



News

Oliva: Neue Linie, mehr Roller

Oliva Cigars erwartet für 2008 weiteres Wachstum. Die Verkäufe in den USA und Europa sind enorm gestiegen, angetrieben vor allem von der kräftigen Series V-Zigarrenlinie. Dem ECCJ hat *José Oliva* verraten, dass heuer eine neue Master Blends 4 vorgestellt wird – ebenfalls ein kräftiger Zigarrentyp. Außerdem habe die Familie beim Weihnachtstreffen auch einen neuen Prototypen mit Connecticut Shade-Deckblatt verkostet. Mehr wollte er über die neue Zigarre noch nicht sagen. Oliva erweitert zur Zeit die Zigarrenfabrik in Estelí, Nicaragua, um der steigenden Nachfrage Rechnung zu tragen. 80 zusätzliche Roller sollen eingestellt werden. Auch das Lager soll noch 2008 ausgebaut werden. (cg/rw)

Oliva: New Lines, More Rollers

Oliva Cigars is looking forward to further growth in 2008. Its sales have been increasing in the USA and Europe spurred by the release of the full bodied Series V line of cigars. *José Oliva* revealed to the ECCJ that in 2008 a new Master Blends 4 will be released. It will be a full-bodied smoke. On the other end of the flavor spectrum, the Olivas tested a Connecticut Shade wrapped smoke last Christmas. He says that the wrapper is particularly a “beautiful Connecticut Shade wrapper” but revealed little else about the prototype blend. Oliva is expanding its rolling facilities in Estelí, Nicaragua to accommodate the increased demand. Forty pairs of rollers are being added just to fulfill the production requirements of the popular and back-ordered Series V. The expansion includes more storage space for finished cigars, it is attached to their current facility and will be functioning in early 2008. (cg)



Carlos Oliva in der Fabrik in Estelí, Nicaragua. Heuer wird eine neue Master Blends 4 vorgestellt
Carlos Oliva in the Estelí, Nicaragua Factory. In 2008 a new Master Blends 4 will be released



Carlos Oliva bei der Oliva-Fabrik in Estelí, Nikaragua, beim Austesten der Mischungen der Series V

Carlos Oliva at Oliva Factory in Estelí, Nicaragua testing blends of Series V

IN THE FIELD

All Blenders seek information from the growers about the progress of tobacco throughout the growing season. Bad weather can leave an important leaf tasting drastically different from how it tasted the year before. That is why blenders monitor tobacco as soon as it is planted.

Vertically integrated companies are able to grow tobacco on their own farms. Knowledge of the soil, sun, fertilizer, and irrigation is essential to keeping a consistent blend, according to most blenders with a hand in cultivation. Carlos Oliva explains that monitoring is important because knowing what is coming down the line is how Oliva maintains the flavor of established lines such as the Series G, O and Special S. He adds that “we grow it and cure it the way we like it” which is why their blends are so consistent.