

HOYO DE MONTERREY

Flavour profile: Light

Hoyo de Monterrey owes its origin to the town of San Juan y Martinez, which lies at the heart of the Vuelta Abajo tobacco zone. Here the Hoyo de Monterrey plantation, one of the great Vegas de Primera (First Class Fields), can be reached through a gate on the town's main square inscribed 'Hoyo de Monterrey. José Gener. 1860'.

'Hoyo' literally means a 'hole' and in this case describes the low-lying position of the plantation on the fertile banks of the San Juan y Martinez river. José Gener, a Spaniard from Tarragona, first used the name of his vega on a brand of Havanas in 1865.

The flavour of Hoyo de Monterrey's blend makes it an attractive choice for those who seek a delicate yet aromatic Havana that is lighter to the taste but with great elegance and complexity.

The brand is renowned for its Double Corona and for the prestigious Epicure series, the No.1 and No.2, to which the longer Epicure Especial was added in 2008. There is also a range of vitolas known as the Le Hoyo Series. These are generally accepted to be slightly stronger and spicier than the brand's classic range.

All sizes are 'tripa larga, totalmente a mano' – long filler, totally handmade using filler and binder leaves from the Vuelta Abajo tobacco zone.

The Range

Double Corona

A mighty cigar with a surprisingly subtle and creamy flavour. It rocketed to stardom when the second issue of Cigar Aficionado rated a late 1980s example 99 out of 100. Still a cigar to be reckoned with and a must have in any cigar collection.

Epicure No.1

This classic Corona Gorda is a long standing favourite amongst many smokers. Lighter tasting than the Punch Punch or Cohiba Siglo IV, it has plenty of fragrant complexity nonetheless.

Epicure No.2

The Robusto of choice for many cigar epicureans. Formerly presented without a cigar band in SLB cabinets, now it sports two, so its identity is clear for the numerous cigar smokers who regularly enjoy them.

Epicure Especial

Introduced as the top of the Epicure line in 2008, this extra-length Robusto delivers the classic light-flavoured elegance of the Epicure No.2 for an additional five eighths of an inch.

Petit Robusto

Perhaps this cigar would have been better named Epicure No.3 as its presentation and style of taste are identical to the Epicure 1 & 2. Introduced in 2004, it was a timely anticipation of what smokers would face with incoming smoking bans.

Serie Le Hoyo

De San Juan

San Juan y Martinez is a small town in Vuelta Abajo (the main source of tobacco for Habanos) and the inspiration behind the name of this cigar. All of the Seco and Ligerio leaves used in the blend are taken from the surrounding plantations.

Du Roi

Once a match for Davidoff's Chateau Latour size, although lighter in taste and boasting a distinguished aroma. As with so many classic Coronas, this vitola has been discontinued in Havana.

Du Deputé

An elegant, small cigar with a decent 38 ring gauge that makes it an ideal morning smoke. For many years it was the only cigar of this size in the Havana portfolio until it was joined by the Montecristo Open J in 2009.

Du Maire

The name given to this size in the factories of Cuba means 'between acts', so here we have a size designed to satisfy the theatre going smoker during the interval, these days, of course, on the pavement outside in most countries.

Epicure No.3

Joining the Epicure No.1, No.2 and Especial, this is the first figurado to be added to Hoyo de Monterrey's classic portfolio in modern times. Light, elegant and well-balanced. Everything a Hoyo should be.