

## **EL REY DEL MUNDO**

**Flavour profile:**        **Light to medium**

In 1882 the Antonio Allones factory, which had been making Havanas for over 30 years, decided to launch a new brand to reflect premium quality at an achievable price. With great confidence but little modesty it was named 'El Rey del Mundo' – The King of the World. It proved to be a winner.

This success lives on to this day in a small selection of Havanas renowned for their light to medium flavour and consistency.

Both sizes contain a blend of filler and binder tobacco from the Vuelta Abajo zone and are made by the 'tripa larga, totalmente a mano' – long filler, totally handmade technique.

### **The Range**

#### **Choix Supreme**

The definitive size of El Rey del Mundo, this heavy girth vitola is a great example of the brand's subtle light to medium blend. A quiet classic amongst connoisseurs.

#### **Demi Tasse**

A fine example of the smallest format made by hand in Cuba. Tiny but tasty. A wonderful brief taste of Havana.