

Davidoff
CIGARS



DREAM • DARE • DISCOVER
Journey into Davidoff Yamasá



PIONEER. EXPLORER. DISCOVERER.

Zino Davidoff was all of these, and more.

Our Master Blender, Henke Kelner, embodies that same daring spirit today.

His endless pursuit to bring the cigar aficionado new tastes, experiences and pleasures, led Henke and his team to the Yamasá region of the Dominican Republic. A harsh and unforgiving swampland where others had tried, and failed, to grow tobacco.

Everyone said it couldn't be done.
Henke's dream said that it could.

He believed that if cultivated and nurtured properly, the land would surrender her undiscovered joys, untapped natural bounties and unrealized potential.
And after 20 long years, she has.

Introducing the new Davidoff Yamasá.

A cigar that will leave you feeling exhilarated. A cigar that will spike your senses like never before. Your taste buds will be roused by the earthiness of the Yamasá region, together with the spice and sweetness of Nicaraguan Estelí and Condega tobaccos.

DREAM. DARE. DISCOVER.

THE VISIONARY

Henke has worked and lived in the Dominican Republic all his life. Utterly dedicated to continuing Zino's pioneering legacy, he's completely focused on creating the finest cigars in the world. He has an unsurpassed knowledge of the Dominican Republic's land, soil and tobacco. A true visionary working hand in hand with a team of experts in the industry to create a truly masterful cigar.

HIS DREAM

The new Davidoff Yamasá has been 20 years in the making.

20 years of Henke and his team's expertise, of nurturing and cultivating soil that was reluctant to change.

He grew the tobacco in the shade, shielding it from the harmful effects of the sun. To the soil, which, previous to his visionary interjection, contained too much sand and loam, he added nitrate and calcium. By hand, to each and every single tobacco plant. Henke didn't rely on science. He relied on his own expert intuition.

The Curing process was equally as important. The 'yellow' stage, where the more yellow the leaf, the better the wrapper it makes, implored Henke and his team to ensure the Yamasá wrapper fulfilled its true potential. For this, entirely new curing facilities were constructed.

In his own words, they 'continued, continued, and continued' until they got it right. Henke followed his dream. And now, you can explore Davidoff Yamasá.

“CHALLENGE THE IMPOSSIBLE”

-Davidoff Yamasá



THE REGION

The Yamasá region is found to the North of the capital city, Santo Domingo. Swampy, humid and drenched with regular, heavy rainfall, the soil in the region has a low pH count, but is rich in minerals. These minerals, or micro-nutrients, include boron, iron and zinc, and play an essential role in contributing to the quality of the tobacco leaf.

THE CLIMATE

Very similar to the Cuban climate, and therefore hugely beneficial to the growing of tobacco, the Dominican Republic is primarily tropical. There are, of course, local variations in temperature and rainfall but in general, highs of 40°C are common in protected valleys, as are lows of zero in mountainous areas.

THE CULTIVATING

For the Yamasá region to unveil its true potential, Henke and his team had to first nurture nature. To raise the pH levels to those that best suit the growing of tobacco (5.5 to 6.5) they conditioned the soil by adding calcium carbonate, agricultural lime and slaked lime/dolomitic lime. This they did at intervals of every two months, then once a month, before transplanting. Seed selection saw the elimination of 30 down to just 3, until only the best in terms of colour, shine and lamina stood out. The site in Yamasá covers 100 hectares, but only 21 are used. Henke knows to rest the land between each harvest so as to let nature take its course, and to help ensure that the unmatched quality of the Yamasá leaf is maintained for years to come.



NEW YAMASA FROM DAVIDOFF

A VISIONARY'S DREAM · 20 YEARS IN THE MAKING
INTENSE EXHILARATION IN THE TASTING

CHALLENGE THE IMPOSSIBLE
DREAM · DARE · DISCOVER



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TIME BEAUTIFULLY FILLED



THE BLEND

WRAPPER:

Yamasá

BINDER:

San Vicente from Yamasá

FILLER:

Nicaraguan tobaccos from Condega and Estelí as well as Dominican Piloto and Mejorado tobaccos

THE EXPERIENCE

This amazing cigar presents the aficionado with an appetizing appearance, in colour, shine and oiliness.

Davidoff Yamasá begins with an immediately noticeable, spicy Nicaraguan taste. Beautiful flavours of nut, melted with spice, coffee, cedar wood, earth and black pepper notes further delight the aficionados palate.

The cigar has a deep and complex body that slowly reveals itself. The elegant, aged Dominican filler tobaccos, the strong Yamasá binder and sophisticated Yamasá wrapper, the sweetness of the Condega and the spiciness of the Esteli filler tobaccos. All that combined perfectly to provide an entirely new, stimulating taste experience.

Here is a cigar that burns with the same pioneering sense of purpose as the aficionado who enjoys it, with a flame that ignites as yet undiscovered dreams.

That is Davidoff Yamasá.

To ensure each and every aficionado can enjoy the Davidoff Yamasá of his choice, there are 4 formats available. Each one will provide an experience quite unlike any other.



PETIT CHURCHILL

Ø 1.9 cm

Ring gauge

48

Length

10.2cm/4"

ROBUSTO

Ø 2.0 cm

Ring gauge

50

Length

12.7cm/5"

PIRAMIDES

Ø 2.1 cm

Ring gauge

52

Length

15.6cm/6¼"

TORO

Ø 2.1 cm

Ring gauge

52

Length

15.2cm/6"

THE PAIRING

Cigar aficionados around the world understand the importance of pairing.

To share a Davidoff cigar, something created with unparalleled levels of care and attention, with a beverage that unveils every nuance of taste and invites the palate to discover all there is to offer, is an unforgettable experience.

Pairing is particularly well suited for cigars that are both aromatic and full of flavor, such as the new Davidoff Yamasá.

Davidoff concentrates on 'Homogeneous' pairing. That is, selecting a beverage and cigar that go hand in hand with each other.

Davidoff Yamasá has a deep, complex body with a multilayered character. This is due to the composition of the rougher Nicaraguan, and the elegant aged Mejorado Dominican tobaccos. Melted nut with spice, coffee, cedar wood, earth and black pepper notes delight the connoisseur's palate.

As a tasteful compliment and to pair these beautiful flavours, Davidoff suggests a spicy rum from Nicaragua or perhaps the Dominican Republic. The aficionado might also want to choose a smooth Single Malt Whisky – a drink of such sophistication would marry perfectly with Davidoff Yamasá.

Pairing your Davidoff Yamasá cigar is a time beautifully filled.



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