







Hirochi Robaina, a true luminary in the world of tobacco, has cultivated a brand that stands as a model of excellence. As a descendant of the esteemed Robaina tobacco dynasty, Hirochi brings an unparalleled wealth of knowledge and passion. An icon of tobacco craftsmanship with a deep-rooted heritage, Hirochi brings a wealth of experience and expertise to his namesake brand: HR®.

HR®'s reputation for excellence extends beyond time, cultures, and geographies, garnering a global following of tobacco connoisseurs seeking the epitome of tobacco art in the world.

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com

HR Cigars

*"I don't want to be everywhere,
I want to be where people respect tobacco."*

by **Michel Arlia**

Hirochi Robaina, the famous Cuban cigar man, launched HR Cigars in honor of his family's legacy and that of his legendary grandfather Don Alejandro Robaina. We had the chance to have a chat with the man himself and talk bit about family, legacy, tobacco and cigars.

When did the idea of creating a cigar brand in Nicaragua emerge and how did it come true?

The idea of creating a brand of tobacco manufactured in Nicaragua came after the death of my grandfather Don Alejandro Robaina and coincided with the moment he tasted a tobacco manufactured in that country and I realized that we had all the strengths to make good tobacco. The possibility of having the experience and tradition of the Robaina family, the quality of the raw material we use from Nicaragua and Ecuador, the unconditional support of my mother, father and wife, as well as the availability and support of experienced friends and collaborators in the production and marketing of tobacco have been key to this effort, which has enabled us to make the brand HR marketable in recent years and to be consolidated in many regions of the world. Similarly, the growth of the Nicaraguan tobacco industry at the international level played an important role, which began to emerge since the 1990s and





has remained one of the world's leading producers of high-quality tobacco. It is important to note that Nicaraguan tobacco is recognized because of the distinctive quality and flavour of their raw material, driven by the experience of Nicaraguan tobacco persons, many of whom had previously worked in Cuba, the world cradle of tobacco, as is my case. As for the process of realizing the creation of a tobacco brand in Nicaragua, a combination of several factors was needed: experience in the tobacco-producing industry, land suitable for cultivation, fermentation knowledge and ageing, as well as access to international markets. I can humbly say that I met almost all of the above requirements. In addition, in a highly competitive market, the brand had to differentiate in terms of flavor, quality, packaging and marketing strategy. In short, the idea of creating cigar brands in Nicaragua is relatively recent, but it was based on a tradition of tobacco production that comes from past generations such as my family. The key to many of these brands becoming a reality was the combination of growing global demand, technical knowledge about cultivation and production, and the desire to present an alternative to Cuban cigars, especially after the opening of international markets in recent decades.

How does your family heritage influence the brand of HR?

Family heritage plays a key role in the Hirochi Robaina brand, since it is directly related to the tradition and legacy of my family, deeply rooted in the production of tobacco in Cuba. I am a grandson of one of the most renowned tobacco producers on the island, Don Alejandro Robaina, whose name is synonymous with quality in the world of Cuban premium tobacco. This family heritage not only gives me great responsibility, but also allows me to connect with deep knowledge and a technique acquired over generations. My family's influence is reflected in several aspects of the brand. Quality and Tradition: The Robaina family has grown tobacco in Cuba for 180 years, which provides a solid basis in terms of experience, knowledge of land, cultivation techniques and production. I continue with that tradition, always looking for the best quality and respecting traditional methods of cultivation and manufacturing learned from my grandfather. Authenticity:





The connection with my family gives the Hirochi Robaina brand a genuine authenticity, since it is linked to a tradition dating back to previous generations. This highlights the craftsmanship approach and the commitment to quality, which distinguishes it in a market full of globalized brands. Identity and legacy: my last name Robaina, has a great weight in the world of tobacco, and I only try every day to continue with the family legacy, not only to keep our roots alive, but also to redefine it by bringing it to the international market. This makes the brand not only a product, but a symbol of excellence in the industry.

Between Cuba and Nicaragua, what are the main differences in tobacco cultivation observed?

As a tobacco grower, I have been able to observe that the application of good cultivation techniques are applied similarly, so the differences that may exist are concentrated on the Climate and Land, Varieties and Regulations that are established in each territory, there are very good tobacco growers in Nicaragua as in Cuba, only that the land of Pinar del Rio has been blessed and with the required care, continues to produce the best tobacco in the world.

What's it like to work with new types of tobacco?

It is always very interesting and innovative to work with other blends and raw materials to make our customers enjoy good tobacco. It is a daily challenge for our associated manufacture La Corona Cigars de Estelí in Nicaragua, where the total of 17 vitolas that today form the portfolio of the brand HR, maintaining the quality of the brand today and, above all, introducing new vitolas that meet the expectations of our customers. Working with new types of tobacco can be both a challenging and exciting experience, as it involves a mix of traditional knowledge with exploring new features and technologies. In short, working with new types of tobacco is a process of extensive research, technical adjustments and constant testing. At the same time, it is an opportunity to innovate and offer products with unique characteristics that can make a difference in a highly competitive market.

At the Intertabac fair last year, you presented the latest



incorporation into his portfolio: the Black line. How long have you been developing this line?

The Intertabac 2024 Fair in Dortmund was spectacular for our brand, because it allowed us to re-meet old customers and expand with new customers to our Robaina family elsewhere in the world, as well as launching a new Maduro (Black Line) line with three vitolas to please all those smokers who like a stronger smoke. Together with our team of experts, tasters and customers, it took several months to find the exact blend to meet customer expectations. The HR Black line was developed for several years. The process of creating high-quality tobacco takes time, and in this case, the development of the HR Black line was extended for more than three years. During this time, careful work was done on the selection of the leaves, the fermentation process and the details of the blend to achieve a unique and distinctive taste that meets the highest standards of HR.

What has been the international reception of the brand so far?

The reception of the brand HR has been very good, our Distribution team today markets the brand in several geographical areas such as Europe (Switzerland, France, Netherlands, Germany, Hungary, Armenia with others following shortly soon), in Asia (Hong Kong and Macao, the Middle East (Dubai and Iraq) and many of the Caribbean Islands, which take advantage of the presence of tourists

from many parts of the world to get them to know the HR brand. Since I decided to found the brand, it has gained notoriety by its focus on quality, authenticity and Cuban tradition in the production of his tobacco. Many in the tobacco industry value my connection to the family tradition of cultivation, which gives a genuine and distinctive character to HR tobacco. I've had the pride that some people have asked me whether the smoking of the HR brand is Cuban or Nicaraguan tobacco.

What are your future objectives for HR Cigars?

I don't want to be everywhere; I want to be where people respect tobacco. The fundamental objectives are to maintain the quality of our tobacco and to continue to increase the Robaina family with the excellent HR brand customers we have today around the world and those who join every day, trying to meet all their tastes and expectations. I'm looking to bring my brand HR to more corners of the world, but without sacrificing quality. As a grandson of my beloved grandfather, Don Alejandro Robaina, I focus on honoring my family name and maintaining the tradition of cultivating and manufacturing high-end tobacco, combining respect for the past with modern processing techniques. Although I come from a classical heritage, I never fear innovating with new blends, collaborations with other factories and suppliers, as well as exploring new flavor profiles without ever losing the quality and essence my family has taught me.



Since 1845



Four blends one legend





HR® cigars
EXCELLENCE SINCE 1845

WHAT SETS HR® CIGARS APART IS **HIROCHI ROBAINA'S**
UNWAVERING COMMITMENT TO **QUALITY, AUTHENTICITY AND**
THE METICULOUS **ATTENTION TO DETAIL** THAT GOES INTO
CRAFTING EACH CIGAR.

The 4 lines of HR® cigars – Signature, White, Blue and Black – from the producer, roller and experienced Hirochi Robaina guarantee a perfect blend, achieving a unique magic of cigars elixirs around the world. Cigars made entirely by hand, achieving a product of excellent quality with fillers and binders of Nicaraguan tobaccos, cultivated from unique seed, covered with an Ecuadorian wrapper. HR cigars are handcrafted in the La Corona Cigars factory in Estelí, Nicaragua. Led by cigar rolling master Omar Gonzalez with over 40 years of experience in making premium quality cigars and marketed throughout the world.

OUR FINEST COLLECTION

HR® cigars are a tribute to their unwavering dedication to preserving the timeless traditions of tobacco production.
Each HR® cigar is a work of art, meticulously crafted by hand.

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Signature Line “Sublimes” 54 x 165 mm

HR Signature line by Hirochi Robaina, is a perfect storm of cigar perfection.

A Signature line can be expected to represent the very best that a line or personality has to offer.

Notes

Wrapper • Habano 2000, Ecuador

Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



Chocolate



Leather



Coffee



Cocoa



45-60 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Signature Line “Belicosos” 52 x 140 mm

HR Signature line by Hirochi Robaina, is a perfect storm of cigar perfection.

A Signature line can be expected to represent the very best that a line or personality has to offer.

Notes

Wrapper • Habano 2000, Ecuador

Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



Chocolate



Leather



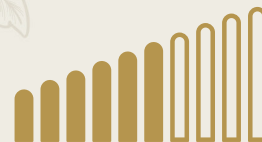
Coffee



Cocoa



35-45 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Signature Line “Toros” 52 x 152 mm

HR Signature line by Hirochi Robaina, is a perfect storm of cigar perfection.

A Signature line can be expected to represent the very best that a line or personality has to offer.

Notes

Wrapper • Habano 2000, Ecuador

Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



Chocolate



Leather



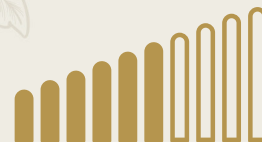
Coffee



Cocoa



40-50 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Signature Line “Hermosos” 48 x 130 mm

HR Signature line by Hirochi Robaina, is a perfect storm of cigar perfection.

A Signature line can be expected to represent the very best that a line or personality has to offer.



Chocolate



Leather



Coffee



Cocoa

Wrapper • Habano 2000, Ecuador

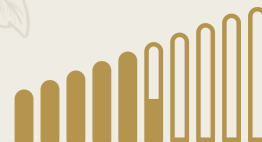
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



35-45 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Signature Line “Coronas” 42 x 127 mm

HR Signature line by Hirochi Robaina, is a perfect storm of cigar perfection.

A Signature line can be expected to represent the very best that a line or personality has to offer.



Chocolate



Leather



Coffee



Cocoa

Wrapper • Habano 2000, Ecuador

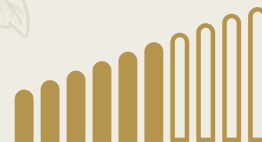
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



20-35 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Signature Line “Gran Coronas” 47 x 235 mm

HR Signature line by Hirochi Robaina, is a perfect storm of cigar perfection.

A Signature line can be expected to represent the very best that a line or personality has to offer.



Chocolate



Leather



Coffee



Cocoa

Wrapper • Habano 2000, Ecuador

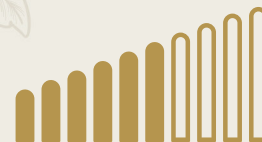
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



55-110 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: White Line "Robustos Gordos" 56 x 140 mm

HR White line by Hirochi Robaina, is a perfect storm of cigar perfection.

A White line can be expected to represent the very best that a line or personality has to offer.



Wrapper • Habano 2000, Ecuador

Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



45-55 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmanntabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: White Line "Rothschild" 48 x 127 mm

HR White line by Hirochi Robaina, is a perfect storm of cigar perfection.

A White line can be expected to represent the very best that a line or personality has to offer.



Caramel



Cinnamon



Nutmeg



Gingerbread

Wrapper • Habano 2000, Ecuador

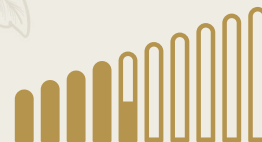
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



20-30 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: White Line "Toros" 52 x 152 mm

HR White line by Hirochi Robaina, is a perfect storm of cigar perfection.

A White line can be expected to represent the very best that a line or personality has to offer.



Caramel



Cinnamon



Nutmeg



Gingerbread

Wrapper • Habano 2000, Ecuador

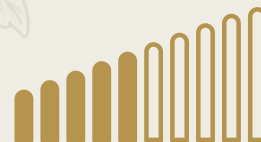
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



40-55 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmanntabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com









Size: White Line “Doble Corona-109” 50 x 184 mm

HR White line by Hirochi Robaina, is a perfect storm of cigar perfection.

A White line can be expected to represent the very best that a line or personality has to offer.



Caramel



Cinnamon



Nutmeg



Gingerbread

Wrapper • Habano 2000, Ecuador

Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



45-60 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Blue Line "Toros" 50 x 152 mm

HR Blue line by Hirochi Robaina, is a full of flavor and full-bodied, the Blue Line is designed to thrill smokers who prefer a full-throttled smoke.



Dark Chocolate



Cinnamon



Leather



Spices

Wrapper • Habano 2000, Ecuador

Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



30-40 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Blue Line "Petit Edmundo" 52 x 114 mm

HR Blue line by Hirochi Robaina, is a full of flavor and full-bodied, the Blue Line is designed to thrill smokers who prefer a full-throttled smoke.



Dark Chocolate



Cinnamon



Leather



Spices

Wrapper • Habano 2000, Ecuador

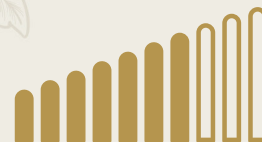
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



25-35 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmanntabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Blue Line "Gordos" 60 x 152 mm

HR Blue line by Hirochi Robaina, is a full of flavor and full-bodied, the Blue Line is designed to thrill smokers who prefer a full-throttled smoke.



Dark Chocolate



Cinnamon



Leather



Spices

Wrapper • Habano 2000, Ecuador

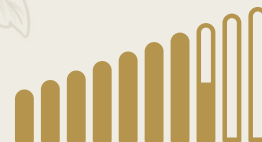
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



45-55 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Blue Line "Coronas Gordas" 46 x 140 mm

HR Blue line by Hirochi Robaina, is a full of flavor and full-bodied, the Blue Line is designed to thrill smokers who prefer a full-throttled smoke.



Dark Chocolate



Cinnamon



Leather



Spices

Wrapper • Habano 2000, Ecuador

Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



35-45 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmanntabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Black Line "Short Toros" 55 x 105 mm

The HR Black line by Hirochi Robaina was made for smokers who appreciate the rich experience of full-strength cigars. It's the newest addition to the HR portfolio.



Dark Chocolate



Cinnamon



Leather



Spices

Wrapper • Habano 2000, Ecuador

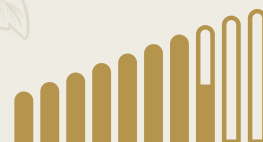
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



25-35 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmanntabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Black Line "Small Toros" 55 x 120 mm

The HR Black line by Hirochi Robaina was made for smokers who appreciate the rich experience of full-strength cigars. It's the newest addition to the HR portfolio.



Dark Chocolate



Cinnamon



Leather



Spices

Wrapper • Habano 2000, Ecuador

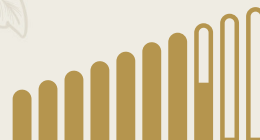
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



45-55 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmantabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com





Size: Black Line "Extra Toro" 55 x 150 mm

The HR Black line by Hirochi Robaina was made for smokers who appreciate the rich experience of full-strength cigars. It's the newest addition to the HR portfolio.



Dark Chocolate



Cinnamon



Leather



Spices

Wrapper • Habano 2000, Ecuador

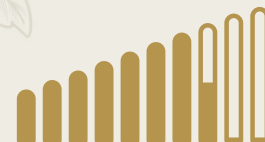
Binder • Nicaragua

Filler • Nicaragua

Blender • Hirochi Robaina



45-55 minutes



Strength

Distribution Headquarter
JADE CIGARS
+1 4697336691
alfredo.zayas@hr-distribution.com

Switzerland Distributor
URS Portman Tabakwaren AG
+41 716725709
cigars@portmanntabak.li

Middle East Distributor
Vintage Cigars
+971 506262020
info@VintageCigarsGroup.com

Europa & Asia Distributor
Small Batch Brokers B.V.
+31 (0) 683774358
stijn@smallbatchbrokers.com

HR Black “Extra Toro”
55 x 150 mm

CigarsLover
MAGAZINE

RATED
92



CALDWELL LONG LIVE THE QUEEN MADURO WILD CARD

DEEP AND RICH

A blast of spices, black pepper, and chili gives way to the smoke, joined by earth and toasted wood aromas. A fresh balsamic vein is added in the second half of the cigar.

93



STRENGTH	SIZE	PRICE
●●●●	52x152mm (6")	\$ 20 € -
WRAPPER	BINDER	FILLER
MEXICO	INDONESIA	DOMINICAN REP., U.S.A.



HR BLACK EXTRA TORO



BOLD AND RICH

The first half reveals vegetal notes, followed by earth and roasted coffee. The base is slightly sweet. In the second half, a mix of spices, earth, wood, and walnut is added.

92



STRENGTH	SIZE	PRICE
●●●●●	55x149mm (5 7/8")	\$ - € 26
WRAPPER	BINDER	FILLER
ECUADOR	NICARAGUA	NICARAGUA



THE WISE MAN MADURO TORO

FLAVORFUL AND INTENSE

The smoke is marked by intense aromas of black pepper, earth, and cocoa. Later, a coffee aroma joins, alongside leather and balsamic nuances towards the end.

91



STRENGTH	SIZE	PRICE
●●●●	52x152mm (6")	\$ 11.5 € -
WRAPPER	BINDER	FILLER
MEXICO	NICARAGUA	NICARAGUA



CROWNED HEADS LA VEREDA NO. 54

ROUND AND SMOOTH

The cigar starts with nuts (mainly hazelnuts), leather, and cinnamon. The smoke is creamy. Later, a balsamic note and black pepper appear, and the finale is spicy.

90



STRENGTH	SIZE	PRICE
●●●	54x143mm (5 5/8")	\$ 20.6 € -
WRAPPER	BINDER	FILLER
NICARAGUA	NICARAGUA	DOMINICAN REP., NICARAGUA



Toro

HR Signature "Toro" 52 x 152 mm





HR SIGNATURE TORO

BOLD AND DARK

The cigar opens with cocoa, black pepper, and walnut. Coffee and ripe fruit notes join in the second half. The profile intensifies towards the end.

92 

STRENGTH	SIZE	PRICE
●●●	52x152mm (6")	\$16.8 €16

WRAPPER	BINDER	FILLER
ECUADOR	NICARAGUA	NICARAGUA



ROCKY PATEL EMERALD TORO

COMPLEX AND EVOLVING

Backing spices, wood, walnut, and cream are present in the first half, with a citrus nuance present as well. A leather nuance joins the profile in the second half.

92 

STRENGTH	SIZE	PRICE
●●●	52x165mm (6 ½")	\$ 12.75 € -

WRAPPER	BINDER	FILLER
ECUADOR	NICARAGUA, MEXICO	NICARAGUA, HONDURAS



AGANORSA LEAF LA VALIDACION COROJO TORO

COMPLEX AND EVOLVING

Once lit, the cigar starts out with wood and baking spices, which are accompanied by wood and coffee. Bread and leather aromas appear in the second half.

92 

STRENGTH	SIZE	PRICE
●●●	52x159mm (6 ¼")	\$ 10.2 € -

WRAPPER	BINDER	FILLER
NICARAGUA	NICARAGUA	NICARAGUA



OSCAR VALLADARES ALTAR Q TORO

COMPLEX AND ROUND

Roasted aroma gives way to the smoke, accompanied by wood and baking spices. A light floral and lemon zest aroma is also present. An herbal note appears in the second half.

90 

STRENGTH	SIZE	PRICE
●●●	52x152mm (6")	\$ 12.2 € 13.9

WRAPPER	BINDER	FILLER
ECUADOR	HONDURAS	HONDURAS



TRINIDAD ESMERALDA

INTENSE AND ROUND

White pepper opens up the smoke, joined by walnut and vegetal nuances. An earthy component comes through later on, together with balsamic notes.

88 

STRENGTH	SIZE	PRICE
●●●	53x146mm (5 ¾")	\$ - € 66

WRAPPER	BINDER	FILLER
CUBA	CUBA	CUBA

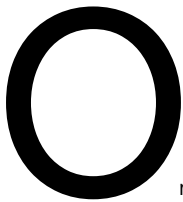






A FOOT IN TWO WORLDS

GRANDSON OF THE LEGENDARY ALEJANDRO ROBAINA, HIROCHI ROBAINA GROWS TOBACCO IN CUBA AND MAKES CIGARS IN NICARAGUA. AN UNPRECEDENTED SITUATION.



On September 27, 2022, many cigar enthusiasts and industry professionals discovered the extent of the damage caused by Hurricane Ian in the Vuelta Abajo region — one of the most devastating storms in decades — through Hirochi Robaina's Facebook account. Just hours after the hurricane had passed, with the region still largely cut off from the world due to flooding and a power blackout, Robaina posted about twenty photos with a brief comment: "It was apocalyptic, a real disaster." With nearly all the curing barns destroyed, Cuba's main tobacco-growing region would go on to record the worst harvest in its history just a few months later. The man who brought this disaster to the world's attention is none other than the grandson of the greatest tobacco grower of the 20th century.

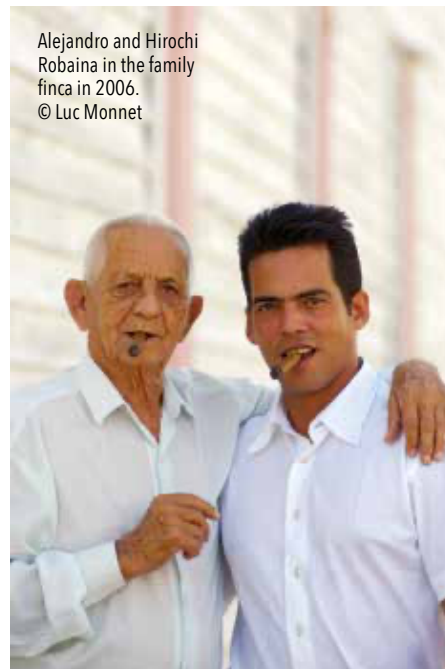
From pizzas to puros...

Following the death of Alejandro Robaina — the last Cuban tobacco icon, described by the national newspaper *Granma* as the "best *veguero* in the world" — on April 17, 2010, Hirochi Robaina took over the family farm in Cuchillas de Barbacoa, located in the municipality of San Luis, Pinar del Río province. The farm specializes in shade-grown wrapper leaves.

Paradoxically, despite his prestigious lineage, Hirochi's tobacco career did not begin on the ochre land of the Vuelta Abajo but rather behind a desk in a Havana cigar factory. Born in Havana in 1976, young Hirochi — who is a black belt in judo — initially studied metallurgy, but he first entered the workforce as... a pizza maker. However, under his grandfather's

insistence, he soon committed to becoming a *torcedor*. "My grandfather wanted me to learn the entire cigar production process," he recalls. At the time, Hirochi wasn't thrilled with this early career change, as rolling cigars was

demarcated by a cowboy hat. His time in the factories didn't last long: "In 1998, my grandfather asked me to come help him on his farm. He also wanted to teach me what happens in the fields. I'm very proud he chose me to continue the family tradition," he says now, although it seems he wasn't initially first choice; Alejandro had originally intended for his eldest son, Alejandro Jr., to take over the business, but his untimely death left a void. His other son, Carlos — Hirochi's father — was unable to devote himself to farming due to fragile health and now manages the Casa del Habano on Quinta Avenida, located in Havana's embassy district.



Alejandro and Hirochi Robaina in the family finca in 2006.
© Luc Monnet

far less lucrative in the Cuban economy than selling pizzas.

"I started working in the tobacco industry 28 years ago, in 1996, as a *torcedor* in the Paragás factory, and then a year later I moved to the H. Upmann factory," explains Hirochi, a stocky man wearing a light suit and his tra-

Jetting between Cuba, Nicaragua, and the USA

This otherwise unremarkable story of a smooth succession within one of the great tobacco dynasties could have ended there. But in a country where, since the 1960s, departures have almost always been one-way journeys, Hirochi Robaina achieved something no one else before him had.

In 2014, armed with a five-year multiple-entry US visa and connections within the Cuban diaspora in Estelí and Miami, he launched his own brand, HR. Manufactured in Nicaragua and marked with the phrase "since 1845" — a nod to the date inscribed over the entrance to the family farm in Cuba — this is entirely a New World brand; the wrappers come from Ecuador, while the rest of the tobacco is sourced from Nicaragua. Initially sold primarily in the United States, the brand lost steam during the COVID-19 pandemic but is now being revived by Hirochi, who remains at the helm of



Hirochi Robaina founded his own brand of cigars, which are made in Nicaragua.



HR cigars have an Ecuadorian wrapper and Nicaraguan binder and filler.
Below: Hirochi Robaina on his Cuban farm.



the San Luis *finca* while also supplying leaves to Cuba's state-owned company, Tabacuba.

"I'm the only Cuban living in Cuba who's here at this fair," he joked in September while walking through the halls of Intertabac 2024. The event was buzzing with commentary on the absence — for the first time in years — of a Habanos S.A. booth. "For several years now, all Cubans have been able to leave the country without any problem... as long as they have a

visa and money for the trip," he explained, attempting to dispel our disbelief of the unprecedented nature of his situation. Hirochi now frequently travels between Cuba, Nicaragua, and the United States, where he aims to reignite interest in his cigars at the upcoming PCA trade show in April 2025.

Producing around 3,000 cigars daily, crafted by about twenty pairs of rollers, Hirochi is also looking for distributors to expand into

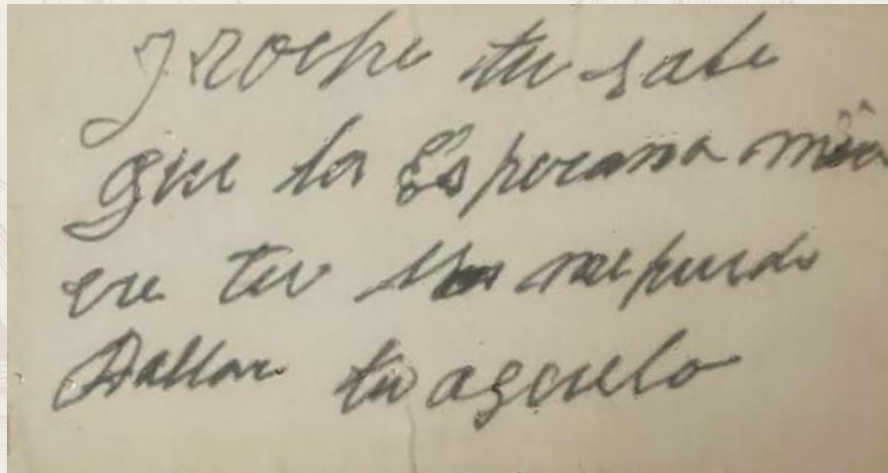
Europe and Asia. His brand is already available in Germany, Switzerland, and Russia. "It's a challenge, because my grandfather set the bar very high," he admits. "Cuban tobacco and Nicaraguan tobacco are both excellent, but they are not the same. The main difference between the two terroirs is the soil and the climate, although the varieties used aren't the same either. And of course, the producer's expertise also plays a role." ■



COLLABORATION

Omar Góngora Almon
and
Hirachi Robaina
HECHO A MANO
ESTELÍ NICARAGUA LA CORONA CIGARS S.A. FACTORY



A photograph of a handwritten note on aged, slightly textured paper. The text is written in a cursive script and reads: 'Trochi tu sabe que la Esperanza mia en tu no me puede fallar Dallah tu abuelo'. The paper is framed by a thin white border.

Trochi tu sabe
que la Esperanza mia
en tu no me puede
fallar tu abuelo

Trochi tu sabe que
la esperanza mia eres tu
no me puede fallar
tu abuelo

...”la herencia familiar juega un papel clave en la marca HR, ya que está directamente relacionada con la tradición y el legado de mi familia, profundamente arraigada en la producción de tabaco en Cuba” ...

...”esta herencia familiar no sólo me da una gran responsabilidad, sino que también me permite conectar con un conocimiento profundo y una técnica adquirida durante generaciones”...

Hirochi Robaina



....continuing Robaina's Legacy

