It may be difficult for consumers to describe a logo or symbol in a recall task either verbally or pictorially, but much easier for them to assess the same elements visually in a recognition task.

Nevertheless, brand recognition measures only provide an approximation of *potential* recallability. To determine whether the brand elements will actually be recalled under various circumstances, measures of brand recall are necessary.

Recall

Brand recall relates to consumers' ability to identify the brand under a variety of circumstances. With brand recall, consumers must retrieve the actual brand element from memory when given some related probe or cue. Thus, brand recall is a more demanding memory task than brand recognition because consumers are not just given a brand element and asked to identify or discriminate it as one they have or have not already seen.

Different measures of brand recall are possible depending on the type of cues provided to consumers. *Unaided recall* on the basis of "all brands" provided as a cue is likely to identify only the very strongest brands. *Aided recall* uses various types of cues to help consumer recall. One possible sequence of aided recall might use progressively narrower cues—such as product class, product category, and product type labels—to

provide insight into the organization of consumers' brand knowledge structures. For example, if recall of the Porsche Boxster (a high-performance German sports car) in non-German markets was of interest, the recall probes could begin with "all cars" and move to more and more narrowly defined categories such as "sports cars," "foreign sports cars," or even "high-performance German sports cars." For example, consumers could be asked: "When you think of foreign sports cars, which brands come to mind?"

Other types of cues may be employed to measure brand recall. For example, consumers could be probed on the basis of product attributes (e.g., "When you think of chocolate, which brands come to mind?) or usage goals (e.g., "If you were thinking of having a healthy snack, which brands come to mind?"). Often, to capture the breadth of brand recall and to assess brand salience, it may be important to examine the context of the purchase decision or consumption usage situation. For example, consumers could be probed according to different purchase motivations as well as different times and places when the product could be used to see which brands came to mind (e.g., different times of the day, days of the week, or times of the year; at home, at work, or on vacation). The more that brands have strong associations to these nonproduct considerations, the more likely it is that they will be recalled when consumers are given those situational cues. Combined, measures of recall based on product attribute or category cues as well as situational or usage cues give an indication of breadth and depth of recall.

Brand recall also can provide some insight into category structure and brand positioning in consumers' minds. Past research has shown that brands tend to be recalled in categorical clusters when consumers are given a general probe. Certain brands are grouped together because they share certain associations and are thus likely to cue and remind consumers of each other if one is recalled.[32] Besides being judged as correctly recalled, brand recall can be further distinguished according to order, as well as latency or speed of recall. In many cases, people will recognize a brand when it is shown to them and will recall it if they are given a sufficient number of cues. Thus, potential recallability is high. The more important issue is the salience of the brand: Do consumers think of the brand under the right circumstances, for example, when they could be either buying or using the product? How quickly do they think of the brand? Is it automatically or easily recalled? Is it the first brand recalled?

Corrections for Guessing

Any research measure must consider the issue of consumers making up responses or guessing. That problem may be especially evident with certain types of aided awareness or recognition measures for the brand. *Spurious awareness* occurs when consumers erroneously claim that they recall something that they really don't and that maybe doesn't even exist. For example, one market research firm, Oxtoby-Smith, conducted a benchmark study of awareness of health and beauty products.[33] In the study, they asked consumers questions like this:

"The following is a list of denture adhesive brand names. Please answer yes if you've heard the name before and no if you haven't. Okay? Orafix? Fasteeth? Dentu-tight? Fixodent?"

Although 16 percent of the sample reported that they had heard of Dentu-Tight, there was one problem: It didn't really exist! Similarly high levels of reported recall were reported for plausible-sounding but fictitious brands such as Four O'Clock Tea (8

percent), Leone Pasta (16 percent), and Mrs. Smith's Cake Mix (31 percent). On the basis of this study, Oxtoby-Smith found that spurious awareness was around 8 percent for new health and beauty products and was even higher in some product categories. In one case, a proposed line extension was mistakenly thought to already exist by about 50 percent of the sample (a finding that no doubt sent a message to the company that they should go ahead and introduce the product!).

From a marketing perspective, the problem with spurious awareness is that it may send misleading signals about the proper strategic direction for a brand. For example, Oxtoby-Smith reported that one of its clients was struggling with a 5 percent market share despite the fact that 50 percent of survey respondents reported that they were aware of the brand. On the surface, it would seem that the recommended strategy would be to improve the image of the brand and attitudes toward it in some way. Upon further examination, it was determined that spurious awareness accounted for *almost half* of the survey respondents who reported brand awareness, suggesting that a more appropriate solution to the true problem would be to first build awareness to a greater degree. Marketers should be sensitive to the possibilities of misleading signals because of spurious brand awareness, especially with new brands or ones with plausible-sounding names.

Strategic Implications

The advantage of aided recall measures is that they yield insight into how brand knowledge is organized in memory and what kind of cues or reminders may be necessary for consumers to be able to retrieve the brand from memory. Understanding recall when different levels of product category specificity are used as cues is important because it has implications for how consideration sets are formed and product decisions are made by consumers.

For example, again take the case of the Porsche Boxster. Assume that consumer recall of this particular car model was fairly low when all cars were considered but very high when foreign sports cars were considered. In other words, consumers strongly categorized the Porsche Boxster as a prototypical sports car but tended to think of it in only that way. If that were the case, for more consumers to entertain the possibility of buying a Porsche Boxster, it might be necessary to broaden the meaning of Porsche so that it had a stronger association to cars in general. Of course, such a strategy would run the risk of alienating existing customers who had been initially attracted by the "purity" and strong identification of the Porsche Boxster as a sports car. Deciding on the appropriate strategy would depend on the relative costs and benefits of targeting the two different segments.

The important point to note is that the category structure that exists in consumers' minds—as reflected by brand recall performance—can have profound implications for consumer choice and marketing strategy, as demonstrated by the Science of Branding 9-2. The insights gleaned from measuring brand recall are also valuable for developing brand identity and integrated marketing communication programs, as Chapters 4 and 6 showed. For example, brand recall can be examined for each brand element to explore the extent to which any one brand element (the name, symbol, logo, etc.) suggests another brand element. In other words, is it the case that consumers are aware of all the different brand elements and understand how they relate?

In addition to obtaining a thorough understanding of brand awareness, it is important to gain a complete understanding of brand image, as covered in the following section.

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 OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix D to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003

D

Summary of Brand Awareness and Preferences

Summary

- Macanudo enjoys sizeable leads over other premium cigar brands in terms of awareness, usage, and preference
  - Has maintained this lead despite increase in competitive intensity
- Partagas has suffered significant declines in the same measures over the past few years
- While awareness and preference for Cohiba appear to be rising, consumers may be confusing Dominican with Cuban Cohiba
- Quantitatively, Macanudo appears to be the most promising brand for extension into other categories beyond cigars
- It is critical for the company to focus on Macanudo as the primary brand in growing the business over time

CONFIDENTIAL: UNDER PROTECTIVE ORDER
CAM 000371

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GENERAL CIGAR CO., INC. Respondent.	:	

PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix E to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003

E

Consumer Confusion Over "Different Kinds" of Cohiba Is a Major Concern

Partagas Equity

- Substantial confusion exists over Dominican versus Cuban Cohibas
  - Knowledgeable people tend to look down on Dominican Cohibas as an imitator or a fake
  - Others are simply confused
    - "There are two brothers, one who makes Cohiba in Cuba and the other in the Dominican Republic"
- Strategically, it appears questionable to invest behind extending our Cohiba brand to new categories while this issue remains

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
CAM 000384

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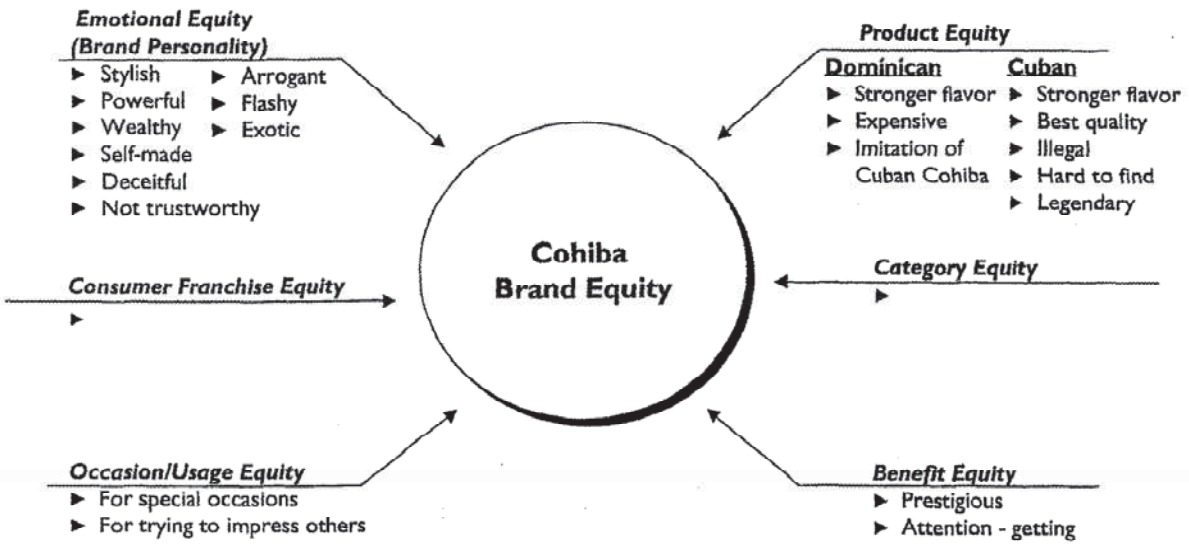
Appendix F to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003

F

Cohiba Is Seen As a Cigar for Trying to Impress Others

Cohiba Equity



Source: Qualitative Research, 6/98

CONFIDENTIAL-
UNDER PROTECTIVE ORDER
CAM 000385

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Appendix G to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003

G

Cohiba: Awareness, Country Where Made, Confusion Level

	Premium Cigar Buyers (Gender-Balanced)	Male Respondents Only	Those Likely to Purchase Cigars of $120+ per Box (Not Gender-Balanced)
Base = Premium Cigar Buyers	(960) 100%	(753) 100%	(480) 100%
Have Heard of Cohiba	73.6	75.2	77.9
(Think Cohiba made in Cuba – or Cuba and elsewhere – among those who have heard of Cohiba)	(40.2%)	(41.5%)	(47.6%)
Think Cohiba Made in Cuba (or Cuba and elsewhere)	29.6	31.2	37.1
(Source confusion among those who think Cohiba made in Cuba – or Cuba and elsewhere)	(53.3%)	(52.5%)	(52.9%)
Source Confusion Among All Premium Buyers in Category*	15.2	15.8	19.1
Source Confusion Among Those Aware of Cohiba*	20.7%	21.1%	24.6%

* 13 respondents who were aware of Cohiba and answered that it was made in Cuba, but failed to check Cuba on the next question, and were therefore not shown the image of the General Cigar box, were deleted from the tally.

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Appendix H to Federal Action Plaintiff's Written Direct Testimony of Alvin Ossip, dated May 29, 2003

H

ID	Q23
40014	The logo, the shape/shape color and packaging - also know that some Cohibas are made outside Cuba
40051	The name is unique and think separate patents/rights for use of same logo would be diffiicult
40096	same name
40109	The labeling rights
40151	Same name
40203	brand name
40207	They have the same brand name. I think they manufacture in two countries because of trade sanctions imposed on Cuba by the United States.
40299	Cohiba is the overall brand and although they are made in diffeent companies, they can still be the same parent company.
40331	Same name, but different factories
40392	Same Logo and Known Brand Name
40408	same logo and name
40427	Common sense
40437	same company, different manufacturing sites
40482	cant sell direct to US due to contraban laws so if theymake them in dominican can sell them to us
40492	Same brand name, must be the same company.
40516	Same logo, labeling
40609	the name
40622	Same name, same tobacco, just grown in different countries and manafactured in different countries
40705	name, label on cigar & box
40751	Real Cuban Cohibas, are made in Cuba but cannot be imported to the USA. The Cohibas we get here are from the Dominican Republic
40788	General information from friends that smoke cigars I believe that I have read about it.
40802	Labels (rings) I've seen look the same.
40850	The only difference is teir country of origin.
40853	Beacause Americans have a trade embago with Cuba, it would make sence to utilise the success of the Cuban Cohiba and manufactuer it from a different country that allow importing into the USA, thus the company does not lose sales and bypasses the embargo.
40854	Marketing Strategy, Brand name versus off brand pricing
40910	I think that these are the Cohiba cigars and they are actually from the Dominican Republic.
40922	I think they are made buy the same company but with diffrent grades of tobacco
40925	It is a quality cigar no matter which country it is made in
40966	Cohiba cigars set up business in the Dominican Republic to capture the US market under the guise of a Cuban cigar.
40969	memory, and the stenciling!
40975	Same name, produced separately to sell to US

ID	Q23
41010	I would assume the brand name would be specific to one company. Also I've seen the collar for both the Dominican and Cuban cigars and they seem to have the same logos.
41069	They look alike
41070	Cuban cigars all have 'Habana' written somewhere on the band. The ones pictured are mfg'd. in the Dominican Republic. Since real Cuban cigars are not permitted in the USA, the cuban seed is planted and harvested in the DR, and then sold in the USA.
41075	Same wrapper
41081	cohiba is a registered trademark
41085	They are made by COHIBA COMPANY
41108	The size, look and the three rings around the band
41122	same name - cohiba
41198	same design and name style
41213	Can't use the name unless the companies are related
41218	The company expanded into Cuba. The product looks and tastes the same
41232	Cigars made in Cuba cannot be exported to the USA. Cigars made in the Dom. Rep., can.
41323	the boxes are similar
41329	They have the same brand name.
41343	same name,alot of cuban seed in the dominican republic
41380	The cigar band and the imprint on the bottom of the box.
41394	trademarked name
41415	You can make cigars in places other than Cuba.
41422	name of distributor
41458	Even though the tobaccos that are used in the cigars are grown in different countries, the cohiba name is controlled by one company.
41480	Because real Cohiba's are made in Cuba, however since they cannot be imported into the US, they also make them from the Dominican Rep.
41503	brand name
41543	Cohiba cigars are made in the Dominican Republic, not Cuba
41645	I've seen them both in the same shop in Mexico-Same Trademark
41655	They have the same name and label.
41687	Similar logo
41690	same band, same branding, it may be licenced out but I suspect its the same holding company or corporation
41697	U.S. Embargo
41704	Same name/quality
41715	I was not correct, they are made in Santo Domingo
41733	same name

ID	Q23
41782	i have read about that
41784	Logo looks the same
41812	cigar name
41842	Same name & company logo
41873	Cohiba has factories in many countries

Tables

Table 1 – Shanken Study, January 1992
Interest, Preference, Use of Cuban Cigars

Base = Respondents in group	Total Sample 100%	Usually Spend per Cigar		Annual Income	
		$3.50 or less 100%	Over $3.50 100%	Under 100M 100%	100M+ 100%
Country think produces best cigars					
Cuba:	47	43	63	42	53
Dominican Republic:	26	26	25	27	26
A brand normally smoked is Cuban	24	16	50	17	33
Cuba is where everyday cigar is from	12	6	29	9	14
Most preferred brand normally smoked is from Cuba	16	9	40	11	43
Finest cigar ever smoked was from Cuba	40	35	58	31	52
Purchase Cuban cigars when travel outside USA	46	41	62	36	58
Of those who travel abroad, % who buy Cuban cigars	54	50	69	47	61
Travel outside U.S. at least two times per year	33	28	50	19	49
How long been smoking cigars					
over 10 years	63	64	59	58	68
6 – 10 years	18	18	19	19	18

Source: PX 139

Table 2 – Awareness and Trial Levels for Selected Brands

	9/94 Sample = 200			2/95 Sample = 304			5/95 Sample = 363		
	Unaided %	Aided %	Trial %*	Unaided %	Aided %	Trial %*	Unaided %	Aided %	Trial %*
Macanudo	63.0	82	65	59.2	82	65	59.5	82	65
Partagas	39.0	61	54	38.8	64	57	42.7	67	58
Fuente	26.5	66	41	31.6	71	48	34.4	73	52
Upmann	33.5	80	49	27.6	83	48	28.1	85	47
Dunhill	23.5	92	30	20.4	93	31	20.2	94	33
Davidoff	18.0	73	27	16.8	77	28	18.4	80	31
Hoyo de Monterey	11.5	76	26	16.4	80	32	17.1	83	32
Avo	13.0	52	26	15.0	58	31	14.6	61	32
Ashton	8.5	60	22	7.2	58	22	7.7	57	23
Cohiba	14.5		18.5	17.1		21.4	16.7		23.4

* Trial Percentage = percent who volunteered had ever smoked brand.

Source: PX 175, 1264, 140

Table 3 – Awareness of Cohiba Based on 1994-95 A & U Studies

	Awareness Gain (Aided – Unaided)		
	9/94	2/95	5/95
Macanudo	+19	+23	+22
Partagas	+22	+25	+24
Fuente	+40	+39	+39
Upmann	+56	+55	+57
Dunhill	+68	+73	+74
Davidoff	+55	+62	+62
Hoyo de Monterey	+64	+64	+66
Avo	+39	+43	+46
Ashton	+51	+51	+49

	Average of 3 Studies	Cohiba Estimated Aided Awareness (Average Cohiba unaided awareness of 16% added to average awareness gain for respective groups to left)
Average for all 9 Brands	+48	64
Average for all Brands except Macanudo and Partagas	+55	71
Average for Brands with generally lower unaided awareness than Cohiba (Ashton, Avo, Hoyo de Monterey)	+52	68

Source: PX 175, 1264, 140

Table 4 – 1994 – 1995 A & U Studies

	9/94		2/95		5/95	
	Ever Tried %	Unaided Awareness as % of Ever Tried*	Ever Tried %	Unaided Awareness as % of Ever Tried*	Ever Tried %	Unaided Awareness as % of Ever Tried*
Macanudo	65.0	97	64.5	92	64.7	92
Partagas	54.0	72	56.5	69	57.9	74
Fuente	41.0	65	48.1	66	52.1	66
Upmann	49.0	68	47.7	58	47.1	60
Dunhill	30.0	78	30.9	66	33.0	61
Davidoff	27.0	67	28.0	60	30.9	60
Hoyo de Monterey	26.0	44	31.9	51	32.0	53
Avo	26.0	50	30.6	49	32.3	45
Ashton	22.0	39	22.1	33	22.6	34
Cohiba	18.5	78	21.4	71	23.4	71

* See Table 2 for data on unaided awareness and trial.

Source: PX 175, 1264, 140

Table 5 – Awareness Information From 1994-95 A & U Studies

	Derived Aided Awareness Among Non-Trials of the Brand*				
	9/94	2/95	5/95	Average of 3 Studies	Cohiba Estimated Aided Awareness (Average Cohiba trials of 21% added to average awareness among non-triers for respective groups to left)
Macanudo	49	49	49		
Partagas	15	16	21		
Fuente	42	44	44		
Upmann	61	67	72		
Dunhill	89	90	91		
Davidoff	63	68	71		
Hoyo de Monterey	68	71	75		
Avo	35	39	43		
Ashton	49	46	44		
Average for all 9 Brands				54.5	64
Average for all Brands except Macanudo and Partagas				60.6	69
Average for Brands with generally lower unaided awareness than Cohiba (Ashton, Avo, Hoyo de Monterey)				52.2	62

*"Non-Triers" are those who did not volunteer having smoked the brand.

Source: PX 175, 1264, 140

6

Table 6 – Cohiba Performance Among Two Income Groups* 1994-95 A & U Studies

	All Respondents %	Less Than 100M Annual Income %	100M or More Annual Income %
Unaided awareness of Cohiba			
9/94	14.5	14.2	16.2
2/95	17.1	15.8	19.1
5/95	16.7	15.7	19.6
Ever smoked Cohiba**			
9/94	18.5	15.0	23.5
2/95	21.4	18.7	25.7
5/95	23.4	22.1	26.8
Cohiba best cigar ever smoked			
9/94	8.5	6.2	13.2
2/95	10.9	9.9	13.3
5/95	11.3	11.3	12.6

* Not all respondents provided income data.

** Ever smoked = those who volunteered having smoked.

Source: PX 175, 1264, 140

Table 7 – Comparison of Two Hispanic-Sounding Brand Names With Two Other Names

February & May 1995 Studies

	Arturo Fuente	Hoyo de Monterey	Upmann	Ashton
% Ever Tried	50	17	48	24
% Aided Awareness	72	81	84	58
Ever tried as % of aided awareness	(69)	(39)	(56)	(41)
% Unaided Awareness	33	17	28	7
Unaided awareness as % of aided awareness	(46)	(21)	(33)	(13)
% Awareness among non-triers	44	73	70	45

Source: PX 1264, 140

8

Table 8 – 1998 Survey

	Total Premium Users	Regular/Most Often Users*		
		Cohiba	Macanudo	Partagas
Number of Respondents	(456)	(100)	(273)	(126)
	%	%	%	%
"I prefer Cuban cigars to any other" (6-point scale)				
Agree completely	14	27	10	16
Agree somewhat	10	19	13	21
	24	46	23	37
"If Cuban cigars were legal I'd switch most of my smoking to Cubans" (6-point scale)				
Agree completely	16	26	25	28
Agree somewhat	15	19	5	5
	31	45	30	33
Importance of country of origin of the cigar (4-point scale)				
Extremely or Very important	35	45	29	42

* 3 times a year or more.

Source: PX 149.1

Table 9 – 1998 Survey

Motivational Segmentation

Segments	% of Total Sample	% of Premium Purchase	% of Cohiba Volume	Cohiba Share of Premium	Self-Perceived Cigar Knowledge: Average Rating	Self-Perceived Cigar Knowledge: % in Top 3	Self-Perceived Cigar Knowledge: % in Bottom 3
Relationship Driven Connoisseurs	12	38	32	4	6.6	34	8
Savvy Self-Reliant Connoisseurs	11	25	6	1	6.4	35	7
Emerging Enthusiasts	15	11	23	10	4.7	6	31
Casual Enjoyers	16	12	34	12	4.5	5	33
Special Occasion Users	12	3	4	5	4.5	2	77

Source: PX 152, 180

Table 10 – Self-Perceived Cigar Knowledge of Regular Cohiba Users Compared to Regular Users of Other Brands

Regular Smokers Of:	No Resp.**	Self-Perceived Cigar Knowledge: Average Rating*	Self-Perceived Cigar Knowledge: % Bottom 3 Ratings
Cohiba	(100)	5.65	22
Macanudo	(273)	5.49	20
Partagas	(126)	6.42	10
Punch	(94)	6.32	7
Hoyo de Monterey	(60)	6.81	7
A. Fuente	(138)	6.38	8
Upmann	(126)	6.36	8
All Premium Users	(456)	5.49	21

* Knowledge ratings based on 10-point scale. The higher the rating the higher the perceived knowledge.

** Supplemented sample used to increase number of users of each brand.

Source: PX 149.1, 146, 181

Table 11 – Unaided Brand Awareness Data From A & U Studies

% Citing Brand First	Cohiba	Macanudo
7/96	1.4	18.7
7/97	1.6	16.4
3/98	6.1	22.1
10/98	5.8	23.7
3/99	5.3	21.3
Average gain in points from 96-97 period to 98-99 period	+4.2	+4.8
% Citing Brand in First 3		
7/97	6.9	31.6
3/98	13.4	36.4
10/98	17.6	40.2
3/99	14.9	40.9
Average gain in points from 96-97 period to 98-99 period	+8.4	+7.6

Source: PX 137, 253

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 DESIGNATIONS*: Petitioner's Designations During Its Trial Period—Yellow or Pink
Respondent's Designations During Its Trial Period—Green
Petitioner's Designations During Its Rebuttal Period—Blue

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alan Siegel, dated June 2, 2003
Part 1a of 5

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

* Designations made pursuant to the marking and filing procedure the Board has previously approved, TTABVUE Nos. 138, 136, 135, 132, 91 and 89.

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)

WRITTEN DIRECT EXAMINATION TESTIMONY OF ALAN SIEGEL

1. I founded Siegelgale, a strategic branding company, in 1969 and have served as Chairman and CEO since its formation. The firm was purchased by Saatchi and Saatchi in 1988. In June 1998, the senior management negotiated a leveraged buyout in partnership with Vestar Capital Partners and the Fleet Bank. We grew into one of the premier branding firms in the world, with headquarters in New York City and branch offices in Los Angeles, London, and Tel Aviv, with over 300 marketing, design, research, and Internet professionals on our permanent staff. On May 5, 2003, the firm was acquired by the Omnicom Group Inc. (NYSE: OMC), a leading global marketing and corporate communications company that manages a portfolio of leading advertising, direct and promotion marketing, public relations, and other specialty communications companies that service 5,000 clients in 100 countries.

2. My previous background includes senior positions at major advertising, public relations, and product identity firms. Before establishing Siegelgale, I worked at BBDO Advertising, where I supervised marketing and advertising for American Tobacco (primarily the Tareyton and Lucky Strike brands), General Electric, DuPont, and Pepsi-Cola. I was also the director of the agency's New Product Development Group, which developed over 50 successful new products for agency clients. I then accepted an executive position at Ruder & Finn, one of the leading public relations firms, where I worked on the introduction of Benson & Hedges 100 cigarettes. Prior to establishing Siegelgale, I developed marketing and product identity strategies at Sandgren & Murtha, one of the leading corporate and brand identity firms in the country, and for Fortune 100 clients across every nearly industry category. While working in the training program at BBDO, I studied visual concepts and

photography with Alexi Brodovitch, the legendary art director of *Harper's Bazaar*, and two-dimensional design, illustration, and packaging at The School of Visual Arts.

3. Siegelgale develops branding strategies for its clients that define, differentiate, and distinguish their companies, products, and services. We then work with our clients to implement these strategies by developing brand identities; creating marketing literature, advertising campaigns, and promotion programs; designing packaging and point-of-sale materials; producing Internet and intranet Web sites; and conducting diagnostic and tracking research.

4. My firm has completed strategic branding programs for hundreds of global and domestic corporations. Our clients include leading corporations, not-for-profit companies, countries, and government agencies. Corporate clients include, and have included, Lexus, American Express, Microsoft, Apple, Hewlett-Packard, Dell, IBM, Kodak, General Electric, The Walt Disney Company, Merrill Lynch, Lehman Brothers, Charles Schwab, Merck, Bayer, Bristol-Myers Squibb, Ernst & Young, PricewaterhouseCoopers, 3M, Chevron, Chubb, Travelers, Aetna, Prudential, J.P. Morgan, Chase, Citibank, MasterCard, and the National Basketball Association. Siegelgale's governmental clients have included New Zealand, Argentina, the Federal Trade Commission, the Federal Drug Agency, Fannie Mae, the SEC, and The Air Force. Not-for-profit clients have included The Central Park Conservancy, The Girl Scouts of America, and Girls Inc.

5. Siegelgale has worked extensively with media and publishing clients, including Time Inc., The Wall Street Journal, Reader's Digest, McGraw-Hill, Scholastic, Golden Books, Primedia, Red Rover (a subsidiary of RR Donnelley), The Weather Channel, Better Homes

& Gardens, Good Housekeeping, Hearst Corporation, Disney, Gannett, and The Industry Standard. Our work for these clients ranges from developing new corporate names and positioning to creating branding programs for divisions and business units, developing line extensions, and creating Web sites. I have also served for the past eight years on the board of The Center For Communications, a not-for-profit group established by Frank Stanton, legendary president of CBS and philanthropist, where I, together with the senior officers of all the major media companies, helped develop programs to promote careers in the media.

6. Siegelgale made a major commitment in 1995 to developing an expertise in digital media and the Internet to help our clients extend their brands to the Internet and assist start-up companies in establishing and promoting their brands and products in this exciting new medium. We have created over 85 Internet sites for our clients to sell every conceivable product and service, including the development of sales kiosks and an upgraded Web site for Lexus to promote a new luxury positioning. Our research department has conducted extensive research on usability and functionality, advertising effectiveness, and product sales and service strategies for the Internet.

7. I have considerable expertise in developing branding and marketing strategies for luxury and premium products and services. Some of our client projects include the American Express Black Card; global branding strategies for Louis Vuitton; private banking branding programs for Citibank, JP Morgan Bank, National Westminster Bank, and the Trade Development Bank in Geneva; marketing, advertising, and promotion programs for Seagram's premium bourbons and whiskies; the '21' Club on 52nd Street in New York City; and brand strategy for Tiffany's. I recently completed the repositioning of the Lexus brand for Toyota and NetJets (formerly Executive Jet), the company that invented the

fractional private jet ownership market, now owned by Berkshire Hathaway. I am currently developing a brand identity and marketing program for The Related Companies' luxury rental apartments.

8. In developing marketing programs for luxury goods, it has been my experience that there are several common factors that are generally necessary for the product's success, regardless of the specific type of product: The product should be hard to get because the supply is limited, the excellence of the product is understood and established in the marketplace, and price is no object. Successful luxury products, moreover, build their appeal and mystique through third-party media endorsements, product placements with celebrities, and word of mouth. This holds true for limited-supply premium whiskeys, rare caviar, special wines, rare watches, new cars like the Porsche Boxster, and many high-fashion products like the Hermes Berkin bag, which has a two-year waiting list (unless you are a big-name celebrity). Based on my experience working with a number of high-end luxury consumables, such as Seagram's premium bourbons and whiskeys, I have no reason to believe that the marketing of high-end, expensive premium cigars would significantly differ from the marketing of other luxury consumer items.

9. I have personally developed or supervised about 450 strategic corporate, product, and service branding projects across a wide range of consumer, business-to-business, and professional categories.

10. Siegelgale regularly commissions qualitative and quantitative market research. This research provides insights in the development of brand strategies, evaluates the clarity, credibility, and relevance of these strategies, tracks brand equity (awareness, familiarity,

overall ratings, and behavioral performance), and measures the results from our programs. We have long-term relationships with the leading research firms in the country, including Roper Starch Worldwide, Yankelovitch Partners, Opinion Research, and The Gallup Organization. We recently established a working relationship with The Center for Business Innovation at Cap Gemini/Ernst & Young to refine a proprietary brand evaluation index that identifies and rates brand drivers (company services, programs, policies) and their relative importance in establishing a brand rating, and then correlates the specific brand evaluation to share of market, growth, and other performance measurements. We have also been working with an Internet research firm, Communitas, an innovative research program that converts qualitative research findings into quantitative branding reports.

11. I have devoted a substantial portion of my time during the past 15 years to teaching branding and communications; conducting original research on communications and marketing for state and federal government agencies; establishing graduate programs at a leading university; and serving on boards for design, communications, brand management organizations, and universities.

I have lectured on branding and business communications at Columbia University Graduate Business School; Carnegie Mellon University Graduate Schools of Humanities, Design, and Computer Sciences; Rhode Island School of Design; Illinois Institute of Technology; and Drexel Institute.

I have served on the boards of directors for virtually all the leading organizations in the communications, marketing, design, and branding fields, including the American Institute of Graphic Arts, the Design Management Institute, and The Center for Communications.

I was co-founder of the Communications Design Center, an interdisciplinary graduate program at Carnegie Mellon, where I was an adjunct associate professor, and I taught "Writing Contracts in Plain English" at Fordham University School of Law for six years. I was the president of the Advisory Board for The Cornell College of Architecture, Art and Planning from 1982 to 1992.

12. I have been interviewed and quoted on topical branding, marketing, design, and advertising subjects by *The Wall Street Journal*, *The New York Times*, *Forbes*, *Fortune*, *Business Week*, *Advertising Age*, *BrandWeek*, *AdWeek*, *Across The Board* (The Conference Board magazine), *The London Times*, and *Toronto Globe*. I have discussed branding and marketing on CNBC ("Squawk Box" and "Lou Dobbs Moneyline"), "The McNeil-Lehrer Report" on PBS, and "The CBS Evening News with Dan Rather." I have published articles on branding, corporate and product identity, and communications in *Advertising Age*, *Design Management Journal* (where I have been a member of the editorial review board for 12 years), *Across The Board*, and numerous other business publications.

13. For the past 35 years, I have studiously followed the latest developments in branding, marketing, and advertising by reading leading business publications; participating, attending, and even organizing conferences; reading current books on branding, marketing, and advertising; and reviewing original research and case histories on branding sent to me by market research professionals, the media, and clients. As a member of the editorial review board of *The Design Management Review*, I am regularly asked to review hundreds of articles by branding experts at global companies, consultancies, and academics for possible use in the publication.

14 Since 1975, when I simplified Citibank's consumer installment loan note, I have been one of the pioneers in the plain English movement in this country and abroad. The simplified documents we created for leading financial institutions played a critical role in reinforcing their relationships with customers. I have co-managed a research program for the National Institutes of Research in Washington, where we advised government agencies on simplification and conducted original research. I have drafted plain English laws for seven states, taught a course on drafting contracts in plain English at Fordham University School of Law for six years; and written two books, *Simplified Consumer Credit Agreements*, for Warham Gorman & Lamont, and *Writing Contracts in Plain English*, for West Publishing.

15 I was asked by the law firm of Rabinowitz, Boudin, Standard, Krinsky and Lieberman, P.C., to provide my opinion on several questions concerning the Cuban Cohiba and General Cigar's Cohiba. I rendered a written report (PX318) on January 28, 2002, which I attach to this written testimony as Appendix A. I have not previously served as an expert witness. (I served as an expert consultant to the Charles Schultz Estate with respect to "Peanuts.")

16 In my opinion, by November 20, 1992, the Cuban Cohiba was considered to be the premier Cuban premium cigar by premium cigar smokers in the United States, had achieved an extremely high level of awareness, and had built substantial brand equity in the market. The Cuban Cohiba had mystique, allure, and cachet—powerful brand attributes for a luxury product—that set it on a pedestal in the minds of premium cigar smokers.

17 I formed this opinion based on the convergence of a number of factors: the longstanding and active interest among the premium-cigar-smoker population (approximately 480,000

(PX 182, at BAIN 000094)) for Cuban cigars, the exposure of this group to frequent and high-impact articles about Cohiba; and the groundbreaking impact of the premiere issue of *Cigar Aficionado* on September 1, 1992. It was the debut issue of this publication that authoritatively positioned the Cuban Cohiba as the premier cigar in the world—the "poster child" for Cuban cigars—endorsing its status as the icon of the premium cigar, possessing special mystique, allure, and cachet. In my more than 35 years of experience, I cannot recall any product in any category getting more powerful and favorable publicity than the Cuban Cohiba received in the premiere issue of *Cigar Aficionado*. This was a dream come true for any product.

18 Prior to November 1992, the Cuban Cohiba gained increasing visibility, brand awareness, and mystique with premium cigar smokers in the United States through frequent and high-impact articles in the general media. Given that these articles appeared in prominent media, with their numerous and favorable comments about Cohiba and their strong association with Cuba and Fidel Castro (his omnipresent Cohiba in his hand), these extraordinary third-party endorsements elevated Cohiba into the premier luxury premium cigar in the world for U.S. cigar smokers.

19 The impact of this media attention would have likely spread by word of mouth. In my opinion, consumers interested in luxury items talk about them to others, and pass along in one way or another information and impressions about what is reported in the media or elsewhere as having cachet. In addition, in the case of premium cigars, *Cigar Aficionado* reported in its initial issue that, according to a survey, a very high percentage of premium cigar smokers (or *Cigar Aficionado* readers) travel abroad – 90%, according to the magazine – and "take advantage of their trips to pick up Cuban cigars." Fourteen percent

of survey respondents also acknowledged that their everyday cigar was Cuban. This exposure to, and desire for, Cuban cigars would have given premium cigar smokers strong added incentive and stimulus to note and discuss with each other what they might have read in the media about Cohiba, or what they might have heard from others about this brand.

20. Starting in 1983, when *The Economist* covered the international commercial launch of the Cuban Cohiba brand, there were increasing mentions of Cohiba in prominent publications, including *Time*, *The New York Times*, *The Wall Street Journal*, *The Financial Times*, *Newsweek*, *Forbes*, and *USA Today*, as well as some local publications. These articles contain anecdotes about Cohiba being Fidel Castro's favorite cigar, his featuring Cohiba in ceremonies with dignitaries, and its developing reputation as one of the world's finest cigars. Over time these anecdotes built awareness of the brand and positioned Cohiba as the premium Cuban cigar.

21. In all, I reviewed approximately 46 articles, published from 1986 through November 1992, that mention the Cuban Cohiba cigar, as well as a few articles from before then. From 1989 through November 1992, the Cuban Cohiba brand received increasing attention in the general media, reinforcing its position as Cuba's premium cigar. Meanwhile, General Cigar's Cohiba was invisible in the general media during this same period. I was informed that General Cigar's Cohiba was not mentioned or promoted in any news media other than one cigar trade publication in 1983, in which a General Cigar representative promoted its Cohiba to the retail trade as a "successor to a Cuban brand" that "Castro has made for him."

22. The following are representative mentions of the Cuban Cohiba in this time period:

Newsweek (1984), "Jesse Jackson Goes to Cuba": "The Cuban president offered the American candidate one of his trademark Cohiba cigars. As Jackson rolled the handmade cigar between his fingers with Groucho-like relish, someone reminded the Baptist minister about religious restrictions on smoking. 'This is not a cigar,' Jackson snapped. 'This is a peace pipe.' Then Jackson stuck the lit Cohiba in his mouth, made a show of savoring it, and pointed it skyward."

The Washington Post (1985): "A small puff of smoke from the Cohiba cigar [Fidel Castro] toys with hangs for an instant in his beard."

Time (1986): An article on Lee Iacocca described Chrysler's chairman as "sitting in his cluttered office and smoking an eight-inch Cohiba cigar given to him by the Italian Minister of Foreign Affairs."

The New York Times (1986): A review of a book on cigars [Infante, Guillermo Cabrero, *Holy Smoke* (1985)] noted that the author designated Cuba's Cohiba as "the best cigar in the world."

The San Francisco Chronicle (1989): "Cohiba, the cigar that gained world fame hanging from the lips of Cuban leader Fidel Castro…the most prestigious of Cuban cigars."

New York Times (1990), "Michael Winner Aims for Laughter": "Mr. Winner lighted a $15 Cohiba cigar…as smoked by Castro.… Have you noticed that the greatest luxury items in the world are always 'as used by' communist leaders?"

Forbes (1991): A cover article about Charles Koppleman, chairman of SBK Records, with a picture of him smoking a cigar. On the cigar, the article reads, " 'I love this business,' Koppleman proclaims, between puffs on a $20 Cuban Cohiba cigar. 'What's not to love?' "

Miami Herald (1992): "Cuba produces about 30 different brands of cigars, and Cohiba is considered the best."

One of the few cigar books of this period, Paul B.K. Garmirian's *The Gourmet Guide to Cigars* (Cedar Publications, 1990), reported that Cohiba is "considered to be the pride of Havana cigars," and the "pride of Cuban workmanship."

23 The launch of the premiere issue of *Cigar Aficionado* (PX 1032, attached hereto as Appendix B) on August 27, 1992, at the annual convention of the Retail Tobacco Dealers of America (RTDA), was a seminal event in the premium cigar market. It dramatically enhanced the Cuban Cohiba brand's reputation and mystique. Even if there hadn't been the substantial and powerful publicity in the general media, as discussed above, the premiere issue of *Cigar Aficionado* would have positioned the Cuban Cohiba as the premier cigar and established substantial goodwill for the brand. By using Cohiba as poster child for luxury Cuban cigars in its premiere issue, *Cigar Aficionado* provided extraordinary and unprecedented publicity that positioned Cohiba as the premier luxury cigar in the world.

24 Given the magazine's upscale editorial presentation and its association with the prestigious *Wine Spectator*, its extraordinary initial circulation, and the fact that it was the only magazine aimed at premium cigar smokers, *Cigar Aficionado* certainly provided a tremendous and immediate stimulant for premium cigar consumers and for the Cuban Cohiba brand.

25 Shanken Communications launched *Cigar Aficionado* in late August 1992. This launch involved an aggressive promotional program. According to the stipulation in this case (PX 247), the U.S. circulation of the premiere issue was 115,000 copies (73,000 paid subscriptions, 32,000 to cigar retail stores, street newsstands and bookstores, and 10,000 to promotions), which I was told equaled approximately 25% of all U.S. cigar smokers. Over 450 cigar retail outlets displayed and/or sold the premiere issue. At the official launch on August 27, 1992, Shanken Communications hosted a breakfast at the RTDA Annual Convention attended by representatives from 345 companies.

26 It is safe to conclude that the Cuban Cohiba brand's reputation as one of the premium Cuban cigars in the world was established in the general media prior to 1992 and then was significantly and immediately enhanced with the publication of *Cigar Aficionado*.

27 In my professional opinion, the effect of premiere issue of *Cigar Aficionado* in promoting and positioning the Cuban Cohiba cannot be fully appreciated without a review of the entire magazine from beginning to end.

28 The cover lists several stories. It leads with "America's Favorite Cigars," but it does not indicate what those might be. The cover lists articles on "JFK's Cuba Connection," and "Cuba's Best Cigar." It makes no reference to any other country or other country's cigars. The cover begins to drive home the theme of Cuba as the source of *the* premium cigars in the world.

29 The issue opens with a full page "Editor's Note" from Marvin Shanken, which, after saying that launching a cigar magazine was not "conventional business wisdom," explains that "I've dreamed for more than a decade about creating a magazine for cigar lovers. But it

was during a visit to Cuba in the fall of 1991, while 'on assignment' to write a cover story for *The Wine Spectator*, that I realized I could wait no longer. I decided then and there to make the dream a reality." This immediately positioned Cuban cigars as primary motivation for creating this magazine.

30. The table of contents lists a number of stories, including "Cuba's Cohiba," with the dramatic description: "An inside look at Cuba's legendary brand, perhaps the world's finest smoke." No other brand is mentioned in the table of contents. Two places down, there is a generic story on "Dominican Republic's Cigars: America's Favorite," which does not mention a specific brand. There are three other listings that reference Cuba, and no additional ones that reference any other country or brand.

31. The following feature, "Welcome to The Cigar Aficionado Club" from the Editors, profiles *Cigar Aficionado* readers based on a survey conducted for the magazine. The Editors state, in italics, *"[s]urprisingly, 14% of our readership survey group acknowledged that their everyday cigar is Cuban, in spite of the trade embargo,"* as well as mentioning, without italics, that Dominican cigars earn top ranking as the origin for most smokers' "everyday cigar," and that, "as you might suspect," many of the 90% of the respondents who took a foreign trip within the last 12 months took "advantage of their trips to pick up Cuban cigars." The "Letters to the Editor" section that follows contains ten letters, a few quite long, talking about Cuban cigars. Only one letter even mentions cigars from another country, and that is a lament about the unavailability of Cubans.

32. Just before the "Tastings" feature is an eight page advertising insert for two General Cigar products, Macanudo and Partagas. The advertising copy includes references to Cuban

cigars, including the statement that "Ramon Cifuentes spent much of his life making fine cigars, originally in Cuba."

33. The first feature, after the letters to the editor, is "Tastings." A photograph covers page 28 and bleeds over to cover half of page 29. It shows the brands that were blind-tested, and the distinctive Cohiba graphic on the band projects the strongest, most readable and recognizable brand identity. In the feature's full page display indicating results from a blind tasting for the Robustos/Rothschild size, Cohiba is placed at the top, ranked first out of 22 cigars with a 96 (out of 100) rating, with the accompanying text: "What more can we say about the cigar that put this size on the map?" The next six cigars are also Cubans.

34. Following the first page of ratings, with its 96 rating of Cohiba, is a full-page, color, highly distinctive advertisement, in Toulouse Lautrec style, for "Cohiba Cigar Divan" at the Mandarin Hotel, Hong Kong. At the conclusion of "Tastings" there begins a long article by Gay Talese ("Walking My Cigar"), which does not identify any brand in its title or graphics, nor in its first two pages of text, except for a nostalgic reference to Cuban cigars. Accompanying that article is a full-page, highly distinctive and attractive ad for the Cuban Cohiba, with the prominent legend, "The first name in cigars," and the Habanos logo with the legend, "Unique since 1492." The Talese article runs on for two more pages and includes a one-sentence reference toward the end to a Macanudo cigar.

35. The next article dwarfs what has come before and is the first major article in the magazine. It is boldly titled "The Legend of Cohiba," with the subtitle, "Cigar Lovers Everywhere Dream of Cuba's Finest Cigar."

36. On that same title page, the opening paragraph conjures women in Havana rolling "what are considered Cuba's finest cigars," and the next paragraph unequivocally states that "Cohiba is legendary to most cigar aficionados, and for more than two decades it has been one of the government's most prestigious gifts to honor foreign dignitaries," from King Carlos of Spain and the Queen of England to Russia's Boris Yelsin and Saddam Hussein. "Lighting up a Cohiba, such as an Esplendido or Robusto, is a great experience. They are gloriously rich with aromas and flavors of chocolate and coffee, yet they remain incredibly elegant. To a cigar lover, smoking a Cohiba is a moment to savor. It gives the same kind of satisfaction as a wonderful glass of Chateau Lafite-Rothschild gives to a wine lover or a superb main course at a Michelin three-star restaurant does to a gourmet."

37. The next paragraph, still on the article's title page, is devoted to the cigar's association with Fidel Castro, describing it as holding a "special place in the heart of Cuba's president" and "like a lost love" after he gave up smoking, and depicting Castro as one who "still dreams of smoking a Cohiba." Castro says that giving up the Cohiba for the anti-smoking campaigns "may have been one of his greatest sacrifices to the revolution: "Fidel loved smoking Cohibas."

38. The article's title page continues with a paragraph describing the Cohiba as "the cigar of the world cognoscenti" and a "symbol of financial success," and reporting that "actors such as Tom Cruise and Arnold Schwarzenegger have standing orders" with European merchants for Cohiba, "while business magnates have been known to light up Cohibas after a successful meal."

39. There follows five more pages of photos, text, and graphics embellishing and extending the same themes. One of these pages is a graphic depiction of "The Six Cigars of Cohiba" (Lanceros, Esplendido, Coronas Especial, Robusto, Exquisito, and Panetela) with their ratings by *Cigar Aficionado*: 94, 98, 87, 96, 90 and 89, respectively.

40. The next article in the magazine powerfully reinforces the Cohiba story and also the Cohiba ads. It begins with a dramatic two-page photo of a movie being shot on a beach, with a superimposed title "Discovering Columbus" and subtitle, "Ridley Scott, Cohiba in Hand, Directs Gerard Depardieu in *1492*." This title functions as a celebrity endorsement.

41. This article is interspersed with a two-page advertisement for a cigar (H. Upmann). The advertising copy in the first page reinforces Cuban cigars as the gold standard ("Myth: Only the French Make Good Wine. Myth: Only the Cubans Make Good Cigars.") and in its second page asks, "Ever Wonder What the Great Cuban Cigar Makers Did After Leaving Cuba?"

42. This takes the reader through the first 61 pages of the 154 page magazine. In what follows, there is no article about a specific cigar, and no brand is mentioned in any article's title or subtitle. The next article is a long article called "Cigarland: The Dominican Republic Has Become One of the Largest Producers of Premium Cigars." The title of the article has no particular connection to the article featured on the cover, "America's Favorite Cigars," and does not repeat the table of contents listing, "Dominican Republic Cigars: America's Favorite." Its opening theme is that Cuban cigar makers left Cuba after Castro took control of the Cuban cigar industry and arrived in the Dominican Republic as the only option. It is a more or less systematic review, organized by manufacturer. It does not feature a specific

brand. Several low-profile articles, unrelated to brands, follow: where cigar smokers can go to smoke; a long feature on the dancer Gregory Hines's career, almost entirely unrelated to cigars (except for a concluding page that references Cuban cigars); articles on casinos in Europe, wines and spirits, travel (including to Cuba), smoking accessories, restaurants; and the continuation of the Dominican Republic article.

43. The issue uses the familiar technique of placing an eye-catching, interesting piece at the very end of the magazine. The article is entitled "Kennedy, Cuba and Cigars," by Pierre Salinger, who recounts that President Kennedy enjoyed Cuban cigars and ordered Salinger to buy 1,000 of them just before imposing the trade embargo on Cuban imports in 1962. Salinger also recounts his own longstanding passion for Cuban cigars and how he was handed a Cohiba cigar by President Castro when Salinger finally met him in Havana in 1974.

44. In passing, I note that the premiere issue includes an article on my client, "The '21' Club," as well as advertisements for other clients, Louis Vuitton, American Express, and Smith Barney.

45. The impact of the premiere issue's coverage and positioning of the Cuban Cohiba in this fashion had to be, in my opinion, immediate, powerful, influential, and far reaching on the audience of premium cigar smokers, for a number of compelling reasons.

46. First, given the size of the premium-cigar population, the circulation of the premiere issue was quite high: at 115,000 copies, it represented approximately 25% of all U.S. premium cigar smokers at the time. Few, if any, magazines, to my knowledge, achieve such a high level of circulation compared to the consumer population with their first issue.

47. Additionally, I am told that over 450 cigar retail outlets displayed and/or sold the premiere issue of the magazine. And this first issue was launched to the trade in a very powerful way, at a special breakfast event at the annual convention of the Retail Tobacco Dealers of America (RTDA), for which there were 345 registrants. This aggressive launch program with the trade guaranteed high visibility and reach for the magazine and, therefore, the Cuban Cohiba brand.

48. Second, third-party endorsements are one of the most powerful influences on building awareness and reputation for luxury brands. This endorsement for Cohiba from a specialty magazine such as *Cigar Aficionado* is a particularly forceful form of third-party endorsement. Adding to the visibility and endorsement for Cohiba previously discussed, it certainly had a dramatic impact in building Cohiba brand awareness.

49. Third, the premiere issue not only gave the Cuban Cohiba high and prominent praise, but strongly associated it with Cuba, the country with the best reputation for cigars, and positioned it as the best of the Cubans. It also strongly associated the Cohiba with Fidel Castro, describing it as Fidel Castro's favorite cigar and the cigar he gave to dignitaries. By making or reinforcing these associations, the premier issue created, or enhanced, the mystique and allure of the Cuban Cohiba that rendered it unique, memorable, and powerful—placing the Cohiba on a pedestal and thus dramatically increasing its appeal.

50. Fourth, the fact that the embargo prevented the legal sale of the Cuban Cohiba in the United States gives the brand added allure and cachet precisely because it is not available. In my experience, one of the powerful factors in developing notoriety, allure, and cachet for a luxury brand is its relative lack of availability. By placing the Cuban Cohiba so

prominently in the context of Cuba and the U.S. embargo—forbidden fruit—the media strongly reinforced the appeal for the product.

51. Fifth, influential publications have a large pass-on readership. Readers talk to others about what particularly memorable articles they have read in an authoritative publication and frequently pass along the issue. So it is not unreasonable to assume that the reach of the premiere issue of *Cigar Aficionado* was extended far beyond the reported circulation to further enhance the visibility for these endorsements for the Cuban Cohiba brand.

52. In addition to being asked to consider the awareness and reputation of the Cuban Cohiba among U.S. premium cigar smokers as of November 1992, I was asked to consider the same question as of September 1997. I examined the approximately 140 articles in *Cigar Aficionado* referencing Cohiba that were published during the November 1992–September 1997 period. The articles ranged from a celebration of the Cuban Cohiba's 30th anniversary to the excellent ratings of the cigar to articles that refer to it as one of the finest and most coveted cigars in the world. From the time of *Cigar Aficionado*'s launch, the number of other press articles mentioning the Cuban Cohiba grew dramatically, and I read approximately 500 articles published during the November 1992–September 1997 period. They invariably mention the mystique of the Cuban Cohiba, its tie to Fidel Castro, and its unavailability due to the embargo. I also examined several books published during this period that targeted cigar smokers, all with highly favorable mentions of the Cuban Cohiba. Similarly, there were a number of television broadcasts that featured Cohiba.

53. In my years as a branding consultant, this kind of intense, continuous, and laudatory media coverage given to a high-end luxury product is exceptional. The extent and nature of this

media attention, coupled with the dramatic impact garnered from the launch of *Cigar Aficionado* in 1992 and the attention it gained among cigar smokers for the Cuban Cohiba, further enhanced the Cuban Cohiba's renown, reputation, and mystique and confirmed its place at the pinnacle of luxury premium cigar brands.

54 I was asked to consider whether and to what extent General Cigar's sale of cigars under the Cohiba name, from 1982 to sometime in 1987, and then from November 1992 to sometime in 1997 through Dunhill and later Mike's Cigars in Miami, would have generated goodwill for this product. I adopt my discussion of this subject in my report.

55 In evaluating the perception of the Cohiba brand name among U.S. premium cigar smokers, it is essential to consider that there is significant "brand confusion" resulting from "exile" brands (a phrase coined by the tobacconist Nat Sherman in his book *A Passion For Cigars*). As Sherman explains, since 1975, the U.S. Courts permitted Ramon Cifuentes and other Cuban expatriate cigar makers to use the brand names they created in Cuba, such as Partagas, H. Upmann, and Montecristo, in the U.S. market. At the same time, the Cuban government continued to manufacture and export premium cigars with the same brand names throughout the rest of the world. In their advertising in the U.S., these cigar companies strongly and repeatedly emphasize that brands they sell under these Cuban brand names are made by the same people who originally made them in Cuba. The pages of *Cigar Aficionado* show many advertisements of this sort. I attach as Appendix C a chart listing those advertisements and quoting the relevant advertising copy from the premier issue through the October 1997 issue, which are the issues I reviewed. There are repeated ads of this type for Partagas (General Cigar's product), H. Upmann, Romeo y Julieta, Bauza, Belinda, and Cuesta Rey. These and other ads are part of PX 1135.

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 DESIGNATIONS*: Petitioner's Designations During Its Trial Period—Yellow or Pink
Respondent's Designations During Its Trial Period—Green
Petitioner's Designations During Its Rebuttal Period—Blue

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alan Siegel, dated June 2, 2003
Part 1b of 5

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

* Designations made pursuant to the marking and filing procedure the Board has previously approved, TTABVUE Nos. 138, 136, 135, 132, 91 and 89.

56 Given that there are so many prominent "exile brands," even sophisticated U.S. cigar smokers, upon seeing a Dominican Cohiba in an American publication or seeing the product for sale, would naturally assume that the company that makes the Cuban Cohiba produced authentic or authorized versions of their brand for the U.S. market in the Dominican Republic or other Caribbean islands, or that the Dominican Cohiba was another "exile" brand that was once made in Cuba by the same people who make it now for the U.S. market. Even the author of Nat Sherman's book *A Passion for Cigars* was confused when he categorized Cohiba as an exile brand. I attach a copy of the pages from Sherman's book where he discusses "exile brands" as Appendix D (PX 1092).

57 In all my years in marketing, I have never seen a situation such as this. Except for premium cigars, I cannot recall any luxury product where the name used on the product is the exact same name as the name used on another luxury product of the same type manufactured and marketed by a different, unaffiliated company. This naturally lead to confusion that is then exacerbated by the fact that Cohiba is competing with true exile brands. At least without a clear disclaimer from the company that the U.S. Cohiba has no relationship with the Cuban brand, consumers would naturally assume the U.S. brand has some affiliation and connection to the Cuban brand. By using the same name, similar trade dress and advertising that evokes the mystique of Cuba, the U.S. Cohiba, in my opinion, would be leveraging this confusion to its advantage because these tactics reinforce a connection that doesn't exist.

58 I was told there was a pre-existing General Cigar cigar called Temple Hall marketed under the Cohiba name exclusively through Dunhill and then through both Dunhill and Mike's Cigars of Miami, Florida. Sales volume was approximately 5,000 at the end of 1992 and

50,000–100,000 annually in 1993–1996, there were virtually no press references and no advertising, other than in the Dunhill catalogues.

59 The packaging for General Cigar's Cohiba was practically an exact replica of the Cuban Cohiba wooden box. This clearly created the impression for American cigar smokers that encounter the Cuban Cohiba's box that these products were strongly associated or even a related family of cigars. The plain wooden boxes were almost identical, the Cohiba name was placed on the lower right-hand corner on both boxes and there was no country of origin on the top or side panels of the General Cigar Cohiba, only a faint stamp on the bottom of the box and small print on the inside lid of the box indicating the product was made in the Dominican Republic. The Indian head trademark on the Cuban Cohiba box is the only distinguishing product identity element. It is not unreasonable to assume that to consumers this indicates a particular product in a Cohiba line of products. Copies of the Cuban Cohiba wooden box, and of the General Cigar box from this period, are attached as Appendix E. (PX 927 (Cuban) and PX 953 (General Cigar))

60 In considering how the package would be perceived by cigar smokers, it is important to recognize that consumers cannot be expected to differentiate between minor variations in typefaces, shades of coloring, or other minor differences. The packaging developed for the General Cigar Cohiba, in combination with the Cohiba name, would reinforce a direct and powerful association for their product in the minds of American cigar smokers that encounter both boxes.

61 I have also examined the Dunhill catalogues for this period promoting Cohiba. It is clear to me that they promote an association with the Cuban Cohiba.

62 Alfred Dunhill Catalogue, PX335

"Cohiba. Rightful heir to the Cuban legend, this Dominican version of the Cohiba (the Taino Indian word for "tobacco") is rich, complex, and medium-bodied … The cigars have no band, but *you* will know."

63 Alfred Dunhill Catalogue, PX1153

"Cohiba. The Dominican Cohiba is made exclusively for Alfred Dunhill. Today's cigar enthusiast need look no further than the Alfred Dunhill humidors for this celebrated range of Cuban origin."

64 I attach the Cohiba pages from these catalogues as Appendix F.

65 I strongly believe that whatever sales were generated for General Cigar's product during this period were triggered by a direct association with the Cuban Cohiba through use of the brand name, the design of a practically identical box, and the ad copy in the Dunhill catalogue suggesting that this product was the "rightful heir to the Cuban legend" and "celebrated range of Cuban origin."

66 I was asked for my opinion on whether General Cigar's choice of the Cohiba name for the cigar launched by General Cigar in September 1997 would have created the impression for cigar smokers that there was a relationship between this new cigar and the authentic Cuban Cohiba. I was asked the same question with respect to the trade dress chosen by General Cigar.

67 In my experience, the product *name* is the dominant factor for building a product identity in the marketplace. It is therefore my opinion that by selecting the Cohiba brand name for a new cigar in 1997, General Cigar created the impression that there was a family of products that carried the Cohiba brand, or, to put it another way, some legitimate connection to the Cuban Cohiba—either the original Cuban manufacturer setting up a business in the Dominican Republic, a joint venture between General Cigar and the Cuban tobacco company, or some form of licensing arrangement. In fact, given the large number of "exile" brands in the market, even sophisticated smokers would conclude that Cohiba was one of these brands. Such an association or connection would not have been affected in any way by creating a new package design, especially given the extent of the Cuban Cohiba's renown and reputation by September 1997.

68 Moreover, the trade dress – the wooden box and the cigar band – developed by General Cigar for its 1997 box continues to have a direct familial relationship to the Cuban Cohiba trade dress without being an almost exact mimic like the 1992–1997 wooden box. This reinforces an association between two products that use the Cohiba brand name, which is not overcome by minor design alterations (primarily a red dot on the box and band and center placement of the word "Cohiba" on the box) from the Cuban Cohiba trade dress or the earlier version of the General Cigar product. Given the vast universe of potential designs, General Cigar's continued use of an almost exact replica of the Cuban Cohiba typeface on a plain box suggests a legitimate relationship or association between their two products. I attach, as Appendix G, a comparison of PX 990, showing General Cigar's box design, and PX 927, showing the Cuban Cohiba's wooden box design.

69 The similarity of these two box and band schemes is further reinforced for the consumer, because both designs—the original Cuban Cohiba and the derivative design used by the General Cigar Cohiba—have a different look and feel from almost all the competitive premium luxury cigars, which use traditional ornate emblems. A good example demonstrating this point is the cover of the book *The Cigar Companion*, second edition, by Anwer Bati and Simon Chase, which shows various cigar bands. The Cuban Cohiba brand identity projects a simpler, bolder, more powerful statement than all the other cigars selected by the authors. The illustrations in the book likewise make this clear. I attach as Appendix H photographs of cigar bands from *The Cigar Companion* (PX 1129(10.1)) that I have grouped into types: emblems, heraldic, initials, literal, and logos. The logos break down into script logos and straight logos, of which there are only seven, excluding Cohiba. I would describe the emblems, heraldic, initials, literal and script logos as traditional in feel. The Cuban and General Cigar Cohiba bands are clearly distinguishable from even the small remaining group of straight logos because of their weighted, black sans serif typeface and bold graphic quality. I attach as Appendix I a photograph from the premier issue of *Cigar Aficionado* showing how the Cuban Cohiba label "pops" when placed amongst traditional bands. I attach as Exhibit J a photograph of the cover of *The Cigar Companion*, which features the Cuban Cohiba surrounded by a cross section of bands from competitive cigars, and a copy thereof in which the Cuban Cohiba has been replaced by the General Cigar Cohiba. Exhibit J demonstrates how similar a brand image the Cuban Cohiba and General Cigar Cohiba project when compared with these brands.

70 The design concepts that I saw for the General Cigar Cohiba packaging (logos, wooden box layouts, box labels, cardboard packaging, and bands) from the two design firms that were

hired for this work were all derivative of the distinctive Cuban Cohiba product identification scheme. All these design directions used the Cuban Cohiba product identification as the base and were variations on its style components. They replicated the Cuban Cohiba all-caps, sans serif typographic treatment, used the black-and-white checkerboard square band or variations thereof, and employed warm earth-tone color palettes and similar typography for copy on the package. I did not see any original designs in these sketches, or any design directions that explored the more traditional designs used in the category to evoke a feeling of old-world authenticity. Ordinarily when designing a new brand several radically different directions would be explored. I append, as Appendix K, (PX 763, 765, 770-73, 854-858), which I was told are sketches or photocopies of objects from the design firms hired to develop the trade dress for General Cigar's Cohiba.

71. The evolution of the design for a band for the cigar and a potential box label reveals how the designer arrived at a final design based on the band used by the original Cohiba, and reinforces an affinity between the two product identification schemes rather than creating an original design or developing a design that was evocative of the product identification styles used in the category. It seems that the designers started with the Cohiba design for the band, modified it, and then progressively simplified the design. The final design was not only a reductive version of the original design, using an almost exact replica of the original Cohiba typeface in black, but it continues to have a close relationship with the original and certainly is closer in style than it is to the more traditional designs in the category. Appendix L shows, through compilations of sketches done by General Cigar's designers, the derivation of the band used on the 1997 General Cigar Cohiba from the Cuban Cohiba band and label. Starting with the Cuban band and label, the designers

appear to have explored several variations before reducing the design down to the trade band and logo eventually selected.

72. The final design adopted by General Cigar for its band incorporates similar warm earth-tone colors, a narrow black band that has a clean, more modern, feel to it than the more emblematic symbols used by other brands, and virtually the exact typeface used by the Cuban Cohiba. This, once again, creates a familial relationship and strong connection between the two products. The similarity in the design of the band is particularly important since people are seen smoking the cigars, and also because cigar boxes are often displayed open in stores, revealing the bands. To illustrate this point, I attach, as Appendix M, a copy of a photograph from a General Cigar advertisement depicting a man holding a General Cigar Cohiba, in which an image of the Cuban Cohiba has been superimposed above the General Cigar Cohiba.

73. The red dot in the O on the box and on the band of the General Cigar Cohiba, which apparently was adopted at the last minute (I was unable to find any sketches with a red, as opposed to a Cohiba-yellow, dot), does not create a significant product differentiation and could be seen as signifying an "authorized" Dominican version of the brand. Although there are some visual differences, they are not sufficient to change the perception that these products are related, a perception derived from using the powerful Cohiba name and reinforced to some extent by their using *similar* trade dress.

74. The advertising that General Cigar created to launch its 1997 cigar used the vague and even confusing theme "a world beyond other cigars," while the copy stated that "past and present come together in Cohiba. The image is one of another time and place." The

handsome black-and-white photographs evoked the mood, atmosphere, and artifacts associated with pre-Castro Cuba. In the context of talking about cigars, it is natural to consider the "image of another time and place" referred to in the advertising copy as Cuba. The overall effect reinforces, once again, a strong and clear association with Cuba and its reputation for creating premium luxury cigars. I attach, as Appendix N, PX 533, which is a copy of General Cigar's launch advertising.

75 Many premium cigar advertisements try to present or evoke an association with pre-Castro Cuba in some fashion, presumably because Cuban cigars are the "gold standard." But the impact is significantly enhanced when the product uses the Cohiba name. Here the advertising reinforces a present or historical link between the cigar being advertised and the Cuban cigar with the same name. To my understanding, there is such a link in the case of cigars such as Partagas and H. Upmann, but there is no such link in the case of Cohiba.

76 In my opinion, by selecting the Cohiba name for a new product in the U.S. market in September 1997, as well as the trade dress and the advertising used to launch and promote the cigar, General Cigar necessarily obtained substantial advantage in the marketplace from the renown and reputation of the Cuban Cohiba. It drew attention to its product on account of its use of the well-known and highly regarded Cuban name. It created the perception among consumers that the two were linked by some form of association between the two producers of the two cigars or by being the same cigar. It also creates the perception for consumers that the two cigars were variations on a single type of cigar defined by the reputation of the Cuban Cohiba cigar.

77 These benefits to General Cigar were particularly important at the time it launched its Cohiba cigar and tried to establish it in the marketplace. As was apparent from *Cigar Aficionado*, there was a significant growth in the premium cigar market at the time, and there was a lot of noise, with an ever increasing number of competitive products vying for the attention of consumers. This noise would make it more expensive and more difficult to launch a new product with a new identity and name. By using the same name as the Cuban Cohiba, General Cigar reduced its expense and helped cut through the noise.

78 I have examined retailer promotions of the General Cigar Cohiba in catalogues and on Web site postings. Many presented General Cigar's Cohiba to consumers with language that conveyed either an association between the Cuban and the General Cigar Cohibas, or the idea that they were two versions of the same cigar, or type of cigar, defined by the reputation of the Cuban Cohiba. I attach, as Appendix O, some of these retailer statements. (PX 1131(1)-(2), (5)-(7), (11)-(16)). I already described the Dunhill catalogues of the 1992-1997 period, which clearly conveyed these messages.

79 I have examined an online promotion by JR Cigars of General Cigar's Cohiba as posted on 9/21/2001(PX 1131(15), at P 18914). It reads:

> Cohiba Dominican . . . A mild-medium Dominican adaptation of this classic Cuban cigar. This is a first-class cigar with a top-notch construction and a wonderfully balanced blend of Piloto Cubano tobacco secured with an ember binder and finished with a toothy Cameroon wrapper. Smooth and flavorful from the first puff to the last—an excellent cigar.

80. When JR Cigar's advertisement states that the product is a "Dominican adaptation of this classic Cuban cigar," it suggests that there is a relationship, because if you're adapting a product, that means you have authorization to take the product and adapt it. It also makes the Cuban Cohiba less than unique and dilutes the power of the Cohiba name.

81. I also have examined Thompson's hard-copy catalogue for 2002 (Siegel Dep. Ex. 23) which states:

> When you establish a reputation second to none, you inspire those who would like to emulate you. And when it comes to reputations, none could match that of Cohiba. In fact, there are only two places in the world where this brand is legitimately manufactured, Castro's Cuba and in the Diaz y Cia subsidiary of General Cigar Co. in Santiago, Dominican Republic. This is one of those rare products about which little needs be said. It is a cigar whose reputation alone sells it. After all, tobacconists the world over are clamoring for any supply they can procure, legitimate or otherwise. That accounts for the counterfeits. You can be assured that this is the genuine article. We are offering these Cohibas on a first-come, first-served basis, and we urge our customers to avoid disappointment by placing your orders promptly.

82. This suggests that the two brands are joined at the hip; that there is really only one brand, in fact. By talking about them in the same sentence, in the same breath, and in the same context, Thompson conveys that these two products have a relationship. It suggests that the clamor for the Cohiba "the world over" is also a clamor for the same cigar being offered by Thompson, and the American product is trading off the reputation of the Cuban product.

83 I also saw the Thompson online promotion of Cohiba (PX 1131(12), at P 18866), which is almost identical. When an advertisement states that "the famous Cohiba brand is now available in limited quantities in the U.S.," it suggests that there is some connection, or that the Cuban Cohiba—the only brand that is sold and famous outside the United States—has come to the United States in some form. And when an advertisement refers to the cigar's "better-known Cuban brother," it suggests that there is a link between the manufacturers, or that the products are two variations of the same cigar.

84 Advertisements often state that the product being sold is a "variety" of the Cuban Cohiba "not as famous as the Cuban variety," or a "version" of the Cuban Cohiba. This suggests that there is a single type of cigar, a Cohiba, with two varieties, and it is invariably the Cuban Cohiba that is positioned as defining the cigar type.

85 Some advertisements explicitly or implicitly assert that the product being sold, the General Cigar product, is the Cuban cigar.

86 Amalfi Cigar Company (PX 1131(1)): "The pride of the Havanas is now made in the Dominican Republic. Named after what the Taino Indians of Cuba called tobacco."

87 Boston Cigar (PX 1131(2)): Graphic of Cohiba with "La Habana, Cuba" logo, with text "As smooth as they come, certainly not as famous as the Cuban variety, but nonetheless a very nice cigar in its own right."

88 Smokey's Cigar (PX 1131(5)): "Not long ago, a Cohiba cigar was developed in Cuba as a kind of presidential cigar for Fidel Castro. More recently, a Cohiba cigar was developed in the Dominican Republic and introduced in 1997 by the makers of Macanudo and Partagas."

89 Smokers' Depot (PX 1131(6)) "Cohiba (Red Dot) (Dominican Republic), as smooth as they come, certainly not as famous as the Cuban variety, but nonetheless, a very nice cigar in its own right."

90 Green Grove (PX 1131(7)) "This medium- to full-bodied version of the classic Cuban brand lives up to the reputation of its namesake since it is consistently well-made . . ."

91 Planet Havana (PX 1131(11)) "These cigars have a better-known Cuban brother, yet are some of the most well-known Dominican cigars around."

92 Capital Cigar Source (PX 1131(16), at P 018919): Pictures the Cohiba logo with "La Habana, Cuba." "Handmade in the Dominican Republic. Fidel Castro is credited with the creation of this Cuban cigar brand. Originally it was made only for him. Then he made it available to government officials and foreign dignitaries. In 1985 it was made available to the general public. Today, Cuban Cohiba cigars are the most sought-after Cuban cigars in the world; the very name Cohiba means cigar." Then sells Red Dot Cohiba cigars.

93 Uptown Cigars (PX 1131(13)): "The only Cohiba that can be legally be imported into the United States. Made in the Dominican Republic by General Cigar's Diaz y Cigar..."

94 White Ash (PX 1131(14)): "Ladies and gentlemen. Don't be fooled by cheap imitations. These are the real deal. There are only two places where Cohiba is legitimately manufactured—Cuba and in Santiago, Dominican Republic."

95 The fact that some of this advertising clearly states that these are not authentic Cuban Cohiba cigars does not undermine the clear impression for smokers that these products are connected in some way. As I have previously stated, with many "exile" brands in the U.S.

market, given the similarity in trade dress, the messages conveyed in General Cigar's advertising for the brand, and the ambiguous and misleading promotional copy by retailers, even the most sophisticated cigar smokers will assume that there is some connection with the authentic Cuban Cohiba.

96. In my experience, it was entirely predictable that, with the opportunity presented by General Cigar having chosen the same name as the Cuban cigar, and with the Cuban Cohiba's fame and reputation, retailers would do exactly what they did to generate interest and to pump the product. Apparently, General Cigar failed to monitor how its Cohiba brand was presented on the Internet or catalogues by preparing guidelines for retailers to prevent such abuses, or did not care. This contrasts with the protective measures used by virtually all my clients who provide brand identity guidelines to their channels of distributors and monitor trade usage with internal staff, intellectual property lawyers or specialized Internet tracking companies.

97. I have also examined General Cigar's press releases at the time of its launch. In my opinion, they inevitably suggest to the reader an association between the two cigars, or that the two products are but two varieties or versions of the same cigar, or cigar type, or both. The Rubenstein Press Release (PX 1010), attached hereto as Appendix P, states that "General Cigar, which has owned U.S. rights to the brand since 1978 ..." This implies that there is a single brand, with rights to that same brand being owned by one party in the United States and by another party outside the United States. The press release continues with a page "About Cohiba," which tells the "The Cigar's History," again suggesting that there is a single cigar. By stating in "history" that "Cohiba cigars initially were made in

Cuba in 1966 for Fidel Castro's personal consumption and to be given away as diplomatic gifts," it suggests there is a real connection between the two cigars.

98. In my opinion, by the mere fact of marketing a cigar under the Cuban name, given the extraordinary attention paid to the Cuban Cohiba, General Cigar has suggested to consumers that Cohiba is a kind of cigar of which there are two variations, the Cuban and General Cigar's. Even if there is no perception that the manufacturers of the two cigars are associated in some way, this necessarily diminishes the power of the Cohiba name to distinguish and promote the Cuban product, and diminishes the reputation of the Cuban Cohiba. General Cigar's choice of trade dress and its advertisement of its product, as well as the predictable retailer promotions, have powerfully reinforced this effect.

99. In my experience, the market appeal and value of a luxury product such as the Cuban Cohiba lies precisely in its being unique, exclusive, and one of a kind. The suggestion that it and the General Cigar product are versions or varieties of the same cigar, or that the General Cigar is an adaptation or later version of the Cuban Cohiba, necessarily inflicts serious injury.

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)

APPENDICES TO THE WRITTEN DIRECT EXAMINATION TESTIMONY OF ALAN SIEGEL

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 OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix A to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit A

Michael Krinsky, Esq. (MK 4503)
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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 OF ALAN SIEGEL

January 28, 2002

CONFIDENTIAL UNDER PROTECTIVE ORDER

ALAN SIEGEL'S CREDENTIALS

I founded Siegelgale, a strategic branding company, over 32 years ago and have served as its Chairman and CEO during this period. My firm is one of the premier global branding firms in the world with headquarters in New York City and offices in Los Angeles, London and Tel Aviv, with over 300 marketing, design, research and internet professionals on its permanent staff. The firm has completed branding programs for hundreds of major multinational corporations, including American Express, Caterpillar, Lexus, Microsoft, 3M, Medtronic, Disney, National Basketball Association, Dell Computer, GE Technicolor, Citibank.

My previous background includes senior positions at major advertising, public relations, and product identity firms. Before establishing Siegelgale, I worked at BBDO advertising where I supervised marketing and advertising for American Tobacco (primarily the Tareyton and Lucky Strike brands), General Electric, Dupont and Pepsi Cola. I was also the director of the agency's New Product Development Group, which developed over 50 successful new products for agency clients. I then accepted an executive position at one of the leading public relations firms, Ruder & Finn, where I worked on the introduction of Benson & Hedges 100 cigarettes. Prior to establishing Siegelgale, I developed marketing and product identity strategies at Sandgren & Murther, one of the leading corporate and brand identity firms in the country and for Fortune 100 clients across every industry category.

I have personally supervised the development of marketing and brand development programs for over 450 corporate and product brands. My primary focus is on defining, differentiating and demonstrating brand strategies. I then work with clients

to bring their strategies to the market using internal communications programs, advertising, package design, public relations, trade and consumer promotions, websites and research to track results.

During my career, I have personally developed a number of significant brand assignments for luxury products, including the American Express Blue Card, global branding strategies for Louis Vuitton, private banking branding programs for Citibank, Morgan Bank, National Westminster Bank, and the Trade Development Bank in Geneva; premium bourbons and whiskies for Seagram's; the 21 Club on 52nd Street in New York City. I am currently repositioning the Lexus brand for Toyota; and NetJets (formerly Executive Jet), the company that invented the fractional private jet ownership market and was recently purchased by Berkshire Hathaway).

In developing marketing programs for luxury goods, it has been my experience that there are several common factors that are generally necessary for the product's success, regardless of the specific type of product: the product should be hard to get because the supply is limited, the excellence of the product is understood and established in the marketplace and price is no object. Successful luxury products, moreover, build their appeal and mystique through third party media endorsements, product placements with celebrities and word of mouth. This holds true for limited supply premium whiskeys, rare caviar, special wines, rare watches, new cars like the Porsche Boxster and many high fashion products like the Hermes Berkin bag that has a two-year waiting list (except if you are a big time celebrity). Based on my experience on working with a number of high-end luxury consumables, such as premium vodka in Denmark and Seagram's high-end premium bourbons and whiskeys, I have no reason to believe that the

marketing of high-end, expensive premium cigars would significantly differ from the marketing of other luxury consumer items.

A copy of a list of my publications over the last ten years and expert testimony in the last four years is attached to this report. A list of documents that I reviewed in preparation of this report is also attached.

COMPENSATION

I am being compensated at the rate of $400/hour for the preparation of this report.

CONSULTATION

I have been requested by Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., attorneys for plaintiff Cubatabaco, to provide my opinion on the following questions:

1. How is reputation for luxury consumer items established?
2. What would be the expected effect of media attention on awareness and reputation of the Cuban Cohiba among consumers?
3. Whether and to what extent General Cigar's Cohiba product would have generated goodwill prior to the September 1997 product?
4. What effect would General Cigar's choice of the Cohiba name, the trade dress and other factors have had on consumers' perception of whether there was a relationship between the General Cigar and Cuban Cohiba?
5. Whether General Cigar's use of the Cohiba name for its 1997 product dilutes the value of the Cuban Cohiba?

OPINIONS OF ALAN SIEGEL

1. **One of the basic tenets of marketing high-priced luxury products is that product allure, demand and mystique cannot be created by standard advertising and promotion techniques that are so successful in mass marketing. Rather reputation aud demand are derived from third party endorsements in influential media, as well as word of mouth, recommendations from trusted friends, colleagues, experts and trendsetters. High-end premium cigars are just this type of luxury product, which includes the "super-premium" General Cigar Cohiba and the Cuban Cohiba, known as one of Cuba's most expensive cigars.**
2. **Prior to November 1992, the Cuban Cohiba would have gained increasing visibility, brand awareness and mystique with upscale cigar smokers in the United States through frequent and high impact articles in the general media. Given that these articles appeared in prominent media, the frequency of their favorable comments about Cohiba and the strong association they reinforced with Cuba and Fidel Castro (his omnipresent Cohiba in his hand), these extraordinary third party endorsements would have confirmed Cohiba as the premier luxury brand cigar in the world for U.S. cigar smokers.**

Starting in 1983, when *The Economist* covered the commercial international launch of the Cuban Cohiba brand, there were increasing mentions of Cohiba in prominent publications including *Time*, *The New York Times*, *Wall Street Journal*, *Financial Times*, *Newsweek*, *Forbes*, and *USA Today*, as well as some local publications. These articles contain anecdotes about Cohiba being Fidel Castro's favorite cigar, his featuring Cohiba in ceremonies with dignitaries, and its developing reputation as one of the world's finest

cigars. Over time these anecdotes would have helped to build the awareness of the brand and position Cohiba as the premium Cuban cigar.

In all, I reviewed over 50 articles from 1983 through November 1992 that mention the Cuban Cohiba cigar. From 1989 through November 1992, the Cuban Cohiba brand received an increasing amount of attention in the general media, which would have reinforced its position as Cuba's premium cigar. Meanwhile, General Cigar's Cohiba was invisible in the general media during this same period. I was informed that General Cigar's Cohiba was not mentioned or promoted in any news media other than one cigar trade publication in 1983, in which a General Cigar representative promoted its Cohiba to the retail trade as a "successor to a Cuban brand," that "Castro has made for him."

The following are representative mentions of the Cuban Cohiba in this time period:

Newsweek **(1984), "Jesse Jackson Goes to Cuba"** – "The Cuban president offered the American candidate one of his trademark Cohiba cigars. As Jackson rolled the handmade cigar between his fingers with Groucho-like relish, someone reminded the Baptist minister about religious restrictions on smoking. 'This is not a cigar,' Jackson snapped. 'This is a peace pipe.' Then Jackson stuck the lit Cohiba in his mouth, made a show of savoring it and pointed it skyward."

The Washington Post **(1985)** -- "a small puff of smoke from the Cohiba cigar [Fidel Castro] toys with hangs for an instant in his beard".

Time **(1986)** -- article on Lee Iacocca, described Chrysler's chairman as "sitting in his cluttered office and smoking an eight-inch Cohiba cigar given to him by the Italian Minister of Foreign Affairs."

The New York Times (1986) -- review of a book on cigars (Infante, Guillermo Cabrero, *Holy Smoke* (1985)), noted that the author designates Cuba's as "The best cigar in the world."

The San Francisco Chronicle (1989) -- "Cohiba, the cigar that gained world fame hanging from the lips of Cuban leader Fidel Castro ... the most prestigious of Cuban cigars".

New York Times (1990) -- **"Michael Winner Aims for Laughter,"** "Mr. Winner lighted a $15 Cohiba cigar...as smoked by Castro. . . . Have you noticed that the greatest luxury items in the world are always 'as used by' communist leaders?"

Miami Herald (1990) -- **"Taking the World by Smoke: A History of Cuban Cigars"** – Notes legendary quality of the Cuban cigar; symbol of prestige; Cohiba as Castro's cigar of choice.

Miami Herald (1992) -- "Cuba produces about 30 different brands of cigars, and Cohiba is considered the best."

One of the few cigar books of this period, Paul B.K. Garmirian's *The Gourmet Guide To Cigars* (Cedar Publications, 1990), reported that Cohiba is "considered to be the pride of Havana cigars," and the "pride of Cuban workmanship."

3. **The launch of the premier issue of *Cigar Aficionado* on August 27, 1992, at the annual convention of the Retail Tobacco Dealers of America (RTDA) would have dramatically enhanced the Cuban Cohiba brand's reputation and mystique. Even if there hadn't been the substantial and powerful publicity in the general media previously discussed, the premier issue of *Cigar Aficionado* would have, on its own, instantly positioned the Cuban Cohiba as the premier luxury**

cigar and established substantial goodwill for the brand. By using Cohiba as a poster child for luxury Cuban cigars in its premier issue, *Cigar Aficionado* provided extraordinary and unprecedented publicity that would have positioned Cohiba as the premier luxury cigar in the world (*e.g.*, Cohiba is to cigars as Chateau Petrus is to superior Bordeaux wine).

Given the magazine's quality and up-scale "look," its extraordinary initial circulation, and that it was the only magazine of its type (aimed at up-scale, premium cigar smokers), *Cigar Aficionado* would have had a tremendous and immediate impact on premium cigar consumers generally, and particularly with respect to the Cuban Cohiba brand, both directly and through the type of word of mouth buzz that such extraordinary promotion would generate among consumers of luxury products.

I was told that Shanken Communications launched *Cigar Aficionado* in late August 1992. This launch involved an aggressive promotional program: The U.S. circulation of the premier issue was 115,000 copies (73,000 paid subscriptions; 32,000 to cigar retail stores, street newsstands and bookstores; and 10,000 to promotions), which I was told equaled approximately 25% of all U.S. cigar smokers. Over 450 cigar retail outlets displayed and/or sold the premier issue. At the official launch on August 27, 1992, Shanken Communications hosted a breakfast at the RTDA Annual Convention that was attended by representatives from 345 companies.

Depositions from cigar retailers confirm the dramatic impact of *Cigar Aficionado* on the cigar-smoking public. Oscar Boruchin of Mike's Cigars, referred to the cigar boom of the 1990's as the "*Cigar Aficionado* revolution...because I say they created this." Marc Perez, formerly of Dunhill, testified that the magazine was one of the consumer's

principal education tools: "*Cigar Aficionado* magazine has redefined consumer awareness for cigars… people used the magazine, read the ratings and in many cases would go out and buy the cigars that were rated highly." Mr. Perez also stated, "*Cigar Aficionado* built mystique for the Cohiba brand." Mr. Steven Johnson also of Dunhill, attributed *Cigar Aficionado* magazine with tremendous impact on the industry in a very short period of time, noting "people would come in with the book [*Cigar Aficionado*], looking for specific cigars that were rated from…88 to whatever." He goes on to say, "These four guys [the rating panel at *Cigar Aficionado*] basically helped shape a market."

It is safe to say that the reputation for Cohiba that was established in the general media prior to 1992 was significantly and immediately enhanced with the publication of *Cigar Aficionado*, which put the Cohiba brand on a pedestal by positioning it as one of the best cigars in the world

4. **Between December 1992 and September 1997, the Cuban Cohiba received extraordinary coverage and accolades in the general interest and cigar trade media, which would have enhanced still further its reputation and mystique to the cigar smoking community, confirming it at the pinnacle of the premier luxury brands. In my over 30 years as a branding consultant, this kind continuous and laudatory media coverage given to a high-end luxury product is extraordinary.**

From 1993 until 1997, the number of articles mentioning Cuban Cohibas grew dramatically, and in total I was shown approximately 600 articles during this period that mention the Cuban Cohiba. The articles invariably mention the mystique of the Cuban Cohiba, its tie to Fidel Castro, and its unavailability in the U.S. due to the embargo.

In personally reviewing all the issues published through October 1997, I found over 140 articles mentioning the Cuban Cohiba. The articles range from a celebration of the Cuban Cohiba's 30th anniversary to articles that refer to Cohiba as one of the finest and most coveted cigars in the world, to excellent ratings of the individual cigars. In contrast, *Cigar Aficionado* paid scant attention to General Cigar's Cohiba, with mentions focusing either on the legal complexity of marketing in the U.S. or, later, on the launch of the Dominican Cohiba in 1997.

The Cuban Cohiba is also mentioned in several widely televised broadcasts on shows such as CBS Sunday Morning, CNN Moneyline, CNN News, CNN The World Today, and CNN Early Prime. In my experience, television mentions on CNN and other influential channels have more dramatic impact than general circulation print media.

The following are representative mentions of the Cuban Cohiba in this medium:

1996 CNN News - "It's here that some of the world's finest tobaccos are made, like the Cohiba, considered by many the caviar of cigars."

1997 CNN Early Prime - "Cuban cigars are a lot more expensive now, especially the famous 'Cohiba' brand, which Americans can't buy in the United States because of the US embargo on Cuba... That hasn't stopped Berle, a self-proclaimed cigar expert, from visiting the Cohiba factory with the outgoing Canadian ambassador to Cuba, who has hosted Mr. and Mrs. Berle's visit to what they consider cigar heaven."

Again, the exclusivity and mystique of the Cuban Cohiba brand are reinforced.

The Cuban Cohiba also figures prominently in several books targeted at cigar connoisseurs. They focus on the distinctive quality and reputation of the Cuban Cohiba and the history of the cigar. In luxury product categories, such reference books/coffee

table collectibles have great impact in reinforcing brand reputation. These books, with highly favorable mentions of the Cuban Cohiba, include:

***Nat Sherman's a Passion for Cigars: Selecting, Preserving, Smoking, and Savoring One of Life's Greatest Pleasures*, 1996, pp. 29, 86.**

***The Cigar Companion*, 1995, pp. 78-79:** "fabled," and "The very best quality available."

***Rudman's Complete Guide to Cigars*, 1996, pp. 124-26:** "Probably the best of all Churchill-size cigars."

Clearly the brand awareness and mystique of the Cuban Cohiba would have been powerfully reinforced during this period in a variety of media, while General Cigar's Cohiba continued to be largely invisible except for off-brand comments about the trademark controversy.

5. Based on the materials I was given, General Cigar sold a cigar under the Cohiba name between November 1982 and an undisclosed date in 1987, with a total sales volume from November 1982-1985 of approximately 600,000 cigars (with over half sold in 1983), and fewer than 10,000 cigars in 1986-1987. (By contrast, General Cigar sold annually approximately 14-18 million of its Macanudo and Partagas premium cigars during this same period.) This "Cohiba" cigar was aimed at the lower end of the premium cigar market. Evidence shows that there were no sales of a General Cigar Cohiba from sometime in 1987 to November 1992. I was informed that General Cigar did not promote this "Cohiba" cigar through advertising and that there was virtually no mention of the cigar in the media from 1982-1992 (except the one retail trade magazine mention noted in Point 2 above).

The extraordinarily rapid decline in sales from 1983-1986 and the end of sales in 1987 demonstrates that this product was a commercial failure. By November 1992, whatever goodwill, if any, generated by the sales in the early-mid 1980's would have long been entirely dissipated, and would be of no use to General Cigar in marketing a cigar under the Cohiba name.

6. General Cigar sold a cigar under the Cohiba name from late November 1992 to 1997, first exclusively through Dunhill stores, and then beginning in 1993 or 1994, through Mike's Cigars of Miami, Florida. The sales volume was approximately 5,000 in 1992 and 50,000-100,000 annually in 1993-1996 (compared with overall large premium cigar sales of 11-24 million). General Cigar did not advertise this product and there were no media mentions of this product at the time of its launch. The only promotion consisted of the cigar's mention in Dunhill's catalog, apparently commencing in or about 1995. This cigar, which I am informed was in fact a pre-existing General Cigar cigar called Temple Hall, had no band and was sold in a wooden box almost identical to the Cuban Cohiba wooden box (discussed in more detail below) and without any identifying country of origin on the outside top or sides of the box. I have read the interviews in *Cigar Aficionado* with Edgar Cullman Sr. and Jr. in which they both, explicitly and implicitly, disparage this product.

Whatever goodwill for General Cigar might have been generated by its November 1992-1997 Cohiba sales and public statements would have been extremely limited and not likely to have transcended the limited channels of trade in which this cigar was sold to any appreciable extent, and would have been of limited or no value and even possibly negative value to General Cigar in

launching a new cigar under the Cohiba name in September 1997, given the Cullmans' public disparagement of the product.

7. **In my experience, the product *name* is the dominant factor in building brand identity in the marketplace.** Consumers are not discriminating in distinguishing changes in brand logos and overall trade dress. I have carefully reviewed the trade dress used by the Cuban Cohibas in the 1990's as well as the variations of the trade dress developed for the General Cigar Cohiba, including the plastic cylinder used in the 1980's, the wooden box used by Dunhill in the mid-1990's, and the trade dress created for the 1997 launch. What is most striking is the complete change in the trade dress between the 1980's and the trade dress used by Dunhill in the mid-1990's. **By changing to a wooden box that is almost an exact replica of the box used by the Cuban Cohiba and using the same sans serif typeface for the Cohiba name, General Cigar created a whole new product in 1992, without links to its earlier Cohiba product, which would have reinforced a strong association with the Cuban Cohiba amongst consumers.**

8. **General Cigar's trade dress used for its September 1997 launch is strongly evocative of the Cuban Cohiba trade dress without being an almost exact mimic like its Dunhill product. These similarities continue to reinforce the association between the Cuban Cohiba and General Cigar's product, notwithstanding the minor alteration between the style of the name and other formal features. Given the vast universe of potential designs, the choice of a similar design indicates to the public that there is an association between the General Cigar and the Cuban**

Cohiba. Indeed, the use of such slight differences is likely to reinforce in the consumer's mind that these two products are related.

In reviewing the design concepts for the Cohiba packaging (logos, wooden boxes, cardboard packaging and bands) from both design firms, it was clear that the focus was on creating a product identification scheme that knocked off the Cuban Cohiba style. All of the sketches that General Cigar provided were minor variations on a theme: replicating the Cohiba all-caps sans serif logo, employing the checkerboard square band, use of warm, earth-tone color pallets, and similar type for package copy. There were no explorations employing the more traditional stylized type and ornate emblems that are typically used in the premium cigar category or any original design directions that were not based on or derived from the Cuban Cohiba packaging.

The wooden box designed for Dunhill, which featured the unbanded Temple Hall cigar relabeled as Cohiba starting in late 1992, was almost an exact replica of the box used for the Cuban Cohiba.

The design selected for cigar stores in 1997 was very similar to the Cuban Cohiba packaging. There is no indication of creation of an original and distinctive packaging approach for General Cigar's Cohiba. The design General Cigar is currently using would be perceived by consumers as closely associated with the brand identity established by the Cuban Cohiba. The red dot in the O that seems to be adopted at the last minute (I was unable to find any sketches), would not create significant product differentiation and could be seen as signifying an "authorized" Dominican version of the brand. Although the red dot creates some visual difference from the Cuban Cohiba trade dress, it is not

sufficient to change the perception that these products are related because both use the powerful Cohiba brand name (and *similar* trade dress).

9. **By selecting the Cohiba name for a new product in the U.S. market in 1997, as well as the trade dress and advertising used to launch the product, General Cigar necessarily obtained substantial advantage from the fame and reputation of the Cuban Cohiba. It necessarily: drew attention to its product on account of its use of the well-known and highly regarded Cuban name; engendered belief among consumers that the two were linked by some form of association between the producers of the two cigars or by being the same cigar; and engendered belief that, to the extent not associated, the two cigars were variations on a type of cigar defined by the reputation of the Cuban Cohiba cigar.**

The advertising General Cigar created to launch their reformulated cigar in the U.S., with the positioning theme "past and present come together in Cohiba," featured black and white photographs that evoke the mood, atmosphere, and artifacts associated with pre-Castro Cuba, which would have reinforced in the consumer's mind an association between the Cuban and General Cigar Cohiba.

10. **By the mere fact of marketing a cigar under the Cohiba name, given the extraordinary media attention paid to the Cuban Cohiba, General Cigar has suggested to consumers that Cohiba is a kind of cigar of which there are two variations, the Cuban and General Cigar's. General Cigar's choice of trade dress and advertisement of this product, as well as the manner in which retailers have presented this product to consumers, powerfully has reinforced these suggestions. Through this consumer perception of Cohiba as a kind of cigar of**

which there are two variations, General Cigar has necessarily diluted the Cuban Cohiba's name and reputation, particularly given that the Cuban Cohiba is a luxury product, whose market appeal and value lies precisely in its being unique, exclusive and one of a kind.

Many cigar retailers explicitly presented General Cigar's Cohiba to consumers through on-line catalogues in ways that would reinforce these effects: *e.g.*, "not as famous as the Cuban variety;" "the famous Cohiba brand is now available in limited quantities in the U.S. market"; "better known Cuban brother"; "Dominican adaptation of this class Cuban cigar;" "True to its legendary reputation, some actually prefer this blend to the original."

Dated: January 24, 2002

The foregoing constitutes my opinion.

ALAN SIEGEL

ALAN SIEGEL
LIST OF ARTICLES WRITTEN IN PAST TEN YEARS
JANUARY 22, 2002

Siegel, Alan and Zolli, Andrew, "Portal Envy; Viewpoint: Internet Portals Lack Strong Branding, Risking Audience and Ad Dollars." *Advertising Age* (May 10, 1999).

Siegel, Alan and Etzkorn, Irene, "How to Make Government Comprehensible." *The New York Times* (June 13, 1998), Section A; Pg. 15, Col. 2.

Siegel, Alan, "Desperately Seeking Simplification." *Across The Board* 69 (November 1, 2001.

Siegel, Alan and Morris, Kenneth, "Viewpoints; Form 1040? What's a Form 1040?." *The New York Times* (April 11, 1993), Section 3; Pg. 13, Col. 2.

Siegel, Alan, "Digital Voice." *Design Management Journal* (Winter 1996).

Siegel, Alan, "Managing Organizational Perceptions: Identify as a Bridge between Products and Public Image." *Design Management Journal* (Winter 1994), Vol. 5, Number 1.

Siegel, Alan, "One Corporation, One Voice, One Up." *The Conference Board: The President's Series, No. 6.*

Siegel, Alan, "Corporate Voice—Imperative of the 1990's." *Reputation Management* (March/April 1995).

Siegel, Alan, "Identity in a Digital World." *Design Management Journal* (Winter 1996), Vol. 7, No. 1.

EXPERT CONSULTATION

Winter/Spring 2001, Expert consultation for Anderson, Zeigler, Disharoon, Gallagher & Grey (Santa Rosa, CA), attorneys for the Charles Schulz Estate.

Documents Reviewed by Alan Siegel

1. Statement of Certain Assumed Facts (attached hereto)

2. Plaintiff's Deposition Exhibits 19, 20, 27, 28, 31, 37, 50, 55, 71-73, 103-04, 109-23, 137, 142, 160, 161, 267, 269-71.

3. P4034-40, P5927-6142, P8537-63, P8595-8613, P1083 4-11044, P18679-18893, P18914, P18919, P18927.

4. GC613-17, GC14266-14314

5. Bain17, 32, 37, 92, 94, 140

6. MC2-12, 44-48, 59, 88, 99-102, 111, 118, 131, 471-73, 723-25.

7. MAR11-14

8. Deposition of Oscar Boruchin, pp. 90-92, 125, 126, 138, 143-145

9. Deposition of Steve Johnson, pp. 112-13, 120-126, 202-03.

10. Deposition of Marc Perez, pp. 432-33, 446-54.

11. Deposition of Lewis Rothman, pp. 38-42, 70, 98

12. Jessica Heyman Declaration with Exhibits.

13. M. Shanken Stipulation, December 21, 2001.

14. *Cigar Aficionado* (Autumn 1992-October 1997)

15. *Shanken's Cigar Handbook* (1997).

16. Garrido de la Grana, Adargelio, . . . *lo llamaremos Cohiba* (1997)

17. *Nat Sherman's a Passion for Cigars: Selecting, Preserving, Smoking, and Savoring One of Life's Greatest Pleasures*, (1996)

18. *The Cigar Companion*, (1995)

19.. *Rudman's Complete Guide to Cigars*, (1996)

20. Cuban Cohiba Wooden Box (Pl. Ex. 399)

21. General Cigar Dunhill Wooden Box (Pl. Ex. 408)

22. General Cigar Wooden Box (1998)

23. Polaroids of Cohiba boxes identified above

STATEMENT OF CERTAIN ASSUMED FACTS FOR ALAN SIEGEL, TESTIFYING EXPERT, PREPARED BY RABINOWITZ, BOUDIN, STANDARD, KRINSKY & LIEBERMAN, P.C.

1. According to General Cigar records and testimony, General Cigar had sales of its Cohiba cigar, manufactured in the Dominican Republic, for the years from 1982-2000 as set forth in Attachment 1. The sales in 1982 commenced in September or October 1982. The chart also shows sales of General Cigar's Macanudo and Partagas for 1982-95, General Cigar's No. 1 and No. 2 premium cigar in sales.

2. According to General Cigar records and testimony, General Cigar shipped fewer than 1,000 cigars labeled as "Cohiba" per year from February 1978-81 in periodic shipments of approximately every quarter, and 200 cigars in April 1982, to two stores, Cigars Santa Clara in New York City and Rubovits in Chicago, in the 50-cigar cardboard "grain boxes" and with the "Cohiba" label shown in Plaintiff's Deposition Exhibits 137, 141. These cigars were machine-manufactured in the United States, and identical cigars were shipped under various marks.

3. From September or October of 1982-1986 or 1987, General Cigar's Cohiba cigar was sold in bundles of 20 in plastic canisters with the packaging shown in Plaintiff's Deposition Exhibit 28.

4. From late November or December 1992 until mid-1997, General Cigar's Cohiba cigar was sold only in Alfred Dunhill stores in the U.S., and from 1993 or 1994-97 in Mike's Cigars in Miami, in the type of box marked as Plaintiff's Deposition Exhibit 408. The cigars were unbanded.

5. From September 1997, General Cigar sold its Cohiba in the box with a red dot in the letter O, with a band and a flyleaf. Two versions of the flyleaf are set out in Plaintiff's Deposition Exhibits 103, 104. It is our understanding that the original flyleaf was Exhibit 104, which was later changed to Exhibit 103.

6. Prior to August or September 1997, General Cigar conducted no advertising and or promotion for its Cohiba cigar. The General Cigar Cohiba was included in three Alfred Dunhill catalogues in or about 1995-96, Plaintiff's Deposition Exhibits 71-73. The plastic cylinder General Cigar Cohiba also appeared in catalogues of Iwan Reis & Co. in 1985 and 1986, Plaintiff's Deposition Exhibit 27.

7. The Premier issue of Cigar Aficionado magazine was published in August 1992.

8. A graphic designer, Cliff Bachner, began to do packaging design work for General Cigar's Cohiba in September 1992. Color copies of his design work from September 1992-93 are set out in Plaintiff's Deposition Exhibits 111-112, 114, 116, 118-122. At the time Bachner began to do his work, General Cigar and Bachner were in possession of the Cubatabaco Cohiba packaging, as set out in Plaintiff's Deposition Exhibits 113, 115-117.

9. In 1997, Brent Marmo did packaging design work for General Cigar's Cohiba. Copies of his design work are set out in documents numbered MAR00011-14, 80-84,116-26, 128-32, 135, 138-140, 143-44, 149-52.

10. General Cigar carried out one focus group session concerning its Cohiba cigar, which took place in March 1997.

ATTACHMENT 1

General Cigar sales of Cohiba Cigars, as advised by counsel for plaintiff:

YEAR	COHIBA SALES
1982[1]	90,000
1983	323,000
1984	118,000
1985	70,000
1986	5,000
1987	3,000
1988	0
1989	0
1990	0
1991	0
1992	5,600[2]
1993	50,000[3]
1994	49,000
1995	101,000
1996	96,000
1997	509,000[4]
1998	858,000
1999	985,000

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[1]First shipment from DR to GC in US was in November 1982; 1982 sales commenced sometime thereafter.

[2]First shipment (to Dunhill) on November 20, 1992.

[3]Approximately 9,000 shipped from GC in DR to GC in US (rest shipped directly to Dunhill); 100 cigars shipped for Mike's Cigars in Miami on Dec. 20, 1993.

[4]Records show 60,000 sold through Feb. 1997, unclear if total 1997 figure reflects 1997 sales prior to September 1997 launch of GC Cohiba.

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 DESIGNATION: See Appendix Cover Sheet

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alan Siegel, dated June 2, 2003
Part 2 of 5

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

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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v.	:	
GENERAL CIGAR CO., INC. Respondent.	:	

PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix B to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003
Part 1

Exhibit B

PREMIER ISSUE

Vol. 1 No. 1

U.S. $3.95•Canada $4.95•U.K. £4
Autumn 1992

CIGAR Aficionado

PLAINTIFF'S
DEPOSITION
EXHIBIT
212
11/24/20

AMERICA'S FAVORITE CIGARS

GAY TALESE ON STREETWALKING

CIGAR-FRIENDLY RESTAURANTS

JFK'S CUBA CONNECTION

- TASTING ROBUSTOS
- GREGORY HINES
- *1492*, THE MOVIE
- COLLECTING LALIQUE
- CUBA'S BEST CIGAR

AND MUCH, MUCH MORE

Everyone should wear the pants.

BARNEYS
NEW YORK

A New Men's Lifestyle Magazine

Launch a new magazine in 1992 calls for a stiff drink and a fine cigar.

I must confess to the outset, however, that the force inside me is so strong that I have abandoned conventional business wisdom. I acted solely on my publishing instinct, and the passion I hold for the subject of this new publication.

I've dreamed for more than a decade about creating a magazine for cigar lovers. But it was during a visit to Cuba in the fall of 1991, while "on assignment" to write a cover story for *The Wine Spectator*, that I realized I could wait no longer. I decided then and there to make the dream a reality.

The response to Cigar Aficionado to date has been extraordinary. I had never realized that cigar lovers were so starved for information. Inside this magazine, you'll discover new facts and secrets about cigars: how they're made, who makes them and which brands are the best. In each issue we'll also report on our editors' blind taste tests which will rate cigars from around the world based on their quality.

Cigar Aficionado is about taste. But it is not limited to the taste of a great smoke. This magazine intends to awaken and explore many of the pleasures that drive successful men.

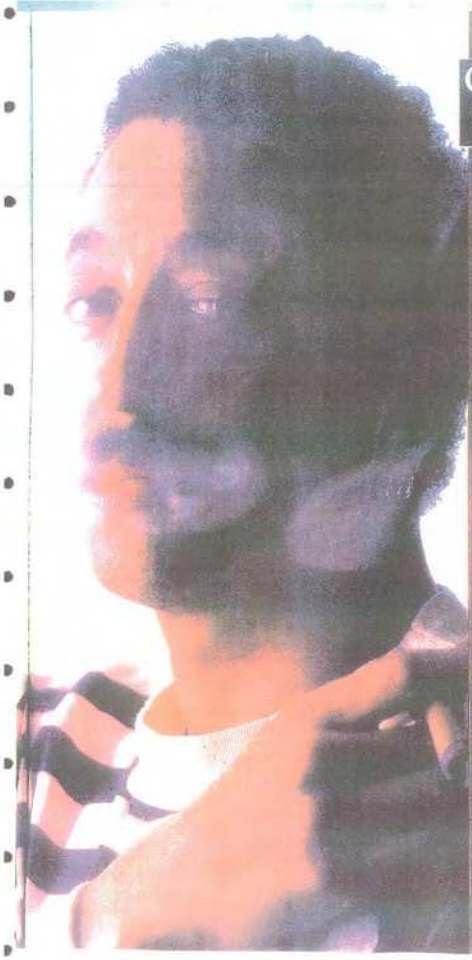
Men like you want to know about great resorts for special vacations, as well as the world's best restaurants where fine food and wines are matched with well-stocked humidors. You want to understand men's drinks—Cognac, Scotch, strong Port and fine wine. Here, you will find insights into these potions of pleasure, as well as specific recommendations unlike those found in any other magazine.

Cigar Aficionado will also explore collectibles, unique trips, emerging hobbies, gambling, fashion and new ideas, in a style different, we believe, from any other men's magazine. Our editors will travel the world, making every effort possible to turn you on.

Cigar Aficionado may not be for every man. But we do dream about creating a very special magazine for the individual who wants the very most out of life. If you share that desire, welcome. This magazine is for you.

Very truly yours,

Marvin R. Shanken
Editor and Publisher



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Vol. 1 No. 1

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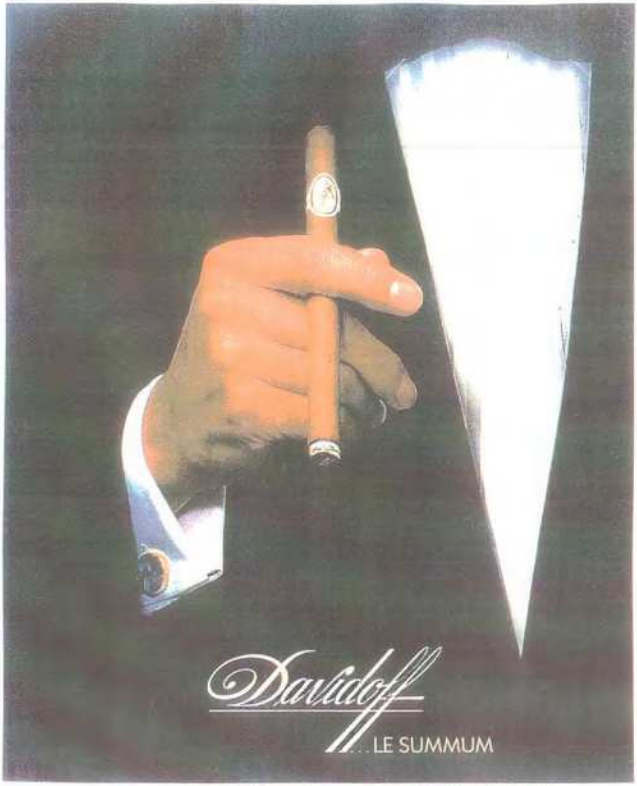

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WELCOME TO THE CIGAR Aficionado CLUB

You're 48 years old, married, a college-educated executive or professional with a household income of $194,000 and an average net worth of $1.54 million? Welcome to the club. That's the profile of an average CIGAR AFICIONADO reader.

Are you surprised? You shouldn't be. When we started exploring the launch of this magazine, we suspected that men who bought premium, handmade cigars were successful. We then commissioned a study of cigar smokers so we didn't have to guess. More than 1,300 people took about 30 minutes to fill out the four-page survey.

For now, virtually all CIGAR AFICIONADO readers are men.

Three-quarters of the respondents said they were in some kind of management position—over 30 percent have titles of president, executive vice-president or chief executive officer. Another 20 percent said they were doctors, attorneys or partners in professional firms. Pilots, journalists, scientists, stockbrokers and artists also sent back the questionnaire. Nearly 80 percent went to college. Over 55 percent said they had some kind of post-graduate degree.

Income is another barometer of this group. Nearly 50 percent report incomes between $75,000 and $300,000, with more people earning above $300,000 than below $75,000. Moreover, household net worths are extremely high. The biggest chunk of the readership—more than 30 percent—have net worths exceeding $500,000, while 38 percent are millionaires.

These numbers highlight the basic fact that CIGAR AFICIONADO readers enjoy the best things in life.

Automobiles? Eighty-two percent own two or more cars, and 33 percent have three or more. Seventy-three percent have purchased an imported car. Thirty-one percent have paid more than $35,000. Luxuries? Seventy percent of you own art. Forty-eight percent have cellular car phones and 72 percent have compact disc players. Financial? Corporate stock is a favorite investment of 76 percent, mutual funds attract 60 percent of the readership.

Travel? Ninety percent of the respondents have taken a foreign trip in the last 12 months and 91 percent said that they traveled domestically during the previous year. As you might suspect, many of the foreign travelers also take advantage of their trips to pick up Cuban cigars.

Smoking habits also reveal a group of men who are dedicated to enjoying their cigars. The average cigar smoker has been smoking for nine years, and he normally has about ten cigars a week. Seventy-three percent buy cigars by the box, and they usually spend just over $5 per cigar. The average weekly expenditure on cigars is about $26, but 35 percent spend more than that.

The Dominican Republic earns the top ranking in the origin for most smokers' everyday cigar—32 percent. Honduras is second at 24 percent and Jamaica is third at 17 percent. *Surprisingly, 14 percent of our readership survey group acknowledges that their everyday cigar is Cuban, in spite of the trade embargo.* Cigars from the Canary Islands and Mexico rank next in order of popularity with ten and seven percent.

Buying habits also differ. The most important single attribute when buying a cigar, listed by 51 percent of the survey respondents, is its size. Freshness is cited in 47 percent of the answers, and smoothness of taste is checked in 38 percent of the questionnaires. Quality of construction is considered by 38 percent of buyers and rich taste by 34 percent. Other factors that between 20 and 22 percent of all buyers look for include brand name, full-bodied flavor and mildness. Price is only a consideration with 14 percent of the respondents.

Given that size is the most important factor in the choice of smoke, we also queried which sizes people prefer to smoke. The most popular size is a corona, or a five and a half inch length by a 42 ring gauge, followed by a Lonsdale at six and a half inches by a 42 ring. The third most popular is a double corona at six and a half inches by a 48 ring gauge, the fourth size is a Churchill at seven and a half inches by a 48 ring. The Rothschild size (four and a quarter inches by a 50 ring) came in as the fifth most popular cigar.

CIGAR AFICIONADO readers also enjoy the best distilled spirits and wine. In fact, nearly 93 percent of the respondents say they drink wine. Eighty-three percent say they also drink spirits.

If there's one statement that can be made about CIGAR AFICIONADO readers, it is that they enjoy the finer things in life. And that most certainly includes top quality cigars. Welcome to the club. ✦

—The Editors

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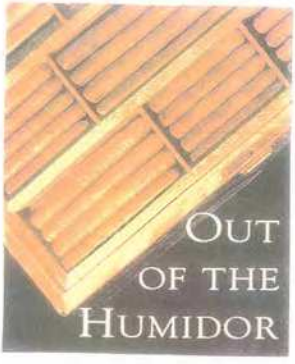


Out of the Humidor

Talk about people selling an opportunity.

That's the best reason we can come up with for our mailbox overflowing with letters and faxes since we announced the coming of Cigar Aficionado nine months ago. We've been literally flooded with mail from cigar lovers. It seems that people have some pent-up desire to express their feelings about cigars, non-cigar smokers and just about everything else, including our new magazine.

Cigar Aficionado had always planned a Letters to the Editor page. But we had no idea the response would be so overwhelming. So, this is really more than a letters page. It's a forum. It's a place where you, the reader of Cigar Aficionado, can talk about the subjects that matter most to you.

So, keep the cards, faxes and letters coming. Send them to me at Cigar Aficionado, 387 Park Ave. South, 8th Floor, New York, New York, 10016, or fax (212)684-5374. In the next few pages, you'll see a small sample of what people had on their minds.

Here's to Happy Smoking,

Marvin R. Shanken
Editor & Publisher

Nov. 2, 1991

Dear Marvin:

Please include my husband, Mack Bivins, on your mailing list for the first issue of your forthcoming publication for cigar lovers. I know he will want to subscribe.

Thank you,
Ellen Bivins
Amarillo, Texas

Editor's Response: Thanks Ellen. I only wish there were more ones out there like you.

March 8, 1992

Dear Marvin:

One of the simple pleasures in life for a gentleman is fine cigars and somehow this has been lost in America. I applaud your efforts to publish a magazine devoted to the cigar. It needs a comeback and your magazine should be a great help.

Sincerely,
W.C. Thompson
Salisbury, North Carolina

Nov. 22, 1991

Dear Marvin:

I am one of the unfortunates whose wife won't let him smoke cigars at home (unless I'm outside, at least 50 feet from the house).

I have just one request—could you put a Field and Stream cover on it?

Sincerely,
Doug Grissom
Arlington, Texas

Editor's Response: Your wife shouldn't mind your Cigar Aficionado at home after all, it does not contain really perfume ads like many of the women's magazines she probably subscribes to.

April 12, 1992

Dear Marvin:

There are, as you most probably know, various subtle and not-so-subtle ways of getting Havana cigars here in the U.S. I hope your new magazine never investigates this, it will ruin it for the rest of us who manoeuvre to the best of our abilities to keep ourselves content.

Until not long ago, there was a store in Moscow called "Cubana," where Cuba's best were on sale, for rubles. When I found myself writing a movie in Moscow in late 1989, my producer, a devout cigar smoker who knows Cuba is the best in the world (and there's no point in debating this), told me where to find the shop.

I arrived to find an empty storefront and an over-eager interior. A white-haired elderly woman sat collapsed in a chair behind the bare counter. When I asked her whether there were any cigars available, she muttered something about coming back the following day. The next morning I arrived to find 300 people crowding the shop, and spilling outside. Elbowing my way in, I found my self-appointed fellow giving out numbers—a familiar Soviet (now Russian) way of maintaining order. I tried to ask him what the drill was, and in I caught on answer, 15 people signed up. So I stopped the pulmonic, got myself a num-

her, and then asked my question. He ignored me, yelling out only that there would be cigars for maybe 100 people if any even appeared. My number was 167. As I left, he was still handing out numbers. I walked out the door as he called, "111!"

I write this smoking a small fine Quintero and wishing you every success.

Sincerely,
George Mallon
New York, New York

Nov. 23, 1991

Dear Marvin:

Great idea! Put me on the mailing list for your cigar publication. It should be sent to my home address in my will, can enjoy it too!

Sincerely,
David W. Knowlton
Managing Director
Manufacturer's Hanover*
New York, New York

*Mr. Knowlton is your Managing Director of Charmed Bash.

May 6, 1992

Dear Marvin:

I applaud your efforts for cigar smokers. I have been one for over 50 years. Before Castro, I used to smoke H. Upmann Jr. and Jr. Here they were, and evidently prized.

I was going out for dinner the day I used to, unable to light up a cigar in restaurants now.

We live in a landmark building with the walls and floors are very thick. The lady below us has tried to stop me from smoking cigars in my own apartment. She complained to the building owner, the superintendent, and the elevator man, that she could smell my cigar. Did you ever hear anything like this? Real chutzpah!

Good luck, and I wish you the best for your magazine.

Sincerely,
Paul Benton
New York, New York

Editor's Response: A man's home is his castle. Or at least that what's we had been raised to believe. Most cigar lovers share your frustration.

Dec. 13, 1991

Dear Marvin:

As a fellow cigar lover, one who smuggles Cuban cigars, and one who wife forbids smoking in our home, please sign me up for your publication.

Anonymous
President
International Hotel
and Resort Chain
Somewhere U.S.A.

Editor's Response: We wish we could publish your name but since you acknowledge smuggling Cuban cigars, we choose to protect your identity.

May 8, 1992

Dear Marvin:

Your article on Cuban cigars in the February 15, 1992 issue of The Wine Spectator was wonderful and brought back memories of 40 years ago when my U.S. Navy destroyer stopped in Cuba. I was a kid of 18 and it was 1952.

I picked up a cigar and smoked it and have been at it ever since. From that first cigar in Cuba, I have loved the finest cigars.

Len Bonkoe
Bridgeport, Connecticut

Nov. 3, 1991

Dear Marvin:

Cigar lovers need all the help they can get. Your cigar publication sounds very interesting. Put me on the list. My cigar smokers are made to feel it is a crime to light up. Bring back the smoke-filled room.

Randall C. Baker
Cincinnati, Ohio

Editor's Response: Given the candidates running for president, maybe a smoke-filled room would help clear the air.

Nov. 20, 1991

Dear Marvin:

Despite you scare ad: "wife who won't let you smoke at home," no... there are women out there who smoke cigars and are interested in your new publication. Count me in on the cigar publication.

Thanks,
Elaine Forbey
Charlottesville, Virginia

Editor's Response: We're on occasion. In fact, we hope the ranks of female cigar smokers swell in the coming years.

The sad reality, however, is that many women turn to be "proprietorial" against letting men light up. It is especially frustrating that we can't smoke in our own homes, my fiancé included. There needs to be some kind of compromise.

Nov. 6, 1991

Dear Marvin:

I certainly enjoy cigars and my wife likes them, too. She likes them because her father used to smoke cigars and when I light up, it brings back fond memories for her with such emotional overtones that she becomes docile, like I am her father substituted. Truly, cigars are unique items which convey so much about the smoker's personality, style and sense-form.

There is nothing finer than a good smoke, except a good magazine that reports on a good smoke.

I look forward to your publication.

Sincerely,
James Milner
San Francisco, California

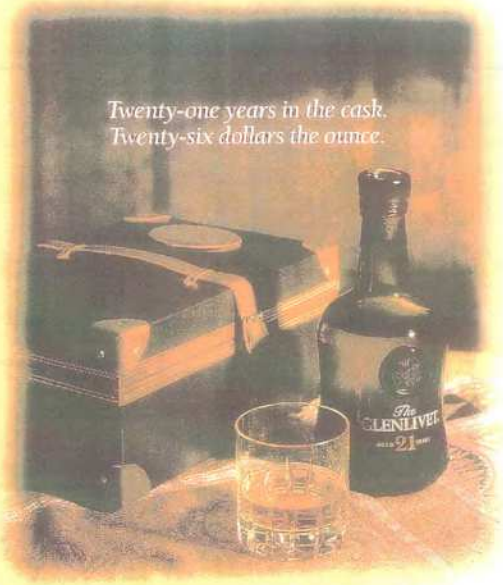
Feb. 24, 1992

Dear Marvin:

I'm an American who smuggles "Cubitoes." My wife says about my smoking at home: "If it makes him happy, what the hell."

Put me on the list.

P.S. If you need some info on the L.A. cigar scene, so once-



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sional marriages, or just a pep talk, call. Good luck.

Mark H.
Los Angeles, California

Editor's Response: It's a shame we can't publish Mark's name in full as we would love to give recognition to his very inner self.

May 1, 1992

Dear Marvin:
Here's to a smoking success!

My best,
Phillip Gasaway
General Manager,
Marketing and Advertising*
General Motors Corp.
Detroit, Michigan

** Effective July 15, 1992*

March 1, 1992

Dear Marvin:
As I wistfully stroke on the two most civilized vices left to man (wine drinking and cigar smoking), I know I owe your co. in singing the praises of cigars.

Please include me in a supporter of your new venture.

Yours truly,
J.L. Brunzell
Alameda, California

Editor's Response: We hope that CIGAR AFICIONADO is merely the first step in defense of our constitutional rights.

Feb. 23, 1992

Dear Marvin:
The important thing is that this wisp of tobacco is drawing together men who would otherwise never meet. It transforms diversity into universality, strangers into relaxed men, strangers into friends. The cigar is powerful on many levels.

I smoked my first cigar 30 years ago, and in this time, little else has given me the pleasure of watching my money go up in smoke!

It's been a life-long dream to visit Havana. Articles like your lady keep the dream alive.

Best Regards,
Michael Nuzzi
Pacific Palisades, California

March 13, 1992

Dear Marvin:
I have only recently discovered cigars—over the last year. My boyfriend is a pipe smoker and I just bought some (cigars) in a tobacco shop for us to share together—preferably with a great Port or Scotch. Now we smoke cigars quite frequently and enjoy choosing new ones together.

Please send me a copy of your new publication. I can't wait.

Sincerely,
Cindy Weglarz
Bedford, Texas

Editor's Response: Cindy, if you ever break up with your boyfriend, please write us with your telephone number. No doubt there are thousands of cigar lovers across America who would be happy to make your acquaintance.

Nov. 14, 1991

Dear Marvin:
I'm 31 years old, and have enjoyed cigar smoking since the age of 11.

David A. Lichtkoff
Dover, New Hampshire

Editor's Response: While we do not encourage underage cigar smoking, we would be curious to know where you were able to procure outside the view of your parents and schoolteachers. By the way, did you have a feminine friend at a boy?

May 6, 1992

Dear Marvin:
In an era where publishing companies, and corporations, first have to put together carefully worded and packaged mailers, develop business plans that will pass muster in financial circles, here you are, starting a new magazine on your own gut instinct (and passion for cigars). And my gut tells me you've got a winner!

All the very best with CIGAR AFICIONADO. I'm sure it will accomplish everything you wish for it.

Cordially,
Fred Danzig
Editor, Advertising Age
New York, New York

Nov. 8, 1991

Dear Marvin:
I love cigars—have smoked them for many years. Please put me on your mailing list.

Thomas Evans, Jr.
Managing Director
Best Sesame
Chicago, Illinois

Nov. 10, 1991

Dear Marvin:
Yes Virginia, there is Santa Claus...and he looks like Marvin and doesn't give toys but presents a cigar lover's magazine! You have made my day!

Dave Preston
Publisher
SW West Magazine
Phenomenon, California

Editor's Response: And your lover has made mine. Your reward? A lifetime subscription to CIGAR AFICIONADO each my compliments.

Nov. 12, 1991

Dear Marvin:
You are absolutely correct—my wife will not let me smoke my Cohiba cigars in the house. At this time of the year you can find me in the yard with my hat and gloves on smoking my Havanas...even the dog refuses to come out and share my smoke with me.

Alan W. Kneloff
President and CEO
American Marketing Industries Inc.
Kansas City, Missouri

Editor's Response: Hey Alan, maybe it's time for a new dog!

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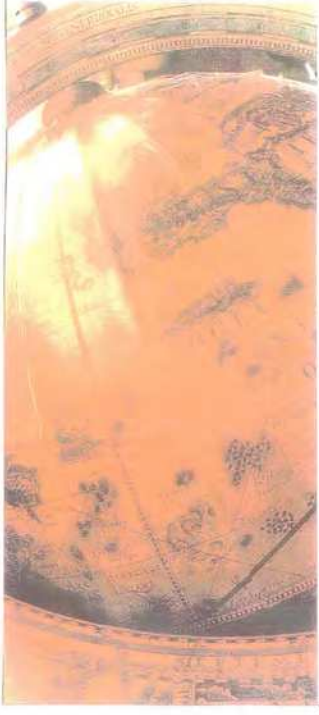

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Dec. 15, 1991

Dear Marvin:

My husband has the profile—including the wife who hates cigar smoke at home. Yet here I am, putting him on your list.

[signed] Ray Schiquet
Edina, Minnesota

Editor's Response: You sound like a great wife. And Ray's a very lucky guy.

Nov. 19, 1991

Dear Marvin:

We are a much maligned minority. Does the phrase, "Pipes and cigars prohibited" stick in your craw? I am smoking a cigar, and I am beginning to feel the world closing in on me.

There are fewer and fewer public places in which I feel comfortable taking a draw on a cheroot—except some of the club-like leather and brass restaurants now has cigars. Even the Polo in Washington, D.C. seems disconcerted when there is even a suggestion that a patron (meaning me) might fire up a hooter. What is this world coming to?

I really do not want to impose my fancy on others if they were to avoid it, and I will not, but cigarette smokers seem to have a real advantage. Our voice must be heard, if even only by ourselves. Your magazine might serve like noble purpose.

Good luck and
Congratulations,
Bruce D. Collins
Washington, D.C.

Editor's Footnote: Your letter is convoyed by independent research which concluded that the single greatest barrier to cigar enjoyment is the fewer and fewer public places there are to light up. Perhaps, in time, this situation will change. I would certainly encourage you to patronize those restaurants which allow or encourage cigar enjoyment. There are David Shaw's article, "Where Can I Smoke In Peace?"—page 72.

Dec. 5, 1991

Dear Marvin:

I returned tonight from Hong Kong with two boxes of Hoyo de Monterrey Double Coronas in my wife's underwear. Sign me up.

D.N.B.
Los Angeles, California

Editor's Response: I know of others guilty of the same sartorial sin. It's a popular approach to packing, especially in Geneva and London.

Nov. 1, 1991

Dear Marvin:

I am a lover of fine cigars and have been waiting for something like this for a long time. I'm very excited and wish you good luck on your new cigar magazine. I am eagerly awaiting the first issue.

Happy Puffing,
Skip Scaggs
Logan, West Virginia

Nov. 17, 1991

Dear Marvin:

Good luck in your efforts to bring cigar lovers "out of the closet."

Yours sincerely,
W.J. Sterling Seeley
Edmonton, Alberta
Canada

Nov. 20, 1991

Dear Marvin:

I eagerly await your new literary endeavor. It is reassuring to know that in this neo-prohibitionist society there will soon be a new voice to defend and encourage cigar smoking.

Much success!
Joseph C. Nowacyk
Catering Manager
Buffalo Hilton Hotel
Buffalo, New York

Nov. 5, 1991

Dear Marvin:

Finally, a magazine with one of my favorite interests at heart!

Francesco Antonucci
Chef/owner
Remi Ristorante
Los Angeles, California

May 9, 1992

Dear Marvin:

I do have a passion for cigars and cannot smoke them in my own house! Please include my name on your waiting list for your new publication for cigar lovers.

Thanks,
John R. Ballis
Salinas, California

May 24, 1992

Dear Marvin:

It's about time! As a professional chef my passions are good food, drink, women, and of course, cigars! Until now there are publications covering all of the above except the many aspects of cigar enjoyment.

I wish you the best of luck and am looking forward to receiving my subscription.

Thomas A. Lightcap
Monsauk, New York

March 13, 1992

Dear Marvin:

I think that a magazine for cigar lovers is my overdue.

We should work on getting rid of this foolish embargo we have with Cuba. I am getting tired of traveling to Canada, Europe and the Caribbean just to enjoy a good Cuban cigar!

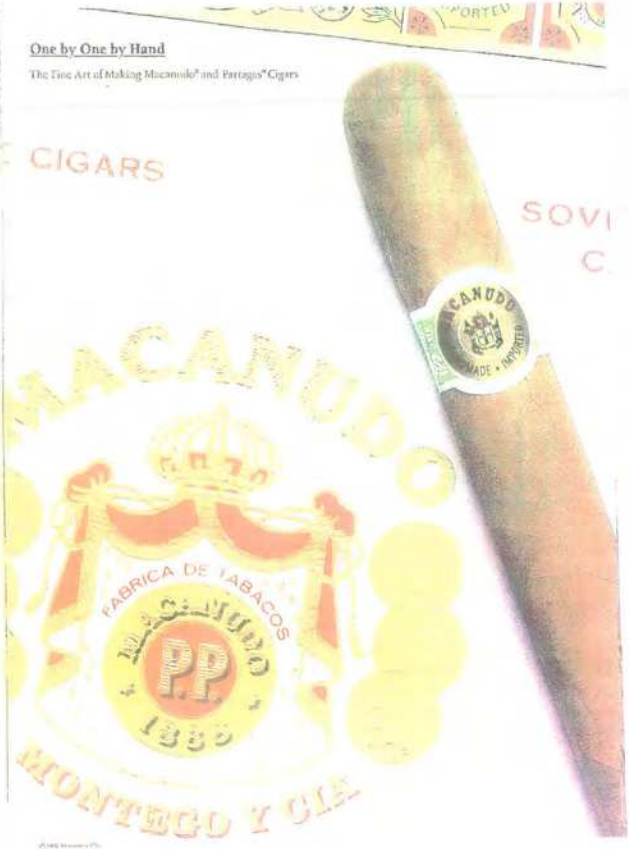
Yours truly,
Glen DiOrolamo
Garfield, New Jersey

Editor's Response: It is my understanding that after the election this November, Washington plans to take a fresh look at the current situation vis-à-vis Cuba. With all that has happened in Eastern Europe and the former Soviet Union, one wonders why the relationship is not being re-evaluated.

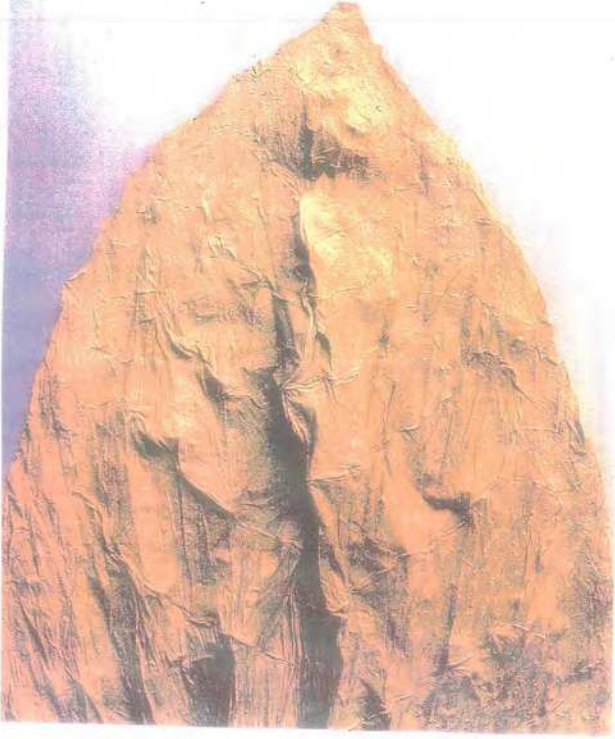
Nov. 10, 1991

Dear Marvin:

I sell cigars, I buy cigars, I recommendly enjoy a cigar, but I am woefully ignorant about


One by One by Hand
The Fine Art of Making Macanudo® and Partagas® Cigars
CIGARS
MACANUDO
FABRICA DE TABACOS
P.P.
MONTEGO Y CIE
MACANUDO
MADE • IMPORTED

Macanudo wrapper leaves are grown only in the fertile, sandy loam of the Connecticut Valley where a sub-tropical climate is created under hundreds of acres of tents to grow Connecticut Shade tobacco from the Hazelwood strain of Cuban seed. Why this unusual seed cannot be grown elsewhere in America remains a mystery to agronomists and farmers.



1 "It is like opening a precious gift" when Benjamin Menéndez unbales Connecticut Shade wrapper leaves to be considered for Miami-made cigars. Always baled eight times across, the leaves have already been aged for about three years.

2 All Menéndez and Partaga graded according to length, c yellow-gold to deep brown. Th way are eliminated and thev stripping their stems.

3 With several inspectors supervising every eight stems, the stripers tie the wrapper leaves together to form "hands" It takes 40 leaves each, for example, to make hands that measure anywhere from 13 to 21 inches in length.

5 The inner and outer hands of leaves in each bale are "turned" or interchanged as the molding is repeated three times every 8 to 10 days at ever lower temperatures. The leaves are then shaken and baled for prolonged aging, after which they are unbaled and moistened with fog mist as slowly turning curing ensues.

4 In "molding" or fermenting, the temperature of each "bale" of wrapper rises each day After 12 days, or when the molding thermometer registers 112° the "hands" of leaves are stacked out for an hour in a room at 75° to give them fresh, cool air.

rapper leaves are sorted and
vilness and color from light
eaves that are reserved to any
ut remain are divided by

6 Placing leaf upon leaf, a blender combines the long, dark Jamaican, Dominican and Mexican filler leaves. The blends are then cedar-boxed and placed in cedar storage rooms for three weeks to allow the aromas of the different leaves to marry.

7 A buncher takes leaves from separate filler-box compartments and rolls them with his fingers inside a dark, supple Mexican binder stretched to its limits. In performing this task, each buncher develops a feel for one specific cigar size.

8 After a bunch is finished, it is placed in a wooden mold that has the length and ring gauge of a particular cigar size. Since a ring gauge is expressed in 64ths of an inch, a 34 ring-gauge cigar has a diameter of 34/64".

9 Bunchers and wrapper-rollers work side by side in tandem teams, always with cigar molds and bench presses located conveniently on hand between each buncher and wrapper-roller.

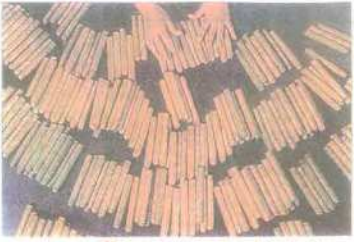
14 In a wo
less thre
wrapper. F

10 A wrapper-roller averages as many as 55 cigars per hour and uses a half-moon shaped "Cuban knife" to cut each wrapper leaf to the correct shape for a particular cigar size.

11 Before rolling a cigar, a wrapper-roller places the leaf upside down on the cutting board so that the smooth, unveined side of the leaf will come out on top. The head of the cigar is then sealed with a colorless, flavorless gum from the tragacanth tree.

12 If any bundle of 50 rolled cigars fi
weight and firmness required for ex
supervisor identified beneath the bu
wrap is immediately notified to inste
responsible buncher in making less n
either looser or tighter.

13 Each cigar undergoes its own inspection. It must slide through the appropriate ring gauge device precisely at right angles. It must measure the exact defined length. And it must pass a hand test for firmness, uniformity, density and texture.



15 Like a concert artist at an organ keyboard, a selector with dancing fingers and unerring eyes arranges the cigars into separate groups, each a subtly different shade of color.

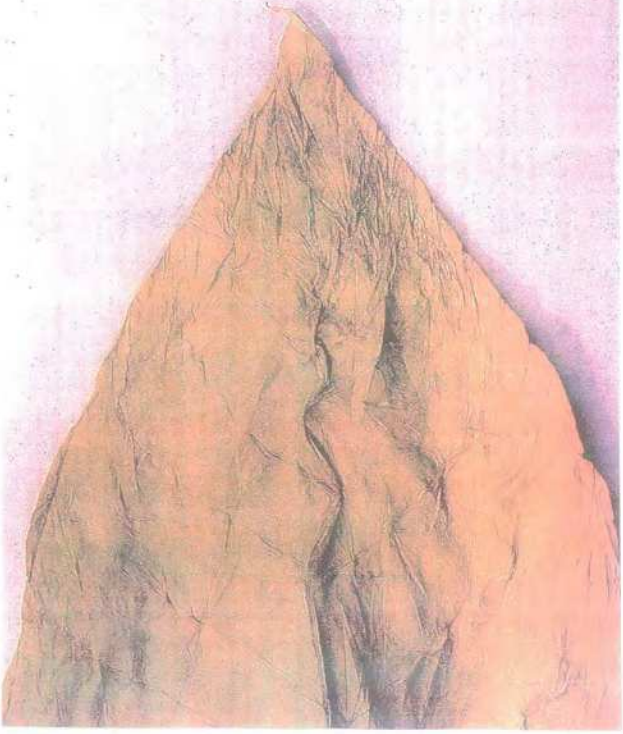
of Spanish cedar, the cigars are aged for 6 weeks so that the flavors and aromas of the er and binder leaves can at last be one.

s covers the n size, the ck's curves y the branches

16 After the cigars in 10 Macanudo sizes and 18 Partagas sizes are individually banded and cellophaned or tubed, they are placed one by one in boxes that are crafted and trimmed by hand only steps away from the cigar-makers.

17 Benjamin Mendoza has spent his life making fine cigars, originally in Cuba and ultimately in Jamaica and the Dominican Republic, where he supervises the making of Macanudo and Partagas cigars.

Perugia wrapper leaves are grown from Cuban seed only in the Cameroons of West Africa, where the foggy sub-tropical climate unique to the fourth parallel is ideal for growing leaves that are thin and delicate yet supple and strong. The leaves are inspected by hand for color, size and texture and randomly test-smoked before only 10% of each crop is purchased.



One by One by Hand

The Fine Art of Making Partagas and Macanudo Cigars

cigars. If there is such a rating as "Cigars 101," I need it.

Please, please, please include my name on your mailing list.

Best wishes,
Graham Cowdrey
Food and Beverage Director
"The Wendt mile—
Race Track
Kansas City, Kansas

May 20, 1992

Dear Marvin:

This morning I went to my tobacco store to pick up my usual two boxes of cigars, which lasts me about two weeks, and I showed the May 26th USA Today article on cigars to Richard Hopkins Jr., the owner. He smiled as he read it, and then reached under his counter and showed me the Feb. 15 issue of The Wine Spectator. I was so much taken in by the "The Allure of Cuban Cigars" article as he was with the USA Today article. Result, we both are ordering the premier issue.

Also, in an aside, we both love wine. In fact, I am enjoying a bottle of it while attempting to type this letter.

I have been smoking cigars since I was 18 years old. Should I make it, and at this point there seems to be absolutely no reason why not, I will be 74 years old this September. The reason for this intimate (should I not be giving myself a "Kimbum?") is that I rarely have been to a doctor, never been in a hospital (as a patient), never had a physical checkup, enjoy the better things in life (although not as often as I'd like to, but it's "still there.") have a wife who cooks and bakes everything from "scratch," will not eat chicken in any restaurant, and always have a glass of wine or brandy every night.

Why did I start to smoke cigars 57 years ago when I was 18? In 1938, I got a job as a foundry for $12 a week, damn glad to get it, pouring molten metal into a mold, by hand in a smoke-filled room with little ventilation, no masks, no goggles and heat-up gloves. The "older guys" there (25 or 26 years old) told me, "Kid, if you want to work here you better chew tobacco or smoke cigars." I chewed tobacco ONE TIME ONLY! Then I bought some 5 cents Anacanda cigars and worked my way up to 10 cents Republics. My cigar goal was to smoke a 25 cents La Palina or El Producto.

I worked in the U.S. Mint in Philadelphia for 15 years as a melter ($6.50 a day) pouring gold, silver, bronze and nickel, all by hand, in a smoke-filled room, no mask, no goggles but better gloves.

I used to smoke eight to nine cigars a day, but today have cut back to about four or five, only because of the cost, since a half-decent cigar could run at least $1.30 each. My wife does not object to my smoking in my home (I come with the cigar) but I will not smoke in front of people who object, like my daughter-in-law or anyone else. When do they know about the better things in life? They are brainwashed by screwball groups.

Anyway, in 1967, my wife and I went to Expo '67 in Montreal, Canada—you're probably too young to remember it. We had a lovely time and met some fine people. Among others, I visited the Cuban exhibit there and, of course, bought a box of Cuban cigars. I was told, much to my surprise, that I would have some problems getting those cigars across the border. (We were driving.) So I took the labels off the cigars and put the cigars in an empty U.S. cigar box.

As we arrived at Sault Ste. Marie, coming from the U.S., we were stopped at the border by the idiot custom people. One of them asked us where we had been (when we crossed over into Canada we were welcomed). When I told him we were at Expo '67 and he saw I was smoking a cigar, he asked if I had visited the Cuban exhibit.

I told him I did, as I did all of the other exhibits. In a very stern and arrogant voice, he asked me if I bought any Cuban cigars, like I was bringing in drugs. I told him no. I started to tell him it was none of his damn business, but my wife held me back. Anyway, the moron told me to open my trunk. I did, and he saw the box of unlabeled cigars. He asked if they were Cuban. I told him they were Canadian. He did not believe me but had no choice (my wife was shaking), and I finally was permitted to cross to my own country. I cursed him and the unconstitutional law that made me lie.

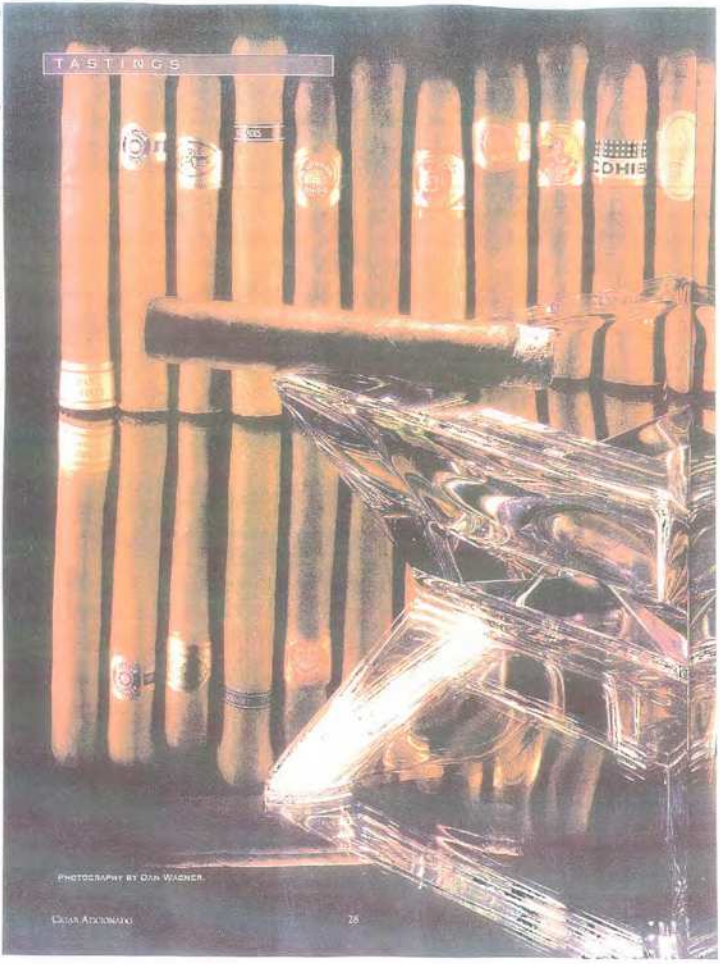
I still believe that the law has no business being on our books. We were out, and are not now, at war with Cuba, but nobody in our Congress has the gut to ask that it be repealed. It is an affront to our freedom of choice. And, John Kennedy ordered 1,200 Cuban cigars before he signed the order.

Today, I am enjoying the Dominican Republic cigars. They are almost equal to the Cuban product. But if I had any Cuban cigars, and I would like to have a few, nobody would confiscate them from me. Nobody, or they will wish they never knew me. That I can promise.

Very truly yours,
Irv Golden
Phoenix, Arizona

P.S. This letter contained a full bottle of dry white grenache. I would have enjoyed it but did not want to start another bottle of wine.

Editor's Response: Should I ever get to Phoenix, Irv, I would certainly look you up. I'd love to meet you—share the breeze and share a bottle of wine. In the meantime, I hope you get the box of special cigars I sent you last month. Guys like you are what make my job so great!



PHOTOGRAPHY BY DAN WAGNER.

Robustos

Hot Cigar of the 90's

The robusto/Rothschild size cigar was selected for the premier tasting in Cigar Aficionado for a very simple reason. It's the fastest selling size in tobacco shops around the world. This short, stout cigar offers the benefits of a longer, thicker cigar, that is, big flavor and cool smoke. But this size can be enjoyed in a relatively short period of time, usually 25 to 35 minutes. It's been dubbed the perfect "power lunch smoke."

As with almost all cigars, it is difficult to arrive at a generally accepted standard for a particular size. We chose robusto cigars with a 49 or 50 ring gauge, and about five inches long, give or take a half-inch. For the purposes of the blind tasting, that standard was rigorously applied. We did not want to shorten a cigar so that it might fit in anonymously with the group, or include one that could be easily picked out. We also eliminated cigars that are often called robusto but they have a 48 or smaller ring gauge.

The tasting is not meant to be all-inclusive; brands had to be widely available at retail tobacco stores. All cigars were purchased at retail outlets. We ensured that all cigars were in good condition and properly humidified. All cigars were tasted blind. The panel of tasters included four members of the Cigar Aficionado editorial staff.

For the most part, robustos emphasize flavor. The thick ring gauge provides the same ratio of leaves to surface area as in larger cigars with a 50 ring gauge, thus providing the extra flavor. Despite its shorter length, a robusto still manages to maintain most of the coolness of a longer smoke. At the same time, robustos deliver a relatively high value. Because the proportions are right and the smoke doesn't get too hot, people tend to smoke them more than halfway down. You'll find yourself pushing the band further and further back to smoke a bit more of the cigar.

Whatever your pleasure in a cigar, Cigar Aficionado found excellent cigars among the 23 tested. For instance, the Cohiba Robusto emphasizes the rich, earthy flavors and finesse of this revered Cuban brand, while the A. Fuente Chateau Rothschild accentuates the delicate, elegant style of Fuente's Dominican Republic tobacco.

There's even quality at the lower end of the price scale: La Gloria Cubana makes a rich robusto, called a Wavell, in its Miami factory with plenty of attractive coffee and spice character, and at an almost ridiculously low price of about $1.50. Thanks to the category's growing popularity, there are some recent additions to the category: Dunhill Romanas, Davidoff Special R and Mercado Ryde Park Cafe, all from the Dominican Republic.

Regardless of which cigar brand you choose to smoke, robustos are clearly the "hot" cigars for the 90's. They also give new meaning to the old saying, "good things come in small packages." ❖

CIGAR AFICIONADO'S 100-point scale:
95-100 — classic
90-94 — outstanding
80-89 — very good to excellent
70-79 — average to good commercial quality
Below 70 — don't waste your money

N/A = NOT AVAILABLE

ROBUSTO BLIND TASTING

COHIBA
ROBUSTO
RING GAUGE: 50 LENGTH: 5"
FILLER - CUBA
BINDER - CUBA
WRAPPER - CUBA

CUBA

What more can we say about the cigar that put this site on the map? The Cohiba Robusto is smooth filling with rich coffee, spicy flavors and an impressively long finish. A great business lunch cigar!

U.S. - N/A U.K. - £8.80

96

FLOR DE CANO
SHORT CHURCHILL
RING GAUGE: 50 LENGTH: 5"
FILLER - CUBA
BINDER - CUBA
WRAPPER - CUBA

CUBA

This is a real insider's cigar. Regardless of their size, Flor de Cano seem to always need a year or two of box age to come into their own, and when they are right, they are great. This is a classy smoke with fine spicy aromas and flavors. A dream to smoke.

U.S. - N/A U.K. - £5.61

96

BOLIVAR
ROYAL CORONAS
RING GAUGE: 50 LENGTH: 5"
FILLER - CUBA
BINDER - CUBA
WRAPPER - CUBA

CUBA

This is an earthy, rich cigar with a lovely brown wrapper and dense, spicy aromas. The flavors are opulent yet mellow with a clean finish.

U.S. - N/A U.K. - £5.50

93

PARTAGAS
SERIES D
RING GAUGE: 50 LENGTH: 5"
FILLER - CUBA
BINDER - CUBA
WRAPPER - CUBA

CUBA

The Series D is always a very good smoke. It is a quick shot of flavor in a full-bodied style. Some bitterness on the aftermath may not be everyone's smoke but it is well-constructed with an idea-generous flavor.

U.S. - N/A U.K. - £6.12

89

HOYA DE MONTERREY
EPICURE NO. 2
RING GAUGE: 50 LENGTH: 5"
FILLER - CUBA
BINDER - CUBA
WRAPPER - CUBA

CUBA

One of the most popular cigars in Europe, the Epicure No. 2 is the perfect entry cigar into this category. It is a thoroughly harmonious cigar with fine creamy aromas and delicious flavors. A joy to smoke anytime.

U.S. - N/A U.K. - £5.88

88

RAMON ALLONES
SPECIALLY SELECTED
RING GAUGE: 50 LENGTH: 5"
FILLER - CUBA
BINDER - CUBA
WRAPPER - CUBA

CUBA

A straightforward, easy smoke with plenty of flavor. This cigar shows delicious light creamy, coffee flavors and a powerful finish. Try it after a big lunch or dinner.

U.S. - N/A U.K. - £5.52

87

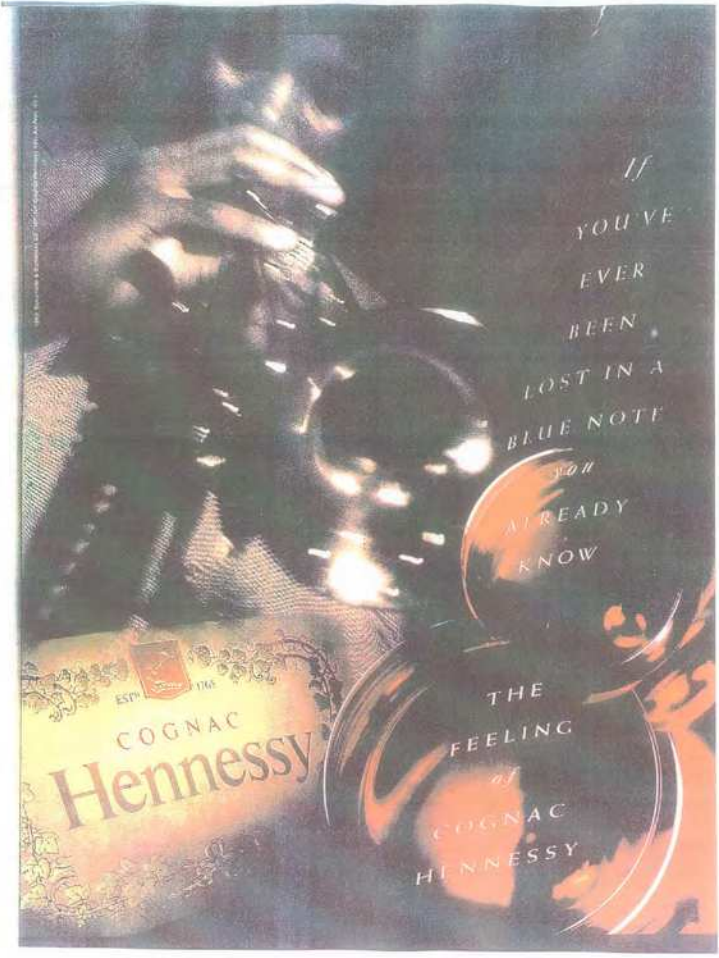
DAVIDOFF
"SPECIAL R"
RING GAUGE: 50 LENGTH: 5"
FILLER - DOMINICAN REPUBLIC
BINDER - DOMINICAN REPUBLIC
WRAPPER - U.S.A./CONNECTICUT SHADE

DOM. REP.

The R looks so rich and delicious that it seems a shame to smoke, but you must. It shows complex aromas and flavors with lots of nutty, coffee character and a silky texture. This shows breeding.

U.S. - $7.50 U.K. - £6

91


If
YOU'VE
EVER
BEEN
LOST IN A
BLUE NOTE
you
ALREADY
KNOW
THE
FEELING
of
COGNAC
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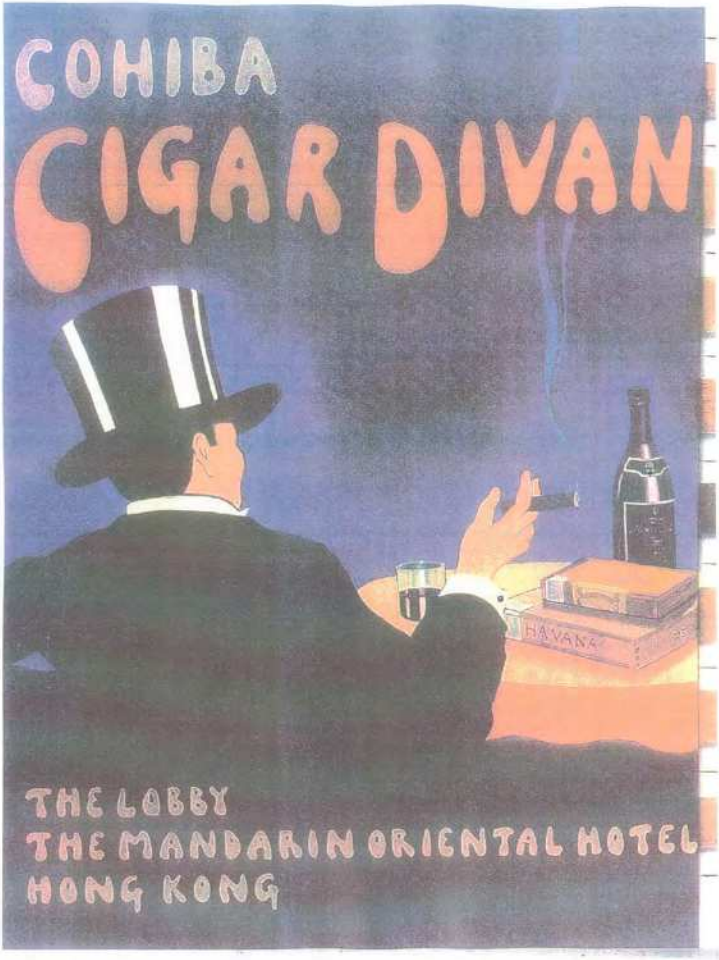

COHIBA
CIGAR DIVAN
HAVANA
THE LOBBY
THE MANDARIN ORIENTAL HOTEL
HONG KONG

DOM. REP.

DUNHILL
ROMANAS VINTAGE 1987
RING GAUGE: 50 LENGTH: 4.5"
FILLER - DOMINICAN REPUBLIC, BRAZIL
BINDER - DOMINICAN REPUBLIC
WRAPPER - U.S.A./CONNECTICUT SHADE

A wonderfully elegant cigar, it is like drinking a fine glass of claret. It shows light leathery aromas and rich spice flavors.

U.S. - $4 U.K. - £4.45

91

DOM. REP.

MACANUDO
HYDE PARK CAFE
RING GAUGE: 49 LENGTH: 5.5"
FILLER - DOMINICAN REPUBLIC, JAMAICA
BINDER - MEXICO
WRAPPER - U.S.A./CONNECTICUT SHADE

A beautiful, light-brown wrapper. This robusto has an easy draw with an even burn. Soft spice flavors of coffee, cinnamon and nutmeg make an excellent medium-bodied cigar.

U.S. - $3.00 U.K. - N/A

91

DOM. REP.

SANTA DAMIANA
SELECCION NO. 500
RING GAUGE: 50 LENGTH: 5"
FILLER - DOMINICAN REPUBLIC, MEXICO
BINDER - MEXICO
WRAPPER - HONDURAS SHADE

The robusto-sized Santa Damiana is a mild, elegant smoke, wonderfully constructed with a good consistent draw. Although it is on the lighter side, it shows plenty of cocoa, spicy cinnamon aromas and flavors.

U.S. - ABOUT $5 U.K. - £3.57

90

DOM. REP.

ARTURO FUENTE
CHATEAU ROTHSCHILD
RING GAUGE: 50 LENGTH: 4.5"
FILLER - DOMINICAN REPUBLIC
BINDER - DOMINICAN REPUBLIC
WRAPPER - U.S.A./CONNECTICUT SHADE

What a seductive smoke. Finely constructed, A. Fuente's robusto has a nice draw and an elegant burn-it is soft and almost sweet on the palate with well-integrated herbal flavors.

U.S. - $1.60 U.K. - £3.95

86

DOM. REP.

H. UPMANN
PEQUENOS 100
RING GAUGE: 50 LENGTH: 4.5"
FILLER - DOMINICAN REPUBLIC, BRAZIL
BINDER - DOMINICAN REPUBLIC
WRAPPER - CAMEROON

This is a good, illustrious robusto. With a dark brown wrapper, it is very well-made and gives a good draw. Attractive rich espresso flavors and a medium finish.

U.S. - $1.50 U.K. - N/A

86

DOM. REP.

PLEIADES
PLUTON
RING GAUGE: 50 LENGTH: 5"
FILLER - DOMINICAN REPUBLIC
BINDER - DOMINICAN REPUBLIC
WRAPPER - U.S.A./CONNECTICUT SHADE

Very fresh and lively, this cigar is well-made with a consistent, good draw. It has lovely earthy aromas and mild, creamy flavors. This is a very harmonious smoke.

U.S. - $4.75 U.K. - N/A

85

DOM. REP.

ASHTON
MAGNUM
RING GAUGE: 50 LENGTH: 5"
FILLER - DOMINICAN REPUBLIC
BINDER - DOMINICAN REPUBLIC
WRAPPER - U.S.A./CONNECTICUT SHADE

A clean well-made cigar, it is very mild with grassy, earthy aromas and flavors. If you are looking for an easy-to-smoke, no-nonsense cigar, try this.

U.S. - $2.50 U.K. - N/A

82

DOM. REP.

JUAN CLEMENTE
ROTHSCHILD
RING GAUGE: 50 LENGTH: 4 7/8"
FILLER - DOMINICAN REPUBLIC
BINDER - DOMINICAN REPUBLIC
WRAPPER - U.S.A./CONNECTICUT SHADE

This smokes very fast. Finely constructed with a hand cover, it has simple flavors on the palate and an earthy finish.

U.S. - $4.40 U.K. - £3.73

76

THE GRANDEST MARNIER.

Grand Marnier Cent cinquantenaire, an exquisite blend of specially aged cognac with a distinctive hint of wild oranges, was created to commemorate the 150th anniversary of Grand Marnier. Available in a very limited edition. It is the quintessential gift.

HONDURAS

PUNCH
ROTHSCHILD
RING GAUGE: 50 LENGTH: 5"
FILLER - HONDURAS, DOMINICAN REPUBLIC, NICARAGUA
BINDER - U.S.A.
WRAPPER - ECUADOR

It looks like a rich maduro, with a very dull brown wrapper and solid construction. This cigar has lots of peppery, nutty flavors and a delicious finish.

U.S. - $7.50 U.K. - N/A

84

HONDURAS

DON TOMAS
ROTHSCHILD
RING GAUGE: 50 LENGTH: 4.5"
FILLER - HONDURAS
BINDER - HONDURAS
WRAPPER - HONDURAS

This is a very nice everyday cigar. It is a little hot on the draw with light resistance, but the palate shows medium bodied, spicy flavors and a light finish.

U.S. - $1.55 U.K. - N/A

81

HONDURAS

DON RAMOS
RING GAUGE: 50 LENGTH: 4.5"
FILLER - HONDURAS, DOMINICAN REPUBLIC, ECUADOR
BINDER - U.S.A.
WRAPPER - ECUADOR

Attractive and pleasant, the Don Ramos has light grassy aromas and delicate coffee, dusty flavors. It draws well although a little quick. Overall, a pleasing smoke.

U.S. - N/A U.K. - £2.71

81

HONDURAS

LA INVICTA
MAGNUM #2
RING GAUGE: 50 LENGTH: 4.5"
FILLER - DOMINICAN REPUBLIC, NICARAGUA, HONDURAS
BINDER - ECUADOR
WRAPPER - U.S.A./CONNECTICUT SHADE

A quick easy smoke is the best way to describe this cigar. Very fast draw with nutty aromas, it is medium-bodied with rather neutral flavors. Nothing easy to like about it but not much to get excited about.

U.S. - N/A U.K. - £2.81

79

U.S.A.

LA GLORIA CUBANA
WAVELL
RING GAUGE: 50 LENGTH: 5"
FILLER - DOMINICAN REPUBLIC, NICARAGUA, ECUADOR
BINDER - NICARAGUA
WRAPPER - ECUADOR, SUMATRA

This is one of the best buys in premium cigars. Extremely well made and beautiful to look at, this is a wonderful smoke. Good medium draw, it has alluring flavors of coffee and spices with a long finish. A great smoke.

U.S. - $1.50 U.K. - N/A

90

U.S.A.

LA HOYA SELECTA
PALAIS ROYAL
RING GAUGE: 50 LENGTH: 4.25"
FILLER - DOMINICAN REPUBLIC, BRAZIL, MEXICO
BINDER - DOMINICAN REPUBLIC
WRAPPER - U.S.A./CONNECTICUT SHADE

Inconsistency hurts this cigar. The wrapper is uneven and the entire cigar is loosely rolled. It smokes too fast and gives very grassy, smoothie flavors. Not a complete write off, but it could be better.

U.S. - $1.70 U.K. - N/A

72

NICARAGUA

JOYA DE NICARAGUA
CONSUL
RING GAUGE: 52 LENGTH: 4.5"
FILLER - NICARAGUA
BINDER - NICARAGUA
WRAPPER - NICARAGUA

A solid robusto. This is well-made with a light brown wrapper. It burns a little fast but it is very green. Flavors are mild and nutty. A lovely afternoon cigar.

U.S. - $1.75 U.K. - £2.35

84

MEXICO

TE-AMO
TORITO
RING GAUGE: 50 LENGTH: 4.75"
FILLER - MEXICO
BINDER - MEXICO
WRAPPER - MEXICO

If only this cigar was not so tightly rolled. We loved the aroma and flavors, but it was difficult to draw. The wrapper was rather rough. It shows attractive dark chocolate, pepper and spice flavors.

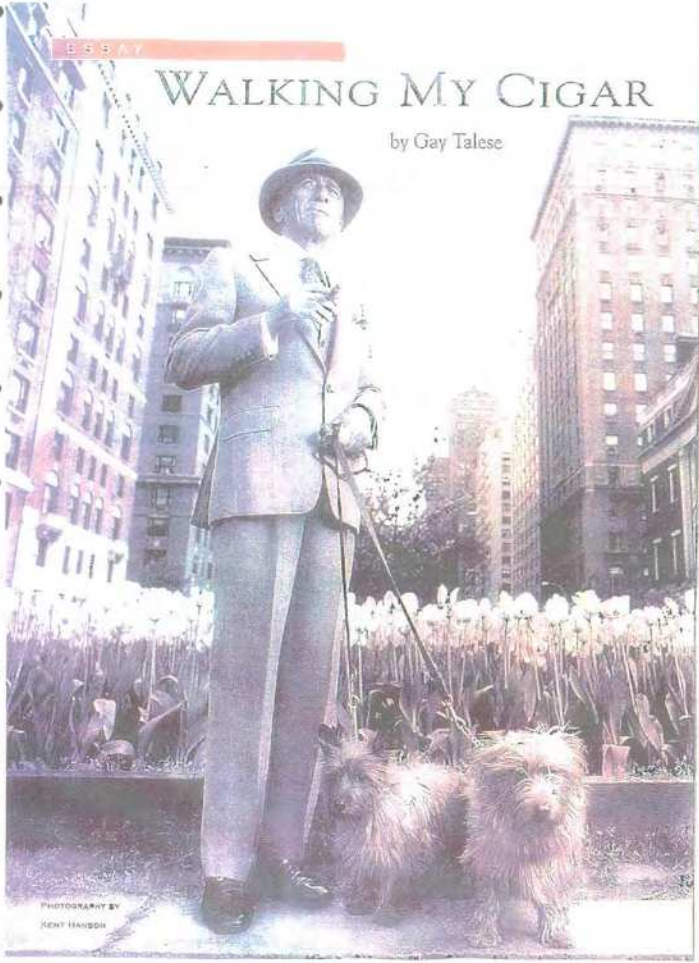
U.S. - $1.70 U.K. - N/A

79

ESSAY

WALKING MY CIGAR

by Gay Talese



PHOTOGRAPHY BY
KENT HANSON

Each evening after dinner, accompanied by my two dogs, I stroll onto Park Avenue to walk my cigar. My cigar is the same color as my dogs, and my dogs are also drawn to its smell; they leap up my legs as I light it, prior to our walk, with their nostrils widened and their eyes narrowly focused with the same greedy stare I see whenever I offer them milk bones or a tray of spicy canapés left over from one of our cocktail parties. Were my cigar not so expensive, and were I not certain that they would eat it, I might offer them a puff, for I'm sure they would appreciate the after-dinner pleasure much more than most of my friends.

Too many of my friends, including my wife—who incidentally, smokes cigarettes—have been swayed in recent years by the insidious campaign against cigar smoking, and this has affected my otherwise admirable disposition. It has made me defensive at times, argumentative, even an activist against America's anti-smoking lobby—which is really ridiculous, because I'm basically a non-smoker myself. Except for my single after-dinner cigar.

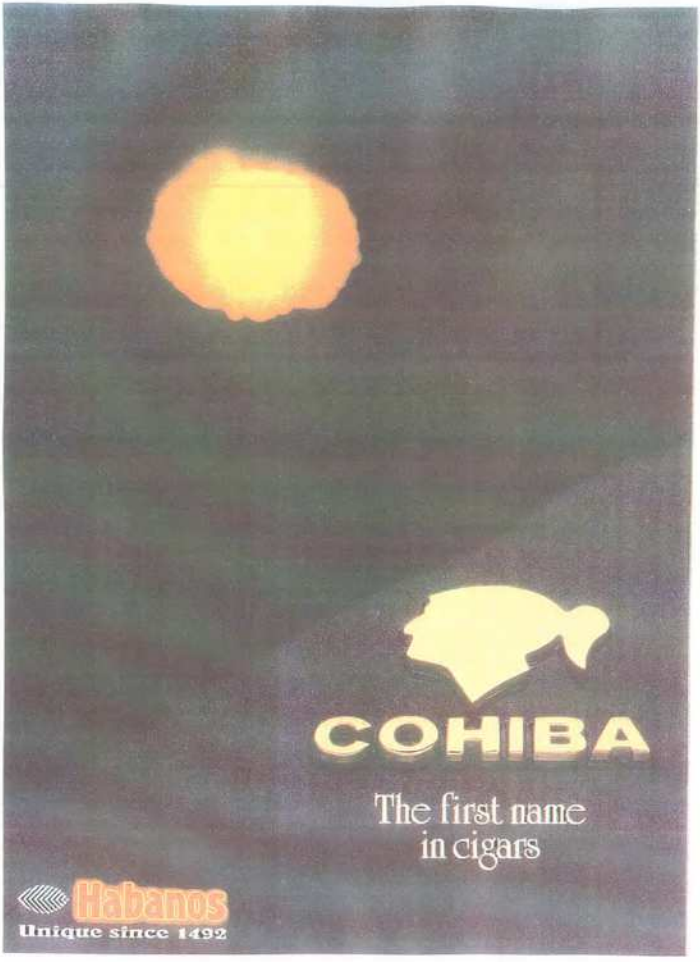
IN MY CASE, I COULD NOT BLAME WOMEN ENTIRELY FOR THE COOL RECEPTIONS ACCORDED TO MY CIGARS. JUST AS MANY MEN HAVE GROUSED ...

I look forward all day to my nightly cigar, much as I looked forward to dating Scandinavian airline stewardesses, back in my early days of bachelorhood in the 1950s. In those days, nearly all stewardesses were beautiful, and the Scandinavians were additionally reputed to be sexually adventuresome (except for those stalwart moralists that I unfortunately came to know). This was also a period of such widespread tolerance for tobacco that it was even lawful to smoke cigars on airplanes. While I was not a smoker back then, I recall inhaling and enjoying the rich aromatic fragrance of other men's cigars as I sat on airplanes and in restaurants; and from these men's expensive style in dress, and their self-assurance, I saw them as part of a privileged breed that, only because they were much older than me, did I experience no envy.

Not only were they older, but they tended to be portly and jowly, although such characteristics in the 1950s were somewhat in fashion among male members of the Power Elite. The most respected among the elite's portly, jowly, cigar smoking clubmen in those days was Sir Winston Churchill, England's World War II leader, a crusty old gent who stood before cheering crowds with his hands in the air, waving his cigar along with his V-sign, which his fellow cigar smokers could well have interpreted to be the twin symbols of the Free World over the brutal forces of regimentation.

Cigar smoking took on a more youthful and romantic image after 1960 with the elevation to the Presidency of John F. Kennedy, who often appeared in public puffing on one of his favorite Havanas; and this was when I, and some of my colleagues in the newspaper business, also indulged for the first time. From a journalist friend of mine who covered politics in Washington, I was able to obtain the best in Cuban cigars before and during America's lengthy embargo on all Cuban products. I especially remember the gift box of Havana Churchills my friend sent me after the birth of my first daughter in 1964, and a second box after the arrival of my second daughter in 1967. Even more fondly do I recall in later years how my little girls would argue each night over whose turn it was to wear the "ring" after I had removed it from one of my after-dinner cigars—a ritual that not only introduced them to the blissful effluvium of a superior smoke, but which inoculated within them as well an appreciation and respect for the pleasure it brought me.

That their loving response toward me and my cigars continues to this day, decades after their final fight over paper rings, makes me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wonder if some women's repugnance of cigar smoking might have less to do with a cigar's smoke or smell than with their personal relationships with the first man in their lives who indulged in the habit. Since the public outcry against cigar smoking, which is an off-but-exclusive male practice, has been accelerated during these recent decades that have also witnessed the increased emphasis on women's rights, it has occurred to me that there might be some connection.

This could well be the case in my own home. My wife of 30-plus years, who never complained of cigar smoke during the first half of our marriage, has, since her subsequent promotions in the business world, shown an assertiveness against my nightly habit that has driven me out into the streets, there to seek acceptance and tolerance in the polluted evening air of New York, with my dogs.

And yet even the streets do not guarantee a green light for cigar smokers. I was made aware of this one recent evening as I passed a sidewalk cafe on Madison Avenue, and suddenly noticed that two female diners were not only holding their noses but were waving their hands over their places of food and wine glasses as ways of nullifying what they presumably feared to be the floating poison of my cigar smoke. And, just as I passed their table, one of the women exclaimed: "Ugh."

... EVEN THE STREETS DO NOT GUARANTEE A GREEN LIGHT FOR CIGAR SMOKERS.

"Are you referring to my cigar, madam?" I asked, pausing to remove my $7 Macanudo Vintage No. 1 while pulling back on the leash of my growling Australian terriers.

"Yes," she said. "I find it offensive. In fact, it stinks."

She was a blondish woman in her early thirties, bespectacled and of a lean and dour vision, but hardly unattractive; she wore a pair of Indian beads draped over her slender neck, dangling halfway down her yellow gingham blouse, and she had on a beige linen jacket with a button on the lapel reading: "Pro-Choice."

"This is a public street, you know," I said.

"Yes," she said, "and I'm part of the public."

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I was tempted to inhale and blow smoke in her direction, which boldly would have downgraded the air quality of the avenue, where the soot from the uptown buses and cars had already turned the cafe's white tablecloths to a sad shade of battleship gray and navy blue. But I noticed that the woman's companion, who had not ceased waving her hands over her dinner, had now drawn the attention of the waiter, and some people at the next table; and suspecting I'd have few allies in this crowd, I allowed my dog to pull me farther uptown.

Puffing deeply on my cigar, which now seemed to have turned into a better smoke, I thought more about the social minefield confronting cigar smokers.

Was it indeed motivated by female sexism? Have some angry members of the Women's Movement defined cigars as a vestige of that bygone male era of male clannishness and exclusivity? Are some of these women getting back at their cigar-chomping, tough-minded, sexist fathers who, refusing to pass on the lucrative family business to a worthy daughter, favored instead an incompetent son? What would Sigmund Freud, an inveterate cigar smoker, say to all this? Would he identify the cigar as a phallic symbol that contemporary women both envy and loathe?

GAY TALESE WITH FRIENDS

No, no. I forewarned in my case I could not blame sexism entirely for the cool reception accorded to my cigar. Just as many men have grumbled about my cigars: for example, many downtown whose hostile stares I've seen whenever I've paused to relight my cigar under the marquees of their apartment houses or hotels; and those scowls drivers who, spotting me on busy sidewalks turning toward them with my cigar extended, have sped past me while giving me the finger. And I should also mention that New York's restaurants, which are overwhelmingly owned and operated by men, have led a vigilant campaign against cigar smokers that contrasts with their relative permissiveness toward cigarette smokers who are allowed to light up in designated areas. The restaurateurs' strict boycott of cigars extends also to those who smoke pipes, I might add. But what do I care about pipe smokers?

And yet there is one famous New York restaurant that for addition in '217 does welcome cigar smokers, and this is owned and operated by a woman! She is Elaine Kaufman, the proprietress and social hostess of Elaine's on Second Avenue, a bastion of democracy that is fostered by writers and other advocates of freedom. As long as her patrons do not criticize the food, Elaine allows them to do pretty much as they wish in her restaurant; and if anybody complains to her about the cigar smoke, she promptly points them in the direction of a shoddy looking area in a alcoves, which the regulars call "Siberia."

Still, the liberty available to cigar smokers at Elaine's and a few other restaurants hardly refutes the fact that the cigar is becoming increasingly a less portable pleasure; and, in my view, this is but one symptom of a growing neo-Puritanism and negativism that has choked the nation with cocks of correctness, and has led to greater mistrust between the sexes, and has finally, in the name of health and virtue and fairness, reduced options and pleasures that, in measured amounts, had once been potentially accepted as normal and natural.

"When America is not fighting a war, the puritanical desire to punish people has to be let out at home," the writer Joyce Carol Oates explained years ago, referring to literary censorship. But this applies to restrictions of every kind, including the current edicts against my humble cigar—one of whose smoke my paranoia rises each night, and does not evaporate even when I take a final puff and toss the butt into the street, signaling to my dogs that our nightly walk in the outdoors is over. ❖

The Legend of Cohiba

Cigar Lovers Everywhere Dream of Cuba's Finest Cigar

by James Suckling

It might have been a scene out of Bizet's *Carmen*. Dozens of women sit in rows of brown, city, wooden desks in small, dark, musty rooms in the El Laguito factory on the outskirts of Havana. They were rolling what are considered Cuba's finest cigars, but instead of constructing them on their thighs as in the classic Spanish folk songs, the women were intently stuffing the cigars on top of their desks and quietly listening to a news program on their sponsored radio.

Here in El Laguito, the former private home of the Prince of Pinar del Rio, only women roll the cigars which have graced the most esteemed humidors in the world. Cohiba is legendary to most cigar aficionados, and for more than two decades, it has been one of the government's most prestigious gifts to honor foreign dignitaries. From King Juan Carlos of Spain and the Queen of England to Russia's Boris Yeltsin and Iraq's Saddam Hussein, they all have appreciated the rich character and finesse of a Cohiba.

Named after what the ancient Taino Indians of Cuba called tobacco, Cohiba represents some of the best cigars available on the market. Lighting up a Cohiba such as an Esplendido or Robusto is a great experience. They are gloriously rich with aromas and flavors of chocolate and coffee, yet they remain incredibly elegant to smoke. To a cigar lover, smoking a Cohiba is a moment to savor. It gives the same kind of satisfaction as a wonderful glass of Château Lafite-Rothschild does to a wine lover or a superb main course at a Michelin three-star restaurant does to a gourmet.

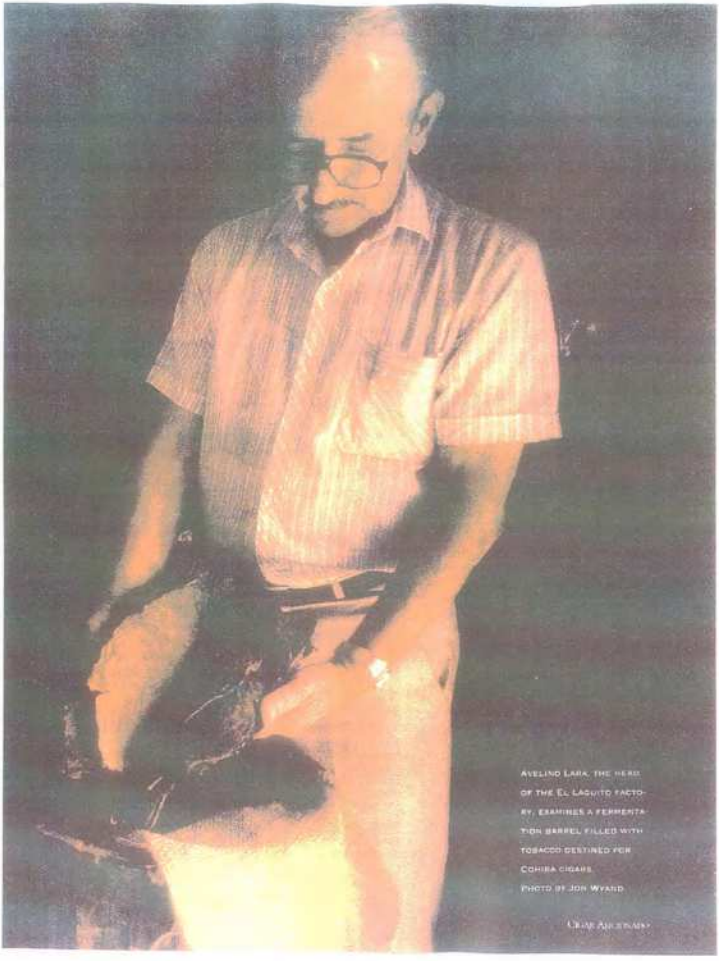
Although it has been years since Fidel Castro smoked cigars, Cohiba captures a special place in the heart of Cuba's president. It is like a lost love, according to one confidant of the premier, who said that Castro still dreams of smoking a Cohiba. No wonder Castro once said that giving up cigars "may have been one of his greatest sacrifices to the revolution." Insiders at the El Laguito factory said that less than a decade ago a Cohiba Panatela or Lonsdale was as much a part of his everyday attire as his famous green military fatigues. "He used to chain smoke Cohibas," said one of the former private cigar rollers of Castro. "Fidel loved smoking Cohiba."

Castro gave up smoking about eight years ago as a gesture to his nation to curb its voracious appetite for cigars and cigarettes. Last year, the Cuban nation of about 10 million people smoked nearly 260 million cigars. Although most are not cigar connoisseurs, ask a Cuban what is the best tobacco made in his country and he will inevitably answer Cohiba.

Avelino Lara, 71, the creator of Cohiba and current head of El Laguito, said that he never received a formal request from Fidel to produce the cigar. "I received an order from Cubatabaco, the marketing arm for Cuban cigars," said Lara, puffing away on a Cohiba Lonsdale in his office in El Laguito. "The head of Cubatabaco asked me to create a new blend which was different from all the other brands. It had to be the very best ... the selection of the selection."

Although Lara created the Cohiba in 1968, only a few thousand boxes a year were given away as diplomatic gifts. Then, in 1982, what was once considered the smoke of world leaders became the cigar of the world connoisseurs. Today, its unique bright yellow, white and black band has become a symbol of success in much of the world. Cuba may not embrace the ways of capitalism, but her Cohiba cigars are clearly symbols of financial success. Actors such as Tom Cruise and Arnold Schwarzenegger have standing orders with London and Geneva cigar merchants for Cohiba while business magnates such as Lee Iacocca have been known to light up Cohibas after a successful deal.

You certainly have to be fairly well off to buy the six cigars in the Cohiba range. The least expensive Cohiba, the four and one-half inch-long 26 ring gauge Panatela, costs about £4.80 ($8.92) in London while the similarly small Exquisito, five inch by 36 ring gauge, is about £6.60 ($12.20). Prices quickly increase to about £9.40 ($17.40) and £11.80 ($21.80) for the elegantly thin Coronas



Avelino Lara, the head of the El Laguito factory, examines a fermentation barrel filled with tobacco destined for Cohiba cigars.
Photo by Jon Wyand.

A SORTER SEPARATES FRESHLY MADE COHIBA CIGARS BY COLOR OF THE OUTER WRAPPER LEAF. PHOTO BY JAMES BUCKLING

Especial and Lancero, both 38 ring gauge by six and seven and one-half inches long, respectively. The thick Robusto at 50 ring gauge and five inches long goes for £8.80 ($16.30) while the longer Churchill-sized Espléndido carries a price of £13 ($24).

"The pricing is totally correct," said Lara, whose monthly salary may only cover the U.K. retail price of a box of 25 Lanceros. Luckily for him, he has an unlimited personal supply. "I buy the best quality tobacco for Cohiba, and the tobacco I select may cost three times the price per ton than other tobaccos. It takes three years for the cigar to be produced and sold. Cohiba is the best cigar in the world. So, it has to be expensive."

The tobacco for Cohiba, like nearly all other premium Cuban cigar brands, comes from the heart of the Vuelta Abajo, about 100 miles southwest of Havana. Lara makes dozens of trips a year to this lush region of deep, red-brown soil and drooping green palm trees. He visits vegas or plantations near the towns of San Juan y Martínez and San Luis to select the best tobacco. Selection begins during the harvest in February when the first silky green leaves of the tobacco plants are picked and continues through the various steps of production.

"There are only two people in Cuba that know the names of the vegas used for Cohiba," said Lara, playfully drawing on his Lanceros with a satisfied grin. "It is a great secret. Only myself and Francisco Trujillo of the Ministry of Agriculture know."

He said that the ten vegas used for Cohiba comprise about 700 acres, a tiny percentage of the roughly 98,800 acres planted to tobacco for last year's harvest in the Pinar del Río district. Lara did admit, however, that Cuba's most legendary vegas, El Corojo and Hoyo del Monterrey, supply Cohiba along with the well-known Santa Damiana plantation. On average, he selects tobacco from five of the ten vegas, each harvest depending on the quality of tobacco available.

The production in the Vuelta Abajo for Cohiba is the same as for other brands. The tobacco, depending on its strength and quality, is dried and fermented twice in various warehouses which dot the countryside of the region. This drying and fermentation process, according to Lara, reduces the tar and nicotine in the tobacco as well as changes its color from green to various shades of brown. Some tobacco may be aged for more than 18 months during these processes. In addition, all the tobacco is classified by color and by strength during this period.

Fermentation is a unique factor in Cohiba cigars. While tobacco for other cigars only undergoes two through fermentations, the leaves for Cohiba go through a third fermentation at the El Laguito factory. All the key types of tobacco—the ligero, seco and volado—are fermented a third time. The leaves are stacked and fermented in small wooden barrels in dark closets in various parts of the factory. The fermentation may take as long as 18 months depending on the tobacco. Lara said that this costly process gives Cohiba cigars their finesse and refinement. Aldiel the factory's assistant director, Rafael Guerra, "The third fermentation is nothing new. It is the old way of doing things. But it greatly reduces the nicotine and tar in the Cohiba.... we say in Cuba that those who smoke Cohiba will never die of cancer but those who don't will die of envy."

With the various types of tobacco in stock, El Laguito's cigar rollers—called torcedores—are given bundles of leaves to cover their daily production. Each bunch represents the correct blend of tobacco to produce approximately 100 to 110 cigars. Rollers can make a variety of sizes and shapes, although they generally specialize in one type of cigar for a few months at a time.

El Laguito began in 1961 as a cigar-rolling school for women. Until that time, very few women rollers existed because many of

The Six Cigars of Cohiba

Lanceros (Ring Gauge: 38 Length: 7.5")

Esplendido (47 x 7")

Coronas Especial (38 x 6")

Robusto (50 x 5")

Exquisito (36 x 5")

Panetela (26 x 4.5")

Cigar Aficionado's 100-point scale:
91-100 — classic
90-94 — outstanding
80-89 — very good to excellent
70-79 — average to good commercial quality
Below 70 — not recommended

TASTING:

LANCEROS: Super elegant cigar that is always a joy to smoke. It is extremely well made in a long, thin format. There are plenty of dark chocolate and spice flavors. A delicious finish. 94

ESPLENDIDO: What a bombshell to smoke. This cigar has unbelievable pedigree with gorgeous looks and a flawless show. It has a perfect balance of full rich flavors and an elegant finish. 98

CORONAS ESPECIAL: An attractive connoisseur cigar in a thinner format. Not quite up to the stellar quality of the Cohiba range but it shows very good spicy flavors and has a slightly bitter aftertaste. 87

ROBUSTO: The textbook cigar in a short, fat size. It smokes as great as it looks with lovely spicy aromas and opulent coffee, spice flavors. 96

EXQUISITO: The perfect name for a wonderful cigar. This is truly exquisite to smoke with medium-bodied coffee, spice flavors and a mellow finish. Excellent small-sized cigar. 90

PANETELA: A great little morning cigar with full flavors and a light coffee finish. This is extremely well-made. 89

TRINIDAD: THE BEST KEPT SECRET IN CUBA

Cohiba may be the El Laguito factory's best known cigar, but every month a tiny number of cigars under the name of Trinidad are produced exclusively for Fidel Castro. This cigar is so secret that few individuals (until publication of this article), including protocolos at the government-run Cohibaboxes, are aware of its existence.

"In order to have something special and unique for Fidel Castro, we produced this special brand," said Avelino Lara, director of El Laguito. "Other Cuban diplomats and governmental officials give away Cohiba as gifts, but nobody can give Trinidad away except for Fidel Castro."

Castro has not smoked a cigar for nearly eight years now, but he still appreciates the value of a fine smoke. Lara was the only man he could trust to make such a special cigar since the mid, slender 7 1/2-year-old tobacco (that once oversaw the production of cigars for Castro's personal consumption.) "I literally slept with the cigars to assure that they had not been tampered with, and I had three rollers who made them for Fidel," Lara said, pointing to the place in his bedroom near the refrigerator where he kept the cigars.

Trinidad, the name of one of Cuba's most beautiful historical cities, is identical in shape and in size to the Cohiba Lancero. It is long and thin measuring seven and one-half inches by a 38-ring gauge. The wrapper, or outside of the cigar, is slightly darker than the average Lancero, and it has a simple gold band with "Trinidad" printed in black in its center. Trinidad comes in a simple cedar box of 100 cigars, and the factory produces about 20 boxes a month.

"This is a very special cigar, the Trinidad," said Lara, holding one of these in his hand. "It is better than the Cohiba. It is the selection of the selection of the selection."

—J.S.

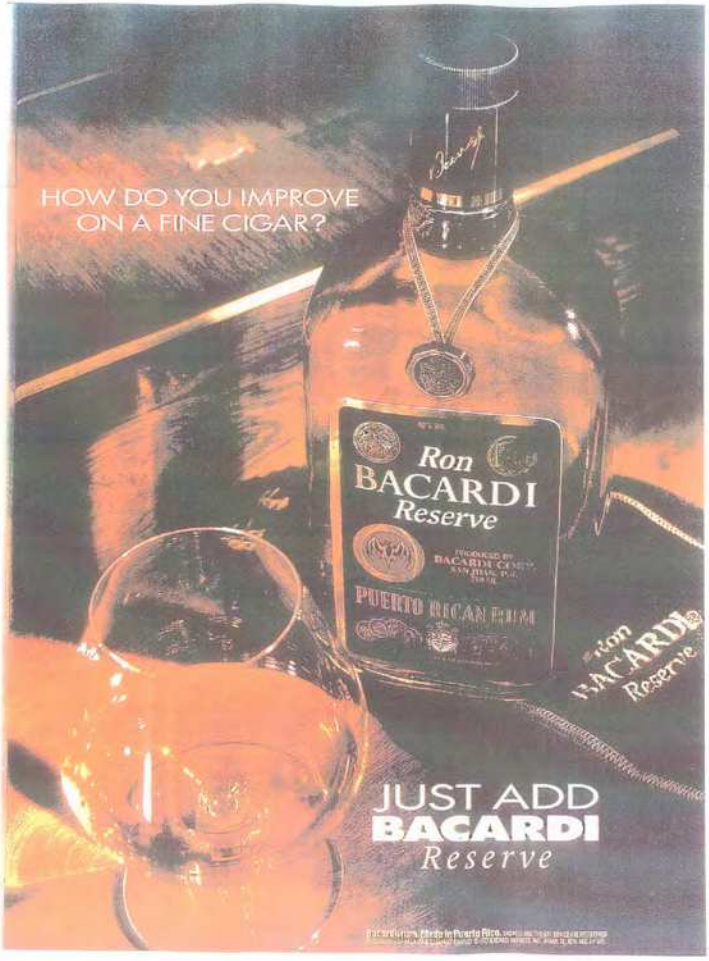
AVELINO LARA AND RAFAEL GUERRA, THE ASSISTANT DIRECTOR OF EL LAGUITO, HOLDING A PHOTOGRAPH OF CUBAN PRESIDENT FIDEL CASTRO. PHOTO BY JAMES SUCHLING

the cigar factory owners believed that their hands were not strong enough to properly shape cigars. The owners also thought that the men would not compromise on their work if women were present. "I had my doubts at the beginning," admitted Lara, who started the school. "But it is clear now that they are just as good as men in rolling cigars. It only took me a few months to realize this."

Lara is considered one of Cuba's greatest cigar men. His ability to select tobacco and roll cigars is legendary. The texture of a tobacco leaf, its smell, its color, they all tell Lara more than can be imagined. "Lara is a great teacher," said Guerra, who may one day take over when Lara retires. "He is the best tobacco man in Cuba. With Lara, it is like a family at El Laguito. We hope that he never retires. Everyday you learn something from him."

An almost magical resistance radiates from the Cohiba factory's light-blue, classical facade. The small secure palace of El Laguito with its elegant grounds gives a spirit of less aristocratic grandeur, a stark contrast to the gaddy, well-worn rooms inside. Nearly 300 workers labor here each day in rooms that once were filled with the finest furniture, tapestries and paintings.

The workers produce three sizes of Cohiba or El Laguito: Lanceros, Cosmos Especial and Panetelas. The factory also made the similar shaped thin cigars of Davidoff—No. 1, No 2 and Ambassadrice—until the Swiss company decided to switch its production to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the Dominican Republic last year. Lara said that the greatest possible care had always been taken to ensure that each brands' cigars retained their blends' character and uniqueness.

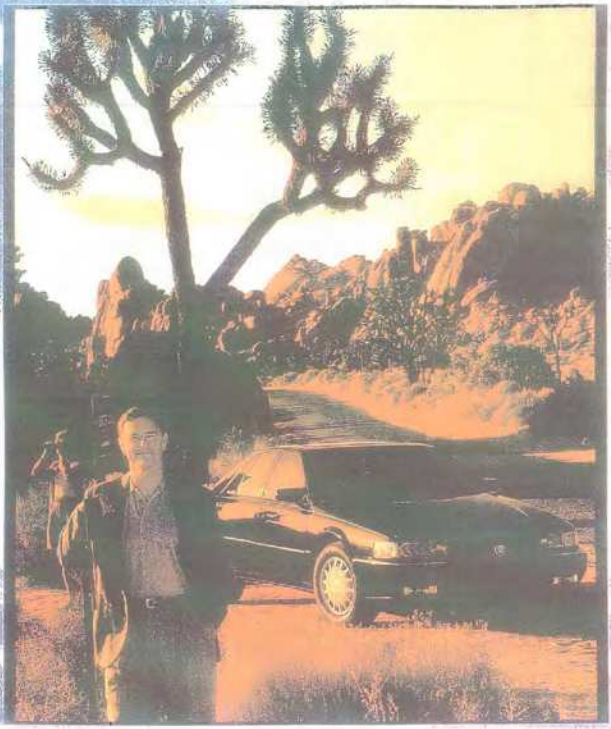
"Cavendish came here in 1959," said Lara, with a slight hint of cigar smoke around him. "Zino was in this very room and we decided together what the mix of the cigars would be and the sizes. We tested various cigars and came up with the blends. Cohiba, however, was already developed at the time, and it was always the best of the two."

El Laguito is small when compared to other well-known cigar factories such as Partagas or H. Upmann in Havana. Although it has increased significantly in size over the last decade, El Laguito's total annual production exceeds three million cigars or about one-third to one-fifth the size of a major cigar factory. The entire Cohiba range is produced here, although thick cigars such as the short Robusto and long Esplendidito are made only four to five months a year as El Laguito due to production limits at the factory. About 400,000 more of these two cigars are also produced in the Partagas factory, which receives pre-blended tobacco from El Laguito.

THE GROUNDS AND REAR ENTRANCE OF EL LAGUITO, THE FORMER HOME OF THE PRINCE OF PINAR DEL RIO. TOP: RAFAEL GUERRA WITH MEMBERS OF EL LAGUITO'S QUALITY-CONTROL TEAM.

Although the production of Cohiba fluctuates each year according to the quality of the harvest, the average annual production by size is currently: 950,000 Lonsdales, 700,000 Corona Especial, 250,000 Empiricos, 390,000 Piramides, 440,000 Robustos and 660,000 Esplendidos. "In the end, we only produce what we have in the best quality tobacco," said Lara. "If we only have enough tobacco for one million cigars then is all we will make. We do not make exceptions. Cohiba is the selection of the selection."

Lara is a genial and charismatic individual. He is most at ease smoking a cigar in his simple office on the second floor of El Laguito and reflecting on cigars. He loves nothing better than to recall the days as a young child when he played in the tobacco fields of the Vuelta Abajo with his Spanish grandfather who may have sold him about life in the tobacco factories as well depicted in Carmen. "I learned many things about tobacco from my grandfather," he said puffing away on his Lonsdales and watching the grey smoke rise to the ceiling as he was deep in thought. "Tobacco is part of Cuban culture and Cohiba is the best cigar made in Cuba." ✦



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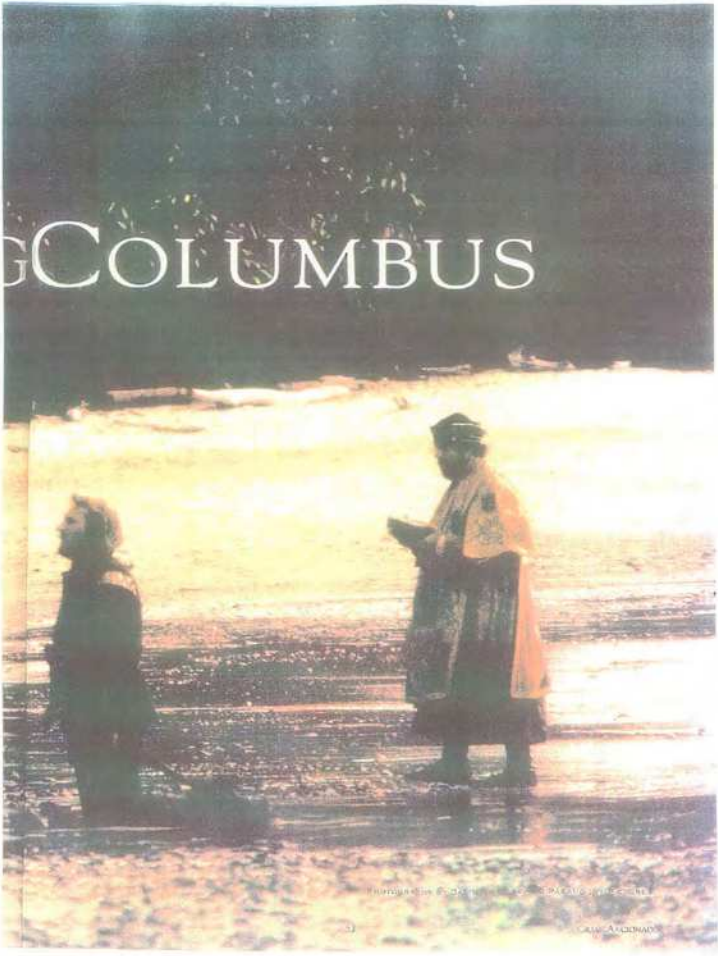
RIDLEY SCOTT, COHIBA IN HAND, DIRECTS GÉRARD DEPARDIEU IN *1492*.

by Paul Clarkson

A SCENE FROM *1492*: WITH COHIBA IN HAND, CHRISTOPHER COLUMBUS, PLAYED BY GÉRARD DEPARDIEU, WHEELING IN THE NEW WORLD.

GCOLUMBUS



Photographs by [illegible] Courtesy [illegible]

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CRAIG ARMENIAN

GÉRARD DEPARDIEU, AS COLUMBUS, MEETS WITH A MONK, PLAYED BY FERNANDO REY, INSIDE THE LA RÁBIDA MONASTERY IN SPAIN.

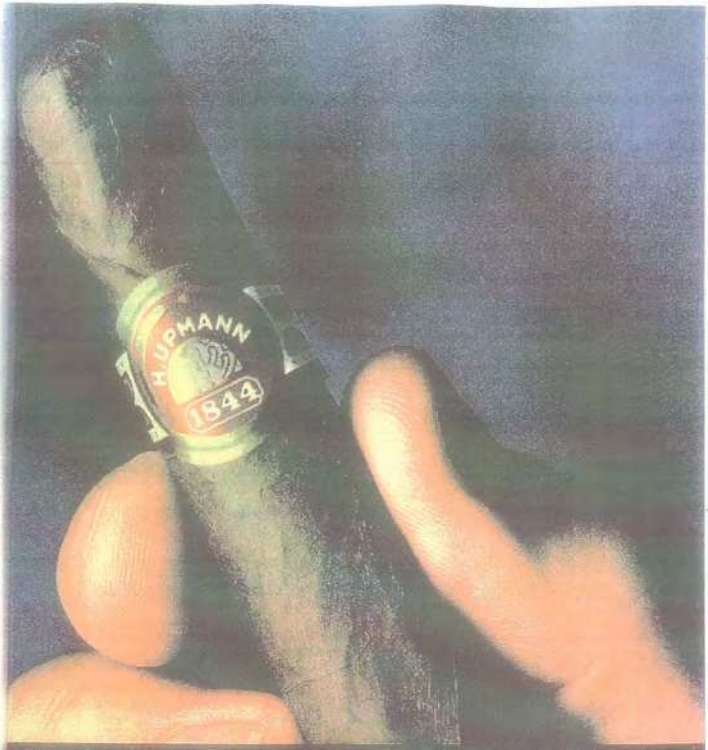
By the morning of December 2, 1991, Ridley Scott was ready to start shooting his new movie. He was up long before dawn, racing through final details. By first light, his big Mercedes was winding its way through the narrow streets of Cáceres, past the Roman esplanade, past the adobe huts on the edge of town, and finally out onto the cold Spanish plain leading to a 15th-century villa made to look like the ancient monastery of Santa María de la Rábida.

By temperament, Scott is calm, methodical and cool to the point of aloof, perhaps a vestige of his upbringing in the far north of England. No one ever accuses Ridley Scott of wearing his emotions on his sleeve. But one look at him this morning, fueled with coffee and cigarettes pacing around inside La Rábida monastery, inspecting the set, checking his camera and lighting, commanding his crew, the celebrated director of *Alien*, *Blade Runner* and *Thelma & Louise* was a jangle of nerves, tightly clamped.

Etched into his face was fatigue. Dark circles ringed and puffed his eyes—no blue, so marked—and a couple of day's worth of red and gray stubble slid down his chin. When had time to shave? Not Scott. For long months, he had been putting in marathon days and frantic weeks, working against a terrible deadline, trying to manage a crew of some 400 people, working in three different countries, on two different continents, all in an effort to plan and shoot an adventure of epic scope and grandeur, a movie that would recount the historic voyages of Christopher Columbus.

Once inside La Rábida, Scott moved quickly and precisely. Sharpening camera angles. Fiddling with lighting. Positioning his monks at their drafting tables, plumes in hand and eyes fixed to their maps of the world, elegantly charted out on parchment and anchored in the firm conviction that the Earth was flat. In his mind, in his sketchbook, and here on the set, Scott had already worked this crucial first scene down to its finest detail, from its color and composition to its most subtle plays of light and shadow. He composed the scene the way a classical painter would compose a monumental canvas, one he dreamed could be a masterpiece.

Throughout Scott's career, visuals have been his greatest strength; Pauline Kael has called him a "visual hypnotist." To anyone who saw *Thelma & Louise*, with its majestic landscapes of the American West, it may come as little surprise that Scott trained as a painter and graphics designer at the Royal College of Art in London, often in drawing classes next to David Hockney. But this morning Scott seemed intent on finding an even richer visual vocabulary: The candles flickering above the drafting tables and the embers glowing in the fireplace bathed his scene in glimmering hues of yellow and orange, just as in the warm, intimate paintings of Caravaggio and Georges de la Tour.



***Myth:* Only The French Make Good Wine!**
***Myth:* Only The Cubans Make Good Cigars!**

***Fact:* H.Upmann Handmade Cigars From The Dominican Republic Are The Finest In The World!**

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Finally, every detail in place, the mood is he wanted it, Scott signaled he was ready to shoot. "Silencio por favor! OK, boys, quiet down now," bellowed Terry Needham, one of Scott's assistant directors. "Shhh, shhh, shhh... OK, now, a little more atmosphere! Bring up the smoke..."

At once a hush fell over the converted stable and the 150 members of the cast and crew jammed inside. And then every eye on the set turned to the far end of the monastery and focused in on a huge wooden door reaching upward like the apse of a cathedral. "Rolling... Action!" Slowly, creaking on its ancient hinges, the door inched open, and into the light came Christopher Columbus. A collective gasp ripped through the cast and crew. Columbus was cloaked in a long medieval robe the color of burnt orange with black trim, his dark blond hair flowed down over his collar, his blue-gray eyes burned with the haunted look of a man launched on a holy mission, beyond the reach of Prudence or Reason.

The moment on the set was stunning. This WAS Christopher Columbus, sprung to life. Before everyone's eyes, this towering, mysterious historical figure, so shrouded in myth, controversy and nationalistic politics, was again a real man, flesh and blood, soul and will. And perfectly embodied by France's unique gift to the world of cinema, Gérard Depardieu.

At this stage in his life, and in the script, Columbus was an accomplished navigator and explorer, with long experience in the Mediterranean Sea and along the Atlantic coast of Spain, France and England. But he had been waiting an agonizing seven years for royal permission to invest his dream voyage into the pure unknown, to test his absolute conviction that the riches of the East could be reached by sailing to the West. In the halls of power in Spain, Columbus and his theory were objects of scorn and ridicule, and Columbus's patience had worn dangerously thin. Striding into the monastery, his frustration now wearing plain on his face, Columbus was greeted by his friend and spiritual and political advisor, Amunda de Marchena, being played by Spain's greatest actor, Fernando Rey.

"I have something for you," said Marchena, drawing from his robe a parchment bearing a royal seal. "You are going to be heard at The University of Salamanca."

Columbus studied the letter, marvelling at the idea of at last presenting his case to an official committee of the Spanish royal court. He felt a rush of hope. And of panic. "God, that is too much!" During rehearsals earlier this morning, Depardieu's English had come out haltingly and heavily Gallicized. But now, centuries rolling, his English came out clear, fluid and slightly comic, as befits a humble mariner from Genoa who had settled in Spain.

"Get Good," said Scott. "Let's go again."

By the third try, Scott thought he had a printable take. He stood at the replay in one of his video monitors. The composition and the lighting looked right, and so did the chemistry between Columbus and Marchena. And this time when Depardieu delivered his lines, with a flurry of contradictory emotions playing across his face,

GÉRARD DEPARDIEU AS CHRISTOPHER COLUMBUS.

Scott's head flew up to his lines. In joy. And relief. After nearly a year of agonized planning, scripting, casting, scouting locations, building sets, outfitting ships and leading rehearsals, Scott seemed to sense that this $45 million extravaganza just might deliver the magic for which every director dreams and works.

Ever cool, ever cautious, though, Scott was not about to call for Champagne. Still, after this successful take, on this crucial first scene, those who know Scott well detected a nice sign of his rising spirits. He put away his cleanings and instead put a match to his favorite cigar, a long, regal Cohiba, made from the finest Cuban tobacco. A bold starter to launch a very bold voyage.

* * *

On the set of every major movie, the first day of shooting is always filled with tension and excitement, but 1492 carried with it unusually high expectations and risks. For Scott's telling of the story of Columbus and his voyage to America was not just a major film, it was a colossal gamble—a $45 million gamble with implications for more daunting than budgets and global grosses.

This was to be a Hollywood-scale extravaganza, but this time financed and executed one by American studios and financiers but by Europeans, with European cultural values and European ideas about what the art of cinema should be. If 1492 succeeded, the film would be a welcome triumph for Europe and European cinema.

Ever Wonder What The Great Cuban Cigar Makers Did After Leaving Cuba?

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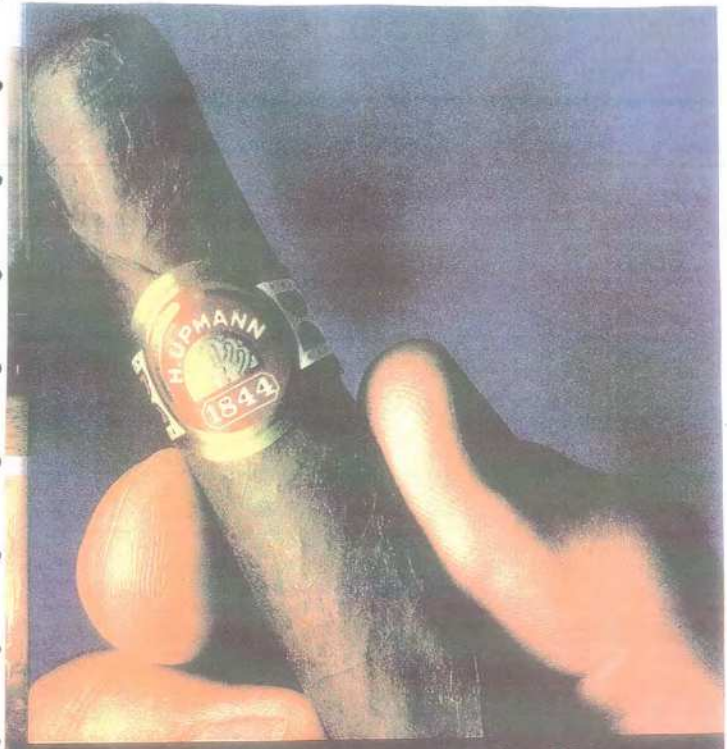
especially at a time when more and more national film industries were feeling severely menaced by America's increasing dominance of world cinema. But if it failed, 1492 would be seen in Europe and in America as a major defeat, more proof that the Europeans, with their boutique approach to film-making, and their insistence on pitting an over commerce, just cannot make smash blockbusters with industrial-scale budgets and international box-office muscle.

There were other layers of risk and ambition as well. In terms of its pan-European financing and its production team, using technicians from England, France and Spain, 1492 was designed to be a pan-europe venture, one that could set the standard for a range of European projects to come. Scott and Depardieu had shown they could bridge the gap between European artistic values and Hollywood commercialism; could 1492 help them lead Europe into a whole new era of major filmmaking? That was the hope. But if the

RIDLEY SCOTT RECREATED THE LOOK AND FEEL OF 15TH CENTURY SPAIN FOR THE MOVIE 1492.



When A Cigar Can Make You Forget Havana, That's One-Upmannship

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film failed, if, in the typical Hollywood parlance, 1492 should "go down the toilet," well, then, Scott and Depardieu would surely face the horrible flak.

But you would never know it watching Depardieu this morning. Between takes at La Rabida, the huge, rollicking Frenchman joked with his makeup team, pulled pranks on the sound specialists, friends of his from France, and he did his general best to keep everyone loose and to create a kind of family spirit and chemistry among the cast and crew. Unlike so many actors, Depardieu seems to be totally lacking in ego and pretense; he grew up in a peasant family in provincial France, and despite all his success, he is not about to become a superficious Parisian. On the set, his warmth and clowning served as a sharp contrast and complement to Ridley Scott's aloof precision and preoccupation.

Like Depardieu, the origin of 1492 was purely French. In 1987, a young French journalist named Roselyne Bosch went to Spain on what was supposed to be a routine assignment for the French newsweekly *Le Point*. Bosch was doing an article on how Spain was going to fete the 500th anniversary of Columbus's voyage on behalf of Spain's Queen Isabella and King Ferdinand and for her research, Bosch went to Madrid and then further south to Seville to peek into the provincial archives.

In the two cities, she countless historians before her, she found some 40 million parchments, many never deciphered, and she found scores of letters handwritten by Columbus. Leafing through some of Columbus's books, she sometimes found notes and little drawings penned in the margins. The more she looked through his books and papers, the more real Columbus became to her; all the mythological hype surrounding the man started to clear.

Bosch: "I was deeply moved just by seeing his handwriting and signature. Suddenly, instead of being like Santa Claus, Columbus was a human being. ...Sometimes in the margin of a book, he would draw a little hand pointing to a certain passage. It was very moving, and I thought, 'This ought to be a movie.' "

Indeed it seemed a natural, especially with all the hoopla planned for the 500th anniversary of Columbus's voyage. And no one, up to then, had ever brought Columbus convincingly to the screen. In 1949, Hollywood brought out a *Christopher Columbus*, with Frederic March in the title role, but the general assessment was that the movie was an embarrassment and certainly not what Columbus deserved. In fact, with all the renewed interest in him, it has now become clear what a fascinating man Columbus was, no matter how distorted is the legend that he disseminated. Another.

While historians disagree about many aspects of his life and travels, there now seems to be a consensus that while Columbus hoped to return from The New World with gold, silk and spices, he returned with something that proved to be as valuable: tobacco. Most accounts, from historians from Antonio to Cuba, now maintain that when Columbus visited Indian villages in the Caribbean, he found the natives smoking enormous leaves fashioned into tight rolls, an ancient cigar. According to some Cuban accounts, two of Columbus's crew members, Rodrigo de Jerez and Luis de Torres, were sent on a mission into the interior of what Columbus thought was the Asian mainland but was probably Cuba. There, in a peaceful village, they made what was probably Europe's first sighting of tobacco.

RIDLEY SCOTT RUSHED HIS CREWS AND ACTORS THROUGH A BREAKNECK SCHEDULE FOR 82 DAYS IN SPAIN AND COSTA RICA TO HAVE THE FILM READY FOR A GLOBAL RELEASE ON OCTOBER 9, 1992.

By some historical accounts, Columbus himself was indifferent to the aspect of tobacco, so preoccupied was he by his quest for the Grand Khan and the source of Solomon's riches. But tobacco was among the curiosities and riches Columbus's ships brought back from The New World, thus introducing the pungent leaves to Europe and laying the groundwork for the tobacco industry and popular sub-culture that would develop over the next 500 years. In subsequent voyages, European explorers and traders bartered their silks and cinnamon and other spices for bales of tobacco, until the leaves themselves became a focal point of the growing transatlantic commerce.

Bosch came to see Columbus as an ideal subject for a film, a movie showing him not as a cartoon character but as a real man fuelled by intellectual fervor and messianic zeal. She called a friend of hers in Paris, Alain Goldman, a French film

distributor. He flew to Seville for a firsthand appraisal of the Columbus material and a visit to the cathedral in Seville, where Columbus is buried. (Though there are historians who doubt the remains are actually his.) Excited by what he saw, Goldman encouraged Bosch to pursue her research, and she stayed on in Spain. Soon the two of them became partners in a fledgling film venture: he as producer and Bosch plunging into research and a conversion from journalism to screenwriting.

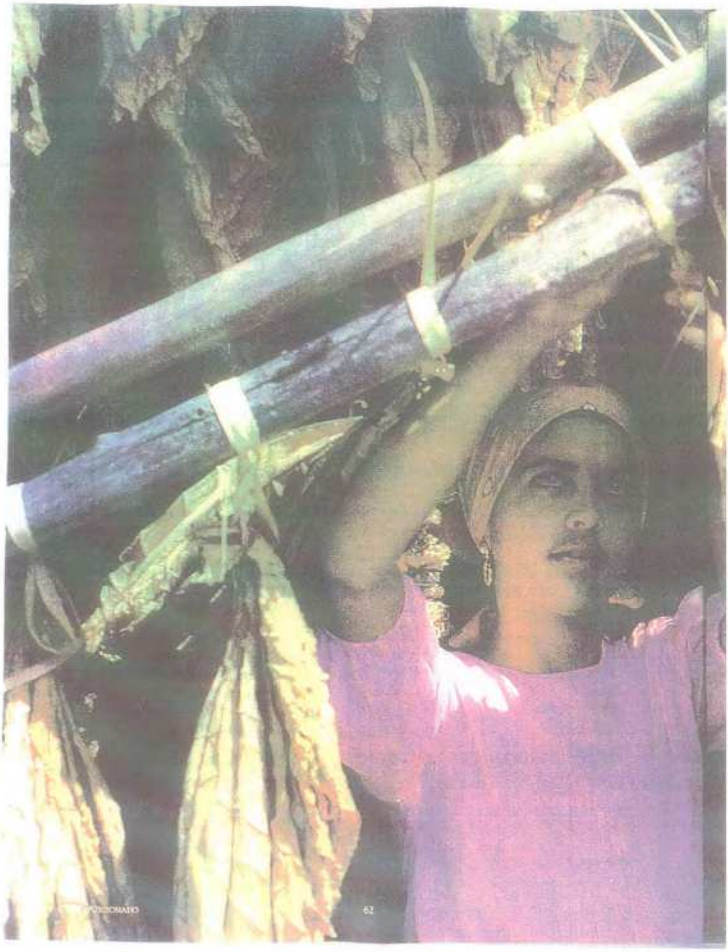
Initially, they envisioned doing the entire film as a French project, but they found no support among French producers. It would be too big a budget for France, the producers said, try Hollywood. Bank on it, though they were, neophytes with little idea how Hollywood worked and French to boot, Bosch and Goldman nonetheless started knocking on the doors of American studios. And they found no encouragement. And understandably so: they had no director, no star and no track record in screenwriting or movie production. You can almost hear Hollywood executives chortling: "No star, no script, kids, kids, get real."

Bosch became very disconcerted, but then for *Le Point* she did a profile of the American writer Tom Wolfe. He told her about how he had come to write *The Right Stuff*, and of his admiration for the NASA astronauts. Bosch was inspired: "Listen," I told him, "the astronauts are nothing next to Columbus." It was talking with Wolfe that I started to believe... And the more I read, the more I worked, the more convinced I became that Columbus was somebody people think they know, but really nobody knew. And so I felt I had to tell them."

Finally, Bosch knocked on the right door: Ridley Scott. He had ideal credentials for directing Columbus: he was a European with artistic merit, commercial success and excellent connections in

SCENES FROM CHRISTOPHER COLUMBUS'S FIRST ENCOUNTERS WITH NATIVE INDIANS IN THE NEW WORLD.

Continued on page 130



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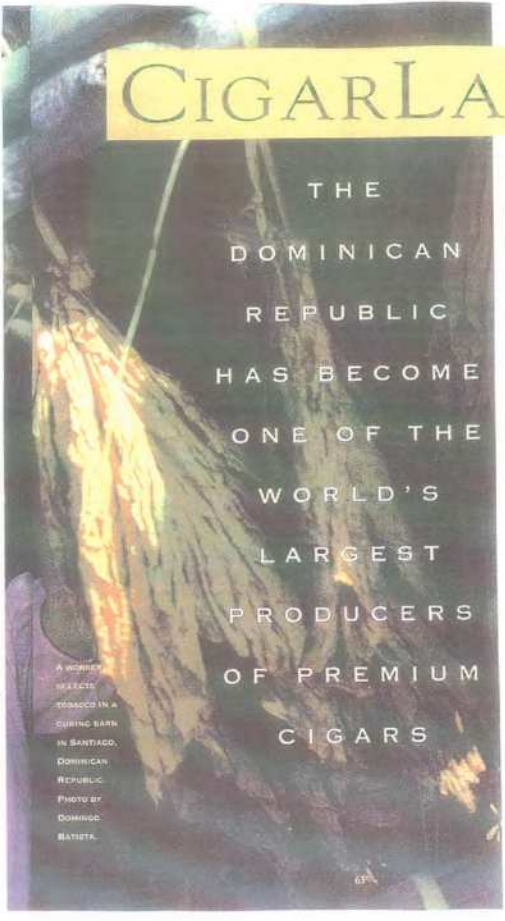

THE DOMINICAN REPUBLIC HAS BECOME ONE OF THE WORLD'S LARGEST PRODUCERS OF PREMIUM CIGARS

A WORKER SELECTS TOBACCO IN A CURING BARN IN SANTIAGO, DOMINICAN REPUBLIC. PHOTO BY DOMINGO BATISTA.

by Gordon Mott

The black Cadillacs of former dictator General Rafael Trujillo lined the entrance to the hilltop restaurant, souvenirs of a tumultuous 31-year period in the Dominican Republic's history. "This is where the General used to come to have his parties, and they've kept his cars up here to remind people," explained Carlos Fuente Sr., 57, the chairman of the cigar manufacturing company, A. Fuente & Cía. Fuente's guests chuckled at the assumption of the General's black cars and marveled at the spectacular view from the Restaurante El Generalísimo in an area high above the city of Santiago known as Camp David. But Fuente, who makes premium cigars under the Arturo Fuente label, didn't join the laughter over the behavior of General Trujillo, who was assassinated in 1961.

Fuente's muted response revealed something deeper; he no longer feels like an outsider who can poke fun at a painful period in his adopted country's history. The Dominican

WHAT MAKES A MOMENT

A MEMORY

Republic is as much a home to him as any of the three other countries where the family has made cigars before. In fact, the Caribbean island nation has become home to many of the world's major cigar makers outside of Cuba: General Cigar, Consolidated Cigar, Tabacos Dominicanos, Arturo Fuente and Macanudo as well as others. These companies produce a range of premium brands, mainly for the American market, including Partagas, Macanudo, H. Upmann, Don Diego, Arturo Fuente and Davidoff. For most, the journey was a simple choice based on business necessity—a place to make cigars after Fidel Castro took control of the Cuban cigar industry and the U.S. trade embargo closed the doors on Cuba in 1962. The Fuentes' tale is more complex, but their saga symbolizes the difficulties that every cigar maker has endured in the search for the perfect place to manufacture cigars.

Settling down on a terrace overlooking the twinkling lights of Santiago, the Dominican Republic's principal cigar town, the silver-haired Fuente patriarch shared the odyssey of his family in the dry monotone of a tragic story told too many times to have much emotion left in it. "We've had four factories damaged by fire," Fuente Sr. said. "One in Tampa in 1924, another in Tampa in 1948, and one in Nicaragua in 1977, and one in Honduras in early 1979." Each one was rebuilt, or the family moved on to another country. After a failed effort to produce hand-rolled cigars in Tampa in 1979 with Cuban and Vietnamese laborers, the Fuentes almost abandoned the business altogether. "We were left with two choices. Sell out or go to a foreign country again," said Fuente Sr.

But "there was no place left to go," added Carlos Fuente Jr., 38, the patriarch's son who is the company's president. Civil wars or political instability in Central America argued against returning there. Mexico's strict foreign investment laws at the time dampened expectations of a reasonable profit. And Cuba was out of bounds. In a sense, the Dominican Republic was the only option left. Even though the Fuentes had backed out of a deal here in the 1970s because of red tape and administrative delays, the climate was different in 1980. The government was seeking investment and jobs, and the rapidly expanding free trade zones offered a plentiful labor pool, a satisfactory infrastructure and duty-free import and export.

WORKERS HARVEST TOBACCO LEAVES IN A FIELD NEAR SANTIAGO.
PHOTO BY DOMINIQUE BATISTA.

"We mortgaged the house in Tampa and came here," Fuente Sr. said. "We arrived with an old typewriter and set up an office." His son chimed in: "We rented the building on May 1, 1980 and on May 7, I moved here with my wife and younger son. We hired seven people, bought a bunching machine from Tampa and on September 4, 1980 we started making cigars."

The Fuentes' arrival in 1980 coincided with a turning point in the cigar industry's history in the Dominican Republic. Matasa had launched a premium cigar operation on a small scale in 1974. Two years later, General Cigar established a leaf processing facility for all kinds of cigar tobacco but primarily for wrapper leaves. General Cigar's investment foretold the coming of the cigar boom.

A CIGAR ROLLER PUTS FINISHING TOUCHES ON A PARTAGAS AT THE GENERAL CIGAR FACTORY IN SANTIAGO'S FREE ZONE. PHOTOGRAPHS BY MARVIN R. SHANKEN.

By 1976, the Dominican Republic still only exported about five million cigars to the United States. When General Cigar expanded into a cigar manufacturing facility in 1979, exports had risen to 11 million. But between 1979 and 1981, when Consolidated Cigar moved its operations from the Canary Islands to La Romana on the Dominican Republic's southeast coast, export production more than tripled as shipments to the United States rose to 33 million cigars.

The transition from a tobacco processor to a mass producer of premium, hand-rolled cigars was virtually complete, and the country's cigar reputation began to build. The Dominican Republic shipped more than 52 million cigars to the United States in 1990 and accounted for an estimated 47 percent of the American premium cigar market.

Most of the cigar tobacco grown on the island is produced in the Cibao river valley, where Santiago is located. The cigar manufacturers have established long-term contracts with farmers to ensure a steady supply and a consistent quality of Dominican tobacco. The island's tropical climate with predominantly hot days and high humidity creates ideal conditions for growing tobacco, and the fertile soil of the river valley contributes to the excellent quality of tobacco leaves grown there. The combination of heat and humidity also aids in the manufacture of cigars because those elements make it easier to keep cigars at a proper moisture level.

Cigars consist of three basic types of tobacco leaves. The fillet leaves are the heart or center of the cigar; most cigars use two to four different types of tobacco to create the filler blend. Once put together, it is known as the bunch. The bunch is bound with a separate tobacco leaf known as a binder. Finally, a delicate tobacco leaf, known as the wrapper, is placed around the outside of the bunch. Despite the Dominican Republic's production of filler and binder tobacco leaf, imported cigar tobacco remains a staple in Dominican brands. Brazil, Ecuador, Mexico, Honduras, Cameroon and Nicaragua are the main sources, but other countries also supply leaves. All wrapper leaves come from outside the Dominican Republic, including the United States, Cameroon, Mexico and Ecuador. To date, efforts to produce a high-quality wrapper in the Dominican Republic have been unsuccessful.

The cigar factory owners and managers are gregarious, friendly people, bursting with Latin hospitality. In the small world of towns like Santiago, and countries like the Dominican Republic, the key players know each other well, and meet frequently at social and professional gatherings. Benjamin Menendez, a vice-president overseeing General Cigar's operation in the Dominican Republic, plays tennis regularly, for instance, with Manuel Quesada, the owner of Matasa. But they have drawn the line at business. Said Menendez: "I love Manolo like a brother, and he has proven that he is a brother, but he has never been in my plant, and I've never been in his."

The secretiveness may be justified. Each of the five major manufacturers in the Dominican Republic operates its factory differently, using different techniques and quality control processes, some of them developed through years of trial and error. As a result, the tobacco factories are studies in contrast. They range from the efficient corporate operations of Consolidated Cigar and General Cigar to the family feel of the Fuentes' plant to the traditional, almost quaint scale of Manuel Quesada at Matasa and Hendrik Kelner at the Tabacos Dominicanos factory where Davidoffs are made.

THE CIGARS OF CONSOLIDATED

The La Romana free zone seems like an unlikely manufacturing center. Nestled next to one of the world's largest and most luxurious resorts, Casa de Campo, the road past the factory entrance is jammed with golf carts, horses and taxis. Palm trees hang over the high, barbed wire fence. The resort atmosphere ends at the main gate, however, where guards check incoming and outgoing cars and

A PACKER AT THE CONSOLIDATED CIGAR FACTORY INSPECTS CIGARS BEFORE BOXING.

GILBERT CUFF SUPERVISES THE ROLLING OPERATIONS AT CONSOLIDATED CIGAR'S FACTORY IN LA ROMANA.

trucks for contraband. Inside the compound, housed in several non-descript concrete warehouses, is Consolidated Cigar's premium cigar operation, Tabaqueras de Garcia. The factory was set up by the Gulf & Western Corporation, after it pulled Consolidated's operations out of the Canary Islands in 1980. The company went through several ownership changes before management did a leveraged buyout from Revlon's Ron Perelman in 1988.

Consolidated now exports about 18 million cigars a year from this facility, it's the only major premium cigar facility outside of the Santiago area. Brand names produced here include H. Upmann, Henry Clay, Don Diego, Primo del Rey and Royal Jamaica, and non-branded items shipped as bundled cigars as well as private label brands including Dunhill's entire line of Dominican cigars including Monte Cristo. The Consolidated factory uses 24 different tobacco leaves in the production of its premium cigars. Large sections of the warehouse are spilling over with filler leaves from Brazil, Java and the Dominican Republic. Binders are imported from Indonesia and Mexico. Wrappers come from Cameroon, Connecticut, Mexico, Nicaragua and Brazil.

Dick DiMeola, the executive vice-president and chief operating officer of Consolidated, echoes the same sentiments as his competitors in the Dominican Republic. Strolling through his plant, DiMeola's imposing six-foot, three-inch presence is a counterpoint to his calm, studied comments about his cigars: "We like to think we are making the best cigar we can right now." But DiMeola, who has over 30 years experience in the cigar industry, is also experimenting with new blends constantly, and working on methods to improve the construction quality of every cigar that leaves the factory. When he took over responsibility for the factory, DiMeola said, "We threw tradition out and said stop doing things this way just because the industry did them this way....100 years ago."

Innovation is a given at the Consolidated factory, although some might argue the company has turned tradition on its head. The company has placed the bunchers, who combine the different tobacco leaves into the central filler for the cigar, on one side of a huge football field-sized room and the rollers, who put on the wrapper leaf, on the other side. More than 400 people work in the cavernous room with a ratio of about three rollers for every two bunchers. Most other factories use a process once popular in Cuba with one or two bunchers working for one roller, or they still rely on the traditional Cuban method in which one person fabricates the entire cigar from the bunch to rolling the wrapper leaf around the cigar.

In the Consolidated system, however, quality control stations have been set up at each stage of the process. As many as eight to twelve times a day, three bunches are randomly selected from each buncher and weighed: on a chart above each buncher is a grid with green and small colored pins to signify each finished bunch—two red pins, which signify average weights outside the quality control parameters, and a person will get a visit from a supervisor for some hands-on remedial work. When the system began, up to 35 percent of the bunches were being reworked, but the percentage is now down to 10 percent, DiMeola said, and the goal is five percent. Each buncher can do up to 400 cigars a day depending on the cigar

STOLICHNAYA
STOLICHNAYA
Cristal

size, but most finish between 100 to 250.

Consolidated's biggest innovation is to test every bunch of a handmade cigar for suction, or draw. "The biggest complaint from consumers is about draw," DiMeola said. He added that you can underfill cigars to compensate but the cigar tastes hot and harsh. "Some of our competitors have 10 percent of their cigars plugged, but our rate is down to 1.8 percent because of the system we installed," DiMeola said. He refuses to let pictures be taken of the device that Consolidated created to allow quick, efficient testing of every cigar.

DICK DIMEOLA, EXECUTIVE VICE-PRESIDENT OF CONSOLIDATED CIGAR, AND JOSE SEIJAS, VICE-PRESIDENT, GENERAL MANAGER OF TABACALERA GARCIA IN LA ROMANA, TEST NEW BLENDS FOR CIGARS.

After the suction station, according to Jose Seijas, the general manager of the Consolidated plant, the production process and quality control rely on the same procedure as every other cigar factory: touch and feel. Seijas mirrored DiMeola's intensity and his unwavering scrutiny of the rollers didn't miss a beat, even as he gave a rousing description of the cigar-making process. As Seijas walked among the rollers, he spotted a blemished wrapper already on a cigar. He picked it up, showed it to the roller and the cigar was rejected. Every roller is responsible, Seijas said evenly, with determining whether a bunch meets quality control standards before wrapping it. Within hearing of Seijas' explanation, a row of rollers grasped the rough bunches in their hands, caressing the entire length with a firm grip checking for soft spots or plugs. "If they see a bunch or a cigar that doesn't meet specifications at any stage now, they must reject it," said Seijas.

The General Good

The sorting room in General Cigar's tobacco leaf processing facility was bathed in a sharp, fluorescent light filtered through a haze of fine mist that keeps the room at a constant 80 percent humidity, but also leaves an eerie bluish-green tint in the air. The facility, in the same duty-free zone, receives tobacco from all over the world for further evaluation and reshipment; some goes to General Cigar's other manufacturing locations, and some to other cigar makers.

About 60 sorters and leaf graders stood at their wooden tables studying each leaf quickly, stacking some or throwing away others with tears or major blemishes. The process seemed almost automatic as the workers judged each leaf and placed them gently in one pile or another, smoothing them out into an even layer. After sorting, the leaves are boxed or packed for shipping or for another round of fermentation. Angel Daniel Nunez, the general manager of the General Cigar operation in Santiago's free zone, said, almost reverently, "By the time these wrapper leaves are made into cigars here, they will have been handled 39 times."

Handmade is virtually a religious mantra in the premium cigar industry, but nowhere is it more evident than in General Cigar's facility. The entire operation includes everything from initial leaf processing to the final stage of rolling and packaging. All of the company's Partagas production takes place here, as well as about 40 percent of the Macanudo; two other brands, Canaria d'Oro and Black Watch are also made here. (The majority of Macanudo cigars are still made in Jamaica.)

In one morning's tour, General's process was laid out in detail. Nunez, a tobacco fermentation expert, said the overall concept of growing and aging tobacco is quite simple: "You take six weeks to germinate the seeds, six weeks to grow the plant, six weeks to harvest, six weeks to dry and cure and six weeks to ferment for the first time. We call it the magic sixes." General Cigar also uses a third fermentation process for some of its Macanudo cigars, a step that Nunez said makes them even smoother tasting. "The tobacco will tell you. We don't push it or rush it," Nunez said, in describing how to judge the right moment to end a fermentation by the rise and then the drop in temperature inside the fermentation bale. "The tobacco will tell you when to take it out, and when to bale it."

Benjamin Menendez, the vice-president of premium cigar manufacturing for General Cigar, probably embodies the meaning of cigar man as much as anyone in the business. His family owned the H. Upmann factory in Cuba as well as the Montecristo brand. But the family fled the country shortly after the factory was seized by Fidel Castro in 1959. Often, his descriptions border on the sensuous, with

The sorting room at General Cigar's leaf processing facility in the Santiago free-trade zone.

Three General Cigar company executives at their factory in the Dominican Republic. From left, John Rano, vice-president, Angel Daniel Nunez, general manager, Benjamin Menendez, vice-president. Photography by Marvin R. Shanken.

talk of women facing every phrase. "When you are looking at good tobacco," Menendez said, "you never get tired of caressing it."

Standing in a huge warehouse with over $20 million of tobacco inventory, Menendez explained, in a much more serious tone, the use of a small incandescent bulb in a glass box covered with Vaseline. "We check it every day. If there's a beetle in it, we fumigate the entire building. If you don't, and an infestation gets started, it will destroy the entire stock in 15 days," he said. The bugs actually devour the tobacco leaves, and make them unsuitable for use in making cigars. Menendez's explanation highlighted another aspect of tobacco often lost when cigars are discussed by laymen: They are an agricultural product, subject to the vicissitudes of nature and frail enough to be ruined by bugs and poor storage conditions.

The rolling room in the General Cigar factory is a study in orderly efficiency. At one end, 120 people, or 40 teams of two rollers and a buncher, sit working furiously to complete their quotas for the day. After rolling, a random selection of cigars is suction tested before heading off to the aging rooms for at least 21 days, although some brands are kept longer. After aging, the cigars go through a selection by shade of wrapper so that each box is a uniform color. Then, some Partagas cigars are put in a pressing "trunk" to create their trademark squared-off edges, and the next morning they are ready for having the bands glued on, being placed in cellophane wrappers and boxed.

But Menendez argued that the company's concern with quality begins long before the plant. "The care has to begin in the field. How you fertilize it. How you handle it. It all makes a difference," said Menendez. John Rano, a General Cigar vice-president in its corporate headquarters in New York, said, for instance, that a Connecticut

Continued on page 135

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Check one: ☐ A. Traditional Roast Regular ☐ B. Traditional Roast Decaf. ☐ C. 1/2 lb. Traditional Regular + 1/2 lb. Decaffeinated

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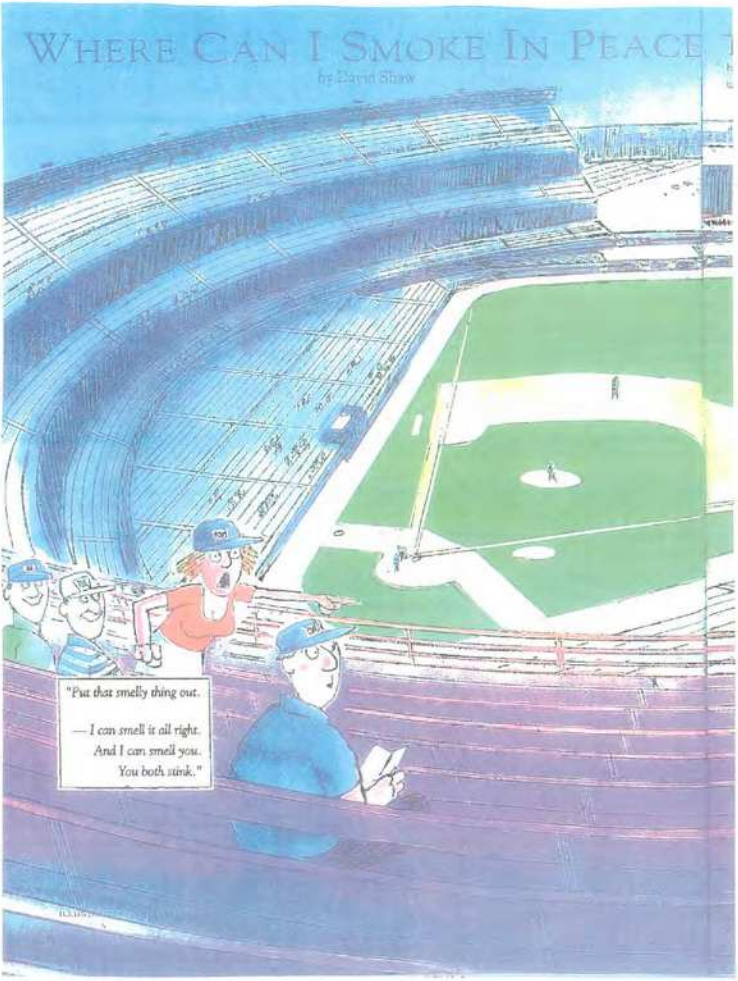
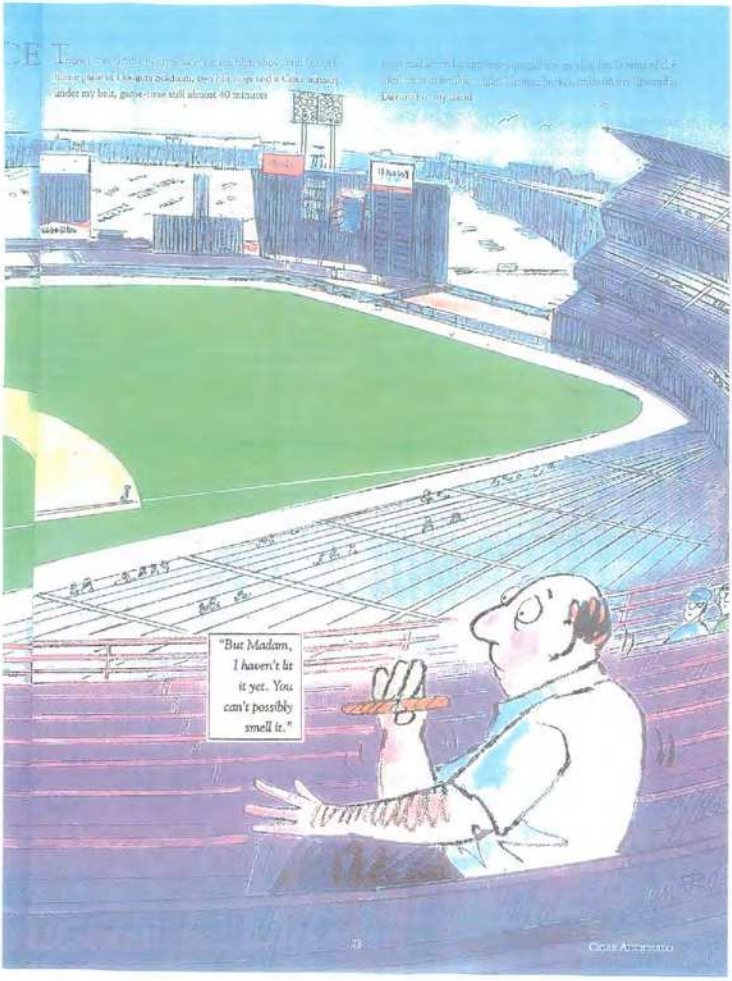
A SWEDISH OBSESSION

Where Can I Smoke In Peace

by David Shaw





Coca-Cola

SOME FINE U.S. RESTAURANTS AND HOTEL DINING ROOMS ARE MAKING IT EASIER TO SMOKE A GOOD CIGAR AFTER A MEAL.

Within nanoseconds, I heard a loud, ugly snarl from what seemed like 20 or 25 feet away, to my left and many rows further back:

"Put that smelly thing out."

I turned in the direction of the voice. It belonged to a woman who looked to be in her mid-30s, although her face was reddened and twisted in a paroxysm of such rage that it was difficult at first to be absolutely certain of anything—her age, her gender, even her species.

"I said put that goddamn thing out. It stinks to high heaven," the leather-lunged charmer repeated when she saw me peering, perplexed, in her direction.

I held the cigar aloft so she could see it clearly.

"I haven't lit it yet," I said, as reasonably as I could. "You can't possibly smell it. Besides, it's a good cigar, and good cigars don't stink."

"I can smell it all right," she shouted back, "and I can smell you, too. You both stink."

I was convinced that she couldn't smell anything—except perhaps her own bile (it was a warm evening), but as much as I usually enjoy the dialectic, I make it a policy never to argue with fanatics on three subjects—religion, politics and cigars. I put my cigar back in its wooden case.

When I told this story to various cigar smoking friends over the next few weeks, they all laughed. But they were laughing at me, not at what I considered to be the most recent proof of the axiom that to be a Dodgers fan, you have to have a screw loose some place. To a man, they all said they'd had virtually identical experiences in various locales—in restaurants, in their offices, at friends' houses, even in their own homes. They'd pull out a cigar, and before they could light it, someone would begin yelping that it smelled foul and that they should extinguish it instantly, under penalty of death. They couldn't believe I was so surprised by the daffy Dodgers' reaction.

I'm no longer surprised.

In the course of two months of interviews for this article, I heard the same story over and over and over again, albeit with subtle variations. I also heard a number of far-from-subtle accounts of what happens when a cigar suddenly appears in what one would normally consider a civilized setting.

An entrepreneur in Los Angeles told me he saw one man punch a cigar smoker in the face when the smoker didn't put his cigar out quickly enough after a complaint. A tobacconist in New York told me that several of his customers had had their cigars literally snatched from their lips or their fingers by irate people who happened to be standing or sitting nearby.

Bill Johnson, general manager of Anthony's Restaurant in Houston, told me that when he was working at another restaurant a few years ago, one of his best customers—"an elderly gentleman,

HER: "I THOUGHT I'D RUIN YOUR NIGHT LIKE YOU RUINED MINE."

HIM: "IF YOU'D ASKED ME, I WOULD HAVE BEEN GLAD TO PUT IT OUT."

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the awesome guy in the world"—was smoking a cigar after dinner late one night when a woman walked over from another table, picked up the glass of water on his table and poured it over his head.

"She told him, 'I thought I'd do something to ruin your night like you ruined mine,'" Johnson recalled.

"The poor guy said that if she'd asked him, he would have been glad to put it out, but she didn't ask him or anyone else; she just dumped the water on him. He said it was the last time he'd ever smoke a cigar in any restaurant."

Many cigar smokers have made similar decisions in recent years as the anti-smoking and, especially, the anti-cigar hysteria has reached frenzied proportions. It's just not worth the hassle, they've decided. Even if no one actually objects to your cigar, you're so worried someone will object that you can't sit back and enjoy the cigar. That undermines one of the essential pleasures of smoking a cigar; as H.L. Mencken, the sage of Baltimore, said—I have his picture and these words framed in my bathroom—"I smoke cigars when I'm relaxed and happy."

It's difficult to be either relaxed or happy when so many people treat cigar smoking as if it ranked somewhere between child molestation and gang rape on the scale of antisocial activities.

"I smoke six or seven cigars a day," says Arthur Zarensky, proprietor of the Famous Smoke Shop in New York. "I used to have a cigar in my mouth when I left my apartment in the morning and when I left my shop in the evening. But people even complain about cigars on the street now, and I don't want to have uncomfortable situations with people saying nasty things to me and me having to say things back to them, so now the only place I smoke is in my shop and in my apartment and in a social situation if I know everyone there, and I know in advance that no one will object. Otherwise, I just leave my cigars home."

In Europe, of course, a cigar is still considered a legitimate post-prandial pleasure—one of the "three C's" (along with coffee and Cognac). Robert Levin of Holt's Cigar Co. in Philadelphia told me recently about the satisfaction one of his customers took on his last trip to Paris when he lit up his cigar after dinner, and an American at the next table started to give him what he calls "the look" (which is almost as obnoxious as "the cough").

"Madam," he said, "don't even think it. This is Paris."

But Los Angeles and New York and Philadelphia and Boston are not, alas, Paris, and Zarensky's experience is all too typical.

Although every cigar smoker has his own horror story to tell, the true measure of the anti-cigar mood in the country today is best measured not by Ronald Reagan's favorite yardstick—personal anecdotes—but by the two official acts that the United States seems to engage in with particular zeal—imposing taxes and passing laws. Not only is the federal excise tax on cigars going up—to 12.75% of the manufacturer's price—as of January 1, 1993, according to the Cigar Association of America, but in recent years, more states than you could shake a corona at have also begun imposing special taxes on cigars. The last count by the Cigar Association showed 35 states with cigar taxes; only seven states had such laws before 1980. I used to think the 33% tax on rental cars in France was confiscatory, but Oregon, Idaho, Utah and Minnesota have cigar taxes of 35% of the wholesale price; Hawaii's cigar tax is 40%; Washington's is a staggering 64.9%. Increasingly, some cities and counties also tax cigars; in Alabama alone, 35 cities and counties have such taxes, the Cigar Association says.

EVERY CIGAR SMOKER HAS HIS OWN HORROR STORY TO TELL.

Virtually every state in the union now has one kind of anti-smoking ordinance or another as well, and an increasing number of cities have passed or are considering similar laws. I understand the impulse behind both the laws and the taxes, of course: The U.S. Surgeon General says smoking is unhealthy, and many people also find smoke unpleasant. There is no doubt that cigarette smoking is unhealthy. I've never smoked one.

Cigars? Well, about a dozen years ago, my wife suggested I start smoking a cigar after dinner. "It will give you something to do with your hands so you don't sit there drumming your fingers impatiently while I'm sipping my espresso," she said.

I called my doctor immediately for advice. (We were on vacation in Switzerland at the time; he was in Los Angeles.) I asked him what he thought of my wife's idea. He assured me that one cigar a day would pose no threat to my health, so I gallantly acquiesced to my wife's request. I've been smoking one cigar a night, four to six nights a week, ever since. Most cigar smokers I know these days also smoke in moderation—from three or four a week to one or two a day—and I have yet to see a study that says moderate cigar smoking poses a significant health hazard.

What's the difference between cigars and cigarettes? Among other things, most cigar smokers don't inhale—and there really is no such animal as a "moderate" cigarette smoker. Cigarettes are addictive, so people who smoke them almost invariably smoke a lot of them. Studies have convinced me that when you have a lot of people smoking a lot of cigarettes in public, you're going to have a lot of non-smokers whose lungs get poisoned too. And you're also going to have a lot of non-smokers who are annoyed by passive smoke for reasons other than health—because they're allergic to smoke or because they just don't like the way it smells or looks. Such people, in my view, have every right to be protected from both health risks and aesthetic annoyance.

But in restaurants, I favor the traditional American art of compromise—a smoking section and a non-smoking section—thus protecting both the rights and health of the non-smoker and the rights and pleasure of the smoker. Equally important, I would argue that within the smoking section, cigars as well as cigarettes should be allowed. So far as I know, only a few places (commercial airliners, for example) specifically prohibit cigars (and pipes) by law, but many, many places—including the vast majority of restaurants—prohibit cigars (and pipes) as a matter of policy, even though they permit cigarettes.

Some restaurateurs say the difference is that cigar smoke is stronger and travels farther.

"We serve a lot of fine wines, and cigar smoke can affect Alain Ducasse," says Herb Vogan, maître d' at the Everest Room in Chicago. "But people are open-minded here, you can go smoke a cigar in one of the bathrooms."

Not me, Herb.

I still never understand why anyone who smokes cigarettes throughout his, her or my dinner is then allowed to prevent me from smoking a cigar after we're all through with dinner. Sorry, cheap cigars smell vile. And cigar smoke, even from a good cigar, can be dense and pungent. But surely one cigar, after everyone's through eating, is not as offensive as a half-dozen (or more) cigarettes while everyone is still eating. I think anyone who smokes cigarettes in a restaurant and then has the audacity to complain about a cigar should be punished by having to listen every night to a one-hour speech of George Bush trying to master English as a second language.

Fortunately, my experience at Dodgers Stadium notwithstanding, I haven't had as much trouble as most cigar smokers with such irrational complaints—or, for that matter, with complaints of any sort about my cigars. Unless my wife is sick or suffering from an allergy that clogs her sinuses, she doesn't object to my cigars in the house, for example, and I have only one close friend who has made clear that she doesn't want me to smoke in her house. (My sister won't let me smoke in her house either, but she lives more than 1,200 miles away so I don't see her often enough for that to be a serious problem—although I do vividly remember the first time I asked if I could light up, and she told me to smoke outside . . . in Denver . . . in winter . . . when the temperature, as I recall, was about 18 degrees.)

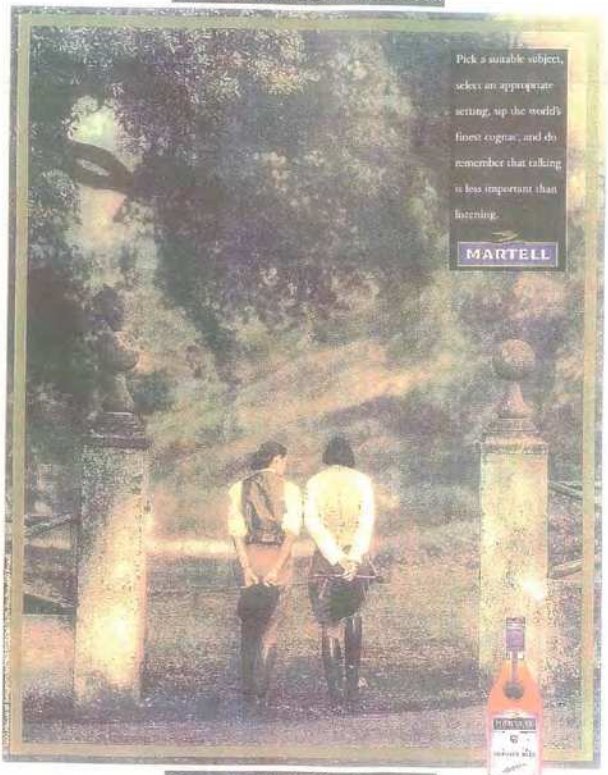
Friendships and common sense have also helped make it easier for me than for many others to smoke in restaurants. Dining out is my hobby—some would say my obsession—so I've come to know a number of chefs and restaurateurs fairly well over the years, even the most famous cigar haters when I find it difficult to complain to you or to see a waiter or waitre d' on you when they've seen the chef or the owner stop by your table a half-dozen times to chat and ask what you think of dinner—or when the chef himself is sitting at your table, smoking a cigar with you, as chef Michel Richard often does with me at Citrus in Los Angeles. In fact, many restaurants that officially prohibit cigars will be flexible with good customers—or with any customer if it's late and the dining room is almost empty.

When I want to smoke a cigar in a restaurant, I try to be considerate. I don't smoke in small, crowded, poorly ventilated restaurants—or in delis, pizza parlors, hamburger joints or other places not designed for lingering. I eat on the late side—8 or 8:30 p.m.—so that by the time I'm through eating and ready to smoke, virtually everyone else will also be through eating (and most will be on their way home). If anyone nearby looks as if he or she might object to my cigar—and such stern-faced, tight-lipped, beady-eyed folks are depressingly easy to spot—I ask if they mind. If anyone at an adjacent table is still eating when I'm through—or if the adjacent table is jammed up against mine, whether its occupants are still eating or not—I also ask if there's any objection to my cigar.

I've stopped smoking cigars at Dodgers Stadium because of all the complaints—complaints I just don't understand in an outdoor setting, where the smoke disperses so easily—but, in restaurants and

OH, BRING BACK THE DAYS OF AN UNDERSTANDING FAMILY.

THE ART OF CONVERSATION.



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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 DESIGNATION: See Appendix Cover Sheet

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alan Siegel, dated June 2, 2003
Part 3 of 5

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

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
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AND

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v.	:	
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PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix B to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003
Part 2

elsewhere, relatively few people have objected to my cigar. Even people who have objected have generally done so politely.

When a group of women merely asked a friend and me not to smoke after lunch in an Italian restaurant not long ago, we took our cigars into the bar—for which they graciously thanked us on their way out, they thanked us again. On another occasion, a man responded to my cigar question by saying, "We'd appreciate it if you'd wait until we finish our dessert." Ten minutes later—seconds after wiping the last crumbs of chocolate cake from his lips—the man leaned over and said, "We're through now. Thank you for asking—and for waiting. You can smoke now."

As I said, judging by my conversations and interviews with other cigar smokers, I've been lucky. Many people who object to cigars do so as boorishly as that woman at Dodgers Stadium. Indeed, virtually every smokemaker I interviewed for this story told me that people who complain about cigars are almost invariably far more adamant—and far rudier—than cigar smokers themselves.

Carl Doumani, proprietor of Stag's Leap Winery, recalls a night a few years ago when he lit up on the terrace of a restaurant in Napa Valley only to have the waiters tell him another diner objected. Rather than putting out his cigar or arguing that smoking outdoors shouldn't bother anyone, Doumani left the restaurant; as he passed the complaining party's table, the man said, loudly, "Only suburbs smoke cigars." When Doumani pointed out that he was leaving, the man repeated himself: "Only suburbs smoke cigars."

On another occasion, in another Napa Valley restaurant, Doumani was startled to smell the potent perfume on a woman at a nearby table. It overpowered everything on his plate and everything on his guests' plates. But he didn't say anything until later, when both parties were through eating, and he took his cigar out and she complained to the waiter. Doumani then told the waiter, "Will you please tell the lady that when she gets rid of that perfume, I'll put my cigar out."

A few minutes later, the woman and her party left. As she passed Doumani's table, he says, "She reached me to the side of the head with her purse." Doumani is six-four, two-inches, 230 pounds, but she hit him so hard that he toppled off his chair, on to the floor, and his glasses were flying across the room.

I don't intend this to be an apologia for cigar smokers. Some cigar smokers are rude and inconsiderate. Often, they're rich and powerful and arrogant, and they're not used to having anyone question anything they do. They're their own—and our—worst enemy.

Like most cigar smokers, I can't help but smile secretly when I hear stories like the one about the prominent attorney in Philadelphia who listened to a woman's request that he put out his cigar, then refused, saying, "Madam, this cigar can ruin then your entire meal." Or the man at Morton's restaurant in Chicago who was so disgusted when a woman told him to, "Go smoke that damn thing in the bathroom," that he said, "Go eat your dinner in the bathroom." But those small satisfactions won't help to win The Great Cigar War.

If cigar smokers would follow the basic rules of courtesy I outlined above, it might help disarm all but the most rabid cigar haters. I've come to believe—perhaps naively—that in most settings, despite the current hallucinations of so many instrumental tobacco tyrants, you and I can enjoy our cigars, and people who don't like them don't have to see or smell them. All it takes is reason and goodwill.

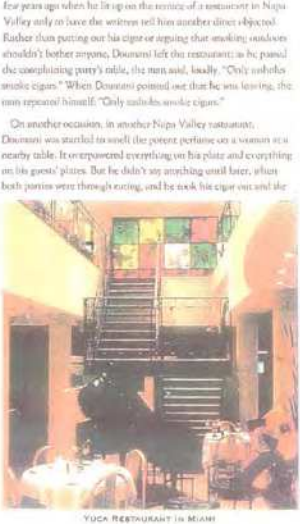
A few restaurants—too few, in my opinion—are trying to deal sensibly with this sensitive issue; the best solution, as I suggested earlier, is to have smoking and non-smoking sections, and to permit cigars as well as cigarettes in the smoking section. Among the restaurants that do this are Anthony's Pier 4 in Boston, Yuca in Miami, Gene and Georgetti's in Chicago, Tony's in Houston, the Palace Arms in the Brown Palace Hotel in Denver and the Quilted Giraffe, Pen House and The '21' Club in New York. (See page 150 for a longer list of such restaurants.)

"If someone in the smoking area complains about a customer smoking a cigar, we move the complainer, not the smoker," says Ken Aretsky, the chairman, of '21.'

Lance Barbakow, manager at Boston's landmark restaurant, Locke-Ober, is even more cigar-friendly. Cigars are permitted throughout Locke-Ober, except in the private dining room on the third floor, and if someone complains, Barbakow says, "We explain that we're really not in a position to tell the cigar smoker to put his cigar out. We invite the person [who's complaining] to come into the lounge for dessert or an after-dinner drink."

Susan Wine, who runs the front of the house at the Quilted Giraffe while husband, Barry, is in the kitchen, creating some of the

Continued on page 161



YUCA RESTAURANT IN MIAMI

The Man In The Dancing Shoes

Gregory Hines Scores Big on Broadway with *Jelly's Last Jam*

by Mervyn Rothstein

It's close to curtain time at the Virginia Theater on Broadway, and backstage in his dressing room Gregory Hines is getting ready to put on his dancing shoes. They are bright and shining, brown and tan; on the bottom of each are two pieces of metal called taps, one covering the heel, the other the front of the sole.

"You've got to be sure the shoes fit comfortably and snugly," he says. "And you can choose from many different styles. But when it comes down to it, it's not the shoe that matters. It's what's in your heart that counts."

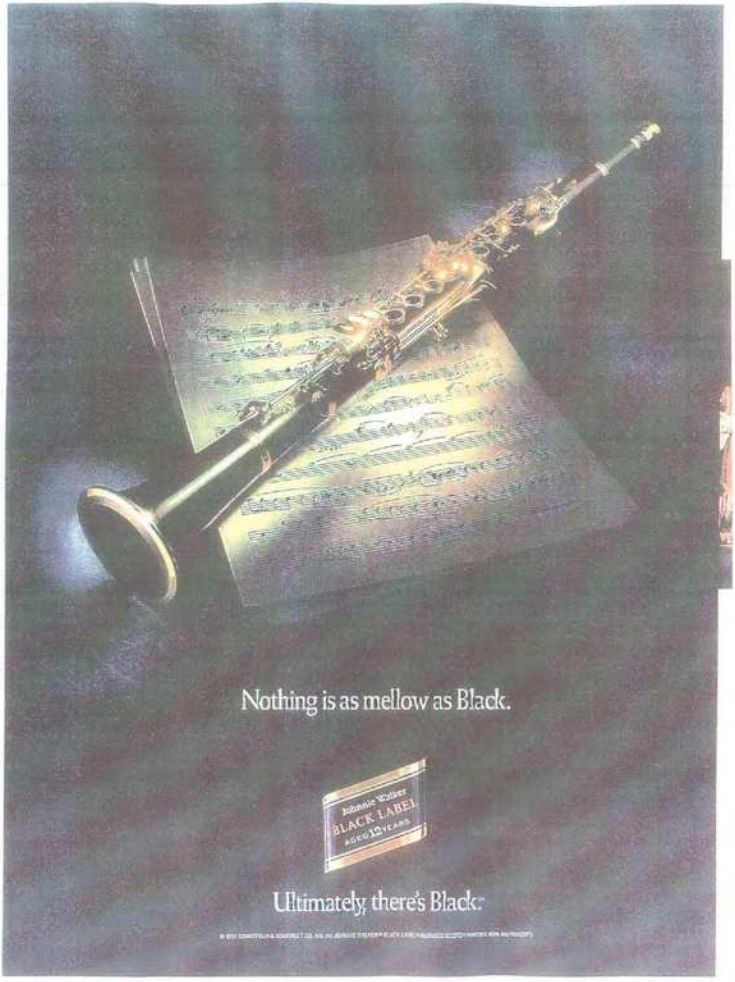
Gregory Hines's heart has been in his shoes for most of his 46 years, as he has tap-danced his way into the heart of America. And soon on this hot Sunday afternoon, he will walk out of the dressing room door, head for the stage and go into his song and dance to thrill a sold-out audience with his portrayal of the great jazz composer Jelly Roll Morton in *Jelly's Last Jam*. In that role, Hines received this year's Tony Award as best actor in a musical.

As he prepares to go on, Hines is sitting before a mirror surrounded by photographs of his friends and family, talking about his life and his career: his new show, his childhood performances with his brother, Maurice, as a tap-dancing duo in Harlem, his Broadway success in *Sophisticated Ladies*, and his roles in movies such as *The Cotton Club*, *White Nights*, and *Tap*. And, as he speaks, his deep, dark expressive eyes and his gentle, refined friendly smile convey the warmth and happiness he has achieved by doing what he enjoys most.

"I just love to tap-dance," he says. "I've been tapping for 44 years, and for me, it's the easiest way I can express myself as an artist. I don't mean it isn't challenging. It's just that when I have my tap shoes on, I feel very self-confident. I feel like I can speak from my heart. It's a way I've always been able to get in touch with many different emotions. I put my shoes on and I start to dance, and it's clear to me what I'm feeling."

Hines usually arrives at the Virginia Theater about two hours before a show starts. "First I put the gel in my hair and slick it back," he says. "I have something to eat, I slowly begin putting on my makeup, and I go through my scroll. It's a time for me to relax. I make a few phone

Gregory Hines as
Jelly Roll Morton
in the Broadway musical
Jelly's Last Jam.
Photo by Martha Swope.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calls. And then, I begin to stretch, very slowly. I have a device called a Pro Stretch, which I use for the lower part of my legs. It's terrific for hamstrings, the Achilles tendon, the calf muscle. Then, as other people in the show come in, we talk for a bit. About an hour before curtain time, I start to get my mind right, to seriously consider the Jelly Roll Morton character—his feelings, his attitudes. And by the time they call half-hour, I'm ready to go on."

That character is a complex one because the Jelly Roll Morton in Jelly's Last Jam is not your typical Broadway-musical protagonist. Born to one of the oldest, most genteel Creole families in New Orleans, a family that vehemently denied its African-American heritage, Morton carried that same attitude throughout his life. "We are who we are, and we are not who we are not," his family would tell him. He was cruel and cutting to his friends and lovers. He called himself the inventor of jazz, but he refused to acknowledge the African-American roots of his music: "Beating on pots will never be music," he says in the show. And yet when he died, it was in the "colored wing" of Los Angeles County General Hospital.

GREGORY HINES DANCING IN THE BROADWAY PRODUCTION OF JELLY'S LAST JAM.

"This show is a real departure for the American musical stage," Hines says. "Especially in terms of African-American musicals. Those kinds of shows are usually all singing and all dancing. Everybody's happy. I've been in those shows and was happy to be in them. But I think our situation now is different. We need to reach for something more. First of all, I don't think African-American people are particularly happy now. And if you show them as happy on the stage, it's not true. This is not to say that we shouldn't entertain, because that's what the musical stage is for. But we can also do more now, and learn something about ourselves, and the human condition, the condition of being an American."

Hines credits much of this aspect of "Jelly" to George C. Wolfe, the show's author and director. Bringing such a story to the stage, Hines says, "was a great gamble, because Jelly Roll Morton is not a hero; he's a human being and not a great one."

"I struggled, man," Hines says. "Some of the things Jelly says, that I have to say, I couldn't even say to the other actors during rehearsal. In one line, where I'm talking about Jelly as a young man, I say, 'classically trained by the finest musicians of the day, while others of darker hue lived in shacks and created the blues.' Whew! And then I say to the woman I know loves me, 'Nobody knows me, but as far as bitches go, you come the closest.' And, I say to my best friend, Jack the Bear, I say, 'Why don't you just be a good little nigger and put on that coat?' For the first three weeks of rehearsal, I just couldn't say it. We'd get to those lines, and I would just hang my head. And George would say, 'It's all right. Don't worry about it. It will come.'"

Finally, it did. "One of the things about acting," Hines says, "is that one has to get in touch with one's own self, one's own emotions and experiences, with anything that will help. We all have a darker side, but we push that side back. But once I started to get inside Jelly, to try to understand him, to try to live in that character, I was able to get in touch with aspects of my own personality and my own history that I couldn't deny, and that were very valuable to me.

"I come from a background where people on my mother's side of the family are very light-skinned and the people on my father's side are dark-skinned," he says. "And when my mother married my father, my mother's father refused to come to the wedding. He didn't want her to marry a dark-skinned African-American. I loved them all, but as I grew up I could see and feel a certain subtle superiority that the lighter-skinned African-Americans felt toward the darker ones. And the more I read about Jelly, the more I could understand."

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Now, Hines says, he loves to say those lines. "I've been hissed onstage by the audience because of some of the things Jelly says," Hines recalls. "And it makes me feel good. Because I've always played nice guys. It was time for a change."

Hines started playing nice guys at an early age. He was born in New York City, and spent his younger days with his family on West 150th Street in Harlem, in an area known as Sugar Hill, where many black entertainers resided. His older brother, Maurice, began taking tap lessons at age 4. Gregory was eager to follow in his brother's dance steps, and soon joined in.

"I don't think we were given tap lessons because my parents thought we were going to become professional dancers," Hines says. "It was just like giving kids piano lessons. But we began to develop, and we began to feel it might be a career."

Gregory and Maurice's parents next sent them for lessons to Henry LeTang, the world-renowned tap teacher. "He gave us an act," Gregory Hines says. "That was really the beginning."

The act, called the Hines Kids, began when Gregory was six. He and his brother danced at the legendary Apollo Theater in Harlem. They made their first Broadway appearance in 1954, in small roles—Maurice was a newsboy and Gregory a shoeshine boy—in the musical *The Girls in Pink Tights*. As they became teenagers, the name of the act was changed to the Hines Brothers. And later, after their father, Maurice Hines Sr., joined them as a drummer, they called themselves the Hines, Hines and Dad. They appeared on television on the *The Ed Sullivan Show* and often on Johnny Carson's *Tonight Show* and performed internationally.

But by the late 1960s and early 1970s, Hines says, "Tap had fallen out of fashion and the act split up." (The breakup, and earlier disputes, drove a wedge between Gregory and his brother, one that persists despite occasional reconciliations.) There was also another split: Gregory had married in 1968, and his daughter, Daria, was born in 1970, but divorce soon followed.

Gregory moved to Venice, California, and played in a jazz-rock band, Severance. He often had little money, but, he says, those days were a crucial learning experience.

"It was a great time for me," he says, "because it was a time of great discovery. I became a hippie. I didn't do any tap dancing. In fact, from 1973 to 1978, I didn't even own a pair of tap shoes. It was the first time I was really by myself. It was the first time I was on my own. I had to learn how to take care of myself. Which I did. And it really paid off when I came back to New York and started working in the theater. Because I felt so much more self-confident. And ultimately, that's what it takes."

It was in Venice that Hines met his current wife, Pamela Koslow, who is a producer of Jelly's *Last Jam*. They have a son, Zachary, 9. Koslow also has a 19-year-old daughter, Jessica, from a previous marriage.

GREGORY HINES ENJOYING AN AFTERNOON CIGAR. PHOTOS BY KENT HANSON.

In the late 1970s, tap was beginning to make a comeback. Hines returned to New York and soon found roles in Broadway shows. And soon rediscovered the success he had known as a youth.

First there was *Eubie!*, a tribute to the composer Eubie Blake, choreographed by LaTang, in which Hines appeared with his brother. Then came, *Comin' Uptown*, a musical version of Charles Dickens's *A Christmas Carol*, set in Harlem. And finally, there was the smash hit, *Sophisticated Ladies*, a joyful and highly praised revue of the magic of Duke Ellington. For all three—in consecutive years from 1979 to 1981—Hines received Tony Award nominations: as featured actor in *Eubie!*, and as leading actor in the other two. But each time, he lost.

He then began his movie career, as an actor, first in Mel Brook's *History of the World Part I*. Roles soon followed in the *The Wiz*(en with Albert Finney, *Deal of the Century* with Chevy Chase, Francis Ford Coppola's *The Cotton Club* (set in the legendary Harlem supper club at which his grandmother, Ora Hines, was a dancer), *White Nights* with Mikhail Baryshnikov and *Tap* with Sammy Davis Jr., a boyhood idol.

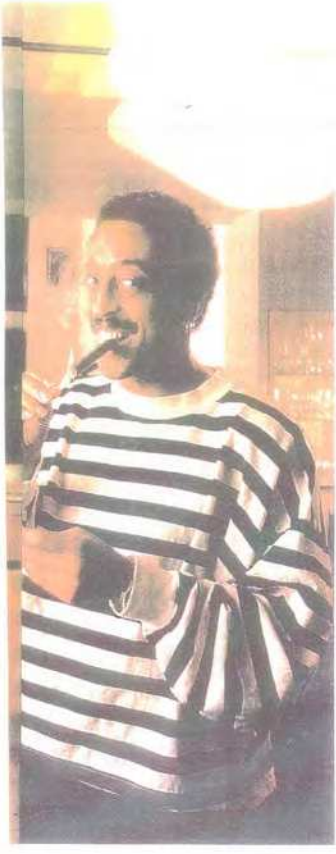
And now, he is back on Broadway, after a decade-long absence. And he has finally won that elusive Tony, for a role that showcases his talents as an actor and a singer as well as a dancer. "Tony night was very intense," Hines recalls, "because I had lost three years in a row. I knew that I knew how to lose. I knew that if I lost again, I'd feel bad for a couple of hours, and then I'd be OK. That was the way it usually was. I recovered. I got my appetite back. I felt good about the whole nomination thing, but I remembered that every time I lost, when I heard the other person's name announced, it was like a harsh sound in my ear. It was cutting. I felt such a rush of disappointment. But this year, when I heard my own name, it was so warm. And, it felt so good. We have a tape of it, and a couple of nights ago we looked at it, and even now when I replay it, I feel the same warmth."

Soon it will be time for Hines to perform, to rise up on a platform in front of the stage, his back to the audience, his head and shoulders slumped forward, as Jelly Roll Morton, his old body "terminally inclined," prepares to relive in music and dance the joys and sadnesses of his life. There will be no blues this day, but there will be a standing ovation, for Hines and the entire cast, at the end of the show.

Immediately after the final curtain, Hines is almost as busy as he is during the two and a half hours onstage. First he smiles and shakes hands with the long line of well-wishers waiting outside his dressing room. And then he heads downstairs to sign 15-minutes worth of autographs for a crowd of fans standing outside the Virginia's stage door.

Finally, he is back in his dressing room, and it is time to relax. It is time to indulge in one of his favorite pastimes: a good cigar. He takes one out of a portable rosewood carrying case, gazes at it and smiles.

"I love the taste," he says. "I love the whole ritual. Clipping off the tip. Rolling the cigar in my fingers. Looking at the wrapper. Lighting it up. The aroma. The sense that pervades my sinuses. I love that it all takes a nice long time. It really relaxes me."



Hines says he smokes many kinds of cigars. "I get some Cubans surreptitiously," he says. "But lately I've been smoking the Zino cigars. Zino Davidoff has been doing some cigars in Honduras now. He's pulling all his stuff out of Cuba. I have a lot of respect for his artistry in terms of cigar making."

Hines began smoking cigars 22 years ago, he says. "My daughter was born Nov. 16, 1970, and I bought a box of cigars to give out," he recalls. "They were just typical cigars that said, 'It's a girl!' It was a very happy time for me, and I was smoking them, and I liked them. I just felt so contented and happy that I'd had a daughter. She was so beautiful and healthy. So I started smoking on a daily basis. They weren't expensive. They were just whatever I could get my hands on. They cost maybe a buck or a buck fifty."

But then, he says, he stopped for a while. "I was only 24 years old at the time," he says, "and my father told me I looked stupid with a cigar in my mouth."

He started again about nine years later. "I was in a film, Wolfen with Albert Finney," Hines says. "Finney had Montecristos—lots of them. We were supposed to play best friends in the movie so he said we should spend a lot of time together. He was supposed to smoke the cigars in the movie, too. And he asked me if I liked cigars, and I said I used to smoke them but I hadn't had one in years. So he gave me about 10 Montecristos. And that was that."

Then, a few years later, while Hines was in London filming White Nights with Baryshnikov, he ran into an old friend, Robert DeNiro. "He told me about Davidoffs," Hines says. "He bought me a bunch of them and left them for me at my hotel. And ever since then I've been a Davidoff fan. It's a terrific cigar. It's well-wrapped. I like the color. It's a full smoke, but it's not harsh in any way."

When he's not working, Hines says, he smokes about one or two a day. "But if I'm on vacation—we go to the Caribbean and rent a house for about a month in Barbados—then I smoke four or five or more a day." When he's performing though, "It's just one at the end of the week, after the Sunday matinee, because there's no performance Monday," he says. "But on the night of the Tonys, I smoked two."

As he is puffing, Hines is thinking about what comes next, what he is hoping to do to follow the success of Jelly's Last Jam. Tap is in his future, he says, and so is film.

"I'm committed to this show for a year," he says. "And, I'm looking forward to it. I'm going to use that time to develop a couple of musical films. I co-own the movie rights to the story of the great African-American tap dancer Bill Robinson, and I very much want to do that."

Because the role of Jelly Roll Morton is so intense, he says, he is not planning to take a vacation during his time in the show. "It would be very hard to come back," he says. But afterward, he says, he is looking forward to relaxing in Barbados, "while the Caribbean is lapping up against the shore."

He laughs. "I'll sip some piña coladas," he says. "And, I'll smoke 50 cigars a week." ❖

High-Stakes Backgammon in Europe

by John Graham

The moment of truth had arrived and the onlookers had fallen silent. On one side of the backgammon table sat two young men, cigarette smoke rising from their slightly shaking hands. On the other side sat John Huston, the film director, staring steadily at "the boys," as he called them, a knowing half smile on his lined face, much as he looked in *The Magnificent Seven*.

It was the boys' turn to roll the dice and the doubling cube stood at 64. At £10 a point this meant £640 each, about $1,000 at the time. This wasn't a lot of money but it was more than they could afford to lose. To Huston, it was a trivial sum, the sort of petty cash he habitually kept in his back pocket. The boys were sweating, and he knew it. He'd been turning the financial heat on them all afternoon. One of the boys fixed a gin and tonic to relieve the tension.

The Casino de Deauville, site of the European Backgammon Championship.

The other tried to make a deal. The game was nicely poised, and the next roll would decide it. A good roll meant pay day, a bad roll, a wipe-out. There was a $4,000 swing hidden in the dice, but the odds were even so he made a proposition.

"There's nothing in this game, John. Why don't we call it off and start another?"

"Nope," said the film director. He was enjoying his moment of power. So were the onlookers. They weren't at risk either.

"How about we pay you for 10 points?" the negotiator said, offering far more than his game was worth. Another straight refusal from Huston, a murmur from the onlookers. Everybody present knew the inducement. The boys had been taking money off Huston for weeks, and he was getting some of his own back. He had them on a nervous hook, and he wasn't going to let them off. Win or lose, they were going to have to play this game to the end. No settlements. No deals.

Eventually, they rolled the dice. They lucked out. The tension was broken and someone opened a bottle of Champagne. Huston grinned and paid up without a fuss. The boys had the money but, nonetheless, the crafty old director had won a victory of sorts.

The game took place a few years ago, shortly before Huston died. He was staying in a leased townhouse in a courtyard about 100 yards from Claridge's in the heart of London's Mayfair district, and he played backgammon with the boys all summer long as he did the final editing cut on one of his movies. The boys, who recounted their summer with the famous lion vivant, said the subject of his movies never came up.

"We never talked about stuff like that. We played backgammon. That's all we did."

"You mean you never asked about *The African Queen*? Or Hepburn and Bogart? Or Hemingway?"

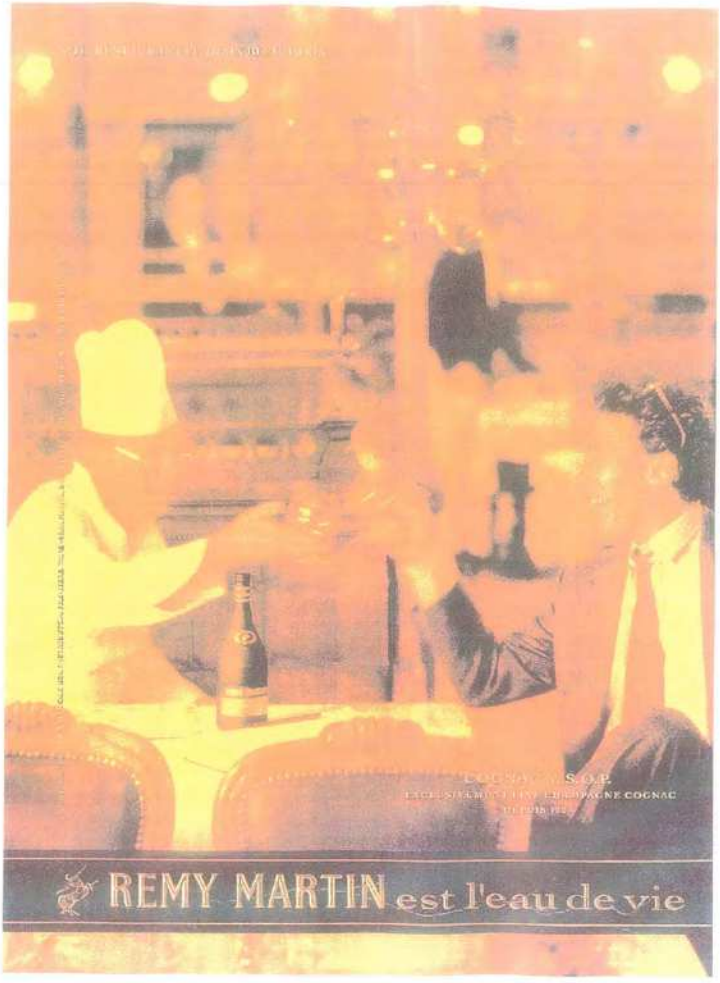
"No."

"Why not, for Christmake?"

"Because he'd have thrown us out. He didn't want to talk movies. He was sick of movie talk. He wanted to play backgammon. He was obsessed with games. You know, he'd walk into a room, and literally move tables and chairs around if he thought they weren't in suitable backgammon or chess positions. He used to talk about that. Weird."

Not so weird. Backgammon is an addictive game. In England, it has aristocratic origins, and it is played in gentlemen's clubs and officers' messes. You'll find a backgammon set lying around most country homes. Sometimes, the sets are luxurious pieces of furniture. One 18th-century Dutch backgammon table inlaid with jewels was priced at £500,000 (about $900,000) in a London showroom.

A TYPICAL BACKGAMMON TOURNAMENT LASTS FIVE DAYS. WITH PRIVATE, UNOFFICIAL SIDE GAMES, A PLAYER ON A GOOD RUN OF LUCK CAN COLLECT UP TO $200,000.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REMY MARTIN est l'eau de vie

Better not spill the brandy or the cigar ash on that. There's even evidence that the board game, in some similar form, existed as far back as the 4th century B.C.; drawings of a board have been found on pottery fragments from that period. The modern game really evolved in the 1920s when an unknown American created the doubling cube, and turned the game from something that old ladies played in the parlor on a Saturday afternoon into a tension-filled, betting game.

The aristocrat's heyday came with the establishment in the late 1960s of the Clermont Club, in Berkeley Square, one of Mayfair's most prestigious addresses. The club was started by John Aspinall, zoo-owner, connoisseur of taste and a veteran gambler who has run games ever since he was a student at Oxford 40 years ago. He's just opened his third casino in Mayfair. Aspinall's forte has been creating superb surroundings where the upper classes could happily be relieved of their money at roulette, blackjack or chemin-de-fer.

Aspinall—whose personal friends include the billionaire financier Sir James Goldsmith—is a backgammon aficionado, and the Clermont soon became the game's number one venue worldwide. The best American and European players flew in to play, and individual losses rose to the five, and even six-figure level. Big money was the spur to professionalism—witness any human activity from options trading to the pro golf tour—and it wasn't long before some fine calculating minds applied themselves to one of the world's oldest board games. Backgammon ceased to be a pastime for gentlemen amateurs; the day of the professional had arrived.

BACKGAMMON IS A GAME OF CONCENTRATION AND LUCK.

One of the first top-rank professionals was another Oxford graduate, Phillip Martyn. Perhaps tiring of London, or perhaps because he was running out of willing opponents, Martyn went to Florida where he reputedly offered to play all comers at $1,000 a point. The classic story told about him is that during a game in his hotel suite he became so enraged at a bad run of dice that he hurled the backgammon set out the window. He then ran down 20 flights of stairs, spurning the elevator, and stomped the poor set to death beside the hotel pool. True or not, the story illustrates that even the best can be driven wild by what has been called the world's cruelest game.

Martyn was one of the first experts who now dominate the game on both sides of the Atlantic. There are few John Hustons around today. The amateur in London stands little chance against men like Joe Dwek (former world champion), Robert Sheehan (international bridge player and Ph. D. in mathematics), Brian Gilbert (magazine tycoon) or Howard Cohen (real estate investor), among others.

Experts naturally do not want to play for small stakes. There are low-level games at £5 and £10 (about $9 and $18, respectively) a point in London, but the biggest regular games are usually in the £200 to £500 bracket (about $360 to $450). This might not seem like

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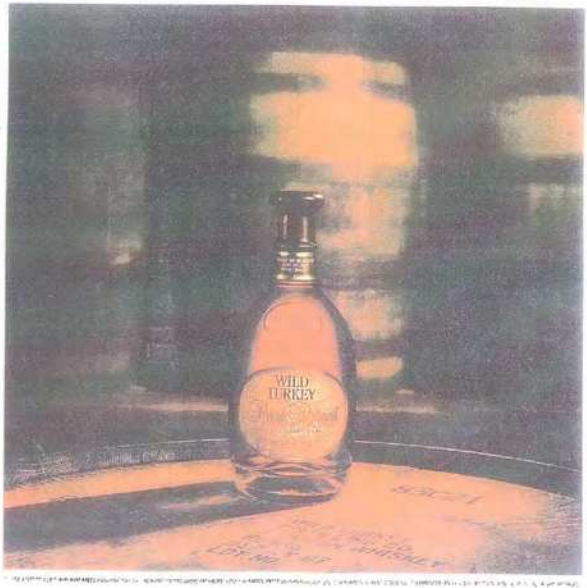

a lot of money, but it adds up, especially in a chouette.

A chouette is a form of backgammon where several people play at the same time, one against the rest who are allied in a single syndicate against the player, although each can bet separately. The lone player is known as the "box," and if he wins a game he continues to play the field in the next game; if he loses, he joins the field and someone else becomes the "box." The risk/reward ratio varies exactly according to the number of players, but obviously it affects the "box" most. If it is a five-man chouette, and a particular game is worth say, $1,000, the "box" stands to win or lose $4,000, the rest of the players only $1,000 each. However, each member of the syndicate has his own doubling cube, and if one chooses to raise the stakes and wins, or loses, he receives or pays out a different amount of money.

MEN DOMINATE THE PROFESSIONAL BACKGAMMON CIRCUIT.

One top player recently set a record at Crockfords in Mayfair by winning game after game as the "box." When the field finally knocked him out of the box, he had won 55 points. This was a £500 game, so his run was worth £27,500, or close to $50,000 tax-free. Not bad for an hour's work.

Of course, what's won today can be lost tomorrow, especially when everyone is playing at much the same standard. The luck goes back and forth, and so do the checks. The world's bankers could learn a lot about monetary recycling by talking to poker or backgammon players. There are probably not more than 20 players in London making a regular living from the game. The rest play for pocket money, or for enough to pay for a foreign holiday or two, but not enough to live on.

Most of the professionals are men, and backgammon in England, as in America, is a strangely male-dominated activity. But not exclusively so. One attractive woman in her mid-twenties who is a securities dealer in the City plays backgammon on her lunch breaks with the boys from the dealing room. As a group, they share a rather patronizing, macho attitude towards her, but they regularly lose. What they don't know is that she is a summa cum laude mathematics major, and she isn't telling them. She's revealed that fact to some regular players, however, who treat her with respect and play extra hard against her. Although the regulars usually beat her, she pays up happily. She's only recycling the dealing room boys' money. In these days of the expert, however, when most of the hustlers have been run out of town, she has pulled off a neat trick: she has her own bunch of tame and unsuspecting pigeons.

But with most pigeons in the United Kingdom long plucked, stuffed and cooked, the experts have spread into Europe. As in America, there is a thriving European backgammon tournament circuit, with most of the events staged in the finest cities: Stockholm, Amsterdam, Deauville, Paris, Monte Carlo, Cannes, St. Moritz, Venice and so on. In summertime, there's a tournament most weeks, like the tennis or golf tours. With added sponsorships, usually from hotels, casinos or liqueur companies, the winner might pick up $50,000 and the prize money goes down to the round of eight.

These tournaments usually take place in casinos, and are part of what is known as the Golden Circuit. The first Backgammon Olympiad, for instance, was held at the Lido in Venice this summer, shortly followed by the World Championships at Loew's in Monte Carlo. The casinos can't make any money out of backgammon itself, except for the food and drink consumed. But with 300 to 400 dice merchants gathered together, they are confident that some action will spill over onto the craps tables or the roulette wheel.

A top venue is the magnificent Normandy Hotel in Deauville, which owns the Casino de Deauville that is linked to the hotel by an underground passage: you never even have to go outside. That's okay at certain times of the year, especially in August, when the Deauville festival includes a horse racing event, polo matches, bridge tournaments and a constant promenade of the rich and beautiful along the beaches, and in and out of Ciro's restaurant.

Other grand venues include the Hotel du Palais in Biarritz, a former summer place that Napoleon III presented to the Empress

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Eugenie as a wedding gift, the island of Marbella where poolside tournaments are popular, the five-star Martinez hotel in Cannes where they've thrown out film-star groupies, and the Istanbul Hilton. Old-timers remember the colossal Casino du Liban up the coast from Beirut, which before the Lebanese turned their country into a different kind of war game, was a favorite stopover. Sadly, two of Europe's top casinos, a tiny townhouse on a sidestreet in Kitzbühl and a bigger venue in Baden-Baden, haven't yet plugged into the backgammon circuit.

A SCENE FROM THE EUROPEAN CHAMPIONSHIPS IN THE CASINO DE DEAUVILLE.

A typical tournament lasts five days, with various consolation games and last-chance events and individual jackpots. Often, 16 players will ante up for the pot, say $5,000 each, and the winner takes all. When you add in the private side-games, which can go on until dawn, a top player on a good run could take home $100,000, maybe more.

It was the European Open in Deauville that a recent American innovation made a hit with the Europeans: each game is a self-contained unit, worth whatever is showing on the cube—four points, eight points or whatever. But the players do not know until the game is over what the stakes per point will be. At that point, one player takes out a dollar bill and reads off the last two digits of the serial number, and that is the stake. Obviously, the stakes average out to $50, but I've heard of four-digit serial backgammon, where the average stake is $5,000, and can obviously go as high as $9,999. There are even reports of an occasion where a loser at four digits, suggested playing for five digits. The opponent balked at the suggestion, but agreed to play for five digits, divided by three, an average stake of $16,667 per point.

All this professionalism, and big stakes, have made the backgammon-playing life a little tougher. There is a powerful renaissance of backgammon in Germany, France, Italy. There are many new players of Middle Eastern origin, where backgammon is often a national sport, a way of life, if you will. And, above all else, there are the hordes of invading Americans. England was probably the strongest backgammon nation in the 1970s, but not any more. In the 1980s, a group of Americans transformed the game with very sophisticated probability analysis, rather like when the hypermodern school of chess players changed that game in the 1920s. America is today the strongest backgammon nation, and Americans dominate the Euro-circuit.

But London can still offer that old-fashioned, gentlemanly ambience. Lord Rennell of Rodd, a former Royal Navy officer and international footballer, plays bridge at the prestigious Portland Club; for the House of Lords team against the House of Commons, he prefers to play backgammon. Rennell plays at the Sunningdale Golf Club near Ascot, and at his club, White's in St. James, the most exclusive of the private gentleman's clubs. It was Rennell, a true sportsman, who devised the most ingenious scheme for settling gambling debts ever put together in England. Gambling debts are not recoverable by law in England, but an unpaid debt leaves a bad taste, not to mention the possibility of less formal ways of collecting the debt, such as strong-arming the debtor.

This is how Tremayne Rennell once solved the problem. He was on vacation in North Africa with a group of friends who spent a week playing each other at bridge, tennis and backgammon. One of them, a relative innocent, lost more than he could afford to pay, let's say $15,000. This was also more than Tremayne had intended to win, but a debt is a debt. He thought up a brilliant compromise. "Pay me half the money now. In time, six months, a year, whatever, when you find you have a spare $7,500, i.e., the other half of the debt, place it on a horse. If the horse loses, we'll consider the debt cleared. If the horse wins, pay me the $7,500, and keep anything over for yourself. That way, we can both win."

This story is typical of backgammon players. They'll do anything to keep the game going. The two boys who played with John Huston still play every week. It's not the same however. "We really miss him, you know. That was a great summer. Nowadays, sometimes, we even find ourselves talking about the movies." Decidedly unbackgammon-like. ❖

The Princes of Port

Great Vintages Are Available in Stores and at Auction for Affordable Prices

By James Suckling

Several months ago, a small group of Port shippers met behind closed doors to evaluate their fledgling 1991 wines in a blind tasting in Vila Nova de Gaia, Portugal. They were encouraged by the overall quality of the raw, young fortified wines, but no one would utter a word whether they thought their 1991s would one day be declared vintage Ports. The final decision to "declare" this vintage will be made in the spring of 1993.

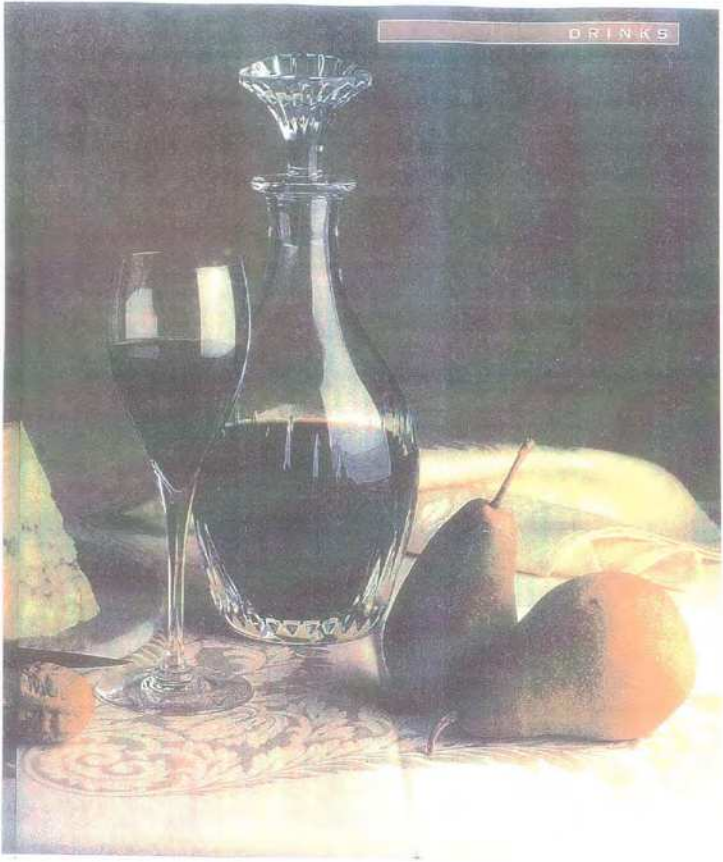
No other fine wine in the world shares the ceremony or tradition of vintage Port. The experience of drinking a glass of this rich, sweet red wine, born in the rugged terraced vineyards of Northern Portugal, is unequaled, especially when accompanied with a great cigar. Today, more and more people are finding the pleasures of vintage Port irresistible. Few other wines can offer such pleasure over such a long period of time. A vintage Port only comes into its own after 10 to 15 years of age, and may continue to improve for decades.

The fact that vintage Port has always been considered one of the best investments in wine adds to its allure. The British have always had a tradition for laying down cases of Port for their children at birth. Some parents have even financed their children's educations through the sale of the wine after holding it for a number of years. Indeed, a case of vintage Port in your cellar can be better than money in the bank. For example, if you bought a case of 1963 Taylor Fladgate for £160 ten years ago, you could now sell it for about £480 ($864) at London auctions. If you also bought some 1927 Taylor Fladgate, about £520 a case in 1982, you would now receive more than £1,450 ($2,610).

Whether you buy for enjoyment or investment, vintage Port is still one of the best values in fine wine. For one thing, an unprecedented range of vintages are available in retail shops, restaurants and auctions. Excellent vintages such as 1963, 1966, and 1970 are still within reach, and many are nearing perfection for drinking. Wine merchants also have plenty of younger vintage Ports available for cellaring, such as 1977, 1983 and 1985. Prices range from about $100 to $160 for a bottle of 1963 to $50 to $70 for a bottle of 1977. The 1983s and 1985s cost about $30 to $40.

Another reason to buy vintage Port is that prices are at their lowest levels since 1985, and they are set to increase over the next few years. Historically, the value of vintage Port follows the economies of its key markets, now the United Kingdom and the United States. During financial down periods, vintage Port prices drop, and during booms, they increase. This suggests that when the British and American economies pick up, vintage Port prices will rise. The two markets account for about 95 percent of all vintage Port sales.

Rarity is another factor to consider when thinking about buying vintage Port. Basically, the more fine wine, the more it appreciates in value. Total sales of vintage Port are tiny compared to many other fine wines. In a given year, about 50,000 cases of vintage Port may be traded in the United States while the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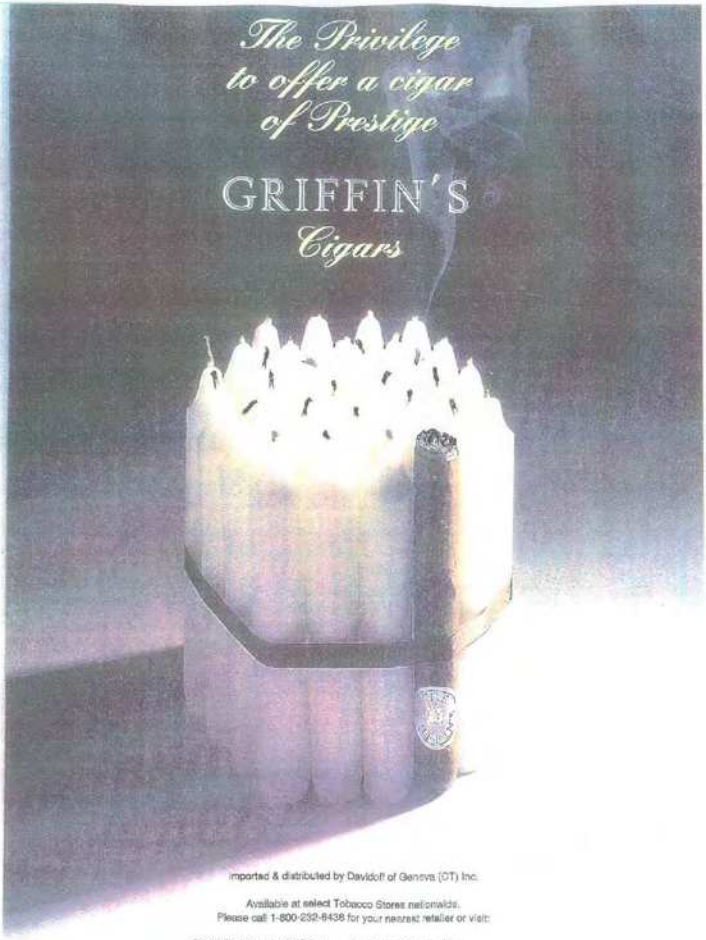
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world what blue chip stocks are to Wall Street. If you are less interested in buying the big name vintage Ports, there are others to buy, such as Niepoort, Smith Woodhouse, Gould Campbell, Burmester, Martinez and Ferreira. These vintage Ports sell for significantly less than the big names and can offer excellent quality for the money.

Although I did not include it on my list due to its rarity, Quinta do Noval's National is the most collectible vintage Port. It is to Port what Ferrari is to sports cars. National is a powerful yet elegant wine with true breeding. In many vintages, it is the best Port made. Only about 200 to 250 cases of a particular vintage of National may be produced from the two acres of old low yielding vines. These are located in one of the best spots in the Quinta do Noval vineyard in the prime growing area of the Pinhão Valley. All the National vines grow on their own rootstock, instead of grafted American vines like other vineyards in the region, making it unique.

The great vintages of National are: '82, '85, '70, '67, '66, '63, and '55. They sell for three times the price of other vintage Ports of the same year. Auctions are the best source for National. It holds the record price for a bottle of vintage Port when in 1991 a bottle of 1931 National fetched $3,800 at a charity sale held by *The Wine Spectator* in New York.

Auctions are clearly the best place to buy (and sell during boom periods) vintage Port. Prices here are usually 20 to 30 percent lower than in retail shops. Sales are regularly held in London, Amsterdam, Paris, Geneva, Chicago and San Francisco. The key houses are Christie's and Sotheby's. The major drawback, however, when buying vintage Port at auction, is the hassle of organizing delivery of the parcel you bought. Most Port lovers find it easier to simply buy from their local wine merchant.

Wine auctions are used as a barometer for the value of vintage Port, and in recent years, prices have been on the decline. For instance, a case of 1963 Croft or Cockburn would have sold for £450 (about $760) about five years ago in the U.K. Today, the same 12 bottles sell for about £300 (about $540). Younger vintages such as 1983 and 1985 are selling at their original opening prices or about £125 (about $225) a case. U.S. retail prices for vintage Port have also dropped between 10 to 20 percent in recent years.

Under the current conditions, shrewd vintage Port buyers are purchasing older, rarer vintages. This means anything from 1966 or older. They are sure bets to increase in value when the market picks up again. The greatest vintages to look for in auction are: '63, '48, '45, and '27. Although the 1963 is still available, more mature vintages are now nearly impossible to find, but if you can find a bottle of mature vintage Port, many are stunning to drink. The best of these rare, sublime vintage Ports include: '27 Fonseca, '27 Niepoort, '45 Croft, '45 Taylor Fladgate, '48 Fonseca, '48 Taylor Fladgate, '63 Quinta do Noval Nacional, and '63 Graham.

Compared to the great growths of Bordeaux and Burgundy, mature vintage Port from classic vintages remains a relative bargain. While a case of vintage Port from 1963 or 1945 may cost in London auctions from about £480 (about $860) to £1,400 (about $2,500) respectively, a case of first growth Bordeaux from similarly renowned years such as 1961 and 1945 sells for about £2,400 (about $4,300) and £3,600 (about $6,400). The situation is the same at U.S. retailers where a bottle of 1961 Lafite or Latour may cost from $600 to $700 while a bottle of '63 Graham or Fonseca sells for $130 to $150.

THREE DECADES OF GENERALLY DECLARED VINTAGES

(YEAR)		(RATING)	(DRINKABILITY)
1985	Opulent, harmonious, solid	96	HOLD
1983	Powerful, tannic, agewortby	92	HOLD
1982	Sweet, raisiny, early developing	84	HOLD OR DRINK
1980	Well-structured, focused	87	HOLD OR DRINK
1977	Tough, complex, tannic	97	HOLD
1975	Light, easy, soft	79	DRINK
1970	Intense fruit, firm structure	95	DRINK OR HOLD
1967	Elegant, balanced, tight	88	DRINK
1966	Solid, concentrated	93	DRINK
1963	Copious fruit, forceful	98	DRINK OR HOLD
1960	Gentle, balance, peaked	87	DRINK

OTHER GREAT VINTAGES: '55, '48, '47, '45, '35, '34, '31, and '27

SOURCE: THE WINE SPECTATOR

The 1970 vintage is a very good alternative for people searching for Ports which are both very good to drink and appreciating in value. Most of the '70's are drinking extremely well now, although they have the structure to improve for a decade or two. Prices range from $50 to $70 a bottle. The stars of the vintage are Quinta do Noval Nacional, Taylor Fladgate, Fonseca, Dow, Graham, and Niepoort.

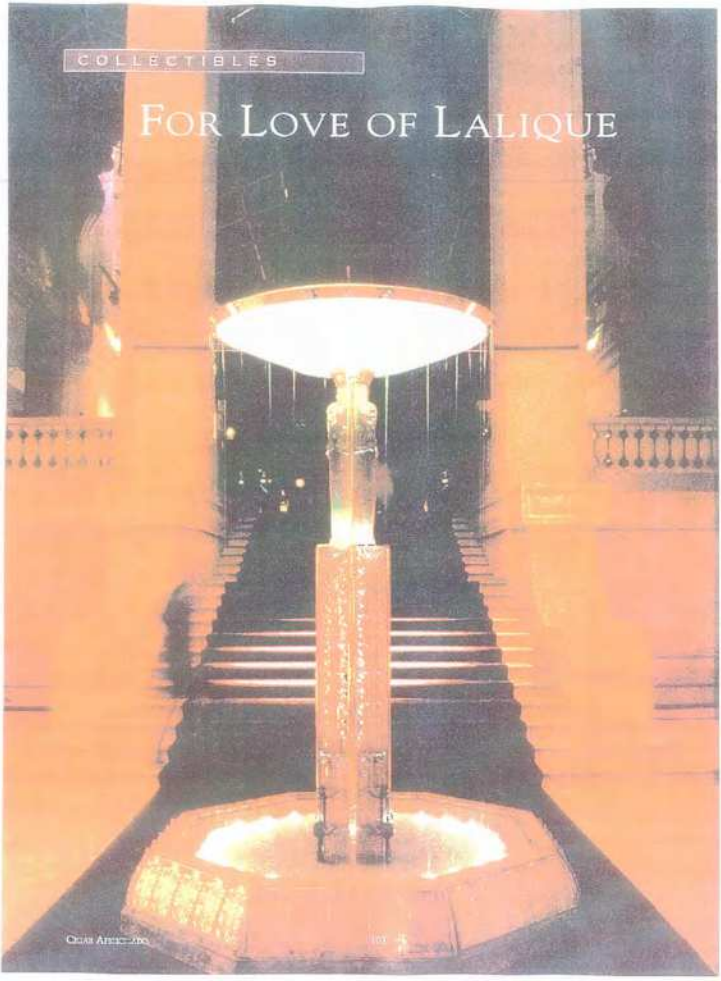
However, the best vintage for someone looking for a terrific investment and great quality is 1977. The year is a classic among vintage Port aficionados, and although some are beginning to drink well, the best of the vintage are still hard, solid wines that need another decade to come around. Moreover, prices for 1977 are still undervalued at about $55 to $65 a bottle. The best wines of the vintage are Fonseca, Taylor Fladgate, Dow, Gould Campbell, and Warre.

Some Port lovers have preferred to put their money in the 1983 and 1985 vintages for laying away in their cellars. Most of the best wines from the two vintages should not be opened for another four or five years, although they have plenty of tannin and fruit concentration to improve for years. Vintage Ports from both vintages not to miss are: '85 Graham, '85 Fonseca, '85 Quinta do Noval Nacional, '83 Cockburn, and '83 Dow.

In view of the great years available on the market, there has never been a better time to buy vintage Port, and the fact that it has a life of 75 to 100 years makes vintage Port an ideal investment. ❖

—James Suckling is the European editor of Cigar Aficionado, *and is the author of* Vintage Port, *Wine Spectator Press, 1995.*

For Love of Lalique



Chris Arnold/Aro

by Nicholas M. Dawes

The hammer slammed down. 1.32 million Swiss francs! A round of vigorous applause greeted the winning bid of about $1 million from a consortium of American and European dealers and collectors going up against an equally high-spirited Japanese dealer at the Christie's Geneva salesroom on November 11, 1990. The prize was unusual: A glass fountain, one of a pair designed by René Lalique in 1926 for the Galeries des Champs Elysées, a covered shopping arcade in Paris. The piece had stood peacefully in a French provincial garden for several decades before being thrust into the auction spotlight—the location of its twin remains a mystery.

The world record bid delighted Christie's, the anonymous consigner and collectors around the world, who had grown accustomed to the regular shattering of Lalique sale records during the late 1980s. Most recently, the record for a Lalique vase was reset when a Japanese buyer paid two million French francs (about $375,000) for a vase made in the cire perdue or lost wax casting process at an auction of 250 works by Lalique held last October at the Drouot Montaigne salesroom in Paris. Another cire perdue vase from the same auction went to Japan at a price of 1,750,000 French francs (about $327,000) and Americans took home the better production pieces, including a rare green vase which found a new home in Detroit for 300,000 French francs (about $56,500). A glass and bakelite lamp designed in 1920 sold for 810,000 French francs (about $152,000).

Prices realized in this, and subsequent sales, have proved that there is no shortage of money or competition for the finest pieces of René Lalique's remarkable glass. The global economic recession of the last two years took considerable wind out of the sails of prominent art and antiques dealers, and the markets they represent. But not so for Lalique, except for a slight downturn during the Persian Gulf war that satisfied some critics who thought it overinflated. While not totally invulnerable to the downturn, the Lalique market has been buoyed by the loyalty and enthusiasm of established collectors, new buyers including museums and the relative scarcity of extraordinary pieces.

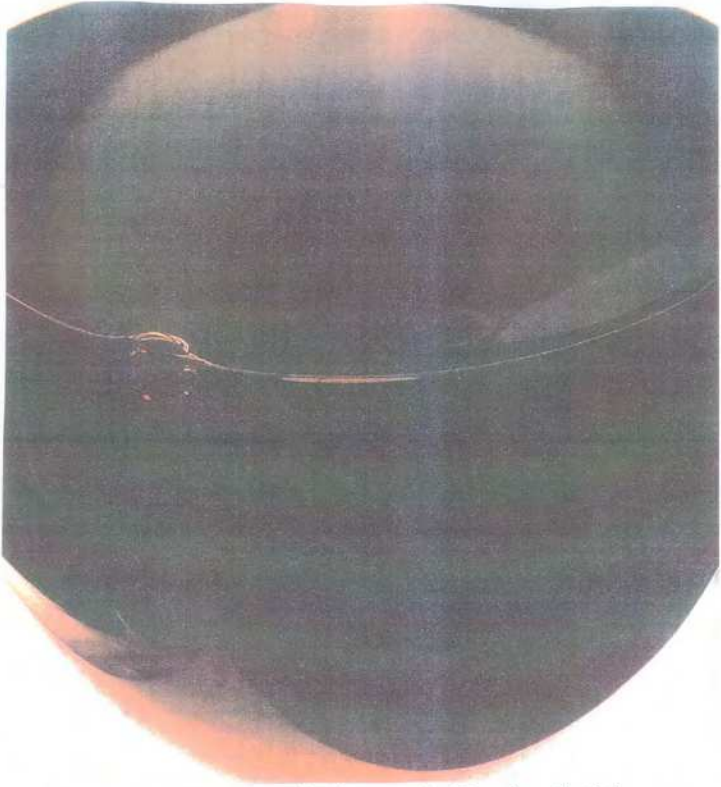
René Lalique's glass fountain, originally designed for the Galleries des Champs Elysées in 1926, on display at the Musée des Arts Décoratifs in Paris, left; A hanging light fixture created by Lalique, viewed directly from below.

The Lalique mystique also benefited from a series of international museum exhibitions. The Galeries des Champs Elysées fountain, authentically restored, gracefully gurgled and splashed water on the red carpet at a retrospective at the Musée des Arts Décoratifs, which opened last October. The carpet had been laid out for Jacques Lang, the French Minister of Culture, and tens of thousands of eager visitors last October. The exhibition was among the most successful held at the Paris museum in its 100-year history. The turnout was so strong that the show was extended by several weeks before traveling to Tokyo, where it appeared at the Museum of Modern Art in June and July.

René Lalique, who died in 1945 at the age of 85, began his career as a jewelry designer in Paris over a century ago. He worked in a unique, Art Nouveau style which made him the most heavily patronized and celebrated jeweler in the world by 1900. At 50 years of age, he devoted his attention to glassmaking, producing a legacy of extraordinary designs which collectors have pursued with increasing fervor over the last 15 years. The manufacture of impressive vase works was made possible by Lalique's modern factory in Alsace, completed in 1921. The facility, largely unchanged, is the site of the modern production carried on under René Lalique's granddaughter, Marie-Claude, whose most recent contribution to the innovative family legacy was the glass and metal medals designed for the Albertville Winter Olympics. René Lalique's commercially produced ware in Alsace ranged in scale from monumental architecture to exquisite glass jewelry, and provides collecting opportunities for most budgets and tastes. Vases, particularly those of rare design or color, top the list of desirability and value with prices that can rise over $100,000.

Lighting devices and illuminated decorative glass also were an important part of Lalique's commercial empire by the peak period of production in the late 1920s, and the boldest examples are in short supply and high demand. Like vases and Lalique's glass sculpture, lighting has the market advantage of appealing to interior designers and general collectors of decorative arts from the years between the great world wars.

Many Lalique collectors choose to focus on one area of the artist's output. Perfume bottles, which are among the earliest commercially designed glass by René Lalique dating from his collaboration with perfumer François Coty in 1907, are still made in large quantity and variety by Lalique. Most René Lalique examples sell for less than $2,000



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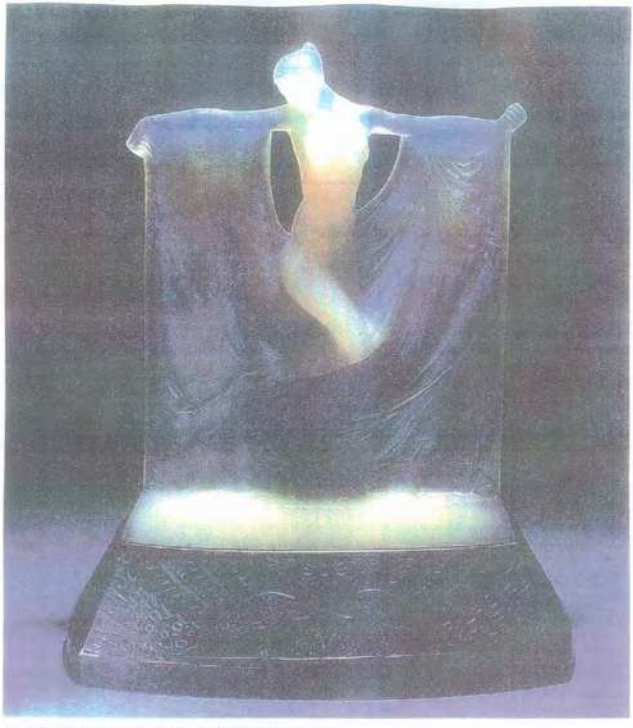
A LALIQUE GOBLET WITH "VIGNE" PATTERN, CIRCA 1914.

each but the rarest models command so much as a Mercedes 560 SEL ($100,000). The typical perfume bottle enthusiast takes a conventional approach to collecting by trying to amass as many of René Lalique's designs as possible. There are over 250 of them. Collectors of René Lalique's glass automobile mascots (or mascotes as they are known by dealers) also typically attempt to "collect the set," limited to 28 models. Providing they have survived the rigors of being bolted onto radiator caps in the golden age of motoring, the rarest examples can be worth considerably more today than the automobiles they originally graced, although most models are valued between $2,000 and $10,000.

The modest collector can focus on the range of superbly designed glass boxes, most of which can be found for less than $2,000, or smaller vases in common colors and tableware. Specialized collections exist in the United States in René Lalique's inkwells, clocks, candlesticks, ashtrays, cigar humidors and cigarette boxes. The wealth and design diversity of Lalique's drinking vessels and decanters appeal to oenophiles. Many examples can be found at reasonable prices.

Advanced collectors focus on rarities including the unique *cire perdue* cast glass that exhibited the artist's talent as a master glassmaker, and were not for commercial sale. The number of *cire perdue* pieces in existence is estimated to be less than 200, over half of which are in permanent museum collections. One of the attractions of *cire perdue* has been its impressive performance as an investment: A six-inch high sculpture of a crouching cougar which sold for a record price of $39,000 at a New York auction in 1980 changed hands less than six years later for over $300,000. Small vases in the technique, which fetched an average of $4,000 each in the early 1980s, highlighted auctions later in the decade with prices climbing over $150,000.

"VICTOIRE" OR "SPIRIT OF THE WIND" IS THE MOST DRAMATIC OF LALIQUE'S 28 AUTOMOBILE HOOD ORNAMENTS.



A CLASSIC EXAMPLE OF LALIQUE'S *CIRE PERDUE* OR CAST GLASS OBJECTS.

"I have had more fun collecting Lalique over the last five years than I had building my business during the previous 30 years," comments Marvin Kagan, the recently retired president of the Milgro-Kagan Corporation, a shoe store chain based in greater Chicago. Mr. Kagan may not be aware that "fun" is a euphemism for financial profit in the antiques business, but he has had considerable financial success during his relatively brief encounter with Lalique. Mr. Kagan's best deal was in 1990 when, at the highpoint of the market, he sold the bulk of his 250-piece collection to a Japanese collector for over $2 million. In that year, art and antiques was the fifth largest U.S. export to Japan.

For many Americans, however, Lalique glass collecting offers the opportunity to have real fun. "It is hard to beat a walk around the Paris flea market on a chilly spring morning, pausing for vin chaud or café au lait," according to a Midwestern collector. He is only too well aware that the days of finding *cire perdue* among the crates of brocantes or fancy junk are long gone. But the Marché aux Puces

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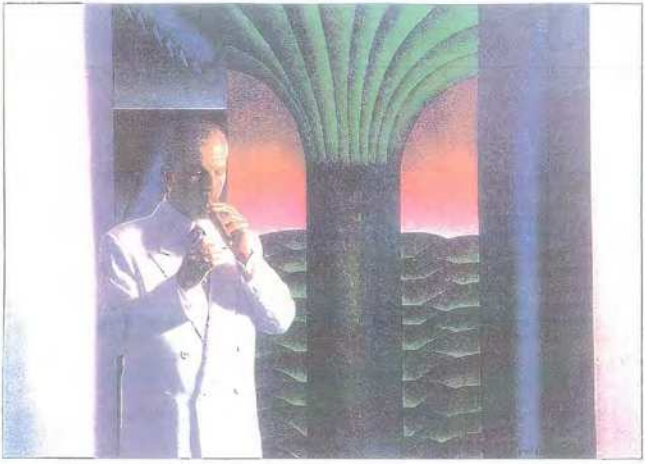

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THE LANESBOROUGH

LONDON, ENGLAND

"No" is not a word in the vocabulary at The Lanesborough. Whatever the wish or whim, the staff tries to satisfy at this new ultra-deluxe hotel in London.

It sounds like a cliché but from the moment of arrival at the imposing early 19th century building at Hyde Park Corner, you are welcomed with a smile—something often absent under the gloomy, gray skies of London. These simple human touches at The Lanesborough enhance the immaculate attention to detail. The majestic sandstone, cream-colored structure has been restored to its former splendor, and its neoclassical-styled entrance complete with towering columns gives the impression of entering one of Britain's finest English manors. Inside, the hotel is lavishly decorated in an extroverted Regency style that makes you feel like you might be staying in Buckingham Palace, which happens to be a few hundred yards away.

More than £100 million ($178 million) has been spent on developing the 95-room hotel. About £20 million ($35.6 million) went to interior decoration and very little has been spared in expense. There is a museum quality to the restoration and decoration of the rooms in The Lanesborough, and some of England's most distinguished historical groups, such as the Royal Fine Arts Commission, the Georgian Society, the Victorian Society and the English Heritage, were used to oversee the hotel's refurbishment.

The hotel includes two restaurants, a bar, two sitting rooms, four function rooms and a small vaulted wine cellar for private dinners. Forty-six of the 95 rooms are suites and each room has a 24-hour but-

THE LANESBOROUGH STAFF AT THE HOTEL'S ENTRANCE. PHOTO BY BEN RICE.

LOUNGE AREA AT THE LANESBOROUGH. PHOTOS BY BEN RICE.

ler service, a fax machine, a safe, and a two-line telephone among its many amenities. Upon settling in a room, guests are given personal visiting cards which note the direct telephone line to their room and their private fax number. Personal stationery is also provided. The butler carefully unpacks the guests' clothes and dutifully asks if anything else is needed. For the restless, West End theaters, and Central London's shops and sights, including St. James' cigar shops, are within walking distance or a short taxi ride away.

Prices per night range from £190 ($340) for a single room and £220 ($390) for a double to £375 ($670) for a junior suite and £680 ($1,210) for a suite. In addition, the Royal Suite is available for £2,500 ($4,450): it includes three bedrooms, two bathrooms, a kitchen, a reception room, a dining room, a personal butler and a chauffeur driven Bentley.

Nothing is an imposition here. A request for potato chips sent the butler scurrying away to the kitchen. Fifteen minutes later, he returned. Not with a cellophane bag of factory-made potato chips, but with a piping hot basket of freshly made chips. Or take, for instance, the request to visit the wine cellar—at midnight. It was warmly welcomed as was smoking cigars afterward in one of the sitting rooms, accompanied by a snifter of a fine vintage Armagnac.

The only less than outstanding feature about The Lanesborough is the cuisine. The hotel's restaurants have received mixed reviews in the British press. The criticism is understandable. Although everything else at The Lanesborough is clearly A-plus, the food is only a B standard. Little imperfections such as watery coffee from room service and inconsistent main courses in the Conservatory Restaurant seem more annoying when the quality standards and service of the establishment are at such a stellar level. Cuisine at The Lanesborough, for the moment, still seems to be evolving.

Nonetheless, the ambience in the restaurants and the other public areas in The Lanesborough is warm and clubby. Cigars are welcomed and all the restaurants and the bar have well-stocked humidors. The selection is eclectic with popular sizes and shapes in Davidoff, Montecristo and Punch and lesser known ones from El Rey del Mundo and Rafael Gonzalez. A keen cigar smoker, Philippe Armagnac, the head sommelier, takes as much pride in his humidor selection as he does with his very fine hotel wine list. His explanation is straightforward; he considers fine wine and cigars an essential part of any fine dining experience.

The Lanesborough is managed under contract by American-based Rosewood Hotels, which includes such prestigious establishments as the Hotel Bel-Air in Los Angeles and The Mansion on Turtle Creek in Dallas. So, the corporate background may account for The

THE ROYAL SUITE AT THE LANESBOROUGH.

Lanesborough's American-styled efficient service, touched up with an impeccably manicured British manner.

Opened in December 1991, The Lanesborough is setting new standards for hotels in London. "When you tell people you have the best hotel in the world, they often look at you with a blank face," said managing director Geoffrey Gelardi, formerly with Hotel Bel-Air. "They think that here is another general manager who thinks that he is the hottest thing since sliced bread." He may not be far off track. While The Lanesborough may not yet be the best, it certainly aspires to be.

—*James Suckling*

THE LANESBOROUGH

No. 1 Lanesborough Place, London SW1X7TA England
Phone: (44)71-259-5600 Fax: (44)71-259-5606

Room Rates: Single, £190 ($340); Double, £220 ($390); Junior Suite, £375 ($670); Suite, £680 ($1,210)

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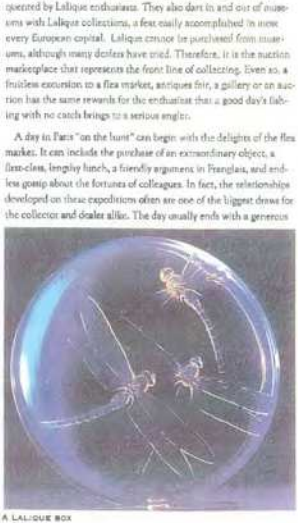
A LALIQUE HOOD ORNAMENT KNOWN AS "CHRYSIS."

A GLASS CIGAR HUMIDOR, CALLED "SULTANE."

is one of the many exciting, and sometimes exotic locations frequented by Lalique enthusiasts. They also dart in and out of museums with Lalique collections, a feat easily accomplished in nine every European capital. Lalique cannot be purchased from museums, although many dealers have tried. Therefore, it is the auction marketplace that represents the front line of collecting. Even so, a fruitless excursion to a flea market, antiques fair, a gallery or an auction has the same rewards for the enthusiast that a good day's fishing with no catch brings to a serious angler.

A day in Paris "on the hunt" can begin with the delights of the flea market. It can include the purchase of an extraordinary object, a first-class, lengthy lunch, a friendly argument in Franglais, and endless gossip about the fortunes of colleagues. In fact, the relationships developed on these expeditions often are one of the biggest draws for the collector and dealer alike. The day usually ends with a generous



A LALIQUE BOX

and elegant dinner—after all, this is France—at an hour when most Americans are watching the *Tonight Show*. "Before I started collecting Lalique, I couldn't speak a word of French," a New York collector said recently. "Now, I can argue in the flea market."

Most collectors don't need to explore the back alleys and tight nooks and crannies of the French flea markets. The world's fine art auction houses are an important forum for buying and selling Lalique glass. Among the most elegant are the regular sales held at Sotheby's in Monte Carlo, which provides an attractive weekend retreat from, say, Milwaukee. Lalique turns up regularly at Sotheby's and Christie's auctions worldwide, and at sales held in Paris by several French auctioneers. The largest French auction company is Ader Tajan, which holds an occasional auction dedicated to Lalique in the serene atmosphere of Tokyo's Okura Hotel. These auctions are held in French and Japanese, with live action telecast by satellite to bidders in Paris. Such sales are a far cry from the provincial events in Britain and the United States, which are often the source of the best bargains. Enthusiasts are especially advised to monitor the Lalique auctions held every fall at the delightfully English family firm of Bonham's, headquartered in a Georgian building just a stone's throw from Harrods in London.

Ask any auctioneer, dealer or collector about the problems of buying Lalique and they are likely to recount the abundance of fakes and forgeries that litter the marketplace. There are very few deliberate forgeries, but it is common to encounter glass made in the style of René Lalique which has had his signature added for purposes of deception. The novice can avoid such pitfalls by following the golden rule of art and antiques collecting: Never let the signature authenticate the object; always allow the qualities of the object to authenticate the signature. ❖

— Nicholas M. Dawes, a New York antiques dealer, is the author of *Lalique Glass*, a standard work on the subject.

From Italy with Taste.

The elegant red wine with the *osso buco* and saffron rice is a Chianti Classico from Tuscany. We could as easily have chosen a Torgiano from Umbria or a Donnas from Valle d'Aosta. After all, the 20 regions of Italy produce more varieties of fine wine than any other country. And they go with any foods in America.

VINO

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Melia Varadero
Varadero, Cuba

Cuba's Varadero has always been known for its exquisite white, sandy beaches and clear, light blue sea, but the hotels available until recently had very little in common with the area's first-class coastline. Then came the Melia Varadero. Opened in December 1991, the 483-room Melia Varadero is the only five-star hotel on the thin, 35-kilometers-long peninsula which juts out into the Caribbean Sea. Cuba is no different than many other Caribbean Islands, and therefore, its rating system for hotels can be extremely suspect. But the Melia Varadero is a very good hotel, even by international standards.

The impressive white, star-shaped building with its seven wings sits on a small bluff overlooking the sea. Nearly every room has a balcony with a sea view. Inside, the public areas, such as the lounges, restaurants and bars, are immaculate. The large atrium with its fountain in the center of the hotel is a blissful spot to take a break from the hot Cuban sun. The hotel staff is friendly and helpful, but oftentimes slightly inefficient. Patience is an important virtue for any tourist in Cuba.

The hotel's swimming pool is large and multi-leveled with various small bridges criss-crossing the water. All bridges lead to the bar in the center; so, it is easy to find your way to a cold beer or cocktail. Bar maids are always close by to take orders for food or drink while guests luxuriate in the sun. If you prefer ocean swimming, a one minute walk takes you to the soft caressing waves of the Varadero. There are lounge chairs on the beach, although refreshments are unavailable. The water is a beautiful shade of turquoise. You can wade out about 30 yards before actually swimming. There are few waves, so it is an ideal place for children.

THE POOL AREA OF THE MELIA VARADERO HOTEL.

The hotel's restaurants are very good by Cuban standards, with plenty of fresh fish, chicken and meat. The food here is not complicated. A good rule when eating in Cuba is to order the simplest things on the menu. Stay with grilled fish or chicken and you will seldom be disappointed. Getting dressed for dinner at the Melia Varadero means an open-collar shirt and trousers for men. The main restaurant is the most popular but it is just as enjoyable relaxing in shorts at the grill restaurant next to the pool. The wine list is adequate in both restaurants with a few Spanish and French wines, but an ice cold beer, preferably the local brew called Hatuey, goes down best in the hot weather.

The rooms are comfortable. All have tiled floors, wicker furniture and large beds. The telephone system is efficient and a fax is available. Satellite television is available in every room. Prices are reasonable with a double room costing about $140 a night. The seven suites range from $240 to $300, and include a large bedroom, a separate living room and two bathrooms.

At the moment, most of the guests at the Melia Varadero are either Canadian or Spanish, although more Europeans are expected in the future. A few Americans stay each year, but they have to be rather enterprising to get there due to the restrictions on travel to Cuba from the United States. Most of the guests, like in other Varadero hotels, come on package tours, which cost as little as $400 or $500 a week from Canada. Most direct flights to Havana or Varadero from North America originate in Montreal, while Manchester, Paris and Madrid are the key gateway cities from Europe.

Hotel guests can sign up for day trips from the Varadero to Havana. The distance between the two cities is about 140 kilometers, but the travel time is about two hours each way due to the poor roads. Most people pass on the opportunity in lieu of the hotel's pool and beach. For a cigar lover, however, it would be a shame not to visit one of the cigar factories in Havana. But if the trip seems too difficult, guests won't be deprived because cigars are very affordable at the hotel. Cohiba Lancetos and Cosmos Especials can be purchased for about $5 each.

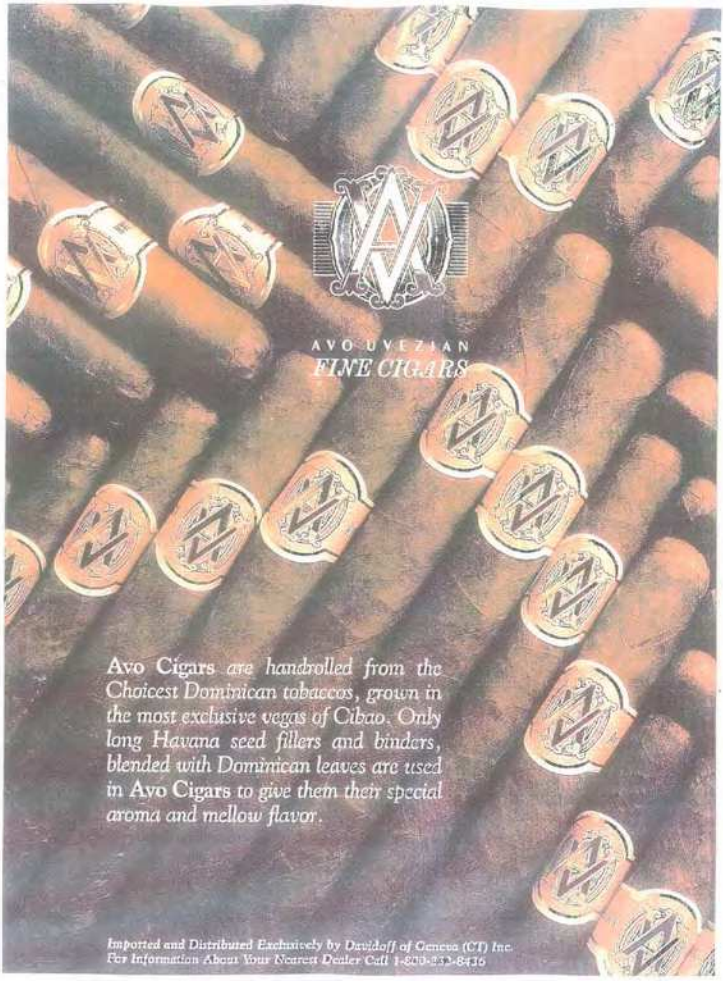
Varadero is a vital tourist center for the Cuban economy, and last year, it generated close to $100 million. A large proportion of the nearly 300,000 tourists who come to Cuba go to the Varadero. An 18-hole golf course, food and gift mall, and apartment complex are already under construction near the hotel.

There is something to be said about sitting next to a swimming pool, smoking a Cohiba and drinking a cold cerveza. Although the Melia Varadero may not be five-star quality on an international level, it makes a grand statement for tourists visiting Cuba.

—J. S.

Melia Varadero *Autopista Sur*
Varadero, Matanzas, Cuba
Phone: (Check with travel agency)

Room Rates: Double, $140; Suites, $240 to $300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GRAYCLIFF
NASSAU, BAHAMAS

In Nassau, legends are part of the appeal of the Graycliff Inn. Captain John Howard Graysmith originally built on the property and used it as a launching point for his raids on Caribbean shipping. Later, the first Anglican church in the Bahamian capital occupied the building. Finally, the old colonial building became the first public inn constructed in Nassau in 1844. Today, the charming inn has become a mecca for everyone from big spenders flying in for a good time to people seeking to escape for a few days in a quiet setting.

The 14-room hotel is a tiny oasis in what otherwise is a large, bustling tourist destination, often overrun with cruise ship passengers. But staying at the Graycliff reminds you of the bygone days of the Bahamas when only a few family-run hotels and private homes dotted the sandy coastline. Above all else, the Graycliff is a shrine to good hospitality and fine cuisine in the West Indies.

Your arrival at the white-washed colonial building is met with little ceremony. A uniformed servant will quietly look to your reservation, carry your baggage and show you to your room. It is more like staying in a private residence than in a hotel. The Graycliff's colonial decor, which includes several photographs of the British Royals, invites visitors to imagine they are the guest of a nobleman—perhaps even the Third Earl of Stafford shire who owned the Graycliff until 1966.

Today, Graycliff's owners, Enrico and Anne Marie Garzaroli, simply greet everyone in style and make them feel at home. Enrico's philosophy for a successful hotel and restaurant is simple: "I believe that nothing is impossible in this life, and I try to offer the client whatever he or she wants," he said.

The guest rooms are elegantly decorated in the colonial period, and feel more like large bedrooms in a country house than hotel rooms.

ENRICO GARZAROLI, THE OWNER OF THE GRAYCLIFF INN, LEFT, IN FRONT OF THE HOTEL'S ENTRANCE; THE LUSH TROPICAL GARDENS SURROUNDING THE HOTEL, RIGHT.

THE POOL AREA AT THE GRAYCLIFF INN.

But even though the rooms are comfortable, it's much more likely that guests will relax in the welcoming main hotel reception room or on the quiet veranda. Most people spend their days sightseeing or relaxing at the hotel swimming pool. The hotel's brilliant blue-tiled pool, hidden among a tiny tropical forest of palms and ferns, is one of the island's most blissful locations. Room prices range from about $210 to $365 a night.

Most people who visit the Graycliff, however, come for one reason: gastronomy. The cuisine here is a melange of European and Bahamian tastes. Starters such as Bahamian crawfish in a puff pastry or conch chowder are well-prepared. The main courses are equally as good, with such local delicacies as grouper scented with seaweed in a curried saboyon sauce or fresh shrimp with saffron and spinach leaves. Chef Philip Bethell has a talent for maintaining the unique flavors of the local produce, while giving his cuisine an underlying elegance.

Choosing a great bottle of wine to go with your meal at the Graycliff is difficult. The Graycliff's wine list is massive, and underneath the restaurant, where the West Indian Regiment once kept prisoners, lies a cellar stocked with more than $3.6 million worth of wines and spirits. The hotel has received *The Wine Spectator*'s Grand Award for one of the world's greatest wine lists since 1988. The wine selection ranges from the outrageous, such as a bottle of 1865 Lafite-Rothschild for $16,000, to the mundane, like a bottle of Mamma Rosé at $20.

The Graycliff's cigar selection is just as impressive. The hotel stocks just about every commercially available Cuban cigar as well as non-Cuban ones from the Dominican Republic and Honduras. The cigar collection numbers some 130 different types and 600 boxes. For lunch or dinner, plan on spending about $100 per person on food, wine, cigars and service.

The Garzaroli' personal service may not be for everyone, especially those people who are used to full-service international hotels. Nonetheless, with such a unique and wonderful style, the Graycliff has a growing congregation of guests who swear by the quality of this charming and tranquil establishment.

—J. S.

GRAYCLIFF

West Hill Street PO Box N 10245, Nassau, The Bahamas
Phone: (809) 322-2796 Fax: (809) 326-6110

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TROISGROS

ROANNE, FRANCE

For the past century the citizens of Roanne, a city of 40,000 set among the rolling hills on the edge of the Beaujolais countryside, made their living in the local ornaments factory in one of the nearby textile mills. Today, and for the past several decades, Roanne has been known around the world as home to the Troisgros family, one of the great culinary dynasties of France.

The family began with a modest restaurant just opposite the train station in Roanne. Jean-Baptiste Troisgros oversaw the comings and goings of the crowds of businessmen who were attracted to his good food and wine, convivial dining table and a constant fare of local gossip. Jean-Baptiste was succeeded by his sons Jean and Pierre. Jean died in the 1960s, but Pierre and his two sons, Michel and Claude, now tend the stoves. By repainting the railway station salmon-pink and green in honor of Troisgros' signature dish, an escalope of salmon with sorrel, the city council has publicly acknowledged the enormous debt it owes to the Troisgros family for putting the city on the culinary map.

The present design and layout of the restaurant do not resemble the humble beginnings of the family. Michelin describes it as a "contemporary design" but perhaps a more accurate description would be "space age." Inside and out, the restaurant is glass, chrome and very high-tech.

Although visitors may disagree on the appropriateness of the design, it must delight all those who work there. Except, of course, those who have to polish the glass and chrome. The huge kitchen has neither pillar nor post to obscure the view and is relatively cool; the vast subterranean cellar is temperature controlled and reached by wide, shallow steps which must ensure the minimum of breakages.

When it comes to stocking his kitchen and cellars, Pierre Troisgros starts with an enormous advantage. Troisgros is one of the most famous chefs in France, and every wine producer wants to sell to him—allocation is a word that he rarely hears. The cellar, 80,000 bottles in total, of which he sells 25,000 a year in the restaurant, contains all the top names.

Troisgros also realizes that not everyone can afford these wines. One recent meal included two mid-priced California Chardonnays and a Muscat de Mireval from the Languedoc. Finally, tucked away in his cellar is a range of half bottles of Château Petrus which Troisgros explains is the "cheapest" way for any diner to taste this fabled wine.

Having taken care of the wine lover, Troisgros does not neglect those equally passionate about food or cigars. His signature dishes remain on the menu—a thick creamy soup of frogs' legs, the escalope of salmon with sorrel and a filéte of beef pot-au-feu with a creamy horseradish. But the best value lies in the 10-course menu at 580 francs (about $105 U.S.), which includes the first two of these dishes plus servings of foie gras, lobster poached with Sancerre, and a pigeon roasted with garlic.

PIERRE TROISGROS, THE CHEF AT TROISGROS.

It is impossible to miss the cigar collection. Walk down the steps to the wine cellar and there on the right hand side, naturally at the correct temperature, is what can only be described as a "cigar vault." Excluding the smallest, there are over 60 different cigars on offer from all the top brands—Upmann, Punch, Quintero, El Rey del Mundo, Hoyo de Monterrey, Por Larranaga, Partagas, Romeo y Juliets, Davidoff, Montecristo and Bolivar, ranging in price from 26 to 250 francs ($5 to $45).

On one recent visit to Troisgros, two memorable dishes were available—a half a lobster perfectly grilled with a chive butter and a shiny white mousse of scallops which contained the last of the season's sea urchins. Any gourmet heading for Troisgros would have a tough time trying to choose between the three main pleasures of this three-star palace: the menu, the wine list or the choice of cigars.

—*Nick Lander*

TROISGROS *Place de Gare, Roanne, 24300 France*
Phone: (33)77-71-66-97 Fax: (33)77-70-39-77
14 rooms: 700 to 1,200 francs ($130 to $225)
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BIBENDUM

LONDON, ENGLAND

Lovers of fine food, drink and smoke recognize the roly-poly cartoon character called Bibendum—the Michelin tire man graces the front of the company's red hotel and restaurant guides. But a restaurant filled with images of Bibendum takes a big risk. It sets itself up to be judged by Michelin's high culinary standards. Located in the exquisitely restored Art Deco Michelin building in London's Chelsea district, Bibendum lives up to nearly all the expectations, and is one of the city's best restaurant experiences.

It is worth eating at the restaurant just to see the bright, airy dining room with its three huge stained glass windows of the rotund Michelin tire man smoking a torpedo cigar. Given that symbol, it shouldn't come as a surprise either that this restaurant encourages cigar smoking. Of course, the proprietor loves a fine Havana. When design guru Sir Terence Conran opened the restaurant in 1987, he insisted that people be encouraged to enjoy fine cigars. As Bibendum manager Graham Williams said: "Restaurants are places where you are supposed to enjoy yourself and not somewhere you have to behave a certain way."

There is plenty to enjoy here. Bibendum is not a place for lavish sauces and heavy-handed main courses. The menu emphasizes fresh ingredients with dishes ranging from a simple portion of fresh crabmeat to something more inventive such as marinated and roasted sweet and sour quails with oriental salad. From the beginning, chef Simon Hopkinson and Sir Terence created a menu inspired by the great brasseries of Paris. Although Bibendum has classic no-nonsense French brasserie fare such as steak au poivre and roasted chicken, Hopkinson adds a bit of Britain to the menu with such dishes as poached wild salmon with hollandaise and cucumber sauce and roasted rabbit leg in a bacon and mustard sauce. Prices range from about £7 ($12.60) for starters to £18 ($32.00) for main courses. The food has attracted a crowd of regular customers; reservations must be made three weeks in advance.

Bibendum also has one of the better wine lists in London. With more than 700 selections, the emphasis is French, but plenty of interesting bottles from Italy, Australia, New Zealand, Chile, and Spain are also on the list. Even wines from Austria, England, Hungary, Russia, and Lebanon are available. This is not a restaurant where you have to buy expensive bottles of Champagne, claret or Burgundy to get a good glass of wine.

If you have to have a bottle of super rare wine, plenty are available. Try magnums of Krug Private Cuvée such as the '64 at £499 ($900) or the '59 at £459 ($810). Bottles of 1976 Corton Charlemagne from Domaine Bonneau du Martray, £143 ($260), and 1978 Montrachet Domaine Leguiche, £493 ($890), are drinking well. A wide range of Domaine de la Romanée Conti reds should keep Burgundy lovers happy, including a '64 Richebourg at £489 ($880) and '52 La Tâche at £575 ($1,035). And claret connoisseurs will not be disappointed with all the first, second and third growths available: the '61 Palmer is difficult to find and exciting at £425 ($765) a bottle and the legendary '45 Haut Brion at £975 ($1,755) is a great root.

The cigar selection reflects the quality of the fine wine list. There are no less than three humidors. One contains a range of Davidoffs while another carries many of the key brands and sizes of Havanas, including Montecristo, Punch, and Hoyo de Monterrey. The third humidor, made of solid silver, holds the preferred brands of Sir Terence. The cigars are primarily Ramon Allones Petit Coronas and Rafael Gonzales Coronas.

After an excellent meal, it is soothing to sit back and enjoy a fine cigar while gazing at one of the large stained glass windows of Bibendum. You quickly realize that the Michelin man is more than a symbol of gastronomy in London. —James Suckling

BIBENDUM *Michelin House, 81 Fulham Road, London SW3*
Phone: (44)71-581-5817

THE EXTERIOR OF THE BIBENDUM RESTAURANT.

THE DINING ROOM AT BIBENDUM.

THE '21' CLUB

NEW YORK CITY

The '21' Club in New York City is an American institution. A doorman stands out on the curb, opening the highly polished brass doors and whistling for cabs, or just helping regulars into their limousines. A maître d' waits inside the doors, greeting customers and asking for their reservations. There's a coat-check girl, men's and ladies' room attendants and, at the gift counter, a salesworman sells private label '21' cigars. From the '21' woven into the wall-to-wall carpeting, to the warm wood paneling and soft leather chairs in the lounge, to the green glow of the financial services screen, the restaurant nearly shouts its devotion to the high-powered and influential.

Ken Aretsky, the chairman of The '21' Club, says that the club "still has the sensibility of the era of Fred Astaire and Ginger Rodgers." But he's quick to add that there's a whole new generation of clients who see the restaurant as a place to lunch and dine regularly. Aretsky says the extras, like the doormen and greeters, help the restaurant stand out from the competition. And, he says, out-of-towners use the building as a home, a place to eat every time they are in New York. But like many other old-line New York restaurants, '21' draws big names from publishing, finance and the theater.

The food also has been restored to a top-quality level. Chef Michael Lomonaco has revitalized the club's old standards—hamburgers, chicken hash, steak tartare—and restored their place as outstanding '21' Club meals. Some of Lomonaco's additions, such as the peppered tuna steak or grilled quail salad with honey walnuts, get consistently high marks. Nothing comes cheap. The hamburger costs $21.50, the chicken hash $23 and tea sandwich is less than $17.50. Entrées range from $21 for a traditional sirloin salad to $37 for the black Angus steak. The trademark scrambled eggs with caviar are $40. "It is a very expensive restaurant," says Aretsky. "But we give great value." Lunch for two can easily exceed $100.

The restaurant's wine cellar has always been outstanding. It includes rarities such as a double magnum of Château Mouton Rothschild 1961 for $2,750, a 1949 Château Latour for $650, and a 1966 La Tâche from the Domaine de la Romanée Conti for $490. There's a full range of less expensive white and red Burgundies as well as the top Bordeaux châteaux. California cabernet sauvignon listings include the 1975 Joseph Phelps Insignia at $110, the 1986 Diamond Creek Volcanic Hill at $80 and the 1987 Cayrus Special Selection at $135. The list also includes German and Italian selections and a Wines of the World section with choices from Switzerland, Argentina, Chile and New York State. In addition, there are two pages of wines by the half bottle. The restaurant has received a Best of Award of Excellence from *The Wine Spectator*.

KEN ARETSKY, CHAIRMAN OF THE '21' CLUB. PHOTO BY KENT HANSON.

But The '21' Club sets itself apart from most other American restaurants with its liberal policy toward cigar smokers. In the smoking section of the bar dining room, cigar smokers may light up at their tables. "As long as you set the rules, there's no problem," says Aretsky. He swears he has never had a complaint. "We openly sell our cigars. We're proud of it," says Aretsky. While the restaurant only offers the private label '21' cigar, Aretsky keeps cigars in a humidor for his regular customers.

The combination of attentive service plus the extras has added up to a renaissance for The '21' Club. When Marshall Kogan, a financier, bought the club in 1986, it was headed downhill. Most of its customers were in their 70s, and the restaurant had failed to attract a new generation. An early attempt to bring in chefs Anne Rosenzweig of Arcadia and Alain Sailhac of the French Culinary Institute failed because they tried to temper with the restaurant's traditional fare. But today, with Lomonaco at the stoves, the restaurant is jumped.

The '21' Club is a place where good, simple food is joined with a good feeling. One customer comes in on rainy days and usually orders the same meal: a Caesar's salad, a hamburger and mashed potatoes with onions and washes it down with a bottle of Château Mouton-Rothschild followed by a pre-Castro Cuban cigar. And who said the good life is gone?

—Gordon Mott

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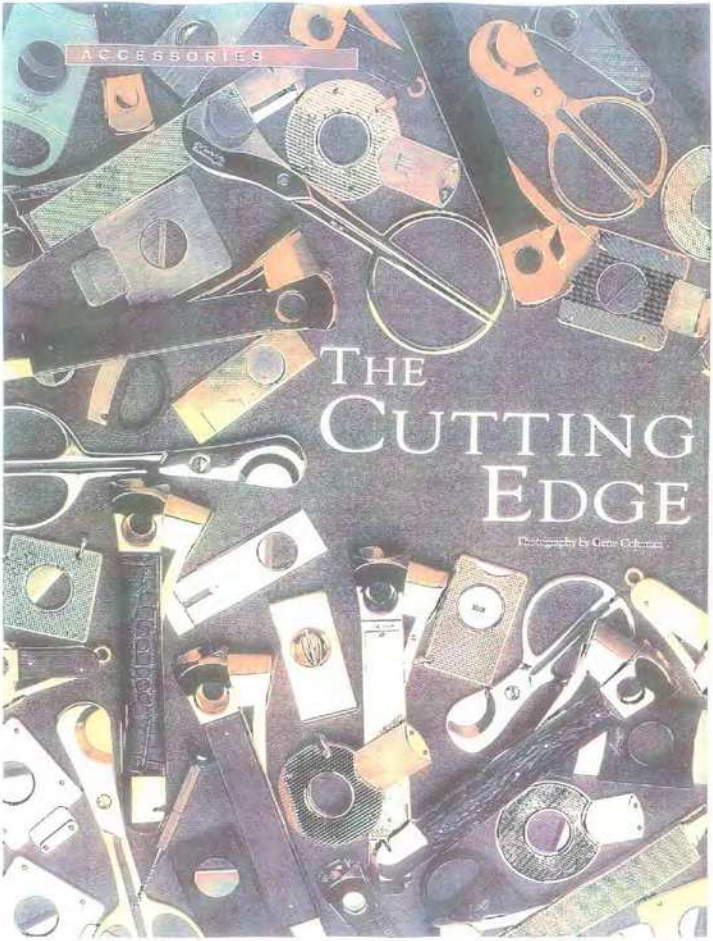
THE CUTTING EDGE

Photography by Gene Coleman

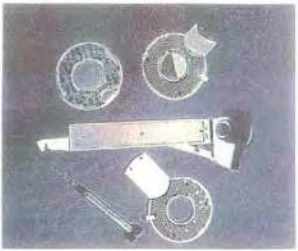


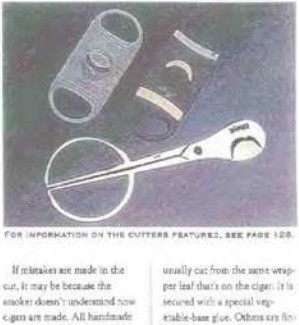
A Correct Cut Rivals a Comfortable Chair; You Don't Even Notice It.

The world of good living is full of rituals. Connoisseurs uncork bottles of fine wine. Lids are twisted off tins of caviar. Truffles are shaved one sliver at a time. For cigar smokers, however, ritual comes into play when they cut off the ends of their cigars before lighting them.

The cut can seal the fate of a cigar. If it's not done correctly, the smoke can be hot, or the wrapper leaf can unravel and leave a flap hanging off the lit cigar, or the smoker's teeth can get covered with bits of unsightly tobacco. A correct cut rivals a comfortable chair; you don't even notice it.

Each smoker has a favorite way to snip off the end of a cigar. With each method—wedge, guillotine, scissors, bullet-eye, piercer, knife—the quality of the cutting tool often relates directly to the quality of the cut. But the debate over which way is the best way may be endless. A ritual that is so personal frequently results in inflexible opinions about a right and wrong method. That's heightened by the fact that a preferred cutting method usually isn't the result of some scientific research by the smoker, but rather, traces directly to the person who taught him to appreciate cigars. There are a few basic rules, however, that can lead to a perfect cut.





For information on the cutters features, see page 120.

If mistakes are made in the cut, it may be because the smoker doesn't understand how cigars are made. All handmade cigars are closed off at one end in the manufacturing process. In some cases, this closure is made with a separate piece of the tobacco leaf called a "cap," usually cut from the same wrapper leaf that's on the cigar. It is secured with a special vegetable-base glue. Others are finished off with a "flag," which is part of the same wrapper leaf but has been shaped with a knife to be wrapped around the head end of the cigar—the same kind of glue is used. The latter technique is obvious in some cigars because instead of being smoothed out underneath the flag, the leaf is twisted off in a pigtail. In all cases, the cap or flag closes off the wrapper and binder leaves which hold the filler leaves together in the "bunch."

The goal of a guillotine or scissors cut is to clip off enough of the end to expose the filler leaves, but to leave enough of the cap or flag on to keep the wrapper on the cigar. That usually means a cut of about two millimeters, or about one-sixteenth of an inch. If you're not into metrics or rulers, another safe gauge is to look for the "shoulder" of the cigar. In a flat end cigar, it may be quite noticeable; in a rounded end, it's a little hard to find but it's where the curve of the end straightens out. In a well-made cigar, the cap or flag usually extends over the shoulder. If the cut is made at the shoulder, or just a touch above, the cut can be perfect.

Guillotine cutters must be kept sharp. Once they become dull, the blade begins to "push" the tobacco leaves, often tearing the side of the cigar away from the blade. To achieve a clean cut with a single-blade guillotine, the cigar should be positioned against the far side of the opening, the

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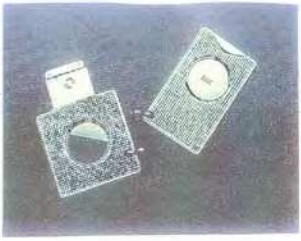
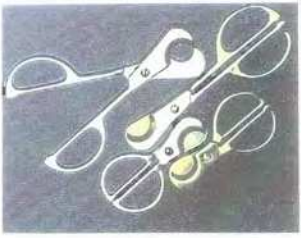
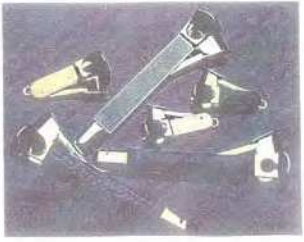
blade brought to rest against the cigar and then snipped with a sharp thrust. Most single-blade guillotines also have a pocket for the blade; these must be cleaned regularly of tobacco pieces, otherwise the blade can jam. Beware of less expensive guillotine cutters with a single blade; they can damage cigars.

Double-bladed guillotines eliminate the problem of the cigar's far side being torn by an improper stroke of the blade. But these double blades do work better if care is taken in positioning the cigar. Be sure the cigar is flush against one blade before attempting to make a cut. The cutting motion should be crisp. These cutters should also be cleaned, but their design usually prevents jamming; a once a year cleaning should be enough.

Scissors are more problematic. A good scissors must be properly balanced between the handles and the blades. If not, it is very hard to hold the cigar steady against one of the cutting blades and get a clean cut. Also, if the hinge doesn't allow for a long movement of your fingers, it can be very hard to get a straight cut across the end of the cigar. But again, the same principle applies—you want to cut off enough of the cigar to expose the filler leaves without removing all of the cap.







One of the most popular cutters today leaves a v-shaped wedge in the end of the cigar. A greater surface area of the filler bunch is exposed than in a straight cut across the end. But smokers who like to chew the end of their cigars should be wary of a wedge cut. If too much pressure is applied to the end of the wedge-cut cigar, the wedge can collapse. This causes an accumulation of moisture and tars, and can make the draw tighter. If you pull too hard on the cigar, it can make the cigar smoke hotter, and harsher.

Two other types of cutters, a bull's-eye and a piercer, accomplish the same basic cut: putting a hole in the end of the cigar without damaging the cap's adhesion to the cigar. The bull's-eye uses a hollow tip cutter which is turned in a quick circular motion; experts advise that the hole shouldn't be made too deep. A cut that's too deep can draw the air and smoke down toward the middle of the cigar which can make it smoke hotter. The same caution should be used with the piercer, which often looks like an auger. The hole should pierce the cap, but it should not be made too deep.

Many people swear by a simple knife, or one-sided razor blade. Although the free blade requires a steady hand, the depth and angle of the cut, especially in a v-shaped wedge,

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Hollywood. He was just coming off *Thelma & Louise* and it would soon bring him an Oscar nomination as best director. By chance, Scott on his own had been exploring the idea of doing a film on Columbus, and when Beach set forth her vision and a synopsis of a script, he had one immediate reaction: "Yes, if Gérard Depardieu would agree to be Columbus."

This took Beach by complete surprise; oddly, Depardieu had not even occurred to her. With their sights set on finding U.S. financing, she and Goldman had been focusing on American stars like Kevin Costner and Michael Douglas, big names they figured would be the only way they could secure the necessary funding. But as soon as Scott said it, Beach knew Depardieu would be perfect. The star of *Cyrano de Bergerac*, *Danton*, *Jean de Florette* and *The Last Metro* was now the biggest star in Europe, and with *Peter Weir's Green Card*, he had made an impressive debut in the English-language market. Distributed by Disney, *Green Card* grossed over $40 million in America alone.

Beach was sure he would be perfect for Columbus. "Right away I knew there would be no problem with energy. Gérard would burst the screen," she said. "And from that moment on, thinking of him in the role gave me a big push. Instead of having an abstract idea of Columbus, I knew it was Gérard. It was a liberation."

But would Depardieu agree? Beach sent Depardieu a draft script and then set up a meeting with him in Paris, at the Hotel Raphael, a favorite rendezvous point for French film stars and executives. She and Scott arrived in the bar at the appointed hour of 7 p.m., but there was no sign of Depardieu. After a half-hour wait, Beach telephoned Depardieu at a pied-à-terre he keeps in Paris, and he answered with a very soft, very shy voice. Had he forgotten? Or was he just nervous about taking on such a colossal role? She had no clue, but soon Depardieu was storming into the Raphael and into a torrential stream of conversation. For an hour Depardieu did most of the talking, about himself and his vision of Columbus; it left both Scott and Beach a little dazed.

Beach: "To my astonishment, I realized that in one or two readings he had understood all the subtleties behind the lines. When in Hollywood I had tried to discuss Columbus's relationship with Queen Isabella, I had great difficulty, because it was ambiguous. It was an unusual sexual attraction. In sum, it was not Hollywood. Gérard got it right away, like a lance... Bailey and I came away very excited. Gérard is larger than life. And Bailey Alex larger than life. It seemed a perfect match."

With Depardieu aboard, Goldman and Scott went to see Gaumont, the French film conglomerate and part of the Schlumberger family empire. They met with Nicolas Seydoux, head of Gaumont, and a close friend of Depardieu. Scott was expecting a tough Hollywood-style negotiation, but when they named a price of 42 million francs, some $8 million, one of the largest sums ever paid for French distribution rights, Seydoux simply said fine. "We shook hands," Scott recalled, "and then a moment later a waiter came out carrying a silver tray with a bottle of Champagne, from the family winery of course."

GÉRARD DEPARDIEU WITH NATIVES.

* * *

With Gaumont providing the essential start-up capital, Scott and Beach began putting together the mammoth venture, from finding and outfitting Columbus's ships to scouting the locations needed in Spain and *The New World*. Goldman focused on packaging and selling world rights to their project, but soon he ran into an unexpected and terrifying hitch: Hollywood competition.

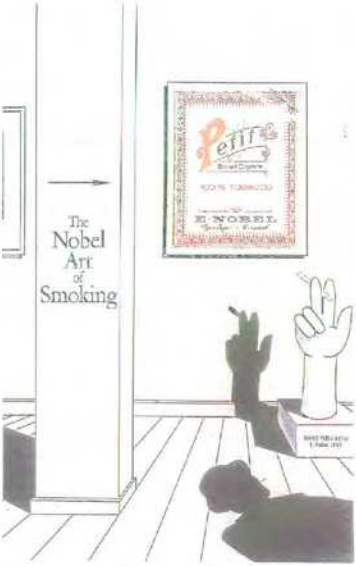
Producers Alexander and Ilya Salkind, best known for their *Superman* movies, had their own Columbus film in the works, and it promised to be a real Hollywood shebang. There was talk Tom Selleck would play the lead, there were rumors Marlon Brando would have a role, and the Salkinds were busy trying to legally

corner every conceivable title using the name Columbus. Both productions feared that even in the year of the 500th anniversary of his sailing, the world market just could not accommodate two Columbus extravaganzas.

Goldman, then not even 30 years old, was suddenly dipped into a full-scale Hollywood battle, one that would try his nerves for months on end, right down to the first week of shooting, when he was still waiting for bank guarantees and insurance clearance. The battle quickly became nasty and was played out at several levels: with distributors and theater chains, with lawyers arguing over the rights to potential titles, and it was played out in the press, from Variety to The New York Times. The Salkinds made lavish use of Variety to announce they had signed Brando, for $5 million, to play Tomás de Torquemada, the infamous head of the Spanish Inquisition. Selleck wound up as King Ferdinand, while Sir Columbus the Salkinds signed George Corraface, a European whose name has yet to become a household word or a box-office draw.

GERARD DEPARDIEU AS COLUMBUS WITH ANGELA MOLINA PLAYING BEATRIX.

From the vantage point of the Europeans, the Salkind project was going to be Hollywood as usual: a slick, highly commercial action picture. Superman meets Columbus. A cliché, bearing little resemblance to the kind of historically accurate epic and human portrait Scott, Bach and Goldman wanted. So when The New York Times did a large piece pitting the two pictures on an equal footing, Scott went



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hell etc. To his mind, it was as if *The Times* was dealing with Superman and Caravaggio in the same breath. He raged about it for weeks, and he even drafted angry letters to the editor venting his spleen. Only the counsel of close friends, and Depardieu, kept him from mailing them off.

In the battle between the two Columbus movies, as in the larger rivalry between the American and European film industries, money is one of the clearest lines of demarcation. For his role as the Spanish Inquisitor, involving ten days of shooting, Brando got $5 million. For playing Columbus, dominating nearly every scene in an 82-day shoot, Depardieu happily agreed to a package of $3 million, plus a hefty share of the take in France and a smaller share of other markets.

Probably no other star in Europe could command anywhere near that figure, and European producers show no inclination to get into American-style bidding wars for big name stars and directors. For the Europeans, it is not just a question of money. It is a question of values. Depardieu, for instance, will follow Columbus by making a low-budget picture with France's Jean-Luc Godard, an artistic venture for which he will be paid practically nothing. Few American actors would do the same.

At this year's Cannes Film Festival, along with rival posters announcing the two Columbus films, these two radically different attitudes about money and the cinema were once again on vivid display. One of Cannes's most acclaimed films was the Merchant-Ivory production *Howard's End*, starring several of Britain's greatest actors: Anthony Hopkins, Vanessa Redgrave, Emma Thompson and more. The film has been hailed a masterpiece by many critics, and it is doing very well commercially around the world. European film stars in Cannes were gleefully noting that the entire film was done for $8 million, just over half the $15 million Michael Douglas received up front for his lead role in *Basic Instinct*.

Still, all the stars in Cannes cannot change the cold logic of the money men in Hollywood: to them, $15 million for Douglas, and the record $3 million paid to Jose Estebas for his scope, look like great investments. The film is on course to gross some $200 million. By early summer it was even the leading box office hit in France, home of the rumor and probably the most eclectic film audience in the world.

Intellectuals in France cringed and with cause. They had to wallow the opening of EuroDisney and *Basic Instinct* within just a few weeks. But only two French films were drawing anywhere near comparable numbers: *Tous Les Matins du Monde*, starring Depardieu and his son Guillaume, and *Indochine*, featuring Catherine Deneuve's best performance in years. Little wonder the French so often decry "the tyranny of the marketplace."

Against this backdrop, and with all that was at stake, the first day's session on the set of *1492*, inside La Rábida, was certainly understandable. Besides, like the Salmons, Scott was having his own problems with casting. During the first two weeks of the shoot, he still had no Queen Isabella. Sean's lead woman, Angelica Huston, has negotiations with her bevy of agents turned into a nightmare, and they

turned to Sigourney Weaver, the star of Scott's first Alien movie, who worked out fine. At one stage in the Hunan impasse, Scott just threw up his hands: "Screw 'em all. I'll take me mum."

Scott's impatience only emphasized his frustration with the way movies are made today. The way he and his producers managed 1492 made clear that Scott has no fondness for Hollywood glitz and self-indulgence. In a world where some American actors demand to travel with their personal trainers, and where Kim Basinger demands cases and cases of Evian with which to wash her hair, Scott and Depardieu allowed themselves only a few indulgences: Scott his Cohibas and Depardieu his phone.

Depardieu hates limousines, and while he prefers wines that are light, fruity and modestly priced, Depardieu is not about to skimp on his round-the-world phoning. Depardieu makes three, four, sometimes even five films a year, meaning almost his entire life is spent on the road. His telephone is his lifeline, to his wife and two children in Paris, to his agents in Paris and Los Angeles, and to director-pals like Peter Weir in Australia, with whom he made Green Card.

Indeed, telephoning became one of Depardieu's only relieds from what turned out to be a grueling five months of rehearsals and shooting. Scott is what Depardieu calls "a work maniac," and throughout the 82 days of shooting, the typical schedule began before 6 a.m. and rarely ended before 8 or 9 p.m. In Cáceres, a night scene of a spectacular public burning of heretics went on for some 17 hours, until the extras, recruited locally, began an angry revolt. At one stage, the production chiefs were considering shortening a Christmas leave, an idea later abandoned, and only a "mini, mini" film Depardieu halted plans for one day of Sunday shooting. For the most part, though, there was little complaining about the murderous schedule. Everyone understood that Captain Scott, whom his English crew calls "Guv'nor," was up against a terrible deadline. The film had to be shot, edited, mixed and polished in time to get enough prints for the world launch date: October 9, 1992, on Columbus Day weekend. Scott did not intend to be late.

* * *

On the open sea in the tropics, the heat was murder. Upwards of 100 degrees. Aboard the Santa Maria, the cast and crew were stripped down to their shorts, the extras were sprawled out on the deck, even the usually indefatigable Ridley Scott looked as wilted and wrinkled as his cotton shirt. And with good reason: today was the 52nd day of the shoot, 52 days with Scott alone at the helm. But with any luck, this would be the last day of the shoot, and Scott was on course to wrap up his voyage not only on time and within budget, but almost a full day early.

All morning Scott and his crew shot scenes on the bow of the Santa Maria, involving complex, mainly pans and close-ups of his principal actors. And after each of the pans finished his work, the cast and crew gave their an ovation. By now they knew all pans of the same family. The shoot had moved to the coast of Costa Rica in January of 1992, to film the arrivals of Columbus leading the Nina, the Pinta and the Santa Maria to the shores of The New World and establishing his first base camps. In Costa Rica, not just the basic but the poor had proved to be grueling.

Ridley Scott and Gérard Depardieu on the set of 1492.

Scott usually had his cast and crew on the boats by 6 a.m. and would shoot until all the natural light was gone, stopping only for a break for lunch and a communal swim. In America, where crews work under tight union regulations, such a schedule would have been unthinkable, not to mention what it would have cost in overtime. But with the British film industry in shambles, the predominantly English crew was happy to have the work, especially on a venture that held out so much hope for European cinema.

Still, it had been 82 days of exhausting frenzy. So it was the rush that Scott's aides were assembling rough cuts of the shooting in Costa Rica programed. And anyone visiting the set in Costa Rica quickly understood that the $45-million European budget was not spent on star salaries or limousines. Consider only Columbus's three majestic caravels, the Nina, the Pinta and the Santa Maria. Two of the ships came from Bristol, England, where they had been refitted

from the bulls up and sailed across the Atlantic, with full crew. The third ship Scott's team found in Brazil, and it had to be resurrected and sailed to the Pacific side of Costa Rica.

At one stage, the Europeans considered bringing the boats home via New York and an planned regatta of sailing ships, part of the Columbus 500th anniversary festivities. The ships' presence might have generated good publicity for 1492, but in the end the price tag of the detour was judged too steep: $1 million.

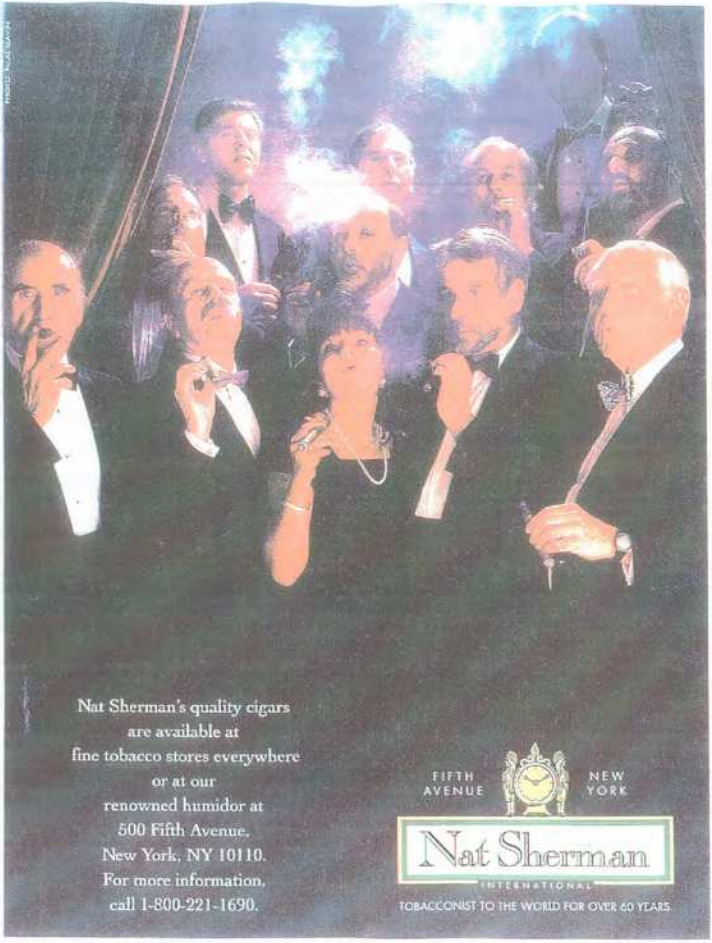
A much larger aim was present building La Isabella, a replica of the village Columbus established on the island of what was then known as Hispaniola, now the home to Haiti and the Dominican Republic. Near the Costa Rican coast, Scott's team built a lovely Spanish church, a villa for Columbus and a series of out-buildings. Beach's scripts show Columbus in all his hubris as well as strategist and the film shows some of the violence he used to quell the local populations, violence that on occasion meant putting a torch to La Isabella, practically before the whitewash was dry. They also built a long jetty out over the sea, so that the Santa Maria could use it as a dock. At last report, there were no plans to burn it down.

On this final afternoon aboard the Santa Maria, the cast and crew were a swirl of conflicting emotions. Over the long months, they had formed the motley into an itinerant family, for some from their real families. And now, the work nearly completed, they would soon be going their separate ways, back to England, France, Spain and America. One of those who would be returning to America was Kevin Dunn, who was portraying the captain of the Santa Maria, with Depardieu above him as commanding admiral of the fleet.

During the shoot, Dunn and Depardieu had become pals, and Dunn brought a purely American eye to the entire Columbus venture. A native of Chicago, now working out of Los Angeles and finding his way into some good secondary roles, Dunn found working with Depardieu to be a dream come true. "Years ago, I vowed to work with him," Dunn said, "because watching his movies, I couldn't keep my eyes off him. There was so much going on."

What impressed Dunn during the shoot was Depardieu's lack of pretense and his naturalism on camera, the Frenchman works like no American actors. "One day here in Costa Rica," Dunn said, "we were all going up a path through the jungle. Most of us tried to make it look easy, out of the ego of not wanting to look clumsy. But Gérard, he just let whatever was going to happen happen, and when at one moment he staggered and nearly fell, I'm sure he looked great on camera and wholly believable."

On another scene in the jungle, wading through a river, many of the actors were anxious about snakes. Dunn recalled, "So there we were, up to our waists in the water, and the director calls, 'Action.' And suddenly, we could feel this terrifying job right on the thigh, just like a snake. It was Gérard poking you under water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with a metal pike and shouting, 'Let's go!' I've never seen anything like his method of acting. It's just so different. I think he doesn't want to know what is going to happen emotionally. And I don't know of any other actor in the world who could have pulled this film off."

That seemed to be the general sentiment aboard the Santa Maria on the final afternoon of the shoot. And there was also a general glee emanating from rumors about the Sellind film. A few weeks later, Marlon Brando publicly attacked the Sellinds and denounced the movie, claiming that despite their promises to the contrary, the Sellinds were portraying Columbus as though he were a cartoon hero, instead of the murderous villain and plunderer Brando feels he was. Brando's attack was big news, but none of the reports indicated if he planned to give back his $5 million fee.

On this final afternoon, Roselyne Bosch and Alain Goldman were on hand to hear wrisons to the end of this stage in the birth of their baby, and they were both in awe of Depardieu. To Bosch's surprise, Depardieu had never suggested changes in her script or interfered in any way with Ridley Scott. "They lead, I follow," was how Depardieu described it, except for one scene in Costa Rica, which to the actor just did not feel right. He explained why, Bosch said, and everyone instantly knew he was right. "It was just as Ridley often told me," Bosch said. "For this film, Gérard was a foundation."

At 5:25 p.m. in the afternoon, the hour of the day finally subsiding, and the bow of the Santa Maria framed by the orange sun leaning on the horizon, Columbus stood with his face to the wind, the explorer now an old man completing his fifth voyage across the Atlantic. Ridley Scott, Adrian Biddle, his cinematographer, and the rest of the camera crew scrambled for close-ups. This was to be their last shot of Columbus, and in air of quiet unfold over the ship, as the cast, crew and extras looked on in silence.

Their long, punishing voyage was drawing to a close, their multilingual, multicultural family was about to split up, and it was a solemn, moving moment. Until Depardieu pitched in comments on the sun and he was an hysterical tackle, Ridley Scott allowed himself a grin, and it quickly broadened into a smile, and then all his British reserve seemed to melt away in the emotion of the moment. Ahead of him were long months of editing and post-production, but Scott was bringing his boats and his crew back on schedule, with not a mutiny, and with old Columbus alone in the bow, just as Scott had sketched him many months before.

The last close-up done, Depardieu pulled off his gray wig and stood to a huge ovation from the cast and crew. An hour later, as the Santa Maria drew up next to the jetty, Champagne and a dinner overseen general Ridley Scott, the Director, the respected expert of this exotic adventure. He was tired and worried and hugged and kissed and endlessly congratulated, a mighty tough for anyone used to maintaining a stiff upper lip.

But it was a moment Scott might well cherish for a long time to come, especially on those rare monsoons Sets on films when he can relax, put his feet up and enjoy a Cohiba. And if the heather critics should fail to appreciate his painterly vision, well, he can always use his Cohiba to touch their bloody reviews. ✦

GIGANLAND/Continued from page 70

shade wrapper farm is an indication of the company's efforts to produce a quality cigar. He said the wrapper farms were some of the most sophisticated agricultural operations in the world today.

THE FAMILY FUENTE

"We're just a little family company—No corporate jets, no fancy cars," Carlos Fuente Jr. said, welcoming a group of visitors into the cramped office of his father, Carlos Fuente Sr., at A. Fuente & Cía. It doesn't take long to discover that the younger Fuente enjoys fooling visitors with humble understatements. Downstairs from the offices, Caribbean merengue, the national anthem of the Dominican Republic, drifts from loudspeakers across an air-conditioned, humidified room filled with dozens of rollers, smiling, chatting and making cigars.

Fuente can't help but acknowledge the reality. "This is the largest handmade cigar factory in the world," Carlos Jr. said later. "We're making 18 million cigars a year here." Although there may be some hyperbole in the claim, there's no doubt that this is a big time cigar operation where Arturo Fuente, Montecristo and a host of private labels are manufactured.

Big time but still very much hands on. It starts with the fact that most of the Fuentes' bunchers and rollers, especially on the larger size cigars, are men. "They have to be able to press it with their hands, and men do it better," Fuente Jr. said. He also said that everyone is encouraged to smoke because "they have to know." The Fuentes also disputed the use of machines to rise for drier, and instead, have supervisors testing each cigar by hand. "We do it all by hand, and feel," said Fuente Jr. "If you use a machine, you become too dependent on it. The machine may tell you it dryer OK but it won't tell if there's any empty spot in it."

The old ways extended to the humidified storage rooms, where "heads" of tobacco leaves, about 40 leaves tied together in a bunch, are hanging from the ceiling, right next to temperature and humidity gauges. Fuente Jr. grabbed a bunch and flipped the leaves to test for crispness and humidity. "This is the old Cuban way, by feel. The gauges can be misleading," said Fuente Jr. "If your machines get stuck for a day, or if a door has been left open too long, you could screw up $1 million of tobacco in one day."

In another room at the back of the plant, next to seven foot-high mounds of fermenting tobacco leaves, Rafael Martínez and his brother Santiago Martínez stood over steaming boxes of later of fermented tobacco, cutting each one open to check the condition of the leaves—again, checking by touch and appearance. For the company's Dominican tobacco, Rafael said he could tell which region the tobacco had been grown in and in some cases even which farm it had come from, not unlike a well-qualified wine

more. Part of the "tasting" involves other intendes rolling up a leaf and lighting a hole in it with a Fuente cigar, and then letting the smoke waft up to the nostrils. "You have to taste it," said Fuente Jr.

Tradition plays another role at the Fuente factory. The Fuentes have started making a perfecto cigar, called the Hemingway series, which is a distinctive, pointed-tip cigar. "It was lost in the market for 30 years," said Fuente Jr., showing his pride as he stood behind a roller putting the finishing touches on the natural leaf cigar. "My father taught our master cigar roller, and we started making it again in 1996." Fuente Jr. said other rollers have been instructed in the art of rolling the difficult shape, but so far, only 12 of the company's some 400 rollers have graduated to this recent production line.

The Quesada Legacy

Manuel Quesada, a tall, handsome man, runs an operation started in his family's past. A morning tour of his factory begins with a visit to his aging father, still occupying offices at one of the company's rather old wooden warehouses. There, it was hard to avoid the simple fact that the Quesadas have processed tobacco for over a century. Dust from a huge chopped leaf processing area, used for cigarette tobaccos sent to Europe, filled the air. Even though it was barely 9 a.m., workers stood around already sweating in the sweltering barn-like buildings, their clothes and faces covered with grime. Over the noise of a clanking conveyer belt filled with leaves rat from the lowest part of the plant, Quesada explained, "We began in 1877 when my ancestor's bakery, someone paid to tobacco. That's how it started." Today, he said he's virtually a one-man operation in Mexico. "I don't have the resources of the big guys. I'm the plant manager, the financier. I'm everything."

Quesada's cigar operation doesn't compete on a scale of modernity with the bigger companies. A high-ceilinged, barn-like warehouse inside the Santiago free-trade zone is filled with bales of tobacco wrapped in burlap and marked with black ink symbols denoting their country of origin. In the same room, open to the outside air, rollers and benchers sit behind a waist-high wooden railing. Manaca employs about 66 benchers and rollers, with 18 each bunching and rolling cigars in the Cuban style process. Each of the 18 can turn out between 225 and 275 cigars a day. Quesada said it takes about a year to train his rollers, in part because he still uses the flag technique to close off his cigars instead of a cap that's glued on. Other cigars are made using mold rolling machines, called Tessco machines, that employ a rubber apron to help create the bunch.

Quesada produces about 5.5 million cigars a year, with the vast majority of them going to private labels such as the J.R. tobacco operation. Some of his other brands include Jose Benito, which is a proprietary Manaca label, Finck, Ramon & Julian and Santa Maria. He also makes private labels for several other cigar stores around the United States. At this point, Quesada doesn't own any tobacco fields; he owns a good share of Dominican Olor and Palma tobaccos, both of which come from Cuban seed and are grown in the Dominican Republic, and then imported leafs from Cameroon, Honduras, Sumatra, Brazil and Connecticut. (Continued on page 16)

From top: exterior shot of A. Fuente factory; Carlos Fuente Jr., president of A. Fuente, left, and Carlos Fuente Sr., chairman, holding their trademark Hemingway perfecto; a cedar aging room at the factory. Photos by Marvin R. Shanken.

The Land, The People

When cigar makers went looking for a place to set up shop, they couldn't have found a more receptive land. Tobacco was found by Christopher Columbus on Hispaniola, the island that the Dominican Republic shares with French-speaking Haiti, during one of his early voyages to the New World. Spanish colonialists cultivated tobacco in the Cibao valley, where most Dominican tobacco still is grown today. Nearly every manufacturer is located there too, except for Consolidated Cigar's operation in La Romana on the island's south coast. The Dominican Republic occupies more than half the island, and the country itself is about the size of New Hampshire and Vermont combined.

A CLOSE-UP OF TOBACCO LEAF HARVEST.

Tobacco cultivation, however, focused on cigarettes for most of the industry's first 500 years. It wasn't until the United States imposed a trade embargo on Cuba in 1962, following the abortive Bay of Pigs invasion and the subsequent shift by Fidel Castro toward the Soviet Union, that the premium cigar industry began to look elsewhere. Some Cuban families also sought new opportunities to make cigars after Castro took control of their factories.

The Dominican Republic's political instability during the 1950s slowed investment. First Trujillo was assassinated in 1961. Although a state council ruled for a brief time followed by the election of Juan Bosch in 1962, a series of military coups in 1963 destabilized the country. A tumultuous period of violence and social unrest followed, culminating in an invasion by U.S. Marines to protect U.S. citizens and property in 1965. Leftist political parties came close to taking power at the time, but the arrival of more U.S. troops ended the uprising. A week later, the Organization of American States sent an Inter-American Peace Force to restore calm, and a year later, elections were held.

Today, the Dominican Republic is more stable than it has been in years. Juan Balaguer, the 86-year-old president, was elected for his fifth four-year term since 1966 by a slim margin in 1990.

However, the violence and social upheaval during that election has led to a remarkable series of multi-partisan legislative initiatives to revamp the country's entire bureaucratic infrastructure. According to Frank Moya Pons, a historian and an economic development consultant in the capital, Santo Domingo, fiscal, banking, labor and electoral reforms are being discussed. "This is a very important period in Dominican history," Moya Pons said. "There is wide participation of all political parties in the reforms."

The real question is whether Balaguer will run again, and if he doesn't, whether the parties will be able to field candidates in 1994 that the public respects. Across the country, political slogans and the faces of candidates already are plastered across walls and building facades in a dizzying array of acronyms and bold colored letters. Despite the appearances of tumult and anarchy, Moya Pons said, "It seems the next elections will be more peaceful."

On the economic front, the Dominican Republic can only benefit from political stability. Unemployment remains high, ranging up to 25 percent in a population of 7.1 million people. Streets in Santo Domingo, a city of 2.5 million, are crammed with scraggly vendors, plying their wares at stoplights, and beggars cruise the crowded downtown streets, reaching out to passersby for a peso or two. With per capita income at only $998 a year, the poverty is no surprise. The weak economy is also fuelling an exodus of immigrants, mostly to the United States. There are no firm estimates of Dominicans living in the U.S., but the number runs into the hundreds of thousands.

Recently, however, the economic situation has shown some improvement. Inflation has been controlled and the Dominican peso has been stable for 18 months at a rate of about 12.5 to the U.S. dollar. The currency stability has boosted foreign reserves to adequate levels, and enabled the government to make steady purchases of oil to keep the country's electrical generators running.

In the free-trade zones where nearly all export quality cigars are made, the jumbled gridlock of semi-trailer trucks loaded with ocean shipping containers, and the crowds of workers milling around carts selling food and drink are a window on the economy's most dynamic sector. Although started in 1968, the zones' employment only reached 18,000 people by 1984. Since then, there's been an explosion of investment and today there are 150,000 employees working for 350 multinational companies.

The zones are simply duty-free areas where companies ship in raw materials, assemble them and ship them back out without duty or interference. Manuel Enrique Tavares, the president of the Free Trade Zone Association, says that

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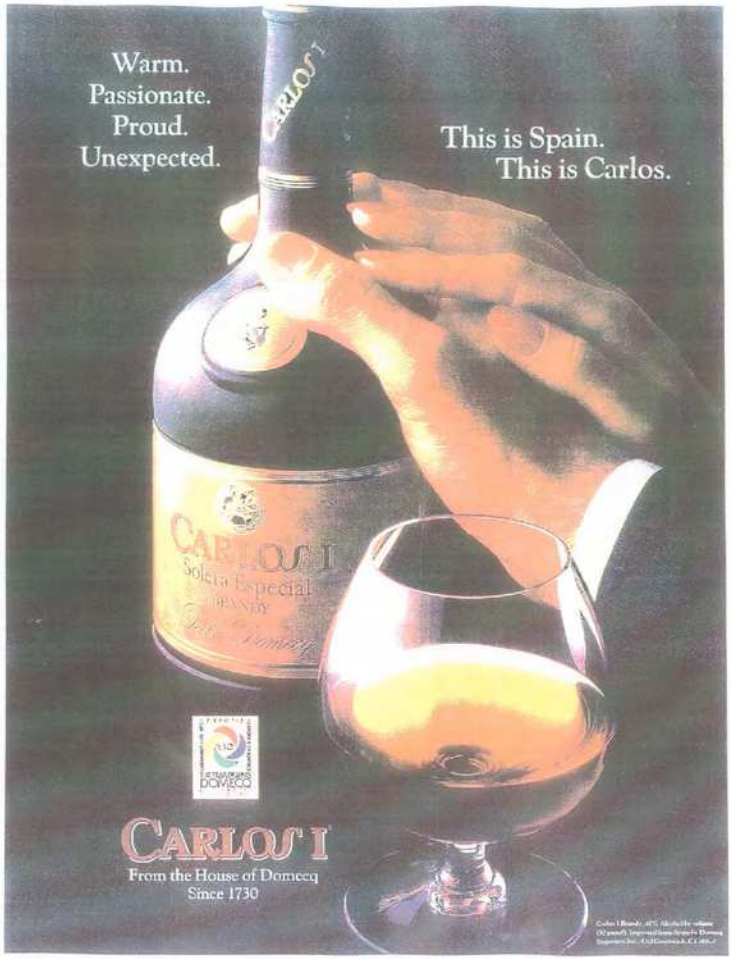
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Continued from page 14

low labor costs and a growing history of providing "quality goods in a timely fashion" have made the zones attractive to U.S. companies which can turn around finished products in less time than nine days to major American cities. Tavares expects free zone employment to double by 1995 as new companies in other industries move in.

Bernardo Vega, an economist and former governor of the Dominican Republic's Central Bank, explained that the free-trade zones are one example of how the country's economy has changed in more fundamental ways. From 1880 to 1980, Vega said, the economy was based on sugar, cocoa, coffee and tobacco, or a "beanbag economy." Now, it has branched out into other manufacturing and "agro-industry crops like citrus fruits." The new agricultural expertise has benefited the cigar industry, Vega also said. He explained that the arrival of new technologies, better fertilizer and better farming techniques has improved the quality of tobacco leaves available for cigars.

Overall, there is a sense of dynamism in the Dominican Republic. Although the flood of immigrants causes concern, people heading to greener pastures are often a lagging indicator. A country's situation often improves for several years before the immigration pressure eases. Tony Maingot, a sociologist at Florida International University, says, "The Dominican Republic gives you hope...there's a sense the country is moving in the right direction."

Continued from page 13

Quesada also said that he believes the Dominican Republic's best cigars are in the future. He doesn't downgrade the current cigars, saying they are among the best in the world already. "But you keep trying to get better and better tobaccos," says Quesada, "and, we can already put our cigar makers against anyone in the world...they are as good or better."

DOMINICAN DAVIDOFFS

Hendrik Kelner often looks like a man who won the lottery. In a sense, he did. In 1988, his Tabacos Guadalcanal S.A. won out over other cigar factories in the Dominican Republic to produce a Davidoff cigar for international consumption, and in January 1990, he began shipping his first box. Although he was already producing Aristoff, Arno, Griffins, Troya and a group of lesser known brands, the Davidoff contract was a major coup. His factories, one of which is on the outskirts of Santiago, now produce about 5 million cigars annually; about 3.5 million are Davidoffs. That's quite a jump for a man who started his cigar factory in 1984 after years as a plant manager in the cigarette business. His gamble, supported by money from family and friends, paid off.

CIGAR ROLLERS AT MANUEL QUESADA'S MATASH FACTORY.

Kelner, "Henkie" to his cigar industry friends, is an expert in Dominican tobacco. Pointing in a small map with different colored zones around the city of Santiago and along the Cibao river valley, Kelner began to talk about the different characteristics of tobacco in each zone. "We only use tobacco grown north of the river," he said, pointing to an area in green and pink. That includes a farm of about 70 acres that he owns, as well as farmers that he has under contract to Tabacos Dominicanos. "We only use very good tobacco," Kelner said. "Some growers that meet our standards. Those that don't meet our standards, they are out." He said that the attention to quality has created problems because he can't meet demand. "We sell everything we make," Kelner said. But he also said that finding quality workers is difficult because of the demands he makes. "What's difficult is finding artists. We can't train raw, just workers," Kelner said.

HENDRIK KELNER INSPECTS WRAPPER LEAVES DESTINED FOR DAVIDOFF CIGARS WITH ELADIO DÍAZ, THE PLANT MANAGER.
PHOTO BY DOMINGO BATISTA.

CIGARLAND

The low concrete shed with red wooden doors where the Dominican Davidoffs are made is a combination of old style process with new quality controls. For instance, each bundle of 50 cigars is weighed; on one recent day, several rollers had finished 130 cigars by early afternoon, and each of their bundles of 50 cigars differed by two grams or less. Kelner generally uses a system with two benches working for one roller although some of his rollers are beginning to work alone again. There are 71 rollers in his main factory; altogether, including another factory, Kelner employs 240 people.

Davidoff cigars aren't tested with a pressure gauge, Kelner explained, because to "feel them is better...and there is a relation between weight and dimension that if they're correct, the draw is right." He said there are six primary factors that affect a cigar's quality: the cleanliness of the bunch, the length of time each bunch is pressed, the amount of pressure used, the differences in the wooden mold, the relation of weight to diameter of the cigar and the way the leaves are folded into the bunch.

As a sign of Kelner's quality demands, up to 16 percent of the rolled cigars are rejected for color variations as they are ready to be boxed. That process follows 21 days of aging, and there is no room for leniency. Davidoff rechecks the cigars at two stations in Europe and one in the United States. There are three color grades deemed acceptable for Davidoff cigars, and each box must contain a uniform color grade. To the uninitiated, the three color shades are virtually indistinguishable, but placed side by side, even the untrained eye can begin to make out the subtle ranges of the three brownish shades.

THE QUESADAS, MANUEL JR., LEFT AND MANUEL SR.

THE DOMINICAN DEBATE

A group of smokers gathered around a table of Dominican Davidoffs at the Ritz-Carlton cigar dinner in Boston in late April. It was the 5th annual meeting of the group. One Canadian gentleman yanked his cigar pack out of his tuxedo pocket and said, almost snarling, "You're not going to tell me that those are as good as this DP," he said pointing at the Dominican Davidoffs while holding up one of Davidoff's Cuban cigars known as the Dom Perignon, a type that is no longer manufactured. "If you do, I won't believe a word you say after this."

The harsh assessment of Dominican cigars is shared by many smokers. They simply don't believe that any non-Cuban cigar can compete with the legendary Havanas. But the head-to-head matchups may be unfair, except as guideposts for individual preferences. Cuban cigars do taste different. Even cigar industry professionals don't dispute the flavor disparity. Yet the absolute dismissal of Dominican cigars recalls the arrogance of some top French wine producers in the 1970s who argued California would never make a great Bordeaux-style wine. Today, while the best California red

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HENDRIK KELNER, THE PRESIDENT OF TABACOS DOMINICANOS, IN HIS FACTORY OUTSIDE SANTIAGO WHERE DAVIDOFFS ARE MANUFACTURED. PHOTO BY DOMINGO BATISTA.

wines may differ in taste from the top French Bordeaux, few would dispute that some American wines are of world-class stature.

The same can be said of Dominican cigars. The cigar industry is still relatively young here. The top manufacturers are striving to improve the tobaccos they use, and they are experimenting with new blends of filler leaves, different binders, and different wrappers always looking for combinations that provide the best flavor.

Steady Dominican cigar smokers argue that their cigars are milder, and easier to smoke on a day to day basis than Cuban cigars. In the hectic pace of the modern world, many smokers are attracted to those lighter flavors. One pharmaceutical company executive said, for example, that stronger cigars, like many of the Cubans, were simply "too to my taste." And Sheldon Jacobs, a restaurateur in the Midwest, said that he was adding Dominican cigars to his private stocks. There's also the issue of basic quality of construction. Dominican cigars are as well made as any cigar in the world today, and from most of the top producers, the consistency of construction is unmatchable.

Americans, of course, are not permitted legal access to Cuban cigars, so only a percentage of U.S. smokers can decide for themselves which country makes their favorite cigar. But nothing lasts forever. The Cuban trade embargo will fall someday. The debate over where the best cigars are made will only get more intense. Cigar smokers will relish the research. ❖

THE STELLAR CIGAR SOCIETY MEETS FREQUENTLY AT STARS IN SAN FRANCISCO.
PHOTO BY M. CHRISTINE TORRINGTON.

WHERE CAN I SMOKE IN PEACE? (Continued from page 79)

best and most original food in America, has an unusual solution to the cigar problem. Because of the strong Japanese influence in the restaurant's cuisine, it attracts many Japanese diners, and "if we need someone to sit between smokers and non-smokers, we often put Japanese there," she says. "So many of them smoke so much, they're used to smoking."

Most restaurants, however, are far more likely to move the smoker than they are to move the complainer or create a buffer table. Some restaurateurs—like Piero Selvaggio at Valentino in Santa Monica, just west of Los Angeles—do so gracefully.

"I respect the pleasure some people take in the final taste of a Cognac and a cigar as a complement to a very special meal," Selvaggio says. "We have spaces that are detached (three-separate dining rooms plus a nice buffalonge area), so we can easily move someone with a cigar to a place where they can enjoy it, and no one else will be bothered."

Most restaurateurs tend to invite cigar smokers to adjourn to the bar or lounge. Many cigar smokers don't want to move—in part as a matter of principle, in part because they're comfortable in the dining room itself and in part because many bars, even in good restaurants, are not terribly pleasant.

"People would love to smoke their cigars in the dining room, not the bar," says Joachim Splichal, chef-proprietor of Patina in Los Angeles, "but it's impossible here. Someone tried to light up once, and it was like that Hitchcock movie—*The Birds*. Someone at every table in the dining room got up and ran to complain to the lady at reception in two seconds."

But some restaurants, like Patina, have bars and lounge areas, rooms in which a cigar and a Cognac or an Armagnac or a Port can be a decidedly pleasant experience.

At Pilos in New York, the downstairs bar is dominated by a striking, wrap-around mural depicting the annual horse race in Siena, Italy, for which the restaurant is named; it may be the best single thing in the entire restaurant. At Ernie's in San Francisco, the bar "looks like a place where you would smoke a cigar," as Steve Morey, the sommelier, puts it. The bar has a classic Old English look about it, with high ceilings, mahogany walls and original Gibson prints. At Biba, which may be the best restaurant in Boston, the earth tones in the bar—forest-green chairs and banquettes and a brick-red, unique French tile floor—provide a muted backdrop for the anything-but-muted crowd that has made the bar there the noisiest and most frenetic chic-by-proxy scene in Boston. Best of all, the bar menu is as reasonable as it is varied, with prices substantially lower than in the restaurant upstairs.

Restaurants in good hotels also tend to have nice lounges in which cigar smokers can indulge their love of the leaf without fear of alienation (or actual reassignment). Hotel restaurants, in general, tend to be more accommodating to cigar smokers than do non-hotel restaurants, largely because hotel managers understand the importance of pleasing their guests.

"Guests come to think they can have whatever they want since they're paying quite a bit for their hotel rooms," says Christina Clifton, dining room manager at the French Room in the Four Seasons Clift Hotel in San Francisco. "Besides, we have more space, more rooms to move them to if anyone complains."

Sara Brewer, dining room manager and sommelier in the John Hay Room at the Hay Adams Hotel in Washington, D.C., puts it a little differently: "We're an old, European-style hotel, and smoking a cigar is a part of the ambience. We have some customers who've been coming here for 20 years and smoking a cigar in their favorite armchair in the corner of the lounge."

Some restaurants, both inside and outside hotels, now have special rooms for cigar smokers. Item: In Santa Monica has a small wine room where cigar smokers are invited to enjoy themselves and have a Cognac, grappa or Port after dinner. Chanterelle in New York has a "cigar and Cognac room"—complete with a sofa, two comfortable chairs and a table—specifically included in the design for the restaurant because chef David Waltuck loves cigars. Like the

wine room at Remi, this room holds about a dozen people—although at Walrath's wife and partner, Karen, says, "People are so much more emotional about cigars than they were ten years ago that many cigar smokers don't think to use the room because they don't even carry their cigars with them any more."

Jivan Tabibian, managing partner of Remi, often goes outside to the patio of his restaurant to smoke a cigar, and even there, he's beer harassed.

"People walking by will ask me to put out my cigar," he says in tones of wounded wonderment. Despite this experience—and despite the increasingly pervasive hostility most cigar smokers encounter—Tabibian is one of a growing number of restaurateurs and hoteliers nationwide who now host regular cigar dinners.

The format and the size of the crowd varies at these events. Some have a dozen people; some have more than 100. Some serve a set menu; some let diners choose from the regular menu. Some provide complimentary cigars, a variety of local tobacconists; others expect guests to provide their own cigars. Prices range from $40 to $250 per person.

Tabibian had his first cigar dinner last fall and the event was so popular that he had one monthly, then bi-weekly and—starting this past June—weekly. Every Tuesday, 10 or 12 cigar smokers pay $75 a head—tax, tip and wine included—to gather in the wine room at

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THE GUYS AT THE 1992 RITZ-CARLTON LAGUNA NIGUEL SMOKER. FROM LEFT, MILTON BERLE, HENRY SCHIELEIN, JAMES COBURN AND RANDY QUAID.

WHERE CAN I SMOKE IN PEACE?

Rémi for a four-course dinner, with a different wine accompanying each course . . . and cigars and Cognac after dinner (although at Rémi, as at the other cigar dinners, some guests smoke a cigar before dinner and/or during dinner as well).

Two other Los Angeles restaurants—Ma Maison and Pierre's Les Felix Inn—have similar events monthly. So does Yuca in Miami. And San Domenico in New York. Last January, Windows on the World, also in New York, had 85 guests for its first cigar dinner, complete with a master cigar roller from the Dominican Republic—and a different cigar after each course. (The barbecued baby striped bass on smoked corn and cilantro was followed by a Macanudo Baron de Rothschild; the honey- and coriander-glazed côte du boeuf, with fried sage and celery root, was followed by a Partagas No. 1.)

At Stars in San Francisco, chef Jeremiah Tower, executive chef Mark Franz and former general manager Tony Angotti—cigar smokers all—orchestrated a dinner in March that also matched each course with cigars as well as wines.

"We had 25 people, a waiting list of 20 more, and we could have sold out four times over," Angotti says. Now the event will be monthly.

Henry Schieleïn, general manager of the Ritz-Carlton Hotel in Laguna Niguel, on the Pacific Coast about two hours south of Los Angeles, probably deserves credit for the renaissance of the cigar dinner. Schieleïn, whose proposal of marriage 29 years ago was contingent on his fiancé's acceptance of his cigars "for the rest of our lives," was annoyed one night in 1983 when he noticed people glaring at him as he lit up a cigar in the dining room at the Ritz-Carlton in Boston. Schieleïn had just taken over as general manager of the hotel, and he made two quick decisions—he'd sponsor a cigar dinner and he'd turn the ladies' restroom into a cigar room at night.

The cigar dinners have continued in Boston every year since, and when Schieleïn came to Laguna Niguel in 1989, he started them annually there, too. Ritz-Carltons in various other cities—Philadelphia, San Francisco, Marina del Rey (Los Angeles) and Washington, D.C. among them—have since followed suit.

In general, all follow the Schieleïn formula—black tie, multi-course, multi-wine dinners followed by cigars. Cognac, Armagnac and vintage Port. Cigar retailers and distributors often provide a large selection of complimentary cigars, and there are few sights more amusing than watching more than 100 tuxedo-clad men, most of them quite wealthy, scrambling greedily to stuff their pockets with as many free cigars as they can grab.

The sudden proliferation of special cigar dinners is evidence that cigars—at least premium cigars—are making a comeback. Premium cigars account for only about 5% of total cigar sales but 15% of total cigar dollars. As with premium wine, sales of premium cigars have

been increasing in this country in recent years, while overall cigar sales (like overall wine sales) have been declining. Sales of cigars priced at more than $2.50 each almost tripled from 1987 to 1990, according to the Cigar Association of America.

Perhaps this shouldn't be surprising. As in earlier generations, the cigar is, to many, a symbol of material success—"a baton of power," in the words of George Brightman, formerly the manager of the Davidoff store in New York. That may, in fact, account for the unbridled animosity so many women exhibit toward cigar smokers—and there is no question that "it's almost always women who complain—never men," as Susan Wine of the Quilted Giraffe puts it.

"Women seem to have taken it up as a cause," Wine says. "But there are so many good, important causes for women. I wish they'd concentrate on those instead."

A number of famous women were cigar smokers—Virginia Woolf, Amy Lowell and George Sand among them—and it was Sand herself who said, "The cigar numbs sorrow and fills the solitary hour with a million gracious images." But the hostility of many women today toward cigars is often so virulent and so unreasonable—and some women are so eager to make spectacles of themselves in order to lodge their protests as dramatically as possible—that I'm convinced they're not motivated purely by dislike of the smell or by fear of the possible health hazard. Maybe there's something so sym-

bolically, so resolutely masculine about cigars that the very sight of one—the very idea of one—enrages certain women. These women may see the cigar as emblematic of the abhorrently sexist discrimination, exploitation and exclusivity that many men have long practiced and that women have had to fight hard to overcome.

According to a study commissioned by CIGAR AFICIONADO, 99 percent of all premium cigar smokers surveyed are men, and the average household income of cigar smokers in this group is $194,000. Their average net worth is $1.5 million. They travel abroad, drink vintage wine, own more than one car, collect antiques, wear expensive watches. A disproportionate number of them are presidents, CEOs and possessor of advanced college degrees. In other words, they've made it. And a good cigar—an expensive cigar—is proof of that success, success that has long been unfairly denied to most women.

Lew Rothman, president of JR Tobacco Co., thinks too many people today are foolishly buying some cigars, expensive cigars, purely because they represent success—status. In essence, he says, all cigars that are hand made with long filler and 100 percent natural tobacco are about equal in quality, so people who buy expensive cigars are really buying image, not greater smoking pleasure.

Although Rothman says that approximately 20 million of the 30 million cigars he sells annually cost more than $1.50 each—and he sells one, the Partagas Regal, for $6.37—he thinks anyone who spends more than $1.50 for a cigar is "stupid." He insists that $1.50 "should get you anything you want unless it's a very, very large cigar; then I'd say $1.75 or $1.80." Rothman says he's "flabbergasted by people who spend $8 to $10 for a cigar. I can't believe that people who are bright enough to make the money to be able to afford these cigars are stupid enough to waste it on them."

Other tobacconists insist that there are enormous variations in the quality of both tobacco and craftsmanship that justify higher prices for some cigars, but Rothman is certainly right that in cigars, as in so many other consumer products, many people "equate cost with quality."

It may also be the case, however, that because even dedicated cigar smokers smoke fewer cigars now—thanks to the various restrictions and inhibitions imposed by law and by society—they are smoking better, more expensive cigars. In a sense, less is more. And while five cigars a day at $8 a pop can be an expensive habit, five cigars a week at $8 a pop may—for some—be a manageable self-indulgence rather than a major extravagance.

"Back when I started out, you couldn't buy a super premium," says Ben Henderson of Lone Star Tobacco in Houston. "Now they've caught on really well." Paul Macdonald, owner of the David P. Ehrlich shop in Boston, says super premiums have caught on so well that the Davidoffs from the Dominican Republic "exceeded my expectations three times over."

Some tobacconists who specialize in premium cigars have also begun providing their own "smoking lounges" or "smoking clubs" to attract customers and give them a place to enjoy their purchases. Nazareth Gulabian, proprietor of the Beverly Hills cigar store that bears his name, originally had a couple of armchairs for customers, then found the demand so great that he put in sofas, added espresso and Cognac and created a private cigar-smokers club he leased another small store a few yards away to accommodate the actual retail business. Three blocks away, the Davidoff sto that opened last fall also plans a smoking club—upstairs, with leather armchairs and sofas, espresso and Cognac—a setting in which smokers can relax and indulge themselves without fear someone nearby will break into a splenetic rage at the mere sig of a stogie.

THE CIGAR IS TO MANY PEOPLE A SYMBOL OF SUCCESS—"A BATON OF POWER."

The same societal pressures that have led smokers to seek sh havens—and to attend special cigar dinners and to smoke mo expensive cigars—may also help explain why many now smok smaller cigars than they used to; they have to finish them whil driving or walking to work, rather than in their office or at lu or dinner, as in previous generations. But tobacconists say thei customers are also smoking larger cigars, with bigger ring gauge because when they can smoke, they want to luxuriate in it.

"What you're seeing," Rothman says, "is a movement away f the middle, to both smaller *and* larger cigars."

Mirroring trends toward lighter foods and alcoholic beverag white wine rather than martinis—some (though by no means tobacconists simultaneously note a drift toward milder cigars.

Of course, size, shape and taste are matters of individual pref ence. Several of my friends love the feel of a panatella in their hand, for example, but Christopher Kuhl of Davidoff says, "Smoking a panatella is like drinking Mouton Rothschild thro a straw."

Well, I happen to like both panatelas *and* Mouton, and give some of the neo-Prohibitionist sentiment I've sensed recently, beginning to worry that some do-bodders may soon try to make as difficult for people to drink wine as they have made it for pe to smoke cigars. I'm not quite sure why we have become a coru

of blue-nosed busybodies—although I'm sure our Puritan heritage is part of it—but I wish the Moral Police would just leave me alone. If they'll let me smoke my cigar (and drink my wine) in peace, I'll promise not to blow smoke in their direction, not to drink and drive . . . and not to complain about their smelly cigarettes, their sinus-clogging perfume . . . or their stupefying ignorance of the finer things in life. ❖

RESTAURANT SURVEY

Here are a few restaurants in each of 10 major U.S. cities in which cigar smoking is permitted. Those restaurants that limit cigars to the bar or lounge or some other separate room are marked with an asterisk; the rest permit cigars in the dining room itself.

Most upscale restaurants in major cities permit cigars in the bar or lounge if they have one. Thus, this list is by no means all-inclusive. We have generally chosen to mention those restaurants that we would also recommend for other, ultimately more important reasons than simply their acceptance of cigars—good food, good wine lists, a pleasant ambience, especially attentive service or, in a few cases, simply because they are personal favorites. But, where appropriate, we have also given preference to those restaurants that seem to welcome, perhaps even encourage cigar smoking—either by permitting it in the dining room proper or by selling cigars or by having their own humidor, or in some instances, simply by their attitude when questioned about their cigar policies. In speaking with owners, managers, maîtres d' and sommeliers at more than 100 restaurants across the country, it was not difficult to distinguish those who welcome cigars from those who merely tolerate them—and grudgingly at that.

Two further tips:

—Restaurants in hotels and restaurants that cater to European and/or South American clientele are generally more likely than others to permit cigars.

—Even restaurants that permit cigars may differ considerably in their application of that policy. Some permit it only in smoking areas. Some permit it throughout the restaurant, regardless of whether anyone objects. Some permit it only late at night, when most customers have already eaten—and left. Whatever a restaurant's official policy, the actual practice may vary from night to night and from customer to customer. To be certain what a specific restaurant permits, call the restaurant directly. A list of cigar friendly restaurants follows on the next page.

CIGAR FRIENDLY RESTAURANTS

OK, gentlemen, you may fire up your stogies at:

*(asterisk indicates smoking only in bar or lounge area of restaurant.)

BOSTON

Anthony's Pier 4
140 Northern Ave. (on Pier 4)
617-423-6363

*Bibo
131 Brighton St.
617-456-2878

*The Dining Room/Ritz-Carlton
15 Arlington St.
(Newbury St.)
617-536-5700

*Jimmy's Harborside
242 Northern Ave.
617-423-1000

Locke-Ober Café
3 Winter Place
617-542-1340

Sonesta/Boston Hotel
9 Blackstone St. N.
617-523-3600

CHICAGO

*The Dining Room/Ritz-Carlton
160 E. Pearson St.
312-266-1000

Gene and Georgetti's
500 N. Franklin St.
312-527-3718

Emeril's at the Cafe
at the Italian Village
71 W. Monroe
312-332-7005

Morton's
Newbury Plaza, Lower Level,
1050 N. State St.
312-266-4820

DALLAS

*French Room/Adolphus Hotel
1321 Commerce St.
214-742-8200

*Mansion on Turtle Creek/
The Mansion Hotel
2821 Turtle Creek Blvd.
214-559-2100

*Pyramid Room/Fairmont Hotel
1717 N. Akard St.
214-720-2020

DENVER

Palace Arms/Brown Palace Hotel
321 17th St.
303-297-3111

*Tante Louise
4900 E. Colfax
303-355-4488

*Cliff Young's
700 E. 17th Ave.
303-831-8000

HOUSTON

*Anthony's
3011 Montrose Blvd.
713-524-1927

Benson's
5200 Smith St.
713-522-5011

*La Colombe d'Or
3410 Montrose Blvd.
713-524-7999

*La Reserve/Omni Hotel
4 River Way
713-871-8177

Tony's
1801 Post Oak Blvd.
713-621-6778

LOS ANGELES

Citrus
8703 Melrose Ave.
213-857-0034

*Michael's
1147 Third St., Santa Monica
310-451-0843

*Fedora
5955 Melrose Ave.
213-467-1108

*Rosti
1451 Third St. Promenade,
Santa Monica
310-393-4345

Valentino
3115 Pico Blvd., Santa Monica
310-829-4313

MIAMI

*Chef Allen's
19088 N.E. 29th Ave.,
N. Miami Beach
305-935-2900

Joe's Stone Crab
227 Biscayne St., Miami Beach
305-673-0365

Versailles
3555 S.W. 8th St.
305-445-7614

Victor's Café
2140 S.W. 32nd Ave.
305-445-1313

Yoca
173 Giralda Ave., Coral Gables
305-444-4448

NEW YORK

*Gallagher's
2 Harrison St.
212-966-8960

Gloria Cafe
140 E. 46th St.
212-687-1479

*Le Cirque/
The Mayfair Hotel
58 E. 65th St.
212-794-9292

*Palio
Equitable Center Arcade
151 W. 51 St.
212-245-4850

Post House
28 E. 63rd St.
212-935-2888

Quilted Giraffe
AT&T Arcade
550 Madison Ave.
212-593-1221

The '21' Club
21 W. 52nd St.
212-582-7200

Windows on the World
1 World Trade Ctr., 107th Flr.
West St.
212-938-1111

SAN FRANCISCO

The Carnelian Room
Bank of America Bldg., 52nd F
555 California St.
415-433-7500

*Cypress Club
500 Jackson St.
415-296-8555

*The Dining Room/Ritz-Carlton
600 Stockton St.
415-296-7465

*Ernie's
847 Montgomery St.
415-397-5968

*Fournou's Ovens/
Stouffer's Stanford Court Hotel
905 California St.
415-989-1910

*French Room/
Four Seasons Clift Hotel
495 Geary Blvd.
415-775-4700

*Masa's
648 Bush St.
415-989-7154

*Stars
150 Redwood Alley
415-861-7827

WASHINGTON, D.C.

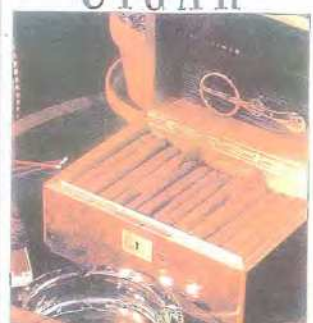
Aux Beaux Champs/
Four Seasons Hotel
2800 Pennsylvania Ave., NW
202-342-0810

Jockey Club/
Ritz-Carlton Hotel
2100 Massachusetts Ave., NW
202-293-2100

John Hay Room/
Hay Adams Hotel
800 16th St., NW
202-638-6600

—David Shaw

CIGAR EXCHANGE



EVENTS AND SMOKER NIGHTS

EUROPE

UNITED KINGDOM/Cuesta Restaurant, Markham Court, Markham Street, London SW1P 4LA. Columbus Day Dinner and Cigar Tasting. October 11. Contact: Jace Rolls (44) 71-935-4566.

UNITED KINGDOM/Mosimann's, 11b, West Halkin Street, Belgrave Square, London SW1X 8JL. Dinner and Tutored Havana Cigar Tasting. October 16. Contact: Barbara - Club Manager. Phone: (44) 71-235-9652; Fax: (44) 71-245-6354.

UNITED KINGDOM/The Swallow Hotel, 12, Hagley Road, Birmingham, England B16 8SJ. Dinner followed by a tasting of three Havana Cigars. November 6. Contact: Hugh Patton, General Manager. (44) 21-452-1144.

UNITED STATES

CALIFORNIA/Vitt-Carlton, Laguna Hills, Laguna Hills, California. The Second Cigar and Cognac Session. November 20. Contact: Melinda Simon (714) 240-2006.

CALIFORNIA/Ma Maison, Los Angeles, California. Cigar Night. First Tuesday of every month. Contact: Maxine Porter (310) 278-5444.

CALIFORNIA/Rosa's, Los Angeles, California. Los Amigos Cigar Cigar dinners. First and third Friday of every month. Contact: Restaurant reservations (310) 395-8545.

CALIFORNIA/Rosa, San Francisco, California. Stellar Cigar Society. A cigar tasting and dinner. September 15. Contact: Susanne McGoldrick. (415) 431-2716.

COLORADO/American Zenith Cafe, Denver, Colorado. A Connoisseur's Evening of Single Malt Scotches and Cigars. November 10. Contact: Peter Webster (303) 830-1800.

FLORIDA/Sofitel, Miami, Florida. Cigar Room Grand Opening. September 17. Contact: Claude Samuel (305) 266-4888.

FLORIDA/Cafe L'Europe/Sarasota, Florida. Cigar Dinner. Third Friday of every month. Contact: Michael Geary, Owner (813) 388-4615.

ILLINOIS/Up Down Tobacco Shop, Chicago, Illinois. For Lovers/Haters Day Cigar Party. Sponsored by the Chicago Cigar Connoisseurs. November 3-7. Contact: Dana Cho (312) 337-0027.

MASSACHUSETTS/The Dining Room/Ritz Carlton, Boston, Massachusetts. Annual Cigar Smoker, Spring 1993. Contact: Michael Nagel (617) 536-5700.

NEW YORK/Metrica Hill Inn, Allaire, New York. Cigar Night. Third Monday of each month. Contact: Stephen Stefkiwa (718) 461-2088.

NEW YORK/Rosa, New York City. Vino E Cucina (A Cigar Dinner). October 18. Contact: Barbara Hussey (212) 505-1260.

NEW YORK/Sui Domestico, New York City. Cigar Connoisseur Dinner-Monthly. October thru December. Contact: Restaurant reservations (212) 459-0016.

NEW YORK/Windows on the World, New York City. The Cigar Lovers' Night. September 21. Contact: Alec Brough (212) 938-1111.

OHIO/Ritz-Carlton, Cleveland, Cleveland, Ohio. The Ritz-Carlton Cleveland Cigar Dinner. September 13. Contact: Cara Mullen (216) 623-1300 x3109.

PENNSYLVANIA/Zanzibar Blue, Philadelphia, Pennsylvania. Cigar and Cognac Tasting. September 24. For information: (1-800) 555-6661.

WASHINGTON, D.C./Ritz-Carlton, Washington, D.C. The Second Annual Cigar Smoker. November 13. Contact: Ashley Lund (202) 293-2100.

PLANNING A CIGAR DINNER?
Tell us about it:
CIGAR AFICIONADO Magazine
Attention: Calendar Editor
M. Shanken Communications Inc.
387 Park Avenue South, 8th floor
New York, NY 10016
There is no charge for this cross-listing service.

ANTIQUES

ALICE KWARTLER ANTIQUES. New York's premier source for beautiful, distinctive objects in sterling, crystal and enamel. Featuring cigar boxes and cases, humidors, cigar cutters, matchsafes, Corporate and personal gifts. Place des Antiquaires, 125 East 57th Street, Gallery #18, New York, N.Y. 10022. Phone: (212) 752-5950.

SALLEA ANTIQUES. Boxes are our business. Humidors in all sizes, including Spanish cedar-lined. We have Sarsaw & Hodges and Dunhill. In woods and other materials. Sallea Antiques, 66 Elm Street, New Canaan, Ct. 06840. Phone/Fax: (203) 972-1050.

CIGAR POSTERS

POSTERS PLEASE, INC. Dealer wants to buy fine, original cigar posters. Also for sale: cigar posters and other original artworks and art deco posters. Contact: Jack Kramer, Posters Please, Inc., 37 Eastwick Drive, New York, N.Y. 10523. Phone: (212) 383-4000; Fax: (212) 877-2243.

BOOKS & PERIODICALS

ANTIQUARIAN TOBACIANA. Specializing in domestic and foreign literature on cigars, pipes, snuff, accessories and smoking, technology, implements and lithography. Contact: Benjamin Sappson, Antiquarian Tobacciana, 11506 Turnbridge Lane, Reston, Va. 22094-1330. Phone (703) 435-8213.

HANDBOOK OF AMERICAN CIGAR BOXES. Limited edition history of cigar boxes and packaging, 1865-1965 (Hamon). Hard cover. Autographed and numbered. Special: $12.95, postpaid while supplies last. Regularly $15. Treasure Hunt Publications. Box 3228, Palm Beach, CA. 33480.

BUY, TRADE OR SELL

WANTED: Pre-embargo Cuban cigars, vintage Havanas manufactured with hand-bed tobacco. Please submit brand, front mark, packing, and dates where available; indicate storage method (air conditioned only). Reply to: Cigar Aficionado, Attention, Cigar Exchange, Box 101, 387 Park Avenue South, New York, New York, 10016.

WANTED: Cigar-related advertising artwork, window displays, promotional items and branded ashtrays. Reply to: Cigar Aficionado, Attention, Cigar Exchange, Box 102, 387 Park Avenue South, 8th Floor, New York, N.Y. 10016.

WANTED: Vintage humidors by Sarsaw & Hodges, Dunhill, Tiffany and Troyer or Davidoff. Reply to: Cigar Aficionado, Attention, Cigar Exchange, Box 103, 387 Park Avenue South, 8th Floor, New York, N.Y. 10016.

WANTED: Cigar boxes, label sample books, signs, photographs, cigar store advertising figures, tobacco trade directories, and other pre-1940 items useful to the cigar industry's historians. Top prices paid. Dr. Tony Hyman, 2161 Shoreline Drive, Shell Beach, CA. 93449. (805) 773-4777.

WANTED: High quality antique smoking accessories: lighters, Petrol, Dunhill, Cartier, pendant models, cutters, Box, self or trade-Marvin, S. Salk, 8 E. 72nd St., New York, N.Y. 10021. (212) 249-5580.

WANTED: Top quality antique/vintage lighters: pocket/boxes, Dunhill, Cartier, Dupont and Thorens Pocket and table models. Also repairs. Richard Wisniewski, 30 W. 57th Street, New York, N.Y. 10019 (212) 586-0847.

WANTED: Dead or Alive...lighters, humidors, vintage cigar cutters, pipes, unusual ashtrays, cigar carts, smokers' ephemera. Contact: Bonnie or Clyde. Phone, (516) 538-9224.

CLASSIFIED RATES:

The cost of classified advertising is flat rate of $100 plus $5 a word to a maximum of 50 words. Please send copy to Attention—Classified Advertising, the Cigar Aficionado, 387 Park Avenue South, 8th Floor, New York, New York, 10016.

All orders must be prepaid. Closing date for the next issue is October 1.

There is no discount for multiple listings. Publisher reserves the right to refuse any advertisement.

THE GREAT 1989 BORDEAUX

THE NOBLE FIRST GROWTHS-ALL ON SALE

Ratings: P = Robert Parker Jr. WS = The Wine Spectator

	Bottle	Case
Chateau Haut Brion (Graves) 96 P/97 WS	115.00	1299.00
Chateau Petrus (Pomerol) 96 P/100 WS	495.00	5600.00
Chateau Margaux (Margaux) 96 WS	82.50	959.00
Chateau Mouton Rothschild (Pauillac) 96 WS	99.75	1175.00
Chateau Latour (Pauillac) 97 WS	76.50	899.00
Chateau Lafite Rothschild (Pauillac) 92 P/98 WS	85.50	999.00
Chateau Cheval Blanc (St. Emilion) 90 WS	94.50	1099.00
Chateau Ausone (St. Emilion) 92 P/93 WS	105.00	1199.00

1989 FIRST GROWTH SAMPLER

Without a doubt, the finest sampler we have ever offered. Two bottles each of Haut Brion, Margaux, Mouton Rothschild, Lafite Rothschild and one bottle each of Petrus, Latour, Cheval Blanc, and Ausone. Total of twelve terrific bottles of the great 1989 vintage. What a treat to have in a dozen years. Special Sampler price $1495.00.

Ask for a Benjamin Sampler (named after Benjamin Zacharia, the first Zacharia grandchild—11 months old—I've put one of these samplers away for him for his 21st birthday in the year 2013). Only two dozen samplers available.

PERFECT POMEROL

Chateau Clinet (99 P)	95.00	1099.00
* Chateau La Conseillante (97 P/92 WS)	74.50	849.00
* Chateau La Fleur de Gay (96 P/98 WS)	87.50	995.00
Chateau La Croix de Gay	23.99	275.00
Chateau Lafleur (96 P/96 WS)	250.00	2899.00
* Pensees des Lafleur	63.50	699.00
Chateau L'Evangile (89 P/92 WS)	59.50	699.00
Chateau Lafleur Petrus	74.99	899.00
* Chateau Gazin (88 P)	34.95	399.00
* Chateau Trotanoy (90 WS)	59.95	699.00
* Chateau Latour A Pomerol (87 P/90 WS)	34.95	399.00
* Chateau Bourgneuf (90 WS)	23.50	259.00
* Chateau Certan de May (87 P)	64.50	740.00
* Chateau Petit Village (88 P)	53.00	599.00
Chateau Clos L'Eglise (86-100 WS)	19.99	239.00
Chateau Haut Maillet	16.99	199.00
* Chateau Plince (85 P)	14.99	179.00
* Chateau Rouget	19.99	239.00
Chateau Gaudet	10.99	129.00

Buy a 1989 Pomerol Sampler:
1 bottle of each wine designated with an asterisk for the special sampler price of $575.00.

GRAND ST. ESTEPHE

Chateau Montrose (94 P/98 WS)	34.50	399.00
Chateau Calon Segur (90 WS)	27.50	319.00
Chateau Cos d'Estournel (96 WS)	38.50	449.00
Chateau Cos Labory (89 P/93 WS)	16.99	219.00
Chateau Meyney (90 P/93 WS)	14.99	179.00
Chateau Les Ormes de Pez	16.99	199.00
Chateau Haut Marbuzet (90 WS)	23.99	279.00

SUPERB ST. JULIEN

Chateau Beychevelle (91 P/95 WS)	32.99	399.00
Chateau Leoville Las Cases (95 P)	59.99	699.00
Chateau Lagrange (96 WS)	24.99	299.00
Chateau Langoa Barton (94 WS)	19.99	239.00
Chateau Leoville Barton (89 P/94 WS)	24.99	299.00
Chateau Gruaud Larose (89 P/95 WS)	30.99	370.00
Chateau Talbot (88 P/90 WS)	27.95	325.00
Chateau Gloria (92 WS)	16.99	195.00
Chateau Ducru Beaucaillou (91-92 WS)	39.99	475.00

SUPREME PAUILLAC

Chateau Lynch Bages (96 P/98 WS)	38.95	449.00
Chateau Pichon Baron Longueville (95 P/98 WS)	39.99	479.00
Chateau Pibran (95 WS)	22.99	275.00
Chateau Cordeillan-Bages (95 WS)	24.99	299.00
Chateau Clerc Milon (96 WS)	24.99	279.00
Chateau d'Armailhac (94 WS)	19.99	239.00
Chateau Haut Batailley	26.99	315.00
Chateau Pichon Lalande (92 P/92 WS)	43.50	499.00
Chateau Grand Puy Lacoste (89 P)	23.95	275.00
Chateau Duhart Milon Rothschild (88 P/90 WS)	22.99	259.00
Chateau Haut Bages Averous (90 WS)	16.99	199.00
Carruades de Lafite (89 WS)	23.95	275.00
Chateau Poujet Canet (89 P)	20.99	249.00
Tourelles de Longueville (94 WS)	19.99	239.00

GREAT GRAVES

Chateau Haut Brion (99 P/97 WS)	115.00	1299.00
Chateau La Mission Haut Brion (98 P/96 WS)	68.50	795.00
Chateau Bahans Haut Brion (88 P/90 WS)	24.99	299.00
Chateau La Tour Haut Brion (95 WS)	31.50	369.00
Chateau Haut Brion Blanc (6 bt case) (97 P)	150.00	875.00
Chateau Laville Haut Brion Blanc (6 bt case) (88 P)	150.00	875.00
Chateau de Fieuzal (88 WS)	25.95	299.00
Chateau Olivier (95 WS)	19.99	239.00
Chateau Rouboud (93 WS)	14.99	179.00
Chateau La Louviere (87 P/91 WS)	16.99	199.00

SPECIAL ST. EMILION

Chateau L'Angelus (94 P/94 WS)	34.50	399.00
Chateau Belair (87 P/89 WS)	34.99	399.00
Chateau Clos de Jacobins	28.99	348.00
Chateau Grand Mayne (90 P/92 WS)	18.99	225.00
Chateau Larmande (89 P/85 WS)	29.95	350.00
Chateau Pavie Macquin (90 P)	20.99	249.00
Chateau Franc Mayne (94 WS)	18.99	219.00
Chateau Figeac (93 WS)	43.50	499.00
Chateau La Commanderie (92 WS)	14.50	169.00
Chateau Puy Blanquet (90 WS)	10.99	129.00
Chateau Haut Corbin (89 P)	16.99	199.00
Chateau Troplong-Mondot (91 P/91 WS)	18.99	219.00

MARVELOUS MARGAUX

Chateau Palmer (95 P/95 WS)	49.99	599.00
Chateau D'Angludet (87 WS)	20.99	249.00
Chateau Brane Cantenac (94 WS)	24.99	299.00
Chateau Monbrison (93 WS)	24.99	289.00
Chateau Prieure Lichine (88 P)	19.50	229.00
Chateau Potensac (Medoc)	12.99	149.00

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The Wine Capital of the East

OVER 3000 SELECTIONS

PRESIDENT KENNEDY, LEFT, AND PIERRE SALINGER, HIS PRESS SECRETARY, AFTER A NEWS CONFERENCE.

Continued from page 154

I was now a solid Cuban cigar smoker, I knew a lot of stores, and I worked on the problem into the evening.

The next morning, I walked into my White House office at about 8 a.m., and the direct line from the President's office was already ringing. He asked me to come in immediately.

"How did you do Pierre?" he asked, as I walked through the door.

"Very well," I answered. In fact, I'd gotten 1,200 cigars. Kennedy smiled, and opened up his desk. He took out a long paper which he immediately signed. It was the decree banning all Cuban products from the United States. Cuban cigars were now illegal in our country.

The embargo complicated my life. The only time I could get a few Cuban cigars was when I traveled abroad with the President to countries like France, Austria and Great Britain. But then, in late May 1962, I went alone to Moscow for the first time. I met for two days with Nikita Khrushchev, talking face to face with the Soviet leader. As our meeting came to end, Khrushchev turned to me.

"Gospodin Salinger, I see you like cigars. Well, I don't, and yesterday I received a wonderful present from Fidel Castro. I'm going to give it to you." He waved at an assistant who brought over a huge wooden box with the Cuban flag entwined in the top, and inside were 250 gorgeous Cuban cigars. My first thought was I couldn't take them to the United States because it was illegal. But then I thought I was traveling with a special Presidential diplomatic passport, and I would have no trouble at U.S. Customs. I decided then and there to take them home and share them with the President.

When I arrived back in the office, the President immediately wanted to talk to me about the Khrushchev meetings. But I interrupted him.

"I made a killing in Moscow, Mr. President. I got 250 Cuban cigars."

The President looked shocked. "Do you have any idea what a scandal it will create if someone finds out you bought those cigars illegally into this country, particularly since I banned them?"

"It's no problem, Mr. President," I replied. "There are only three persons who know about these cigars—you, me and Khrushchev."

"That won't work. I want you to take them over to the chief of customs, and turn them over. And because I don't trust you with regards to cigars, I want you to come back with a receipt."

Overwhelmed with sadness, I went to customs and handed them over. After the chief had given me a receipt, I asked him what he was going to do with the cigars.

"Destroy them," he said without any sentiment.

"Yes, I know," I said as I was walking out of his office. "You're going to destroy them one by one."

About six months ago, nearly 30 years after my sad encounter with U.S. Customs, I landed at Kennedy airport in New York City. I walked through Customs and saw a Customs agent smoking a Cuban Davidoff cigar. He was obviously destroying a confiscated batch one by one.

Since 1968, I have been working in Europe. So, my access to Cuban cigars is no longer a problem. They are available everywhere, even though at a high price. But my learning about cigars hasn't stopped over the years. For instance, in 1974, I finally went to Cuba where I ended up in a long meeting with Castro. He handed me my first Cohiba cigar which at the time was still unavailable to the general public.

So, Kennedy, Khrushchev and Castro all had a hand in my cigar mania.

As I rush to finish up this piece, I'm puffing away on a Partagas Lusitania, which to my taste, is the best Cuban cigar in the world today. And, over the years, I learned about the best from some of history's great cigar smokers ... so I like the best. ❖

KENNEDY, CUBA AND CIGARS

by Pierre Salinger

Cigars have been a part of my life. My smoking habit began in my youth, helped me write my own adult history, and now, cigars are in my dreams. Even though the world is rising against smoking, and particularly against cigars, I still feel they are part of my daily world and I have no incentive to stop smoking them.

My cigar smoking started when I was young. I entered the United States Navy in the early days of World War II and when I reached the age of 19, I became commanding officer of a submarine chaser in the Pacific Ocean. But to run a ship that had 25 sailors and two other officers, all older than me, posed a deep psychological problem. How could I convince them that I was a man of authority? Even if the quality of those big cigars was mediocre, they accomplished their purpose—they made a 19-year-old boy really look like the commander of the ship.

When I returned to San Francisco after the war, I went back to a job at a daily newspaper where I had briefly worked before entering the Navy. I kept on smoking my cigars while I wrote articles. But the cigars were still bad cigars, and they obviously smelled bad. There was a wonderful woman journalist working for the newspaper who hated the smell. She decided to take up a collection among my fellow workers. She handed me $19.32 and told me it was her contribution for a better quality of cigars. Better cigars, better smell.

Despite the self-increased largesse of my colleagues, I still did not advance to the cream of available cigars in those days, the imports from Cuba. Actually, I would have to wait until I was almost 35 years old before I started to work for a rising young American politician named John Kennedy, who liked to smoke Petit Upmann Cuban cigars. Working around him, I felt I had no choice but to upgrade my smoke of choice to a Cuban. I've smoked them ever since.

Shortly after I entered the White House in 1961, a series of dramatic events occurred. In April, 1961, the United States went through the disastrous error of the Bay of Pigs, where Cuban exiles with the help of the United States government tried to overthrow the government of Fidel Castro. Several months later, the President called me into his office in the early evening.

JOHN F. KENNEDY RELAXES IN THE OVAL OFFICE AT THE WHITE HOUSE WITH HIS FAVORITE SMOKE, A PETIT UPMANN.

"Pierre, I need some help," he said solemnly.

"I'll be glad to do anything I can Mr. President," I replied.

"I need a lot of cigars."

"How many, Mr. President?"

"About 1,000 Petit Upmanns."

I shuddered a bit, although I kept my reaction to myself. "And when do you need them, Mr. President?"

"Tomorrow morning."

I walked out of the office wondering if I would succeed. But since

Continued on page 151

Here's a promise you don't have to take with a grain of salt.

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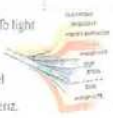

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LOUIS VUITTON

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 DESIGNATION: See Appendix Cover Sheets

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alan Siegel, dated June 2, 2003
Part 4 of 5

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

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

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For the mark COHIBA
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PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix C to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit C

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
1135(1) - Autunm 1992			
	Cohiba Cigar Divan		Cohiba Cigar Divan. The Lobby. The Mandarin Oriental Hotel. Hong Kong
	Cuban Cohiba		"Cohiba. The first name in cigars. Habanos.
	H. Upmann	References Cuban Cigars	*Myth:* Only the French Make Good Wines! *Myth:* Only the Cubans make Good Cigars! *Fact:* H. Upmann Handmade Cigars From the Domincan Republic Are the Finest in the World!
	H. Upmann	References Cuban Cigars	"Ever wonder what the great cuban cigar makers did after leaving Cuba?" When a Cigar Can Make You Forget Havana, That's One-Upsmannship.
	Habanos		Havana House. Habanos. Unique since 1492.
1135(2) - Winter 1992/93			
	H. Upmann	References Historic Cuban Brand	"Myth: Only the Cubans make good cigars! Fact: H. Upmann handmade cigars from the Dominican Republic are the finest in the world!"
	Cohiba		"Cohiba: The first name in cigars. Habanos."
	Habanos		"Havana House. Habanos."
1135(3) - Spring 1993			
	H. Upmann	References Historic Cuban Brand	Myth: Only the Cubans make good cigars! Fact: H. Upmann handmade cigars from the Dominican Republic are the finest in the world!
	Habanos		"Habanos. Unique since 1492."
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great cuban cigar makers did after leaving Cuba?"
	Habanos		"Havana House. Habanos."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	H. Upmann	References Historic Cuban Brand	"When a cigar can make you forget Havana, that's one-Upmannship."
1135(4) - Summer 1993			
	Habanos		Havana House. Habanos.
1135(5) - Autumn 1993			
	H. Upmann	References Historic Cuban Brand	Ever wonder what the great Cuban cigar makers did after leaving Cuba?
	Habanos		Havana House. Habanos.
	Arturo Fuente	References Cuban Cigars	"For eighty years, the Fuente family has been making cigars in the only way they know how. Slowly, meticulously, traditionally Cuban."
1135(6) - Winter 1993/94			
	Arturo Fuente	References Cuban Cigars	Master artisans who make completely by hand the great Arturo Fuente cigars in the true Cuban tradition...slowly, meticulously, one cigar at a time. Arturo Fuente.
	H. Upmann	References Historic Cuban Brand	"When a cigar can make you forget Havana, that's one-Upmannship."
	Aliados	References Historic Cuban Brand	"Cuba Cigars Aliados. Premium Quality Cuban Style Cigars. Rediscover the art & mystery of pre-embargo Havana."
	Habanos		Havana House. Habanos.
	Romeo & Julieta	References Historic Cuban Brand	"From its Cuban origins in 1875 to its heralded rebirth in the Dominican Republic, the Romeo y Julieta has always been the connoisseur's choice."
1135(7) - Spring 1994			

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Arturo Fuente	References Cuban Cigars	"Master artisans who make completely by hand the great Arturo Fuente cigars in the true Cuban tradition...slowly, meticulously, one cigar at a time. Arturo Fuente."
	Habanos		Havana House. Habanos.
	H. Upmann	References Historic Cuban Brand	"When a cigar can make you forget Havana, that's one-Upmannship."
	Romeo & Julieta (Habanos)		Romeo y Julieta Habanos.
1135(8) - Summer 1994			
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great cuban cigar makers did after leaving Cuba?"
	Partagas	References Historic Cuban Brand - GC Brand	"Fidel Castro thought I had left Cuba with only the clothes on my back. But my secrets were locked in my heart." After Fidel Castro came to power, Ramon Cifuentes could no longer make his Partagas cigars in Cuba. Partagas. The cigar that knew Cuba when."
	La Casa del Habano		La Casa del Habano. Habanos.
	Arturo Fuente	References Cuban Cigars	"Master artisans who make completely by hand the great Arturo Fuente cigars in the true Cuban tradition...slowly, meticulously, one cigar at a time. Arturo Fuente."
	Habanos		Havana House. Habanos.
	Habanos		Havana House. Habanos.
1135(9) - Autumn 1994			

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Habanos		Habanos.
	H. Upmann	References Historic Cuban Brand	"Myth: Only the Cubans make good cigars! Fact: H. Upmann handmade cigars from the Dominican Republic are the finest in the world!"
	Belinda	References Historic Cuban Brand	"When Cuba was Cuba ... Belinda was Belinda."
	La Casa del Habano (Habanos)		La Casa del Habano
	Partagas	References Historic Cuban Brand - GC Brand	"Fidel Castro thought I had left Cuba with only the clothes on my back. But my secrets were locked in my heart." After Fidel Castro came to power, Ramon Cifuentes could no longer make his Partagas cigars in Cuba. Partagas. The cigar that knew Cuba when."
	Habanos		Havana House. Habanos
	Habana Gold	References Cuban Cigars	"Habana Gold. Duplicating the Cuban Tradition. 100% Cuban seed grown by Cubans, harvested by Cubans, hand made by Cubans."
1135(10) - Winter 1994			
	H. Upmann		"Imagine two stacks like this. That's what is would take to show you all the variations of our Dominican H. Upmanns."
	H. Upmann	References Historic Cuban Brand	When a cigar can make you forget Havana, that's one-Upmannship.

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Partagas	References Historic Cuban Brand - GC Brand	"Fidel Castro thought I had left Cuba with only the clothes on my back. But my secrets were locked in my heart." After Fidel Castro came to power, Ramon Cifuentes could no longer make his Partagas cigars in Cuba. Partagas. The cigar that knew Cuba when."
	Habanos		Havana House. Habanos
	Habanos		Habanos.
	La Casa del Habano (Habanos)		Habanos.
	Habana Gold	References Cuban Cigars	"Duplicating the Cuban Tradition. 100% Cuban Seed. Grown by Cubans. Harvested by Cubans. Hand Made by Cubans."
1135(11) - Spring 1995			
	H. Upmann	References Historic Cuban Brand	"When a cigar can make you forget Havana, that's one-Upmannship."
	H. Upmann		Imagine two stacks like this. That's what is would take to show you all the variations of our Dominican H. Upmanns.
	Partagas	References Historic Cuban Brand - GC Brand	"Fidel Castro thought I had left Cuba with only the clothes on my back. But my secrets were locked in my heart." After Fidel Castro came to power, Ramon Cifuentes could no longer make his Partagas cigars in Cuba. Partagas. The cigar that knew Cuba when."
	La Casa del Habano (Habanos)		La Casa Del Habano

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Habanos		Habanos.
	Habana Gold	References Cuban Cigars	"Habana Gold. Duplicating the Cuban Tradition. 100% Cuban seed grown by Cubans, harvested by Cubans, hand made by Cubans."
	Habanos		Havana House. Habanos.
1135(12) - June 1995			
	H. Upmann	References Historic Cuban Brand	"When a cigar can make you forget Havana, that's one-Upmannship."
	H. Upmann		"Imagine two stacks like this. That's what is would take to show you all the variations of our Dominican H. Upmanns."
	La Casa del Habano (Habanos)		La Casa Del Habano.
	La Casa del Habano (Habanos)		Habanos.
	Partagas	References Historic Cuban Brand - GC Brand	"Fidel Castro thought I had left Cuba with only the clothes on my back. But my secrets were locked in my heart." After Fidel Castro came to power, Ramon Cifuentes could no longer make his Partagas cigars in Cuba. Partagas. The cigar that knew Cuba when."
	Habanos		Habanos.
	Cuesta rey	References Historic Cuban Brand	"Over 100 years ago, Angel LaMadrid Cuesta and Peregrino Rey created the first Cuesta-Rey in Havana, Cuba."
	Habana Gold	References Cuban Cigars	"Habana Gold. The Cuban Tradition Continues."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Diana Silvius	References Cuban Cigars	"Diana Silvius Cigars. The six filler tobaccos used in Diana Silvius cigars are predominantly of Cuban origin."
1135(13) - Autumn 1995			
	Macanudo	References Cuban Cigars	"Just as the Cuban cigar-makers used to do decades ago."
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition. That's what makes Bauza cigars, once a legend over there...now a legend over
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's one- Upmannship."
	Partagas	References Historic Cuban Brand - GC Brand	"Made under the watchful eyes of the same man (Ramon Cifuentes) who made them decades ago in Cuba"
	Partagas	References Historic Cuban Brand - GC Brand	"Partagas as great Cuban cigar. The tradition leaves with Ramon Cifuentes to the Domincan Republic "The cigar that knew Cuba when".
	Diana Silvius	References Cuban Cigars	"Diana Silvius Cigars. The six filler tobaccos used in Diana Silvius cigars are predominantly of Cuban origin."
	Habanos		Habanos.

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Cas Blanca, Allados, El Rey del Mundo	References Cuban Cigars	"So good they should be illegal"
1135(14) - Winter 1995/96			
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great Cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's one-Upmannship."
	Macanudo	References Cuban Cigars	"Just as the Cuban cigar-makers used to do decades ago."
	Habanos		Unique since 1492.
	Vueltabajo	References Cuban Cigars	"Vueltabajo is the premier tobacco growing region of Cuba. Legend has it that the Cigars of Vueltabajo were rolled on the thighs of island women."
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition. That's what makes Bauza cigars, once a legend over there...now a legend over here!"

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Partagas	References Historic Cuban Brand - GC Brand	"It was the Havana of famous writers, silver daiquiris and Partagas cigars." Yet today, more than three decades after Ramon fled to the Dominican Republic, his Partagas cigars are flourishing more than ever. After all, they are the only cigars that are still made by the same man who made them long ago in Havana. And that is why every Partagas has the authentic taste of a golden age gone by. Partagas. The cigar that knew Cuba when."
1135(15) - Spring 1996			
	Don Tomas	References Cuban Cigars	"It may seem a bit presumptuous to compare our moderately priced Don Tomas Special Edition with the legendary Cohiba of Cuba."
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's one-Upmannship."
	Macanudo	References Cuban Cigars	With leaves aged twice, just like the Cubans used to do. There's a spirit kindled every time. Macanudo." "Macanudo is the only cigar-maker that still spends the time and effort it takes to age its Connecticut Shade wrapper leaves a second time. Just as the Cuban cigar-makers used to do decades ago. Macanudo."
	Partagas	References Historic Cuban Brand - GC Brand	"Today, over 30 years after Ramon fled to the Dominican Republic, only Partagas cigars are still made by the same man who made them long ago in Havana. Partagas. The cigar that knew Cuba when."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Vueltabajo	References Cuban Cigars	"Vueltabajo is the premier tobacco growing region of Cuba. Legend has it that the Cigars of Vueltabajo were rolled on the thighs of island women."
Habanos			(nothing highlighted).
Havana Classico		References Cuban Cigars	"Taste the Havana Classico Experience. A cigar created by a select cache of very experienced Cuban master rollers who consider cigar making an artform. Our Havana Classicos are totally hand made, one at a time using traditional Cuban methods that have been passed down through the generations". 44
1135(16) - Summer 1996			
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great Cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's one-Upmannship."
	Macanudo	References Cuban Cigars	"With leaves aged twice, just like the Cubans used to do. There's a spirit kindled every time. Macanudo."
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Havana Classico	References Cuban Cigars	"Taste the Havana Classico Experience. A cigar created by a select cache of very experienced Cuban master rollers who consider cigar making an artform. Our Havana Classicos are totally hand made, one at a time using traditional Cuban methods that have been passed down through the generations."
	Habanos		Unique since 1492.
	Don Tomas	References Cuban Cigars	"It may seem a bit presumptuous to compare our moderately priced Don Tomas Special Edition with the legendary Cohiba of Cuba."
	Partagas	References Historic Cuban Brand - GC Brand	"Fidel Castro thought I had left Cuba with only the clothes on my back. But my secrets were locked in my heart." After Fidel Castro came to power, Ramon Cifuentes could no longer make his Partagas cigars in Cuba. Skilled hands and the Cuban leaf were far too scarce."
1135(17) - Autumn 1996			
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great Cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's One-Upmannship."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	MiCubano	References Cuban Cigars	"The embargo doesn't matter anymore. Cuban taste is here. MiCubano. The first 100% Cuban seed tobacco cigar with true Cuban taste made outside of Cuba. All MiCubanos are hand made in a factory owned and supervised by a Cuban expatriate. And the packaging is uniquely Cuban. But what distinguishes the taste of MiCubano is the quality of its blend and its wrapper - the only wrapper ever grown outside of Cuba that rivals its Cuban counterpart Many have tried, but all have failed...until MiCubano. MiCubano and true Cuban taste are here."
	Partagas	References Historic Cuban Brand - GC Brand	"Even in those great days, Partagas was the only Cuban cigar with a store all its own." Today, Partagas is the only cigar brand that is still made by the same man who made it what it was long ago in Havana. Partagas. The cigar that knew Cuba when."
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition. That's what makes Bauza cigars, once a legend over there...now a legend over
	Signature Collection	References Cuban Cigars	"The original cigar from Caribbean cigar factory. Made in the heart of Little Havana, Miami, where highly skilled Cuban craftsmen create perfect cigars entirely by hand."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Vueltabajo	References Cuban Cigars	"Vueltabajo is the premier tobacco growing region of Cuba. Legend has it that the Cigars of Vueltabajo were rolled on the thighs of island women."
	Don Tomas	References Cuban Cigars	"It may seem a bit presumptuous to compare our moderately priced Don Tomas special edition with the legendary Cohiba of Cuba. Don Tomas."
	Habanos		Habanos.
	Habana Gold	References Cuban Cigars	"Habana Gold's Sterling Vintage. Hand rolled to perfection using the classic secrets of the Cuban masters."
1135(18) - Winter 1996/97			
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great Cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's One-Upmannship."
	Macanudo	References Cuban Cigars	"True cigar taste begins with leaves that are aged twice, just the way the Cubans used to do it. Macanudo."
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition. That's what makes Bauza cigars, once a legend over there...now a legend over

Advertisements in *Cigar Aficionado* **Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997**

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Partagas	References Historic Cuban Brand - GC Brand	"In Cuba, my colleagues and I would eat short lunches so we could go off to smoke long Paratagas cigars." Only Partagas cigars are still made under the watchful eyes of the same man who made them decades ago in Cuba. Partagas. The cigar that knew Cuba when."
	Pheasant	References Cuban Cigars	"Pheasant. R.D. Gomez produces premium quality Honduran cigars. Medium bodied with a light nutty flavor, and a finish reminiscent of the "Cuba of
	MiCubano	References Cuban Cigars	"The embargo doesn't matter anymore. Cuban taste is here. MiCubano. The first 100% Cuban seed tobacco cigar with true Cuban taste made outside of Cuba. All MiCubanos are hand made in a factory owned and supervised by a Cuban expatriate. And the packaging is uniquely Cuban. But what distinguishes the taste of MiCubano is the quality of its blend and its wrapper - the only wrapper ever grown outside of Cuba that rivals its Cuban counterpart Many have tried, but all have failed...until MiCubano. MiCubano and true Cuban taste are here."
	Don Tomas	References Cuban Cigars	"It may seem a bit presumptuous to compare our moderately priced Don Tomas special edition with the legendary Cohiba of Cuba. Don Tomas."
	Habanos		Habanos.
	Habana Gold	References Cuban Cigars	"Habana Gold's Sterling Vintage. Hand rolled to perfection using the classic secrets of the Cuban masters."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	La Flor de la Isabela	References Cuban Cigars	"La Flor de la Isabela continue a lineage of products that are handcrafted in the tradition brought to the Philippines from Cuba by the Spanish conquistadores."
1135(19) - April 1997			
	Partagas	References Historic Cuban Brand - GC Brand	"Partagas. The cigar that knew Cuba when. Only one premium cigar brand is still made under the watchful eyes of the same man who made them decades ago in Cuba. The brand is Partagas. The cigar that knew Cuba when."
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great Cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's One-Upmannship."
	MiCubano	References Cuban Cigars	"The embargo doesn't matter anymore. Cuban taste is here. MiCubano. The first 100% Cuban seed tobacco cigar with true Cuban taste made outside of Cuba. All MiCubanos are hand made in a factory owned and supervised by a Cuban expatriate. And the packaging is uniquely Cuban. But what distinguishes the taste of MiCubano is the quality of its blend and its wrapper - the only wrapper ever grown outside of Cuba that rivals its Cuban counterpart Many have tried, but all have failed...until MiCubano. MiCubano and true Cuban taste are here."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Pheasant	References Cuban Cigars	"Pheasant. R.D. Gomez produces premium quality Honduran cigars. Medium bodied with a light nutty flavor, and a finish reminiscent of the "Cuba of
	Don Rene	References Cuban Cigars	"Don Rene - History of a Cuban tabaquero. For over three generations, the Martinez family worked the tobacco fields in Cuba."
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition. That's what makes Bauza cigars, once a legend over there...now a legend over
	5 Vegas	References Historic Cuban Brand	"In 1890, 5 of Cuba's best tobacco growers got together and created the world's finest cigars...they named them 5 Vegas. The tradition continues. 5 Vegas."
	Habanos		Habanos.
	La Flor de la Isabela	References Cuban Cigars	"Tabacalera cigars from La Flor de la Isabela continue a lineage of products that are handcrafted in the tradition brought to the Philippines from Cuba by the Spanish conquistadores. Tabacalera."
1135(20) - June 1997			
	Macanudo	References Cuban Cigars	"True cigar taste begins with leaves that are aged twice, just the way the Cubans used to do it. Macanudo."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great Cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's One-Upmannship."
	MiCubano	References Cuban Cigars	"The embargo doesn't matter anymore. Cuban taste is here. MiCubano. The first 100% Cuban seed tobacco cigar with true Cuban taste made outside of Cuba. All MiCubanos are hand made in a factory owned and supervised by a Cuban expatriate. And the packaging is uniquely Cuban. But what distinguishes the taste of MiCubano is the quality of its blend and its wrapper - the only wrapper ever grown outside of Cuba that rivals its Cuban counterpart Many have tried, but all have failed...until MiCubano. MiCubano and true Cuban taste are here."
	Havana Sunrise	References Cuban Cigars	"Find the Cuban tradition of premium cigars in every sunrise. Havana Sunrise."
	Partagas	References Historic Cuban Brand - GC Brand	"Even in those great days, Partagas was the only Cuban cigar with a store all its own." Today, Partagas is the only cigar brand that is still made by the same man who made it what it was long ago in Havana. Partagas. The cigar that knew Cuba when."
	Pheasant	References Cuban Cigars	Pheasant. R.D. Gomez produces premium quality Honduran cigars. Medium bodied with a light nutty flavor, and a finish reminiscent of the "Cuba of

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	Padron	References Historic Cuban Brand	"Padron. Handmade in the Cuban tradition from seed to cigar."
	Habanos		Habanos.
	Partagas	References Historic Cuban Brand - GC Brand	"It was the Havana of famous writers, silver daiquiris and Partagas cigars." After all, they are the only cigars that are still made by the same man who made them long ago in Havana. And that is why every Partagas has the authentic taste of a golden age gone by. Partagas. The cigar that knew
	Signature Collection	References Cuban Cigars	"People say it takes a lot of guts to claim we make a better cigar than the Cubans."
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition. That's what makes Bauza cigars, once a legend over there...now a legend over
	Don Rene	References Cuban Cigars	"Four Cubans can't be wrong! For a flavorful smoke made in the old Cuban tradition, "Strike" a Don Rene."
1135(21) - August 1997			
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great Cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's One-Upmannship."
	Padron	References Historic Cuban Brand	"Padron. Handmade in the Cuban tradition from seed to cigar."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	MiCubano	References Cuban Cigars	"The embargo doesn't matter anymore. Cuban taste is here. MiCubano. The first 100% Cuban seed tobacco cigar with true Cuban taste made outside of Cuba. All MiCubanos are hand made in a factory owned and supervised by a Cuban expatriate. And the packaging is uniquely Cuban. But what distinguishes the taste of MiCubano is the quality of its blend and its wrapper - the only wrapper ever grown outside of Cuba that rivals its Cuban counterpart Many have tried, but all have failed...until MiCubano. MiCubano and true Cuban taste are here."
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition. That's what makes Bauza cigars, once a legend over there...now a legend over
	Partagas	References Historic Cuban Brand - GC Brand	"Only Partagas cigars are still made under the watchful eyes of the same man who made them decades ago in Cuba. Partagas, The cigar that knew Cuba when."
	Pheasant	References Cuban Cigars	"Pheasant. R.D. Gomez produces premium quality Honduran cigars. Medium bodied with a light nutty flavor, and a finish reminiscent of the "Cuba of
	Plasencia	References Cuban Cigars	"For four generations, the Plasencias have been a family of Cuban tobacco planters. Plasencia."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	W&D	References Cuban Cigars	"That's my business partner, Diego. His parents came from Cuba. He knows everything there is to know about making cigars." W&D. Wallace & Diego."
	Gloria Palmera	References Cuban Cigars	"More than a century ago "Francisco Perez" came back to the Canary Islands from Cuba. All the knowledge he had acquired in making cigars was given to his son. And with this knowledge, his son founded "Gloria Pamera."
	Don Sixto	References Cuban Cigars	"By creating this hand-crafted premium cigar in a proud Cuban tradition passed down through four generations, Herman and Gustavo Plasencia bring honor to their family patriarch. Don Sixto. Take time to taste the tradition."
22			
	General Cigar Cohiba	References Historic Cuban Brand - GC Brand	A World Beyond Other Cigars
	Arturo Fuente	References Cuban Cigars	"Through four generations the Fuente family's relentless dedication to uphold their time honored Cuban tradition in cigar making excellence is what makes every Fuente cigar uniquely Fuente. Arturo Fuente."
	H. Upmann	References Historic Cuban Brand	"Ever wonder what the great Cuban cigar makers did after leaving Cuba? One of them created our Dominican H. Upmann, so you could forget Havana. That's One-Upmannship."

Advertisements in *Cigar Aficionado* Referencing Cuba and Cuban Brands: Autumn 1992 - October 1997

Plaintiff's Exhibit Number / Issue	Brand	References	Detailed Description
	H.B.P.R.	References Cuban Cigars	"The old magic feeling is back. And it has a new top-quality label: HBPR. Hand hunched, -pressed, -rolled. It's provided by nature and shaped by the hands of artists. That's why we call it Artist Line . . . With the help of our Cuban friends in Esteli they now produce a cigar as it should be, and in the time honored way. You can taste the difference while smoking: it is pleasure taken to perfection.
	Bauza	References Historic Cuban Brand	"Bauza: The Legend Lives On. When Oscar Boruchin left Cuba over thirty years ago he said farewell to the land he loved. Fortunately, for cigar lovers today, he brought with him a strong sense of pride and tradition. That's what makes Bauza cigars, once a legend over there...now a legend over
	Plasencia	References Cuban Cigars	"For four generations, the Plasencias have been a family of Cuban tobacco planters. Plasencia."
	Habanos		Habanos
	A.T. Cofino	References Cuban Cigars	"A.T. Cofin. These cigars are produced in Bahia, Brazil, by two of the best known names of Cuba's premiere tohacco families, Torano and Menendez. These two families have been part of the Cuban cigar tobacco industry since the turn of the century."
	5 Vegas	References Historic Cuban Brand	"Cuban Style. Made in grand Cuban style since 1890, 5 Vegas is crafted with a sense of tradition and pride."

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 OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix D to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit D

PLAINTIFF'S EXHIBIT
PX 83
7/10/02

NAT SHERMAN'S

A PASSION FOR CIGARS

SELECTING, PRESERVING, SMOKING AND SAVORING ONE OF LIFE'S GREATEST PLEASURES

JOEL SHERMAN
PRESIDENT AND CHIEF EXECUTIVE OFFICER

PLAINTIFF'S EXHIBIT
Px 192

NAT SHERMAN'S

A Passion for Cigars

Selecting, Preserving, Smoking, and Savoring One of Life's Greatest Pleasures

JOEL SHERMAN
President and Chief Executive Officer, Nat Sherman, Incorporated

WITH ROBERT IVRY

Andrews and McMeel
A Universal Press Syndicate Company
KANSAS CITY

Produced by The Philip Lief Group, Inc.

e family silver in the ground, where it remains to this day. Ramón and alia escaped to New York, where, until they could recoup some of the property they owned in Spain, they reluctantly accepted a loan from my father for living expenses.

At this time many Cuban legends in the industry moved their operations to the Canary Islands and started over from scratch, trying to grow Cuban tobacco. Ramón did not. Unfortunately for those who did move, they enjoyed limited success. That entire generation of Cuban cigar manufacturers wouldn't change their style to adapt to different growing conditions, and it wasn't until they moved back to the Caribbean in the late 1960s that the product began to show signs of improvement. Aided by a new generation that was schooled at U.S. agricultural universities like Texas A&M, manufacturers began to cross-breed, hybridize, and adapt their growing techniques to their new farms in Jamaica, the Dominican Republic, Honduras, and Mexico. The marriage of their age-old expertise, the Cuban bacco seed with which they started, and their children's modern knowlge of agronomy, horticulture, and climatization has spawned the most eative and fruitful era of cigar making in history.

Partagas Redux

When Ramón Cifuentes fled Cuba following Castro's takeover, he took his "Partagas" cigar brand with him and eventually began to make Partagas cigars in the Dominican Republic. But when the Communists confiscated the Cifuentes factory in Cuba, they, too, continued to make cigars under the Partagas name. In 1975, a U.S. court ruled that Ramón and other Cuban expatriate cigar makers have legal claim to their Cuban brand names in the United States, and many so-called "exile brands" began to spring up around the U.S. However, Cuban brands still remained throughout the rest of the world with their original frontmarks. Thus, confusion reigns as labels like Cohiba, H. Upmann, Montecristo, Por Larrañaga, Ramón Allones, Romeo y Julieta, *and* Partagas produce Cuban cigars for the rest of the world and Dominican cigars for the U.S.; and Hoyo de Monterrey, El Rey del Mundo, and Punch are made in both Cuba and Honduras. It remains to be seen if that international brand confusion will be imported into the United States when the trade embargo with Cuba is finally lifted.

His Own "Weightlessness" in Cigars

Despite the trade embargo with Cuba, astronaut John Glenn received a gift of his weight in Havana cigars as a reward for his singular accomplishment.

John Glenn. The first American to orbit the earth later became a senator from Ohio.

Another watershed in the history of American cigar smoking was the surgeon general's landmark 1964 report on cigarette smoking. For the first time, cigarette use was allegedly linked to cancer, and cigar sales—mostly of the smaller, less expensive machine-made variety, like Tiparillo and White Owl—soared to an all-time high of nine billion.

Though the number of cigars sold in this country declined to 2 billion in 1992, consumption rose to 2.33 billion in 1994, and Americans were more discriminating and spent more money on their cigars—163 million premium cigars were sold in 1995, up from 97 million in 1991. The superior Caribbean product has rekindled interest in the entire cigar industry, and that interest has been sparked in smokers who are in their twenties and thirties, promising a robust market into the future. Analysts expect an annual 35-percent growth in sales through the 1990s. Some four hundred fifty brands are currently available in the United States, offering more than three thousand different varieties of cigar. Growers are rushing to market in order to keep up with the demand, and manufacturers are looking at back orders for the first time in years.

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In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
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v.	:	
GENERAL CIGAR CO., INC. Respondent.	:	

PARTY OFFERING: PETITIONER

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Appendix E to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit E

Cohiba Espléndidos

Top

La Habana, Cuba

PX927

Cohiba 25 Coronas Especial

Top

La Republica Dominicana

PX953

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

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v.	:	
GENERAL CIGAR CO., INC. Respondent.	:	

PARTY OFFERING: PETITIONER

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Appendix F to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit F

PHS DEPOSITION
EXHIBIT # 71
FOR ID 6/6/00 TRN

ALFRED DUNHILL

Established 1893

AFD 01863

Welcome to Alfred Dunhill—By Mail

If you've ever visited an Alfred Dunhill Humidor Room, you've undoubtedly enjoyed a broad selection of premium handmade cigars, all kept in pristine condition and ready for your smoking pleasure. Now, you can enjoy those same superlative cigars—and the service for which Alfred Dunhill is famous—without leaving your home or office. Just pick up the phone.

Our catalogue offers many of the world's best cigars. We store them under perfect conditions, ship them to you, and guarantee your satisfaction. We also offer a selective range of humidors, lighters, and other smokers' accessories. Each product supports Alfred Dunhill's maxim: "It must be useful; it must be beautiful; it must last; it must be the best of its kind."

We stand ready to serve you 24 hours a day, seven days a week. Please call us today.

Rightful heir to the Cuban legend, this Dominican version of the Cohiba (the Taino Indian word for "tobacco") is rich, complex, and medium-bodied. The wrapper is light Connecticut Shade. The box is mahogany. The cigars have no band, but *you* will know.

Filler: Dominican Republic, Mexico, Jamaica

Binder: Mexico

ROBUSTO *5½" × 50, Box of 25 (ND0081)* $175

CORONA ESPECIALE *6½" × 42, Box of 25 (ND0082)* $165

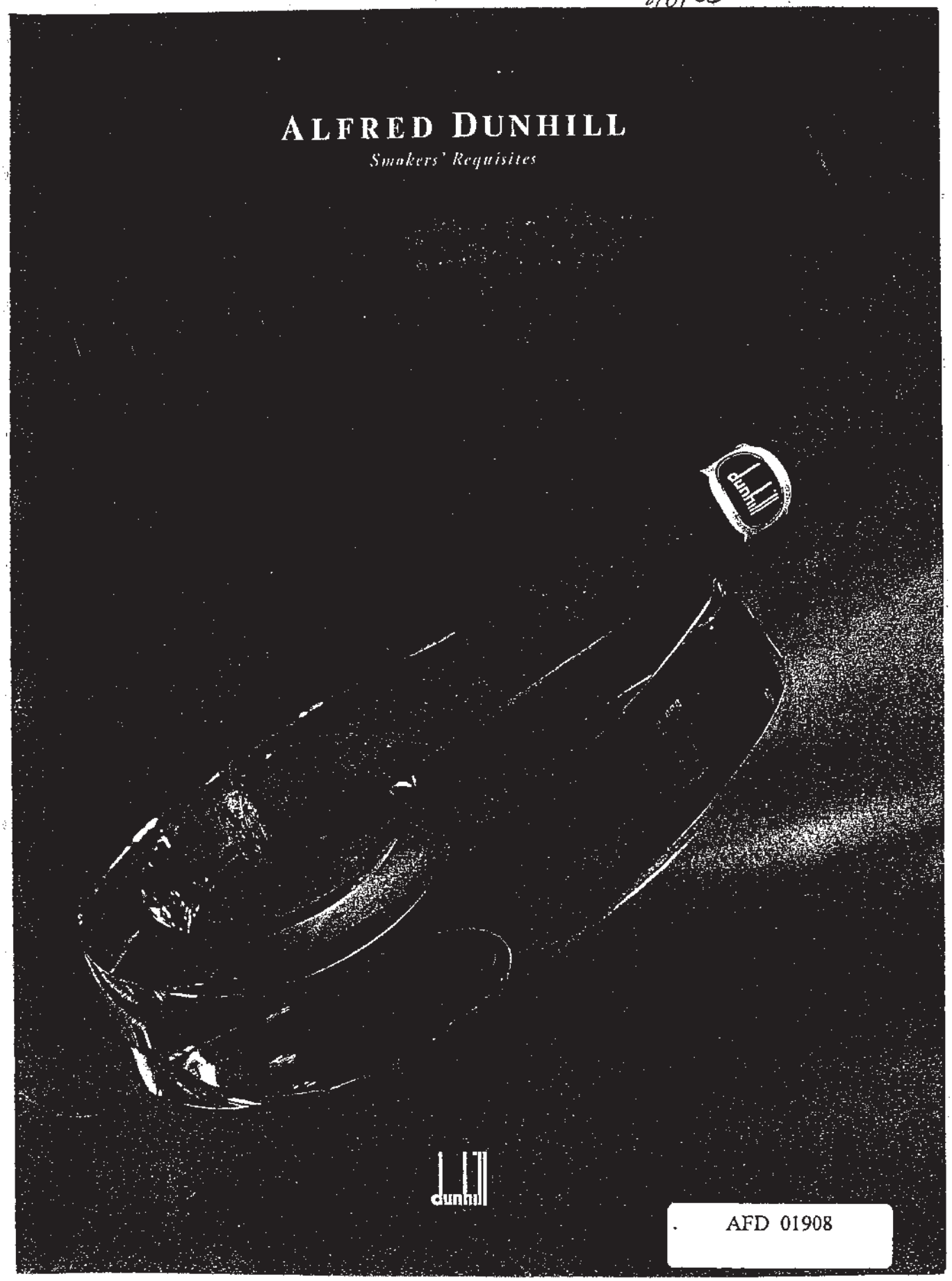
ESPLENDIDO *7" × 49, Box of 25 (ND0083)* $185

AFD 01867

DEPOSITION
EXHIBIT # 72
FOR ID TRN
4/6/00

ALFRED DUNHILL

Smokers' Requisites



THE ALFRED DUNHILL TRADITION

When Alfred Dunhill opened his shop in London, he offered a new standard of perfection to the discriminating cigar smokers of the time. His humidor room offered greatly improved facilities for storing and aging cigars. These ideal conditions allowed cigars to age to their peak of perfection, much like a fine vintage wine.

Today Alfred Dunhill retains its worldwide reputation for the unsurpassed quality and selection of our cigars and for our superior storage facilities.

THE ALFRED DUNHILL HUMIDOR SOCIETY

To that end we invite you to become a member of the Alfred Dunhill Humidor Society of cigar connoisseurs who appreciate the benefits of a perfectly aged cigar.

Our skilled tobacconists will reserve a "keep" bearing your name in our humidor vaults, guaranteeing a consistent supply of your favorite cigars in peak condition as and when you require them.

Upon your initial membership, you will be required to purchase 20 boxes of cigars and a further minimum purchase of 15 boxes during each membership year after the first year. Only cigars purchased from Alfred Dunhill retail locations can be stored in your keep.

Membership benefits are as follows: Two complimentary boxes of cigars upon joining the Humidor Society; free surface delivery of your cigars to anywhere in the Continental U.S., gift wrapped should you require; the personalization of your boxes, a label will be placed on each box containing the legend, "From The Private Reserve of John Smith, Maintained in the Humidors of Alfred Dunhill."

Cover Photograph: The Dunhill lead crystal ashtray cradles your cigar perfectly level to allow it to burn evenly. An attractive desk or table top accessory.

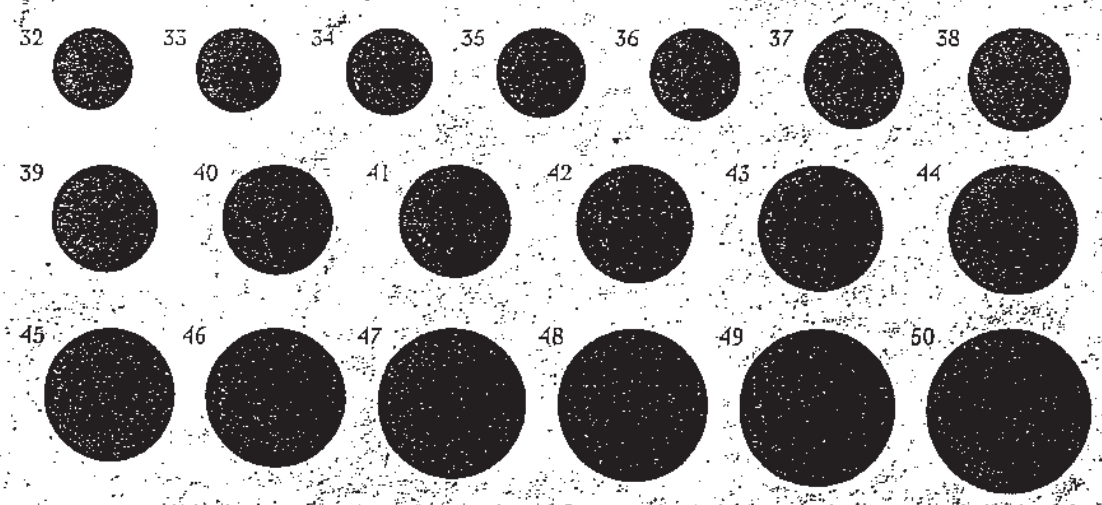
THE ALFRED DUNHILL CIGAR CLUB

For those cigar connoisseurs who buy by the box we offer the Alfred Dunhill Cigar Club. Cigar Club "profiles" are kept on file in the humidor and are updated by the Humidor Manager as purchases are made.

For every ten boxes of cigars purchased in our Humidor, you will receive a complimentary box (the value of which will not exceed the average price of the ten boxes). In order to keep qualifying, the tenth box must be purchased within two years of your initial purchase.

THE CIGAR RING GAUGE GUIDE

This ring gauge guide will give you an indication of the relative temperature of the cigar smoke. Within a brand of cigars, those with smaller rings will produce a hot, but generally mild smoke. Cigars with larger rings will produce a cooler and more full flavored smoke. A ring measures 1/64 of an inch across the diameter of the cigar, so a ring gauge of 32 would be 32/64 or 1/2 of an inch in diameter.



SOME COMMON CIGAR SHAPES AND THEIR DIMENSIONS

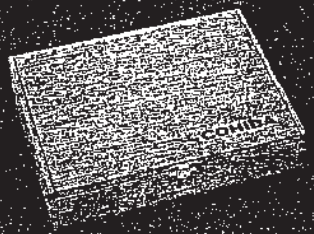
Corona	5 1/2" x 42	Lonsdale	6 1/2" x 42
Corona Extra	6" x 48	Panatella	6" x 28
Double Corona	7" x 50	Robusto/Rothschild	5" x 50

AFD 01910

Robusto
5 1/2" x 50
Box of 25

Corona Especiale
6 1/2" x 42
Box of 25

Esplendido
7" x 49
Box of 25



COHIBA

The Dominican Cohiba is made exclusively for Alfred Dunhill. Today's cigar enthusiast need look no further than the Alfred Dunhill humidors for this celebrated range of Cuban origin. A more robust and full bodied blend of tobaccos are hand made with a lighter colored Connecticut wrapper and continue to age in a cedar box.

Filler: Dominican Republic, Mexico, Jamaica Binder: Mexico

AFD 01926

To purchase merchandise in this catalog, you may call the store nearest you listed below or call (800) 776-4053.

NEW YORK
450 PARK AVENUE
NEW YORK, NY 10022
TEL: (212) 753-9292

BEVERLY HILLS
201 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210
TEL: (310) 274-5351

BOSTON
69 NEWBURY STREET
BOSTON, MA 02116
TEL: (617) 424-8600

CHICAGO
WATER TOWER PLACE
835 N. MICHIGAN AVENUE
CHICAGO, IL 60611
TEL: (312) 467-4455

COSTA MESA
SOUTH COAST PLAZA
3333 BRISTOL STREET
COSTA MESA, CA 92626
TEL: (714) 641-0521

DALLAS
510 NORTHPARK CENTER
DALLAS, TX 75225
TEL: (214) 691-0191

HONOLULU
SHERATON MOANA
SURFRIDER HOTEL
2365 KALAKAUA AVENUE
HONOLULU, HI 96815
TEL: (808) 971-2020

HOUSTON
GALLERIA II
5085 WESTHEIMER ROAD
HOUSTON, TX 77056
TEL: (713) 961-4661

SAN DIEGO
THE PALADION
777 FRONT STREET
SAN DIEGO, CA 92101
TEL: (619) 232-3234

SAN FRANCISCO
290 POST STREET
SAN FRANCISCO, CA 94108
TEL: (415) 781-3368

SEATTLE
409 PIKE STREET
SEATTLE, WA 98101
TEL: (206) 223-0234

ALFRED DUNHILL

450 PARK AVENUE NEW YORK, NY 10022

AFD 01927

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

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GENERAL CIGAR CO., INC. Respondent.	:	

PARTY OFFERING: PETITIONER

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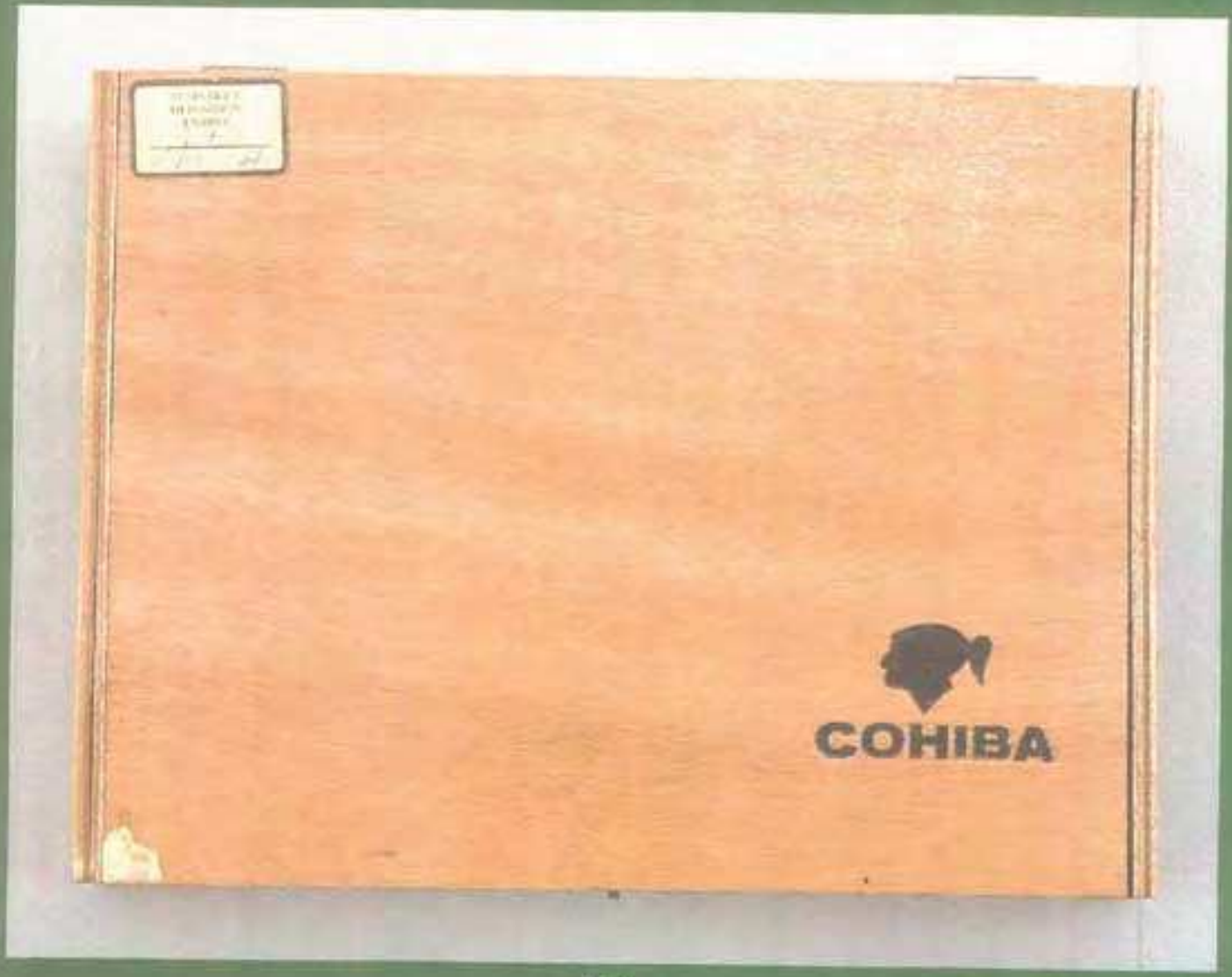
Appendix G to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit G

Cohiba Espléndidos



Top

La Habana, Cuba

PX927

Cohiba Corona

Top

La Republica Dominicana

PX990

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Appendix H to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit H

Cigar Bands From *The Cigar Companion* – Emblem

Aliados

Ashton

Bances

Casa Blanca

Cuesta-Rey

Diplomaticos

Don Diego

Gispert

H. Upmann

JR

Juan Lopez

La Flor de Cano

Montecristo

Montecruz

Primo del Rey

Quintero

Rafael Gonzalez

Romeo y Julieta

Sancho Panza

Santa Clara

Sosa

Te-Amo

Temple Hall

Cigar Bands From *The Cigar Companion* – Heraldic

Arturo Fuente

El Rey del Mundo

Excalibur

Hoyo de Monterrey

José Benito

La Corona

Licenciados

Macanudo

Partagas

Por Larrañaga

Primo del Rey

Punch

Ramon Allones

Royal Dominicana

Royal Jamaica

San Luis Rey

Cigar Bands From *The Cigar Companion* – Literal

Canaria

Bauza

Bolivar

Don Mateo

Griffin's

Joya de Nicaragua

La Gloria Cubana

Nat Sherman

Cigar Bands From *The Cigar Companion* – Initials

Avo

V. Centennial

Don Lino

Fonseca

Montesino

Paul Garmirian

Cigar Bands From *The Cigar Companion* – Script Logo

Davidoff

Don Ramos

Don Tomas

Matacan

Mocha

Oscar

Riata

Suerdieck

Tresado

Zino

Cigar Bands From *The Cigar Companion* – Straight Logo

Dunhill

Henry Clay

Juan Clemente

La Invicta

Pleiades

Santa Damiana

Trinidad

Cohiba

Cohiba

*Cohiba photos from actual cigars.

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GENERAL CIGAR CO., INC. Respondent.	:	

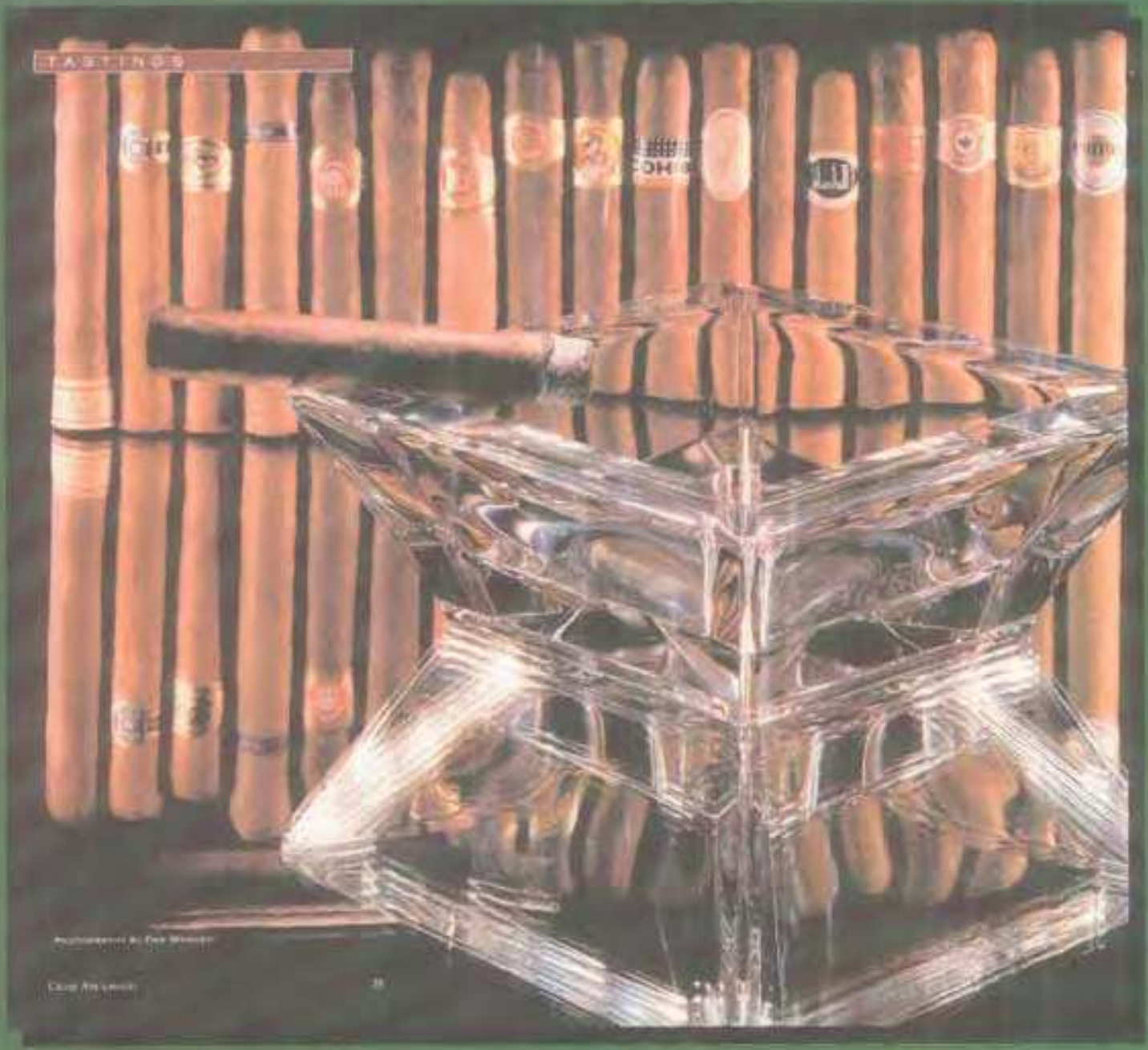
PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix I to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit I

N6526-068 5/22/03 8:47 AM Page 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,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC. Respondent.	:	

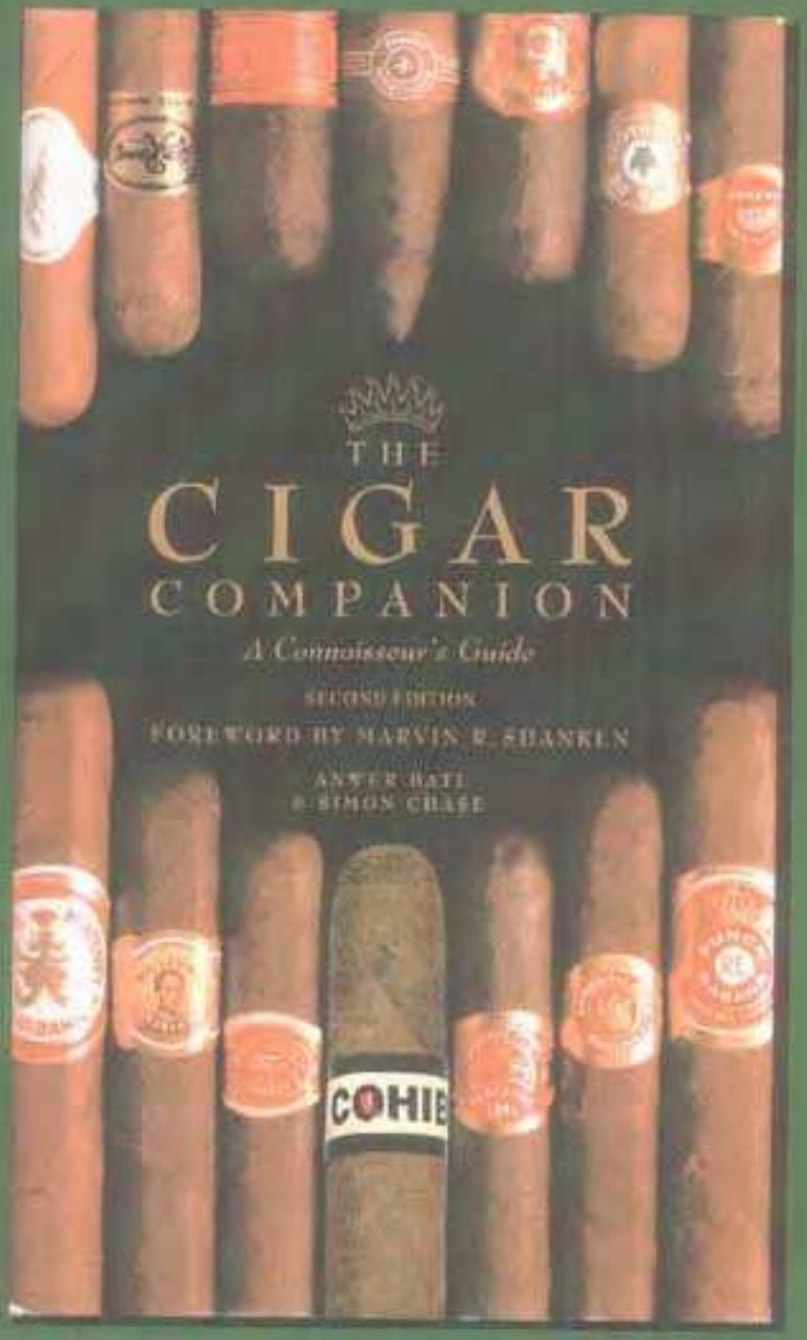
PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

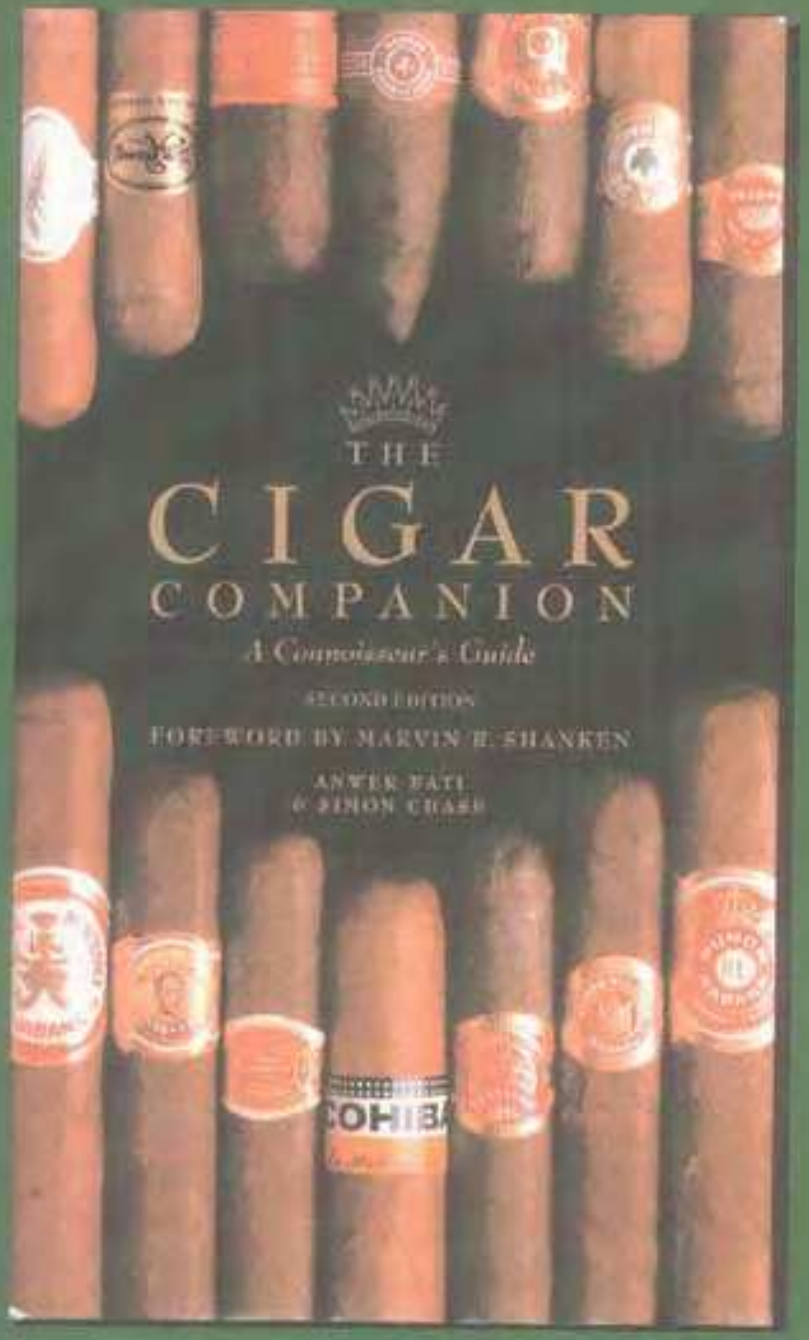
Appendix J to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit J

N6526-077-R02 5/22/03 8:36 AM Page 1



N6526-077-R02 5/22/03 8:36 AM Page 2



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
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AND

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Date registered: June 6, 1995

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

PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix K to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit K

Espléndidos

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PLAINTIFF'S
EXHIBIT
112
6/20/00

B 0047

PLAINTIFF'S EXHIBIT 763

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Confidential:
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EXHIBIT
114
6/30/03

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PLAINTIFF'S EXHIBIT 765

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Under Protective Order

Confidential:
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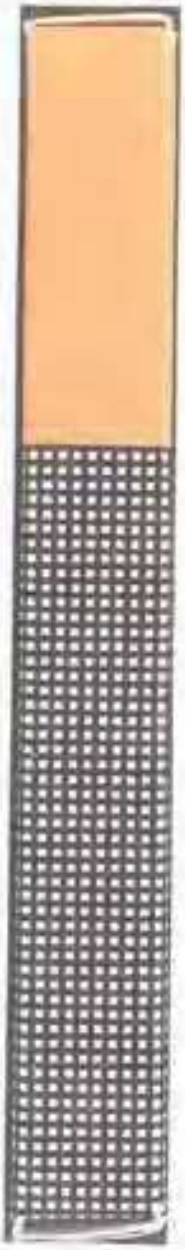

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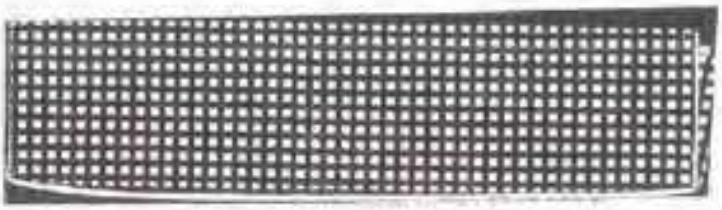

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PLAINTIFF'S EXHIBIT
109
6/30/99

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B 0008
PLAINTIFF'S EXHIBIT 770

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PLAINTIFF'S EXHIBIT
120
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PLAINTIFF'S EXHIBIT 771

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B 0027

PLAINTIFF'S EXHIBIT 772

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GC 006770

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Under Protective Order

GC 006773

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Under Protective Order

GC 006774

Confidential:
Under Protective Order

A

EXHIBIT
2167
11-16-02

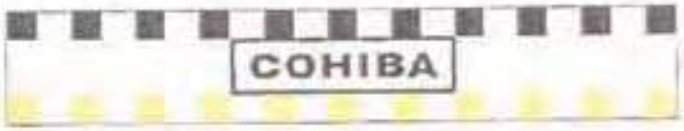
MAR 06080
Confidential:
Under Protective Order
PLAINTIFF'S EXHIBIT 854

B

C

MAR 00082
Confidential:
Under Protective Order

D



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55331
612 474.4904

tel 612 470.8905
work 612 474.4394

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18 MARCH 1997

Ira
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1 Pages Transmitted

Ira, Here is the next wave of Cohiba Logos. Lets talk when you have time. Thanks. Brent

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PLAINTIFF'S EXHIBIT 855

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B.

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DESIGN: MARMO

C.

DESIGN: MARMO

D.

COHIBA

COHIBA

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EXHIBIT
269
11-16-00

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PLAINTIFF'S EXHIBIT 856

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MAR 0011
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Under Protective Order

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MAR 00118
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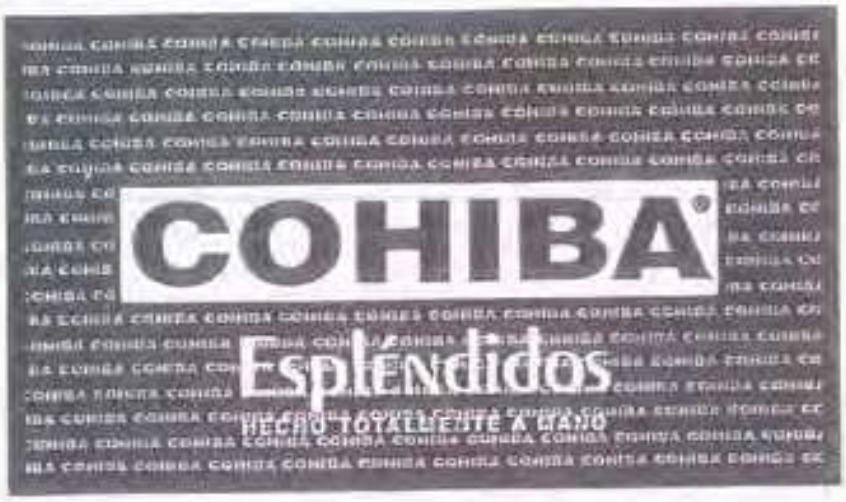
Under Protective Order



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MAR 00113
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Espléndidos

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COHIBA®
Espléndidos

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COHIBA®
Espléndidos

C

4

ORIGINAL

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MAR 00121
Confidential:
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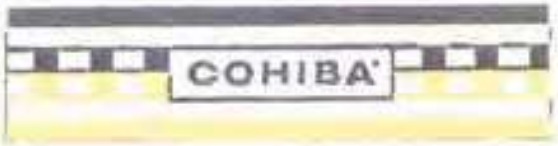
A



UAR 80122
Confidential:
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7

MAR 00123
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MAR 00125
Confidential:
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10

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FAX TO
BRENT

NETWORK

A selection of design events from around the country
chosen by Sasha Gibb

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BLACK, GREY AND WHITE

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REFLECTION IS ORANGE
CAN BE DONE WITH GLOSS
AND DULL BLACKS RATHER
THAN ORANGE

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COHIBA

ORANGE INSIDE "O"

C O H I B A

C O H I B A

"O" SQUARE IS ORANGE

COHIBA

COHIBA

COHIBA

COHIBA

COHIBA

COHIBA

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C O H I B A

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EXHIBIT
Plaintiff
270

MAR 50144
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EXHIBIT
271
11-16-08

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- Yellow ribbon of stock
- TYPE/

SEQUENCIAL NUMBER

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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 DESIGNATION: See Appendix Cover Sheets

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony and Appendices of Alan Siegel, dated June 2, 2003
Part 5 of 5

(Appendices to Written Direct Testimony not highlighted to preserve clarity)

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
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AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
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EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC. Respondent.	:	

PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix L to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

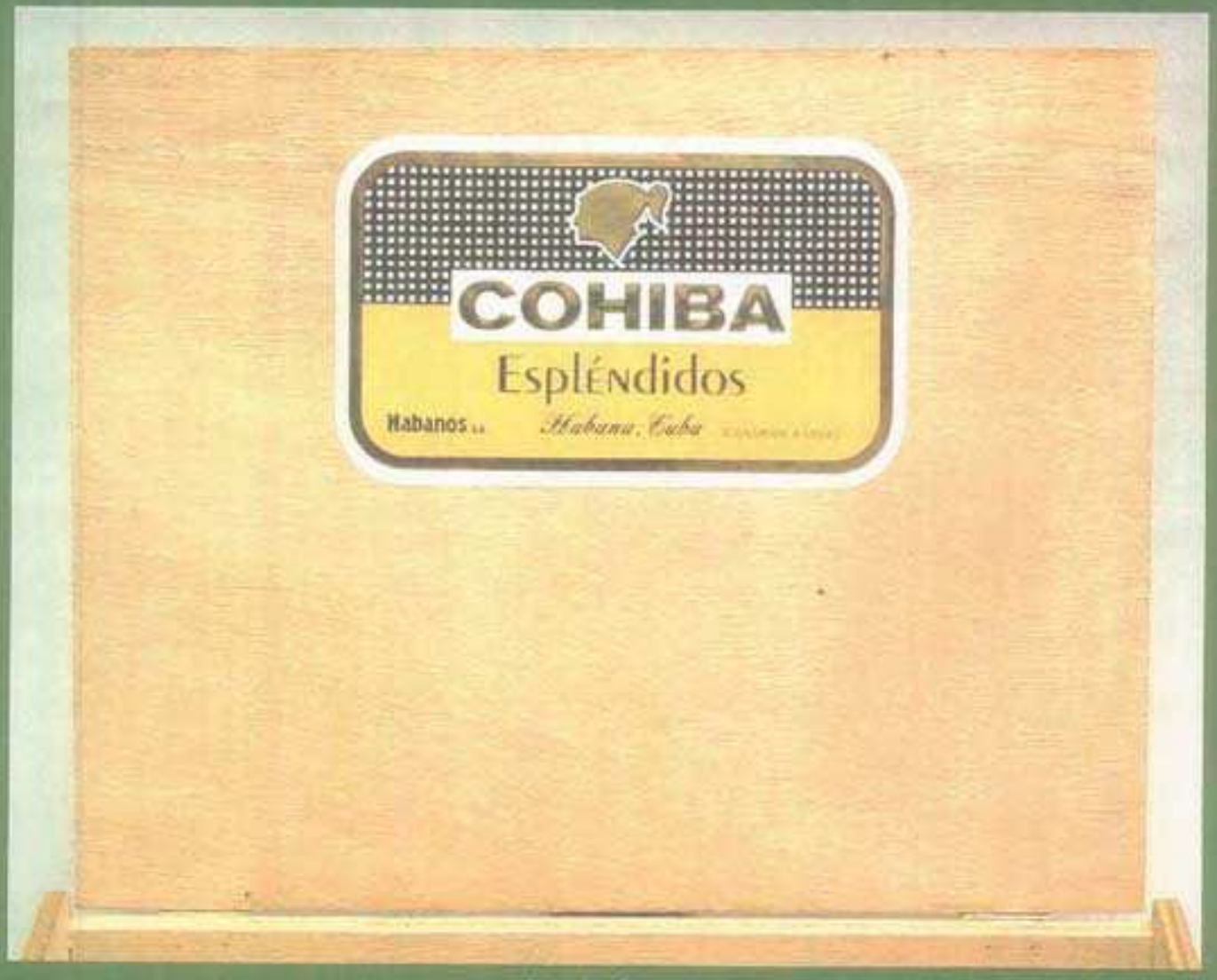
Exhibit L

Cohiba 5 Siglo V

La Habana, Cuba

PX1104

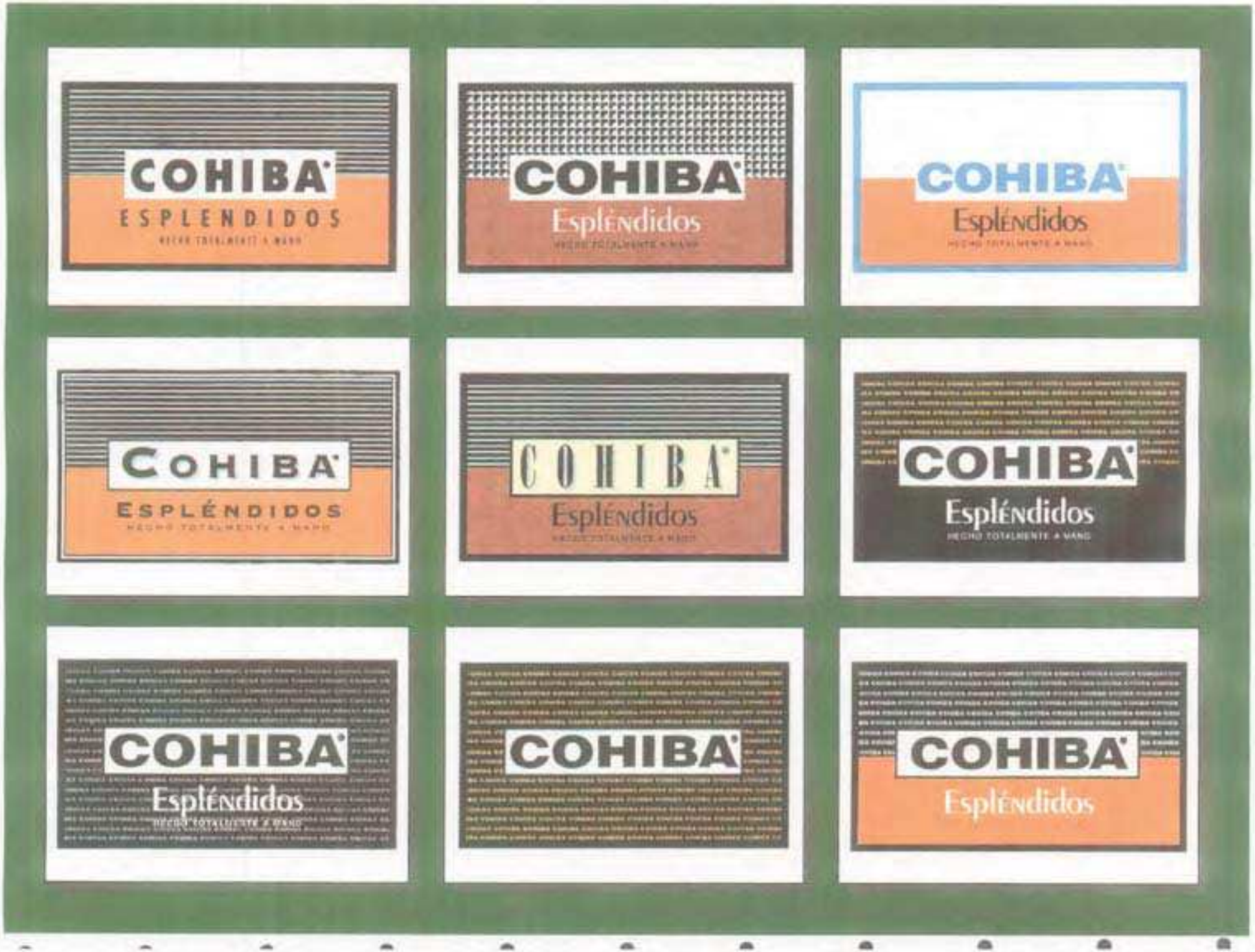
Cohiba Espléndidos



Inside Cover

La Habana, Cuba

PX927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Cohiba Corona

La Republica Dominicana

PX990

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

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In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
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EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner,	:	Cancellation No. 92025859
v.	:	
GENERAL CIGAR CO., INC. Respondent.	:	

PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix M to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit M

Cigar Aficionado – October 1997

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

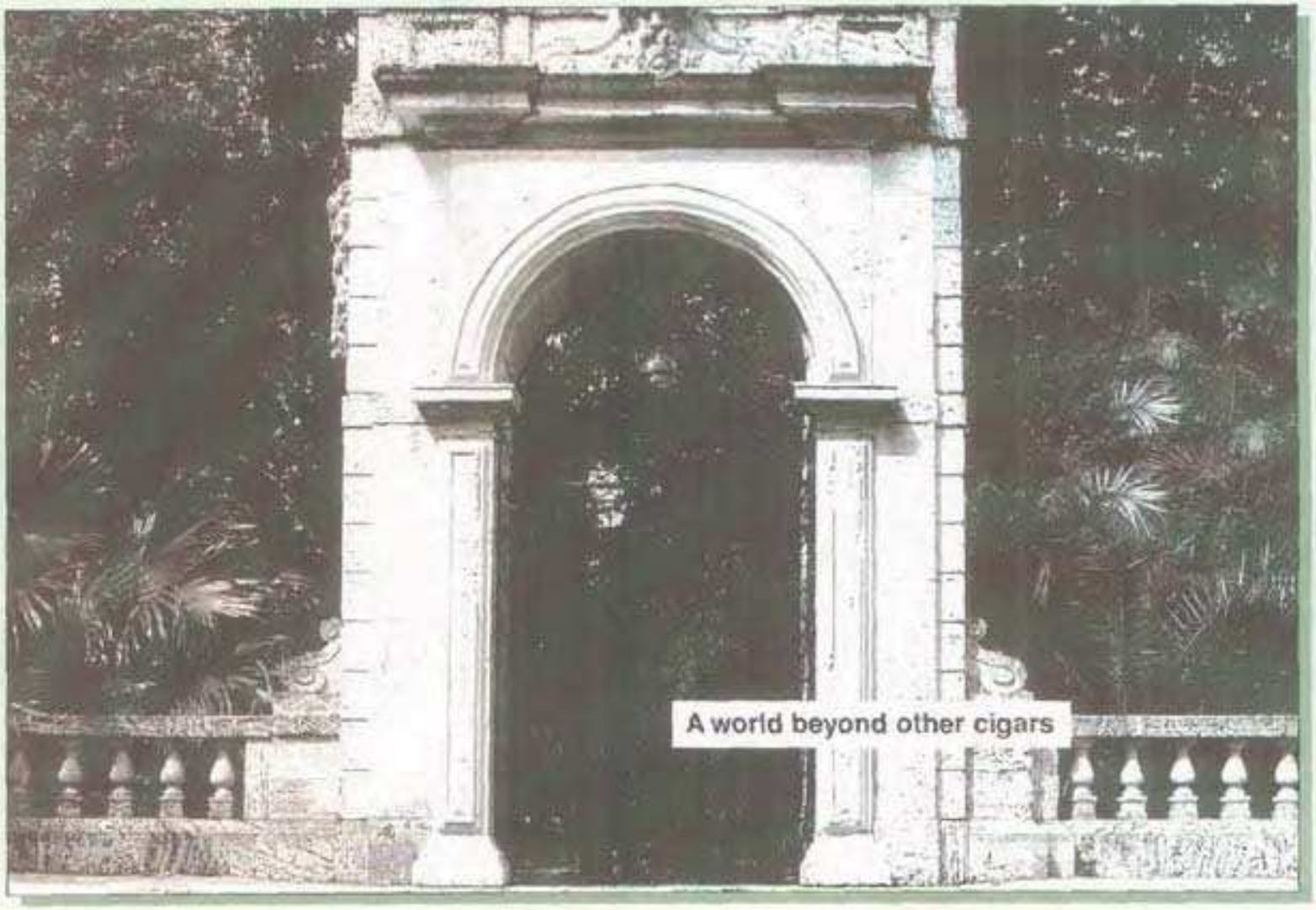
PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix N to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit N

Cigar Aficionado – October 1997



Cigar Aficionado – October 1997

Cigar Aficionado – October 1997

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

PARTY OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix O to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit O

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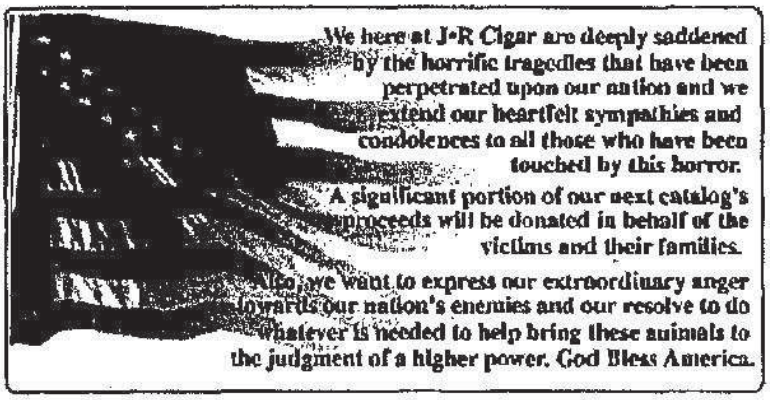

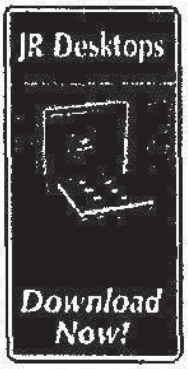

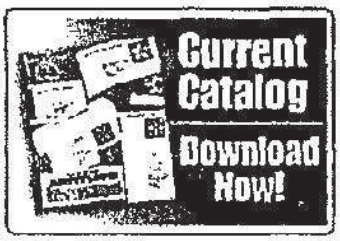

P18912

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WARNING: JRCIGARS.COM

To see more details as well as a picture (if available) of any cigar, click on its style name below.

- Ordering Tips / Return Policy / Shipping Charges

Specials applying to COHIBA DOMINICAN:

- Cohiba Dominican: Buy a box get a FREE Santiago sampler CDCH CDC CDCE CDCM CDCC CDLG CDR CDRF CDT

(abbreviation key at the bottom of the page)

COHIBA DOMINICAN — Handmade DR
Wrapper: CAM Binder: MEX Filler: DR
Medium Bodied

A mild-medium Dominican adaptation of this classic Cuban cigar. This is a first class cigar with top notch construction and a wonderfully balanced blend of Piloto Cubano tobacco secured with a Jember binder and finished with a toothy Cameroon wrapper. Smooth and flavorful from the first puff to the last - an excellent cigar.

Style Item No.	Color	Len x Ring	Pkg Qty	Retail	JR Price	Buy Now
CHURCHILL CDCH FREE Santiago 5 cigar sampler with box purchase	E	7.00 x 49	25	$375.00	$205.00	1 BUY
CORONA CDC FREE Santiago 5 cigar sampler with box purchase	E	5.12 x 42	25	$237.50	$130.00	1 BUY
CORONA ESPECIAL CDCE FREE Santiago 5 cigar sampler with box purchase	E	6.50 x 42	25	$300.00	$165.00	1 BUY
CORONA MINOR CDCM FREE Santiago 5 cigar sampler with box purchase	E	4.00 x 42	25	$175.00	$95.00	1 BUY
CRYSTAL CORONA CDCC FREE Santiago 5 cigar sampler with box purchase	E	5.50 x 42	20	$240.00	$132.00	1 BUY
LONSDALE GRANDE CDLG FREE Santiago 5 cigar sampler with box purchase	E	6.25 x 47	25	$312.50	$165.00	1 BUY
ROBUSTO	E	5.00 x	25	$300.00	$165.00	

P18914

CDR FREE Santiago 5 cigar sampler with box purchase		49				1 BUY
ROBUSTO FINO CDRF FREE Santiago 5 cigar sampler with box purchase	E	4.75 x 47	25	$237.50	$130.00	1 BUY
TRIANGULO CDT FREE Santiago 5 cigar sampler with box purchase	E	6.00 x 54	25	$500.00	$275.00	1 BUY

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• Continue Shopping/Browsing

Hand Made

--- Select One --- GO!

Machine Made

--- Select One --- GO!

Abbreviation Key

Country of Origin: Wrap/Binder/Filler:

DR = Dominican Republic	CT = Connecticut
NIC = Nicaragua	SUM = Sumatra
BRA = Brazil	H2000 = Habana2000
CAN = Canary Islands	TBN = TBN
HON = Honduras	ECU = Ecuador
JAM = Jamaica	CAM = Cameroon
MEX = Mexico	IND = Indonesia
JAVA = Java	CARIB.BASIN = Caribbean Basin
	HOMOG = Homogenized
	NLB = Natural Leaf Binder

Wrapper Key

C — Candela, Light Green
N — Natural, light brown
E — EMS, English Market Selection, Medium Brown
M — Maduro, Dark Brown
X — Double Maduro, very dark brown, almost black

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- 1 Selecta Privada
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- 1 Churchill Natural
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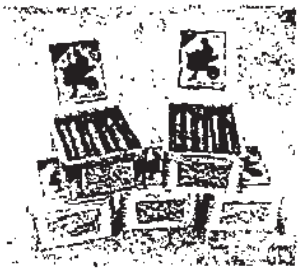
Premium

Items 1 - 9 of 36


Acid
$35.00 - $180.00

Cohiba
$29.95 - $500.00

Sinatra Robusto
$55.00 - $75.00

National Boutique Assortment V
$29.00

Ashton Sampler
$36.00 - $220.00

Ashton Magnum
$183.00

Natural
$40.00 - $166.00

La Gloria Cubana En Cedro
$37.00 - $74.00

C.A.O.
$59.50

Now Showing Items 1 - 9 of 36

Next: Items 10 - 18 of 36

P18862

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5401 Hangar Court, P.O. Box 30303, Tampa, FL 33630-3303
800-216-7107 FAX 813-882-4605
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Cohiba

When you establish a reputation second to none, you inspire those who would like to emulate you. And when it comes to reputations, none can match that of Cohiba. In fact, there are only two places in the world where this brand is legitimately manufactured: Castro's Cuba and in the Diaz y Cia subsidiary of General Cigar Co. in Santiago, Dominican Republic. And when Diaz y Cia proclaims Cohiba as "A world beyond other cigars," it's not an idle boast. They back it up – and the rest of the cigar world knows it. This is one of those rare products about which little needs to be said. It is a cigar whose reputation alone sells it. As you might imagine, given the popularity of the Cohiba brand, getting a supply of them is quite difficult. After all, tobacconists the world over are clamoring for any supply they can procure, legitimate or otherwise. That accounts for the counterfeits. Finally, however, we have been able to obtain an extremely small allotment of this famed cigar. You can be assured that it is the genuine article, but equally assured that its availability will be extremely short term. We are offering these Cohibas on a first-come, first served basis, and we urge our customers to avoid disappointment by placing your orders promptly.

Items 1 - 10 of 19

Product	Ring Gauge	Wrapper	Length	Price	Quanti
Cohiba Churchill, Box Of 25	49	Natural	7"	$375.00	0
Cohiba Corona Especial Nat, Pack Of 5	42	Natural	6"	$63.00	0
Cohiba Lonsdale Grande Nat, Box Of 25	47	Natural	6"	$313.00	0
Cohiba Lonsdale Grande Nat, Pack Of 5	47	Natural	6"	$65.00	0
Cohiba Robusto Fino, Box Of 25	47	Natural	4"	$238.00	0
Cohiba Robusto Fino, Pack Of 5	47	Natural	4"	$50.00	0
Cohiba Corona Minor, Box Of 25	42	Natural	4"	$175.00	0
Cohiba Corona Minor, Pack Of 5	42	Natural	4"	$38.00	0
					0

P18864

Cohiba Corona Especial Nat, Box Of 25	42	Natural	6"	$300.00	0
Cohiba Corona, Pack Of 5	42	Natural	5"	$48.00	0
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- OR -

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Items 11 - 19 of 19

Product	Ring Gauge	Wrapper	Length	Price	Quantity
Cohiba Pequenos, Box Of 30	34	Natural	4"	$65.00	0
Cohiba Churchill, Pack Of 5	49	Natural	7"	$78.00	0
Cohiba Crystal Corona, Box Of 20	42	Natural	5"	$230.00	0
Cohiba Crystal Corona, Pack Of 5	42	Natural	5"	$60.00	0
Cohiba Triangulo, Box Of 25	54	Natural	6"	$500.00	0
Cohiba Triangulo, Pack Of 5	54	Natural	6"	$103.00	0
Cohiba Corona 3pk, Box Of 3	42	Natural	5"	$29.95	0
Cohiba Sampler/ Case, Box Of 3	- NA -	- NA -	- NA -	$47.00	0
					0

Cohiba Corona, Box Of 25	42	Natural	5"	$225.00	0

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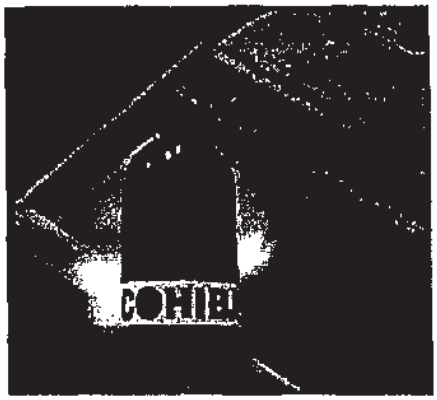
Cohiba



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Items 1 - 10 of 19

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Cohiba Corona Especial Nat, Pack Of 5	42	Natural	6"	$63.00
Cohiba Lonsdale Grande Nat, Box Of 25	47	Natural	6"	$313.00
Cohiba Lonsdale Grande Nat, Pack Of 5	47	Natural	6"	$65.00
Cohiba Robusto Fino, Box Of 25	47	Natural	4"	$238.00
Cohiba Robusto Fino, Pack Of 5	47	Natural	4"	$50.00

P18917

Cohiba Corona Minor, Box Of 25	42	Natural	4"	$175.00
Cohiba Corona Minor, Pack Of 5	42	Natural	4"	$38.00
Cohiba Corona Especial Nat, Box Of 25	42	Natural	6"	$300.00
Cohiba Corona, Pack Of 5	42	Natural	5"	$48.00
[redacted]				

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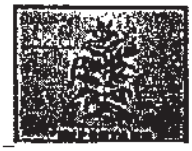

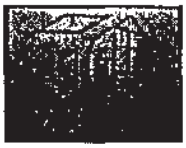

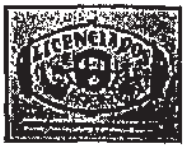

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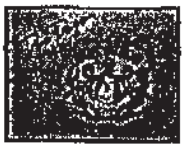

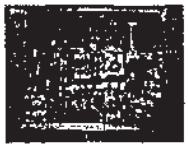

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Cohiba

Handmade in Santiago, Dominican Republic. Superior quality. Cameroon wrappers, Jember binder, 3 varieties of Cuban seed filler. The pride of the Havanas is now made in the Dominican Republic. Named after what ancient Tairo Indians of Cuba called tobacco. Cohibas are some of the finest cigars available. Debuted in 1997.

0	Churchill, Natural, 7 x 49, Box of 25 - **$279.00**
0	Corona, Natural, 5 1/8 x 42, Box of 25 - **$175.50**
0	Corona Especiale, Natural, 6 1/2 x 42, Box of 25 - **$234.00**
0	Corona Minor, Natural, 4 x 42, Box of 25 - **$136.50**
0	Crystal Corona Tube, Natural, 5 1/2 x 42, Box of 20 - **$179.40**
0	Lonsdale Grande, Natural, 6 1/4 x 47, Box of 25 - **$243.76**
0	Robusto, Natural, 5 x 49, Box of 25 - **$224.26**
0	Robusto Fino, Natural, 4 3/4 x 47, Box of 25 - **$185.26**
0	Triangulo, Natural, 6 x 54, Box of 25 - **$390.00**

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Cigar List

COHIBA (RED DOT) - As smooth as they come, certainly not as famous as the Cuban variety, but nonetheless, a very nice cigar in it's own right.

Name	Size	Pack	Price	
CORONA	5 1/8x42	Box of 25	$171.00	Buy Now!
CHURCHILL	7x49	Box of 25	$275.00	Buy Now!
ROBUSTO	5x49	Box of 25	$220.00	Buy Now!

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Our mission is simple. We want to be your tobacconist.

We start by offering the largest selection of premium cigars at the lowest possible prices. Next is customer service. Our staff will go out of their way to make your shopping experience live up to your expectations. We've tried to compile an extensive site of cigar knowledge and information to help you choose the right cigars for your needs and budget.

Freshness & satisfaction are always Guaranteed. You can call us TOLL FREE and speak to a Live Tobacconist Monday-Friday 9AM-5PM EST who can answer all your questions and make recommendations.

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Grand Nica By Carlos Toraño Close-Out Special! Was $129.95+ Now Only $59.95 Bx/25! Gorgeous Nicaraguan Cigars	
The **Cuban Knockoffs** Have Arrived! Smokey's Price From Only $55.95! FULL BODIED!	
Bacarat Bonanza! **3 FREE Singles** with any **Bacarat Box Purchase**	
Best of Cigar Aficionado 9 Cigar Sampler Pack! "You don't have to buy 9 boxes to be the judge." **Only $69.95**	October 2001 Sampler Pack!
***FREE** Torch-Man 2000* w/any	

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Tamboril Red, White, or Black Label Cordova $18.95 Bundle/25 Tamboril Bundle Blow-Out!	Tamboril
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Partagas Serie "S"
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Gorgeous Nicaraguan Cigars

The **Cuban Knockoffs**

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Punch Gran Cru
Puros Indios
Romeo y Julieta
Romeo y Julieta Vintage
Sancho Panza
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Te-Amo
Te-Amo Aniversario - NEW!
Veguero - SPECIAL DEAL!

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Cohiba "Red Dot"
by General Cigar

The History

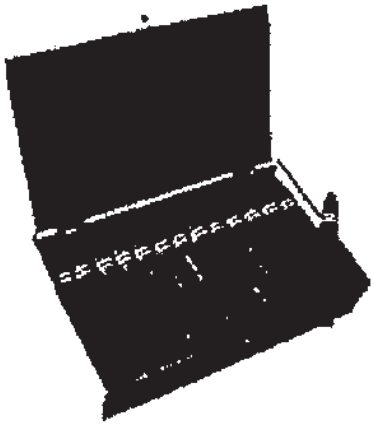
On his second voyage to the New World in 1496, Christopher Columbus observed the Taino Indians as they smoked cured tobacco. Cohiba, they called it.

Cohiba has traveled a long way in quality since then, especially in the waning years of the twentieth century. Not long ago, a Cohiba cigar was developed in Cuba as a kind of presidential cigar for Fidel Castro. More recently, a Cohiba cigar was developed in the Dominican Republic and introduced in 1997 by the makers of Macanudo and Partagas.

The Cigar

The Cohiba cigar that is crafted today in the Dominican Republic took more than six years to develop. The dark, rich wrapper is grown in the sub-tropical West African climate of Cameroon. The supple and flavorful Jember binder comes from Indonesia. And the choice Piloto Cubano leaves from the Dominican Republic are selected for their smooth-smoking qualities to balance the richness of the wrapper. The result is a truly great cigar.

Medium body



Cohiba Red Dot Churchill - Box/25
Code: COHCH
Price: $249.95
Quantity in Basket: *none*

7 x 50

Add One To Basket | Buy One Now

P18746

Por Larrañaga 2000
Punch
Punch Gran Cru
Puros Indios
Romeo y Julieta
Romeo y Julieta Vintage
Sancho Panza
Sosa
Te-Amo
Te-Amo Aniversario - NEW!
Veguero - SPECIAL DEAL!

Basket Contents

In Basket: none

New Built in Punch Cutter!

Only 29.95!
Add 1 to Basket

Cohiba Red Dot Churchill - Single Cigar
Code: COHCH1
Price: $13.49
Quantity in Basket: *none*
7 x 50

Add One To Basket | Buy One Now

Cohiba Red Dot Crystal Corona - Box/25
Code: COHCC
Price: $171.95
Quantity in Basket: *none*
5.5 x 42

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Cohiba Red Dot Crystal Corona - Single Cigar
Code: COHCC1
Price: $10.95
Quantity in Basket: *none*
5.5 x 42

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Cohiba Red Dot Corona Especiale - Box/25
Code: COHCE
Price: $209.95
Quantity in Basket: *none*
6.25 x 42

Add One To Basket | Buy One Now

Cohiba Red Dot Corona Especiale - Single Cigar
Code: COHCE1
Price: $11.75
Quantity in Basket: *none*
6.25 x 42

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Cohiba Red Dot Triangulo - Box/25

Code: COHTR
Price: $349.95
Quantity in Basket: *none*
6 x 54 Piramid

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Cohiba Red Dot Triangulo - Single Cigar
Code: COHTR1
Price: $17.50
Quantity in Basket: *none*
6 x 54 Piramid

Add One To Basket | Buy One Now

Cohiba Red Dot Robusto - Box/25
Code: COHROB
Price: $199.95
Quantity in Basket: *none*
5.5 x 50

Add One To Basket | Buy One Now

Cohiba Red Dot Robusto - Single Cigar
Code: COHROB1
Price: $11.50
Quantity in Basket: *none*
5.5 x 50

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Seconds - great for 'everyday' cigars
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Duke City Cigar Club - monthly program
Make-Yourself-a-Sampler! - title says it all
Humidors - nice-looking & affordable!
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Lighters - torches, jet flames & more
Cigar Gift Suggestions - for Dad or hubby
Flasks - for your favorite single malt
Pipes - numerous hand crafted beauties
Pipe Tobacco - an aromatic delight!
Cigar Box Clocks - works of art

Featured Item!

The Excalibur I Maduro is our featured cigar. This is one of our favorites, as it is robust and full of flavor from the dark, silky wrapper. Regularly $5.79, it's now $3.49, limit 5 per customer - that's 40% off! Give 'em a try! Click here!

Indulge Yourself!

Kelner Factory Seconds are among the hottest cigars in our humidor! Hendrik Kelner's factories in the Dominican Republic produce the famous Davidoff, Griffin's, and Avo lines - all excellent cigars with reknowned reputations. We now have Kelner Factory Seconds available - great cigars at a great

P18749

price! Click Here!

Humipak Humidor Bag Keeps cigars fresh for 2 months, holds 10 to 15, requires no maintenance. Only $6.99! Click Here!

RECENT ARRIVALS

- **Casa Blanca** Jeroboam Naturals and Maduros in boxes; posted 9-19
- **Onyx Reserve** No. 4s in singles and boxes; posted 9-14
- **Xikar Cutters** in Silver, Gold, and Black; posted 9-14
- **La Perla Habana** Black Pearl Gran Coronas, Robustos, and Gran Belicosos in singles; posted 9-14
- **Hoyo de Monterrey Excalibur** No. Is, IIs, IIIs and Prensado Oscuros; posted 9-14
- **Punch and Hoyo de Monterrey** seconds in several sizes; posted 9-14
- **Leon Jimenes** Belicoso Maduros, No. 2 Maduros, and Toro Maduros in assorted singles & boxes; posted 9-6

BANG FOR THE BUCK

- **Old Fashioned**
No.550 Cafe (2nds. of Macanudo Cafe Hyde Park), 5 1/2 x 49, $37.99 bundle/20
- **Arturo Fuente**
Brevas Royale Natural, 5 1/4 x 45, $69.99 box/50
- **Keiner**
Factory 2nds, 5 x 50, $44.99 pack/20
- **Atlantic**
Cigar Company Over Production Robusto, 5 x 50, $28.99 bundle/20
- **Sancho Panza**
Valiente natural, 5 1/4 x 50, $49.99 box/20

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All Brands
Arturo Fuente
Ashton
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Bahia Gold

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Quantity	Description and Pricing. All items listed are in stock.
	Cohiba (red dot) (Dominican Republic) - as smooth as they come, certainly not as famous as the Cuban variety, but nonetheless, a very nice cigar in its own right. Has a rich, dark wrapper and is medium-bodied. Cigar Ring
	Cohiba Robusto Natural, 5 x 49, **$9.99 each**
	Cohiba Churchill Natural, 7 x 49, **$12.99 each**
	Cohiba Corona Natural, 5 1/8 x 42, **$8.49 each**
	Cohiba Lonsdale Grande Natural, 6 1/4 x 47, **$10.99 each**
	Cohiba (red dot) (Dominican Republic) - as smooth as they come, certainly not as famous as the Cuban variety, but nonetheless, a very nice cigar in its own right. Has a rich, dark wrapper and is medium-bodied. Cigar Ring
	Cohiba Churchill Natural, 7 x 49, **$289.99 box/25**
	Cohiba Lonsdale Grande Natural, 6 1/4 x 47, **$224.99 box/25**
	Cohiba Robusto Natural, 5 x 49, **$246.99 box/25**
	Cohiba Corona Natural, 5 1/8 x 42, **$189.99 box/25**
	Cohiba Pequeno Natural, 4 3/16 x 34, **$11.99 6/tin**

P18751

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Entry page for the GreenGrove.com web site

Home | Cigar Shop | Riedel Crystal | Specials | Relaxation Rewards | Help

The GreenGrove.com Cigar Shop offers over 100 cigar brands and accessories at wholesale prices. Whether you know cigars inside and out or need some recommendations to get you started, the Cigar Shop will guide you on your way. Advanced search tools and comprehensive cigar information will help make your shopping experience quick and easy.

Cigar Search | Quick Find

Cohiba

Go

Pigskin Specials

Arturo Fuente Cigars:

- 858 (reg. $121.33) - Now $110.98
- Chateau Natural (reg. $121.33) - Now $100.60
- Cuban Corona (reg. $103.25) - Now $98.78
- Double Chateau (reg. $126.00) - Now $117.98

There are few things better than enjoying fine wine and spirits out of quality Riedel Crystal. GreenGrove.com offers a vast selection of Riedel's most popular stemware to enhance the tasting experience. Whether you're interested in the incomparable Sommeliers Series, the popular Vinum Series, or the more affordable Wine Collection, GreenGrove.com is the premier choice for Riedel Crystal at wholesale prices.

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Riedel Crystal Selections

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Pro Shop *Program*

Click here to learn how your golf shop can start selling cigars today!

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Best viewed with IE 4.0, Netscape Navigator 4.0, or higher versions.

COHIBA

Cohiba	Dominican Republic

This medium to full-bodied version of the classic Cuban brand lives up to the reputation of its namesake since it is consistently well-made using the finest Dominican filler, Indonesian binders, and Cameroon wrappers.

Item #	Cigar	Size (length x ring)	Qty.	Per Box	Action
029301	Robusto	5 x 49	25	$176.47	Buy | More Info.
823361	Prestige	7 1/2 x 50	25	$178.00	Buy | More Info.
998591	Pequenos	4 1/4 x 34	30	$38.12	Buy | More Info.
998601	Crystal Corona	5 1/2 x 42	20	$141.18	Buy | More Info.
998611	Lonsdale Grande	6 1/4 x 47	25	$176.47	Buy | More Info.
998621	Corona Especiale	6 1/2 x 42	25	$176.47	Buy | More Info.
998631	Corona Minor	4 x 42	25	$102.94	Buy | More Info.
998641	Triangulo	6 x 54	25	$294.12	Buy | More Info.
998651	Corona	5 1/8 x 42	25	$139.64	Buy | More Info.
998661	Churchill	7 x 49	25	$220.59	Buy | More Info.
998671	Robusto Fino	4 3/4 x 47	25	$139.71	Buy | More Info.

Cigar Brand Selections

Find Another Brand

View Cigar Size Chart

go to the Cigar Shop for more cigars and advanced searches

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Smoking Section Cigars Accessories Private Label

Free Stuff and Promotions!

Red Lion Mature Toro cigars are only **$75.00** per box this week! (Discount will be reflected on final bill.)

The anatomy of a fine cigar

The purchase of a fine cigar can be an investment for the future. Learn how cigars are constructed in this month's featured Smoking Section.

Accessorize

Find the perfect gift — for yourself or a friend in our accessories. We carry fine cutters, cases, ashtrays, humidors, cork pops, lighters and humidors.

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Macanudo
Montecruz by Dunhill
Montesino by Arturo Fuente
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Coming soon: 150 new cigars, more than 1,000 choices, cigar chat rooms and rating system!

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Questions? Contact info@planethavana.com.
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WARNING: This product contains/produces chemicals known to the state of California to cause cancer, and birth defects or reproductive harm.

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Cohiba Churchill

Churchill 7 x 49

$331.25

Taxable

U7500

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You must be 18 years of age or older to purchase cigars. UPS requires an adult signature for delivery.

Ashton
Cohiba
Cubita
Don Julio
Dunhill
Diana Silvius
Don Tomas
Don Diego
Heaven
H. Upmann
Hoyo De Monterrey
La Primadora
Macanudo
Montecruz by Dunhill
Montesino — Arturo Fuente
Partagas
Punch
Playboy by Don Diego
Primo Del Rey
Por Laranaga
Red Lion
Royal Jamaica
Romeo Y Julietta
Tabacalera
Te-Amo
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Cohiba

These cigars have a better known Cuban brother, yet are some of the most well-known Dominican cigars around. They come in either banded or unbanded mahogany boxes of 25.

Click the name of the cigar to order via our secure store.

Filler: Dominican
Binder: "Jember"
Wrapper: Cameroon

Name	Shape	Size	Box Price
Churchill	Churchill	7 x 49	$331.25 (25)
Robusto	Robusto	5 x 49	$261.25 (25)
Lonsdale Grand	Lonsdale	6 1/4 x 47	$281.25 (25)
Crystal Corona	Corona	5 1/8 x 42	$261.25 (25)

You must be 18 years of age or older to purchase cigars. UPS requires an adult signature for delivery.

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Ashton
Cohiba
Cubita
Don Julio
Dunhill
Diana Silvius
Don Tomas
Don Diego
Heaven
H. Upmann
Hoyo De Monterrey
La Primadora
Macanudo
Montecruz by Dunhill
Montesino by Arturo Fuente
Partagas
Punch
Playboy by Don Diego
Primo Del Rey
Por Larranaga
Red Lion
Royal Jamaica
Romeo Y Julietta
Tabacalera
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Cohiba Cigars
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red dot dominican cohiba cigars

Cohiba

Handmade in the Dominican Republic. Fidel Castro is credited with the creation of this Cuban cigar brand. Originally it was made only for him. Then he made it available to Government officials and foreign dignitaries. In 1985 it was made available to the general public. Today Cuban Cohiba Cigars are the most sought after Cuban cigars in the world, the very name Cohiba means cigar.

View Cart

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Frontmark	Quan	Size	Price	
Note: These prices are subject to availability. Current prices will be quoted upon request / order.				
RED DOT Cohiba Crystal Corona Cigars (special order)	20	42 x 5 1/2	$184.95	Add To Cart
RED DOT Cohiba Churchill Cigars (special order)	25	49 x 7	$282.95	Add To Cart
RED DOT Cohiba Lonsdale Cigars (special order)	25	47 x 6 1/4	$230.95	Add To Cart
RED DOT Cohiba Robusto Cigars	25	5 x 48	$226.95	Add To Cart
Cohiba red dot Corona				

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Cigar Brands

- 898 Cigars
- Avo Cigars
- Arturo Fuente
- Ashton Cigars
- Astral Cigars
- Baccarat Cigars
- Bahia Cigars
- Bauza Cigars
- Bering Cigars
- Bolivar Cigars
- It's a Boy Cigars
- It's a Girl Cigars
- Cabinet Collecti
- Camacho Cigars
- Camacho Corojo Asst
- Camacho Havan Asst
- Carbonell Cigars
- Carlos Torano Cigars
- Cohiba Red Dot
- Cohiba Yellow Band
- Cojimar Flavore

P18919

Cigars	25	42 x 5 1/8	$180.95	[redacted]
Cohiba red dot Corona Especiale Cigars	25	6 1/2 x 42	$226.95	[redacted]
Cohiba red dot Corona Minor Cigars	25	42 x 4	$135.95	[redacted]
Cohiba red dot Robusto Fino Cigars	25	4 3/4 x 47	$180.95	[redacted]
Cohiba red dot Triangulo Cigars	25	54 x 6	$362.95	[redacted]

Home Page

[redacted]

Browse our 100+ pages of Cigars Etc: Brand Name Cigars

[redacted]

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Davidoff Cigars
Don Diego Cigar
Don Juan Cigars
Don Thomas Cig
Dunhill Dominic
El Rey Del Mund
Excalibur Cigars
Felipe Gregorio
Felipe II Cigars
Felipe Dominica
Fonseca Cigars
Fonseca Vintage
Vegas de Fonse
Griffin Cigars
Hamilton's Hous
Hoyo de Montere
H. Upmann Cigar
La Aurora Cigars
La Flor Dominica
La Fontana Vinta
La Gloria Cuban
La Unica Cigars
Lone Wolf Cigar
Leon Jimenes Cigars
Licenciados Cig
Macabi Cigars
Macanudo Cigar
Macanudo Vinta
Macanudo Robu
Makers Mark Cig
Montague Cigars
Montecristo Ciga
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Opus X Cigars
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Repeater Cigars
Romeo y Julieta
Reserva Especia
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Sosa Cigars
Tatiana Flavored
Te-Amo Cigars
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Upmann Cigars
Zino Cigars
Cigar Humidors
Commercial Humidors
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Countertop Humidors
Floor Model Humidors
Cigar Pocket Ca
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Order toll free - 877-238-1172

Just a few of the Uptown crew in front of the Fuente window display. Arlene is taking the picture.
Click here for a picture of Arlene, George Sosa from Perdomo, and Justin.

Award Winner
THE BEST OF ONLINE SHOPPING

The staff at Uptown Cigar is always happy to provide individual care, personal service and the utmost attention to all of their walk in customers as well as their internet customers from around the world.
Uptown Cigar Company is located in Kingston's Historic Opera House.

This page is full of hot-links so click away!

Price List and Secure Order Form

By clicking this box you are affirming that you are over 18 years of age, that it is legal for you to purchase tobacco products in your state, and that these tobacco products are not being purchased for a minor.

P18868

*read the Uptown Cigar International Shipping Policy
*read the Uptown Cigar Fraud Policy

Padron Cigars - Anniversarios	Tony Borhani & Bahia Gold
Tabacalera Perdomo	Red Dot Cohiba Cigars
Arturo Fuente Cigars - Fuente Fuente OpusX® are sold in our retail store only.	C.A.O. Cigars

Sampler of the Month Club	Monthly Cigar Specials	Upcoming Cigar Events
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More Staff Pictures	Customer Pictures	The Smoker's Club Inc.
Seasoning a Humidor	Uptown Pipe Emporium	Cigar Information Page

Acid Cigars

The "Brooklyn Cigar"

Natural Cigars

2000 LIMITED EDITION OPUS X HUMIDOR TO BE RAFFLED! Click here.

Prometheus OpusX Limited Edition Humidor

See Pictures from our Cigar Roller Event

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XIKAR Cigar Cutters
Mastro de Paja Humidors
Diamond Crown Humidors
Prometheus Lighters
Colibri Lighters

Join our preferred customer list

Directions From NYS Thruway

Just 3 minutes from Exit 19 off the NYS Thruway.
Follow signs to Washington Ave. Once on Washington, go to the 2nd light and make a left.
Go 2 blocks to the end and make a right on Fair St.
Go 2 blocks and park the car. Corner of Fair and John Sts.

Store Hours: 10:AM to 7:PM (usually there from 9:30 but that's not official)
Closed Sunday!

Email price requests and questions to Arlene

Some of the fine cigars we carry - Quantity limitations may apply
Natural & Acid by Drew Estate, Arturo Fuente, Padron, Ashton, CAO, Perdomo, Hoja Cubana, Cuesta-Rey, Montesino, La Unica, The Griffins, Avo, Romeo y Julieta, Puros Indios, La Gloria Cubana, Hoyo de Monterrey, Punch, El Rey del Mundo, Fonseca, Partagas, Bahia, Cohiba, Diamond Crown, Felipe Gregorio, La Aurora, Macanudo, Montecristo and many more...

Read our Customer Comments	Cigar Links Page

Some New Photos:
Josh in front of Fuente Window
Left Fuente Window
Right Fuente Window
Justin and Crew

Enter UPS Tracking Number

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My Sheepshead Bay - Brooklyn Page

Shopping in Uptown Kingston

What to do in Kingston, NY

Visitor # [redacted] *since 10/10/96*

[redacted]

Webmaster- bruce@uptowncigar.com
August 31, 2001

COHIBA CIGARS

A world beyond other cigars...

Corona - 5 1/8 x 42, cost $9.00 each ($195.00 box of 25)
Corona Especiale - 6 1/2 x 42, cost $12.00 each ($265.00 box of 25)
Corona Minor - 4 x 42, cost $7.00 each ($155.00 box of 25)
Churchills - 7 x 49, cost $15.00 each ($325.00 box of 25)
Crystal Corona - 5 1/2 x 42, cost $11.50 each ($200.00 box of 25)
Lonsdale Grandes - 6 1/4 x 47, cost $ 12.50 each ($275.00 box of 25)
Robustos - 5 x 49, cost $ 11.50 each ($250.00 box of 25)
Robusto Fino - 4 3/4 x 47, cost $9.50 each ($210.00 box of 25)
Triangulo - 6 x 54, cost $21.00 each ($435.00 box of 25)

History: manufactured by Diaz y Cia since 1978
Years in development of new blend: 6
Nature of blend: 3 varieties of Cuban seed
Wrapper: grown in Cameroon, West Africa
Binder: Jember
Characteristics: rich yet not harsh
Origin: Santiago, Dominican Republic

This new Dominican cigar bearing the Cohiba brand name is the only Cohiba that can legally be imported into the United States. Made in the Dominican Republic by General Cigar's Diaz y Cia, with the world's best Camaroon wrappers and the supplest of Jember binders as well as a new blend of three varieties of Cuban seed, the Cohiba of today is destined to become the cigar of tomorrow.

Uptown Cigar Company

32 John St., Kingston, NY 12401 845-340-1142
order toll free 877-238-1172

Uptown Cigar Home Page

Secure Price List & Order Form
By clicking this box you are affirming that you are over 18 years of age and that it is legal for you to purchase tobacco products in your

state.

Visitor # [illegible] *since 10/10/96.*

Bruce Tuchman bruce@uptowncigar.com

Tuesday, September 25, 2001

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Over 200 brands of cigars to cho

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- Antonio Y Cleopatra
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- Astral
- Avanti Italian
- Ave Classic
- Baccarat
- Backwoods
- Bahia "B Line"
- Bahia Trinidad
- Bahia 1996 Vintage
- Bauza
- Bellinda
- Bering
- Blackstone
- Bock Y Ca
- Bolivar
- Bolivar Fuerte
- Cabanas
- Canaria D'Oro

Featured Brands

CARLOS TORANO NICARAGUAN SELECTION

This medium-bodied cigar possesses a wonderful combination of sweet flavors such as cinnamon and nutmeg. There is a great balance of earthliness and spiciness with a hint of cedar on its smooth finish.

Our Weekly Specials

All sale prices valid thru 10/01

We have so many cigars on sale we have to list them on thre different pages . Follow the links below to see more specials

Weekly Specials Page 2 | Weekly Specials Pa

GOD BLESS AMERICA

I'm proud to be an American!

We would like to extend our deepest prayers and sorrow for all the famil that were tragically affected by the cowardly terrorist attacks on the Unit America on Tuesday 09/11/01. These animals that committed these terri can run and hide but will never be able to defeat our great America spirit and genuine emotions of all Americans bonding together as a unified fro time of need is one of the values that this great country was built on. R justice will be served.

DUNHILL DOMINICAN

HANDMADE IN THE DOMINICAN REPUBLIC

Binder: Dominican

Filler: Dominican,Brazil

Wrapper:USA/Connecticut

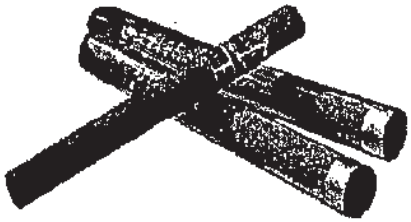
Only the most skilled hand rollers are employed to produce Dunhill Aged cigars, as only they are capable of maintaining the required standards of evenness and finish. The finished cigars are then aged in dark cedar lined rooms to allow the moisture levels, flavor , and aroma to achieve the harmonious balance and mellowness that is characteristic of Dunhill Aged

P18874

Cigars.

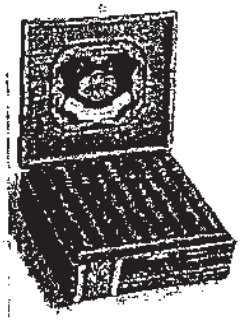
ISLAND AMARETTO

Made by the company that brings you the beloved Rum Runners. Taste something different with the sweet smell of Amaretto.



Carlos Torano Reserva Selecta

The Carlos Torano Reserva Selecta is a rich, complex blend of aged Cuban seed tobaccos from the Dominican Republic, Honduras, and Nicaragua. It has an aged Connecticut Shade wrapper with a symphony of seductive, sublime impressions. A True masterpiiece .



La Finca

Our #1 selling Nicaraguan.

These have been the toughest cigars to keep in stock as of late, .

People just love them ...and at these low prices you really can't blame them. It is not very often that a superb quality cigar comes by where the price tag is so reasonable..

Tamboril

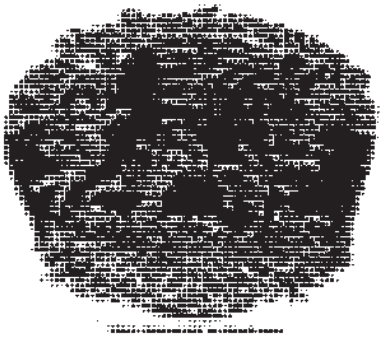
Style	Item #	Color	Size	Qty.	Price	Sale Price
Altamira Tubed	DUNHD01	CNN	5.00x48	25	174.95	149.95
Cabrera Tubed	DUNHD02	CNN	7.00x48	25	198.95	169.95
Condado	DUNHD03	CNN	6.00x48	25	143.95	119.95
Diamante	DUNHD04	CNN	6.62x42	25	131.95	109.95
Peravia	DUNHD05	CNN	7.00x50	25	168.95	139.95
Samana	DUNHD06	CNN	6.50x38	25	118.95	99.95
Valverde	DUNHD07	CNN	5.62x42	25	112.95	94.95

MONTECRISTO HABANA 2000

Hand made in Dominican Republic
Filler: Dominican
Binder: Dominican
Wrapper:Habana 200

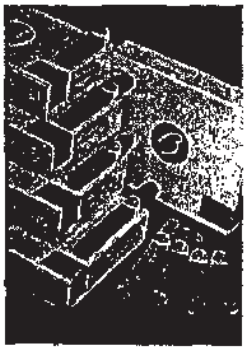
P18875

Another Chapter 11 story.. Tamboril was one of the hottest selling just a few years ago..Now they are a fast fading memory. Grab these bundles of 25 while supplies still last. They are still one of the tastiest cigars around. Too bad they will be gone before you know it...A true steal for the price...



THE STRONGEST CIGAR ON EARTH ???

Warning: Don't let these little cherubs on the cigar band fool you. If you are looking for a dense powerful smoke, then the La Rosa Especial is for you.



"B Line"

A new cigar from cigar master Tony Bahia. Not considered a second, just a great new line of cigars at rock bottom prices.

A more Robust version of the regular Montecristos. The flavorful Habar 2000 wrapper makes these cigars a connoisseur's delight.

Style	Item #	Color	Size	Qty.	Box Price	Sale Price
Fancytails	MTCH01	H	6.75x39	20	$89.95	$79.9
killamanjaro (Glass)	MTCH02	H	7.00x46	20	$122.95	$109.
Magnum (Glass)	MTCH03	H	6.00x54	20	$109.95	$99.9
Xanadu (Glass)	MTCH08	H	5.00x50	20	$99.95	$89.9

ROMEO Y JULIETA

Hand made in the Dominican Republic
Filler: Dominican,Brazil
Binder: USA/Conn
Wrapper: Indonesia

Wrapper Guide

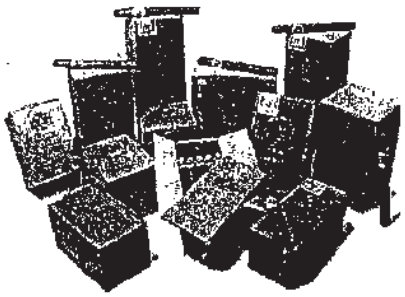
E= English Market

Here is the Dominican incarnation of one of the world's most famous bra originated in Cuba in the 19th Century. This blend features Dominican C filler and offers a medium-bodied taste.

Style	Item #	Color	Size	Qty.	Box Price	Sae price	Bu No
Belicoso	ROM01	E	6.18x52	25	$107.95	$99.95	E
Bully	ROM02	E	5.00x50	25	$81.95	$74.95	E
Churchill	ROM03	E	7.00x50	25	$92.95	$86.95	E
Cedro #1	ROM05	E	6.50x44	25	$87.95	$79.95	E
Cedro #2	ROM06	E	5.50x44	25	$79.95	$74.95	E
Exhibit#3	ROM08	E	6.00x50	25	$84.95	$78.95	E
Lancero	ROM09	E	6.50x40	25	$78.95	$72.95	E

LA FINCA

Hand made in Nicaragua
Filler: Dominican, Honduras
Binder: Nicaraguan
Wrapper:Ecuador



Avo Family Classics

These Avo Classic are truly one of the finest cigars being produced in the highly regarded tobacco fields of the Dominican's Cibao Valley.

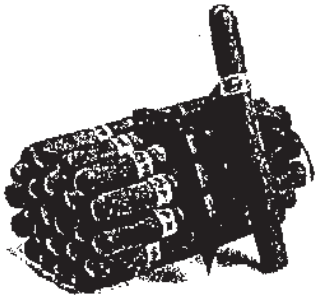
Astral Favoritos $54.95

Don Tomas Special Edition

Your choice of 2 sizes are $64.95

BAHIA 1996 VINTAGE

These cigars were made of Cuban seed tobacco grown in Nicaragua of the 1996 harvest with a total production of 260,000 cigars.

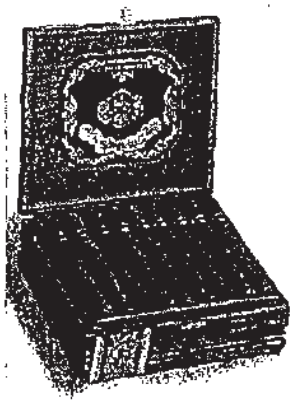


Roly (Puros Indios Seconds)

These are quickly turning into one of our biggest sellers at White Ash. Seconds of the Puros Indios

Our #1 selling Nicaraguan Cigar.

La Finca received one of the highest scores ever given out by Cigar Aficionado.



These have been the toughest cigars to keep in stock as of late. People ju love them ...and at these low prices you really can't blame them. It is not often that a superb quality cigar comes by where the price tag is so reasonable..

Style	Item #	Color	Size	Qty.	Box Price	Sale Price	Buy Now
Bolivars	LAF01	E	7.50x50	25	47.95	37.95	BUY
Coronas	LAF02	E	5.50x42	25	42.95	32.95	BUY
Figurados	LAF06	E	6.75x54	25	44.95	39.95	BUY
Romeos	LAF10	E	6.50x42	25	44.95	34.95	BUY
Robustos	LAF11	E	4.50x50	25	42.95	32.95	BUY
Valentinos	LAF12	E	6.75x48	25	44.95	34.95	BUY

ARTURO FUENTE

Hand Made in the Dominican Republic

Filler : Dominican
Binder: Dominican
Wrapper : Dominican

Wrapper Guide

N= Natural, M= Maduro

Style	Item #	Color	Size	Qty.	Box Price	Sale Price
858 Flor Fina	ARTUR03	N	6.00x47	25	$117.00	$99.95
Canones	ARTUR05	N	8.50x52	20	$135.00	$109.95

line, same quality at 1/2 the price.

Puros Indios
Rolando Reyes keeps making some of the finest cigar being produced today.

V.M.Santana
(CLOSE OUT)
All Sizes $29.95

Don Manolos
1 size left Robustos $29.95

Rum Runner Pirates
$39.95/box of 25
These are the original rum Runners made by the Carribean Cigar Co. Don't settle for fake imitations and enjoy the best in flavored cigars.

Old Fashioned Macanudo and Partagas seconds.
Without a doubt, these have to be the "best kept secret in the cigar business today."

Corona Imperial	ARTUR07	N	6.25x46	25	$117.00	$99.95
Cuban Corona	ARTUR09	N	5.25x45	25	$104.75	$84.95
Curly Head	ARTUR15	N	6.50x43	25	$67.50	$59.95
Curly Head	ARTUR35	M	6.50x43	25	$67.50	$59.95
Brevas Royale	ARTUR21	N	5.50x42	50	$83.50	$74.95

RUM RUNNERS

These are the original rum Runners made by the Carribean Cigar Co. Don't settle for fake imitations and enjoy the best in flavored cigars.

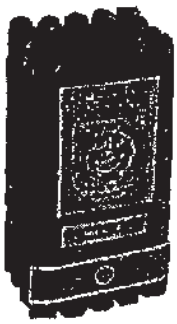
Style	Item #	Size	Box	Sale Price
Bucanner	RUM01	4.75 x 32	$58.95	$39.95
Wench	RUM02	4.75 x 36	$58.95	$39.95

CARLOS TORANO NICARAGUAN

Hand Made in Nicaraguan
Filler: Nicaraguan - Cuban Seed
Binder: Nicaraguan - Cuban Seed
Wrapper: Nicaraguan - Cuban Seed

This medium-bodied cigar possesses a wonderful combination of sweet such as cinnamon and nutmeg. There is a great balance of earthlines spiciness with a hint of cedar on its smooth finish.

Style	Item #	Color	Size	Qty.	Box Price	Sale Price	Buy Now
Petite Corona	CTN01	N	5.00x42	25	$73.95	$59.95	BUY



Robusto	CTN02	N	5.00x50	25	$93.95	$64.95	BUY
Double Corona	CTN03	N	6.25x50	25	$96.95	$64.95	BUY
Churchill	CTN04	N	7.00x48	25	$98.95	$69.95	BUY
Torpedo	CTN05	N	6.25x52	25	$98.95	$69.95	BUY
Perfecto	CTN06	N	5.75x50	25	$98.95	$69.95	BUY

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A ring gauge guide & the various shapes and sizes.

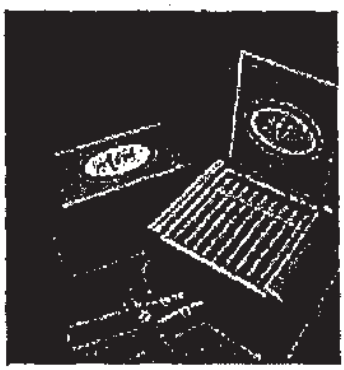
Cool Links

Cool Stuff 4 Less

THAWTE Authentic Site Secured by SSL

ASTRAL

Hand made in Honduras
Filler: Dominican
Binder: Dominican
Wrapper Ecuador



Anyone out there care for a aged cigar ? These Astral Favoritos even spo the original cedar chest which Astral was once famous for. Now they cor flimsy cardboard boxes. A few years ago these were sold at over $100.0 and we still couldn't keep them in stock for long. Now there 1/2 the price twice a better deal.

First come first served and no pushing back there.

Style	Item #	Color	Size	Qty.	Box Price	Sale Price	Buy Now
Favorito	AST06	N	7.00x52	25	$122.00	$54.95	BUY

OLD FASHIONED

Macanudo and Partagas Seconds (Bundles of 20)

The imperfections are rarely noticeable to the naked eye, but the tobacco used is the same as the cigars labeled under the prestigious Macanudo line. Without a doubt, these have to be the "best kept secret in the cigar business today."

Style	Color	Item #	Size	Bundle
#31 Partagas #1	N	OF31	6.50x43	$47.95

P18879

#41 Partagas Naturales	N	OF41	5.50x50	$47.95
#350 Claybourne	N	OF350	7.00x34	$34.95
#400 Mac Petite Corona	N	OF400	5.00x38	$37.95
#500 Duke Devon	N	OF500N	5.50x42	$44.95
#500 Duke Devon	M	OF500M	5.50x42	$44.95
#005 Duke Devon	R	OF500R	5.50x42	$44.95
#550 Hyde Park	N	OF550N	5.50x50	$47.95
#550 Hyde Park	M	OF550M	5.50x50	$47.95
#700 Baron Rothchild	N	OF700N	6.75x43	$47.95
#700 Baron Rothchild	M	OF700M	6.75x43	$47.95
#749 Prince Phillip	N	OF749	7.00x49	$49.95

Whiteash.com Summer Sampler

With the weather warming up in the East and cigar smoking season in fu was time we put together a special 20 cigar summer sampler in tri

20 different cigars - Only $39.

Just enough cigars to have lying in your humidor when your neighbor uninvited to play best buddies with you just because he catches a whiff front porch enjoying a cigar and a warm summer even

Carlos Torano Petite Corona
Bahia B Line #4
Tamboril White label Corona
Puros Indios Res #4
Don Tomas Special Edition #200
Rum Runner Pirates
A& C Churchill Maduro
Don Manolo Robustos
Carrington #6
Carlos Toano Double Corona
Perdomo 2 Exponente
Island Amaretto Bella
Astral Favorito
Roly #2 Colorado
Cuban Bullet #7x50
Don Alberto Double Coron
La Finca Pyramids
Avo Family #8
La Fortunato Corona
Genuine Counterfeit Cubar

P18880

BUY

Page 2 of our Weekly Specials Page 3 of our Weekly Spec

Have questions or comments? E-Mail
The White Ash Cigar Company
183 West 16th Street
Bayonne, NJ, 07002
1-800-36-4CIGARS

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Last updated on September 24, 2001

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Tuesday, September 25, 2001

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- 898 Collection
- Agio
- Al Capone
- Alvarez Lopez
- Antonio Y Cleopatra
- Arlstoff 2000
- Astral
- Avanti Italian
- Avo Classic
- Baccarat
- Backwoods
- Bahia "B Line"
- Bahia Trinidad
- Bahia 1996 Vintage
- Bauza
- Bellinda
- Bering
- Blackstone
- Bock Y Ca
- Bolivar
- Bolivar Fuerte
- Cabanas
- Canaria D'Oro

Featured Brands

CARLOS TORANO NICARAGUAN SELECTION

This medium-bodied cigar possesses a wonderful combination of sweet flavors such as cinnamon and nutmeg. There is a great balance of earthliness and spiciness with a hint of cedar on its smooth finish.

HANDMADE IN THE DOMINICAN REPUBLIC

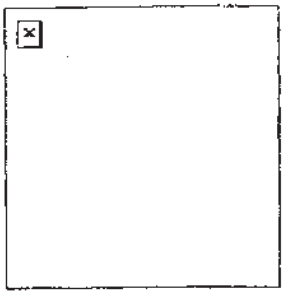
Ladies and gentlemen don't be fooled by cheap imitations. These are the real deal. There are only 2 places where Cohiba is legitimately manufactured - Cuba and in Santiago, Dominican Republic. The finest Dominican fillers are combined with a Jember binder that is surrounded by a beautiful Cameroon wrapper. A mild to medium bodied cigar with a strong, sweet character

Binder: Jember
Piller: Dominican
Wrapper: Cameroon

Wrapper Guide
E= English Market Shade

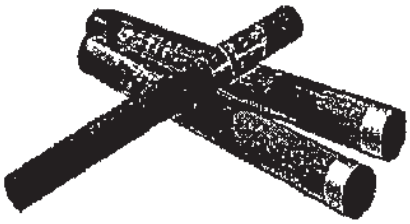
Style	Color	Item #	Size	Box Qty	Box Price	Buy Now
Corona	E	COH01	5.12x42	25	$149.95	BUY
Crystal Corona	E	COH02	5.50x42	20	$152.95	BUY
Corona Especial	E	COH03	6.5x42	25	$184.95	BUY
Churchill	E	COH04	7.00x49	25	$229.95	BUY
Corona Minor	E	COH05	4.00x42	25	$112.95	BUY
Lonsdale Grande	E	COH06	6.25x47	25	$184.95	BUY
Robusto	E	COH07	5.00x49	25	$184.95	BUY
Robusto Fino	E	COH08	4.75x47	25	$149.95	BUY
Triangulo	E	COH09	6.00x54	25	$299.95	BUY

P18882



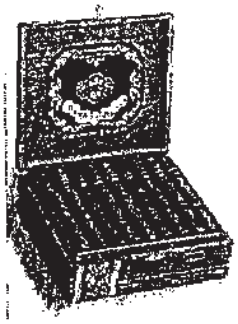
ISLAND AMARETTO

Made by the company that brings you the beloved Rum Runners. Taste something different with the sweet smell of Amaretto.



Carlos Torano
Reserva Selecta

The Carlos Torano Reserva Selecta is a rich, complex blend of aged Cuban seed tobaccos from the Dominican Republic, Honduras, and Nicaragua. It has an aged Connecticut Shade wrapper with a symphony of seductive, sublime impressions. A True masterpiece .



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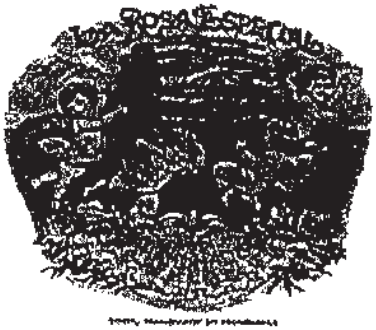
Have questions or comments? E-Mail us at:
Copyright © 2001The White Ash Cigar Company

Last updated on August 9,2001

Another Chapter 11 story.. Tamboril was one of the hottest selling just a few years ago..Now they are a fast fading memory. Grab these bundles of 25 while supplies still last. They are still one of the tastiest cigars around. Too bad they will be gone before you know it...A true steal for the price...



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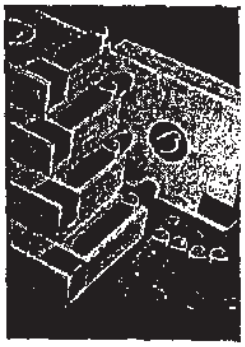

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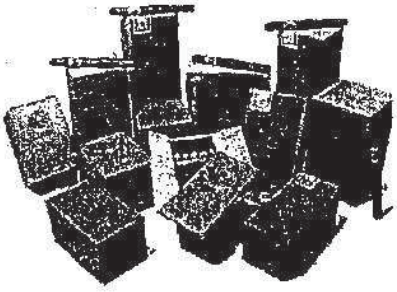

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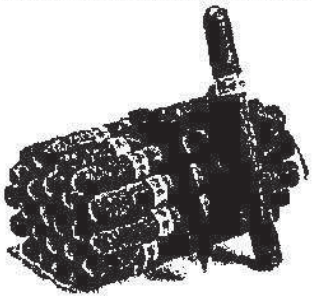
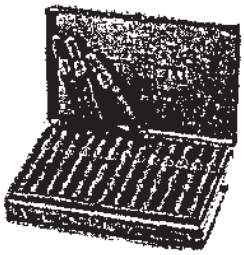


Roly (Puros Indios Seconds)

These are quickly turning into one of our biggest sellers at White Ash. Seconds of the Puros Indios

P18885

line, same quality at 1/2 the price.



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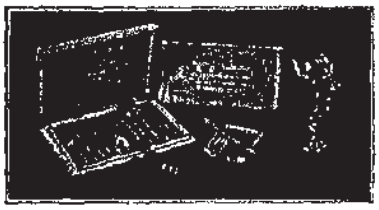

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(CLOSE OUT)
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1 size left Robustos $29.95

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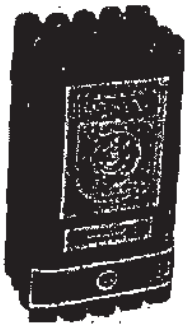
P18886



A ring gauge guide & the various shapes and sizes.

Cool Links

Cool Stuff 4 Less

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 OFFERING: PETITIONER

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Appendix P to Federal Action Plaintiff's Written Direct Testimony of Alan Siegel, dated June 2, 2003

Exhibit P

FROM: Rubenstein Associates, Inc.
Public Relations
Contact: Kathleen Lynn (212) 843-8023
Evan Cooper (212) 843-8076

FOR RELEASE AT 6 PM EASTERN
Thursday, September 25, 1997

NEW COHIBA PREMIUM BRAND CIGAR INTRODUCED

General Cigar Company's new rich blend is six years in the making

NEW YORK, Sept. 25, 1997 -- General Cigar Company today introduced its Cohiba brand super-premium cigars with a new blend.

Six years in development, the new Cohiba is hand-made in the Dominican Republic. It features three varieties of Dominican-grown, Cuban seed tobacco, supple Jember binder tobacco from Indonesia, and a natural wrapper from Cameroon, West Africa.

"The hand-made Cohiba brand has the rich, full-flavor character that is reminiscent of the old traditions of centuries past, while imparting a spirit and taste that is strictly today," said Austin T. McNamara, president of General Cigar Company. "The new Cohiba represents extraordinary quality, consistency and prestige. We anticipate it will have the widest appeal of any new product coming to market since the renaissance of the cigar industry."

Confidential:
Under Protective Order

- more -

General Cigar Company, which has owned U.S. rights to the brand since 1978, has marketed a differently blended Cohiba brand on a limited basis since that time.

The new Cohiba will be available through the humidor rooms of Alfred Dunhill until mid-November, when the brand will become available at other leading tobacconists.

An extensive advertising campaign for the Cohiba brand already has begun, with a seven-page gatefold ad in *Cigar Aficionado* and four-page distinctive ads in other publications, including *Esquire, Departures, Gentlemen's Quarterly*, the *New Yorker* and *Vanity Fair*, scheduled to appear in October. A line of Cohiba luxury products, including cigar accessories and menswear, also will be marketed.

General Cigar Holdings, Inc. (NYSE:MPP), which traces its roots to 1906, is a leading manufacturer and marketer of premium cigar brands including Macanudo, Partagas, Punch, Cohiba and Hoyo de Monterrey, as well as mass market cigars including Garcia y Vega, White Owl and Tiparillos. In addition to being a major grower of high-quality Connecticut shade wrapper tobacco, General Cigar operates the Club Macanudo cigar bar in New York City, and the soon-to-open Club Macanudo Chicago.

Information about Cohiba is available at http://www.cigarworld.com.

# # #

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About Cohiba

The Name

As early as 1496, the word *cohiba* was used by the natives of Hispaniola (the island shared by Haiti and the Dominican Republic) to describe the cured leaves of tobacco they smoked for pleasure and relaxation. While sailing with Christopher Columbus on his second voyage, Romanus Pane, a Spanish monk, wrote of this, recording the name.

The New Cohiba

The launch of the all-new, super-premium Cohiba brand cigar has been six years in the making. The cigar itself has been reblended. It uses Dominican filler tobacco, Indonesian Jember tobacco as a binder, and a Cameroon wrapper to produce a full-flavored cigar that is creamier, but about as strong, as a Partagas, another premium brand from General Cigar that uses Cameroon wrapper tobacco. The look of the Cohiba logo, box art and trade dress is all-new.

The new Cohiba will be available at the humidor rooms of 12 Alfred Dunhill retail outlets in the U.S. through mid-November 1997. At that time, it will become available at other leading tobacconists.

The Cigar's History

Cohiba cigars initially were made in Cuba in 1966 for Fidel Castro's personal consumption and to be given away as diplomatic gifts. General Cigar Company began manufacturing Cohiba cigars in the Dominican Republic and selling them in the U.S. in 1978. It applied for U.S. registration of the Cohiba brand wordmark on March 13, 1978. The registration became effective on February 17, 1981. A second registration for the bold wordmark COHIBA was issued in 1995.

Cuban Cohibas were not sold commercially until the 1980s, long after the Cohiba brand was registered and being sold in the U.S. In fact, the Cuban tobacco monopoly did not oppose the registration of Cohiba in the U.S. either in the 1978-81 period or in the 1993-95 period.

General Cigar's earlier version of the Cohiba brand was sold through limited channels, and was available only to select customers.

In recent years, there has been an increase of both Cuban Cohibas coming into the country in violation of the U.S. trade embargo against Cuba, as well as counterfeit Cohibas from Cuba and other countries. General Cigar Co. has worked closely with U.S. Customs, which has interdicted and confiscated thousands of the counterfeit cigars.

Additional information available at http://www.cigarworld.com.

# # #

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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 DESIGNATIONS*: Petitioner's Designations During Its Trial Period—Yellow or Pink
Respondent's Designations During Its Trial Period—Green
Petitioner's Designations During Its Rebuttal Period—Blue

DESIGNATION in 97 Civ. 8399 (RWS), United States District Court, Southern District of New York, *Empresa Cubana de Tabaco d.b.a. Cubatabaco v. Culbro Corp. and General Cigar Co., Inc.*):

Designated Federal Action Plaintiff's Written Direct Testimony of Wayne Smith, dated May 27, 2003

* Designations made pursuant to the marking and filing procedure the Board has previously approved, TTABVUE Nos. 138, 136, 135, 132, 91 and 89.

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)

WRITTEN DIRECT EXAMINATION TESTIMONY OF WAYNE SMITH

1. My name is Wayne Smith. My office address is Center for International Policy, 1717 Massachusetts Ave., N.W., Washington, DC 20036.

2. I was the Director of the Office of Cuban Affairs of the United States Department of State from May 1977 to 1979. I then served as the Chief of the United States Interests Section in Havana, Cuba from 1979 to 1982. The United States Interests Section is the functional equivalent of a United States Embassy, and occupies the same building used by the United States for its embassy prior to the break in formal diplomatic relations with Cuba in January 1961. The Chief of the Interests Section is the functional equivalent of the United States Ambassador to Cuba. Due to the status of diplomatic relations between the United States and Cuba, the diplomatic missions of the two countries are formally considered to be a "section" of the embassy of a third-country, Switzerland.

3. I began my service with the State Department in 1957 in the Bureau of Intelligence Research. My first assignment involved study of the developing revolution in Cuba. I was then stationed in Cuba in the summer of 1958 as a member of the State Department's Foreign Service, and remained in Cuba until January 1961, when the United States broke off diplomatic relations. After a posting in Brazil, I served as the political officer in the State Department's Office of Cuban Affairs from 1964 to 1966. I then worked on Soviet affairs for six years, including a tour of duty in Moscow, at the suggestion of my superiors, in order to better understand the Cuban system. I then spent five years as the political counselor at the United States Embassy in Buenos Aires.

4. When the Carter Administration began to engage the Cuban government, I was assigned by the State Department to prepare for and participate in initial talks,

approximately in March 1977. In April 1977, I was with the first group of United States diplomats to return to Cuba since the break in diplomatic relations, and participated in negotiations concerning maritime boundaries and fisheries. The United States Interests Section in Havana, and the Cuban Interests Section in Washington, D.C., opened later in 1977.

5. I was appointed Director of the Office of Cuban Affairs in the State Department in May 1977, and served as Director until leaving for Havana as Chief of the Interests Section in 1979. I served as Chief of the Interests Section from 1979 to 1982, when I left the State Department.

6. After leaving the State Department, I was a scholar at the Carnegie Endowment for Peace for two years. I then received an appointment at Johns Hopkins University as an adjunct professor, and I have taught at Johns Hopkins since then. I teach courses such as United States-Latin American Relations, the Cuban Revolution and Cuba in United States Decision Making. I also serve as Director of Johns Hopkins' Cuba Exchange Program.

7. In 1992, I was appointed a senior fellow at the Center for International Policy in Washington, D.C. CIP is a not-for-profit "think tank" supported by grants from the Ford Foundation and other foundations.

8. I wrote a book on U.S.-Cuba relations since 1957, *The Closest of Enemies* (W.W. Norton), published in 1987; and have edited a number of other books on international relations. I have written extensively on Cuba and on United States-Cuba relations for various publications. I am interviewed and quoted extensively by the United

States press on U.S.-Cuba affairs, and I am often interviewed for television programs on the same topic.

9. I served in the United States Marines, including service in the Korean War. After duty in Korea, I pursued graduate studies in international relations. I received a Ph.D. from George Washington University, and, before that, three masters degrees, from Columbia University, the University of the Americas and George Washington University.

10. I recall first hearing of Cohiba cigars in May 1978, when I went to Cuba as Director of the State Department's Office of Cuban Affairs to consult with the staff of the United States Interests Section, which had opened the previous year. During this visit, I attended a cocktail party at an embassy, probably the British Embassy, and someone was smoking a Cohiba. I commented that I had not seen this cigar before, and the individual said yes, it's a new cigar and quite good. I do not know whether I had seen Cohiba before, but this was the first time it made an impression on me.

11. On the last night of my visit to Cuba, I came back to my hotel room and there was a box of Cohiba cigars, with a card from the Cuban Ministry of Foreign Affairs, MINREX. I left the cigars with the hotel desk in the morning because I did not think it appropriate to take a gift from the Cuban government, given my position.

12. I met an officer from our Interests Section that morning before departing Cuba, and I mentioned the box of Cohibas. He told me that those were the cigars that Castro smokes and that, though the officer did not smoke cigars himself, he understood that they are supposed to be quite good.

13. During my time as Chief of the Interests Section, I saw Cohiba for sale at a "diplo" store in Havana. It was on display with other cigars. I remember seeing it because of the impression made by my having been given the gift of Cohiba by MINREX during my 1978 trip, and by my conversation with the officer from the Interests Section. So, when I saw the Cohibas on sale, I recalled, oh yes, these are the Cohibas, supposedly the cigar that Castro smokes. I was in the "diplo" store a number of times and I saw the Cohibas for sale

14. Diplomats and other people with special credentials were able to shop at the "diplo" store. The non-diplomats were foreigners who were resident in Cuba for business or some other reason. I do not know whether Cohiba was sold elsewhere during this period because we shopped only at the "diplo" store.

15. When I was in Cuba as Chief of the Interests Section, I did not purchase Cohibas because they were more expensive than Montecristos, the brand I had smoked when I was in Cuba before the Cuban Revolution. So, I stuck with Montecristo.

16. During the time I was in Havana as Chief of the U.S. Interests Section, it was common practice for the protocol office of the Cuban Foreign Ministry to present chiefs of diplomatic missions with boxes of Cohibas for New Year and special occasions, such as when someone was departing or arriving. I knew this from the comments made to me by chief of missions. The diplomats frequently talked about Cohibas and they all seemed to like them. I remember conversations at diplomatic receptions and dinners, where some of the ambassadors would be smoking Cohibas and they would talk about it being Castro's cigar. I would say at least a dozen would talk about Cohiba.

17. I saw the ambassadors from 25 or 30 countries frequently, mostly ambassadors from the European countries, Latin America and Canada. In total, there probably were 65 or 70 chiefs of mission in Havana at the time.

18. I myself received gift boxes of Cohibas from the Cuban Foreign Ministry at the beginning of each New Year during the period I was Chief of the Interests Section but I returned the gifts. The gift was wrapped, but I assumed it was Cohiba, since that was the gift that everyone was getting, that is what the Cuban government gave.

19. Shortly after I arrived as Chief of the Interests Section in 1979, I heard a story about the origin of the Cohiba cigar at diplomatic gatherings: that a member of Castro's security detail rolled these cigars in his spare time, and that Castro had passed at one point and had seen the cigar, asked to try it and liked it, and then had him start making the cigars full time. I do not know whether this story was true or not, but it was one of the versions as to how Cohiba came to be that I heard during that time.

20. During the 1979-1982 period, when I was in Havana as Chief of the Interests Section, a lot of people talked about Cohiba being Castro's cigar. If cigars came up in a conversation, inevitably someone would mention that Castro smoked Cohibas. It was kind of a fad for a time. It was well known that this was the cigar that Castro smoked and it had a certain cachet.

21. I saw Castro a number of times during the 1979-1982 period. I met him myself, and I also escorted Congressional delegations to meet him. At least three or four times, he was smoking cigars, and, each time, he was smoking Cohibas. I recognized the cigar from the shape and its band.

22. I met Celia Sanchez during the 6th Nonaligned Summit Conference, which was held in Havana soon after my arrival in 1979. It was a huge gathering of heads of state from all over the world. She was said by people in the Cuban government to be sort of all things to Castro. They didn't talk about her having been his mistress but everyone knew that she had been. In the mountains she had been his mistress, his secretary and his confidante. One had the impression from what the Cubans said that he probably trusted her more than anyone else in the world. She died in early 1980.

23. Since 1982, I have seen Cohiba sold outside of Cuba. The first time it made any impression on me was in London at Harrod's, probably about 1985 or 1986.

24. From the time I left the State Department in 1982 to November 1992, I traveled to Cuba approximately two or three times per year. I received boxes of Cohibas as gifts several times from a variety of government institutions, including the Foreign Ministry. I had four or five meetings with Castro during this period, and at the end of the meetings, a protocol officer presented a box of cigars as a gift. They were always Cohibas. Unlike when I was the Chief of the Interests Section, I did not return these gifts.

25. On my trips to Cuba during this period, I saw Cohiba cigars for sale at hotels in Havana.

26. In 1992, I was invited to a party and dinner held by *Cigar Aficionado* on the roof of the St. Regis Hotel in New York to celebrate the launch of the magazine. People at the party talked about Cohiba, and about what a great cigar it was.