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PRESS RELEASE

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InterTabac: cigar pairings to demonstrate sheer variety of flavours

The fascination with cigars remains unbroken, even in a changing tobacco industry. This will be clear to see at this year's InterTabac and InterSupply – the world's leading twin shows for the tobacco industry which is set to welcome over 100 exhibitors from this segment to Messe Dortmund between 19 and 21 September 2024, presenting their creations, innovations and classic products. The supporting programme will feature a series of highly informative events and will also convey the diversity and appeal of the enjoyment to be had from cigars. Among this line-up of events will be the extremely popular Cigar Pairings.

Dortmund, 12 August 2024 – This year, the cigar segment will once again play a leading role at InterTabac and InterSupply – and no wonder either, with global cigar sales forecast to grow by nearly 15% per year over the next 5 years. Exhibitors from this segment will be out in strength at the upcoming twin shows, with the cigar theme equally reflected in the supporting programme in a variety of ways including the Cigar Pairings which will again provide information on how cigar enjoyment can be maximised when combined with suitable spirits.

Country-specified pairings

Since the introduction of the InterTabac supporting programme in 2019, the **Cigar Pairings** have become a permanent fixture. At the upcoming shows between 19 and 21 September, visitors will once again have the opportunity to be drawn expertly into the world of excellent taste, with Don Emmanuel, a Master Cigar Sommelier certified by the International Association of Cigar Sommeliers (IACS), giving specialist retailers valuable tips on all three days on how to combine high-quality cigars with exquisite spirits. Participants will then be able to use these findings to enhance and augment their product ranges. This will enable them to present their customers with an even more comprehensive and sophisticated range of products.

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The popular cigars from the Dominican Republic will take centre stage from 15:30 to 17:00 hrs on the first day of the show. This pairing will see aromatic cigars from **HEMMY'S**, **Château Diadem** and **El Artista** being paired with carefully selected spirits. On Day 2 (Friday, times unchanged), the focus will be on Nicaragua, with cigars from **Schustercigars**, **Art Garcia** and **Joya de Nicaragua** being teamed with flavoursome rum. Finally, on Saturday from 12:00 to 13:30 hrs, there will be a pairing session featuring cigars from various South American and Central American countries. Here, interested visitors will be able to sample products from **CASA TURRENT 1880** from Mexico, Costa Rican company **Vegas de Santiago** and Audaces 2011 from Peruvian manufacturer **Tabacalera del Oriente** which is distributed in Germany by **StarkeZigarren**, all paired with various suitable spirits.

The official sponsor of this year's pairings will once again be **Sierra Madre**, one of the leading German importers and distributors of high-quality spirits, who will be providing the right products on all three days. To take part, advance registration is required (free of charge) via the twin shows' website (click [here](#)). The website also contains the online [ticket shop](#) and further information on all the events taking place.

EXHIBITION AT A GLANCE**INTERTABAC - THE WORLD'S LARGEST TRADE FAIR FOR TOBACCO PRODUCTS AND SMOKING ACCESSORIES**

InterTabac, the world's largest trade fair for tobacco products and smoking accessories, is where trade visitors meet top decision-makers from the retail, manufacturing and service sectors. The quality and international credentials of visitors is a hallmark of the world's leading event for the tobacco industry – with over 40% of visitors coming from abroad. International market leaders and industry representatives from the fields of cigars, cigarillos, cigarettes, pipes and smokers' requisites, cigarette and pipe tobacco, RYO and MYO, fine cut and leaf, shop fittings, press and IT, point-of-sale systems, vending machines, water pipes and accessories, electronic cigarettes and next generation products will be represented. The subject-matter leadership of InterTabac as a leading global trade fair has been enhanced further with presentations on current issues and challenges facing the industry as part of the newly developed, innovative InterTabac supporting programme.

DATE:

19 – 21 September 2024

EVENT ORGANISER:

Messe Dortmund GmbH

VISITOR TARGET GROUPS:

Top international decision-makers in the sales channel (tobacco retailers, wholesalers and retailers), as well as manufacturing and service sectors. Industry representatives from home and abroad in the fields of cigars, cigarillos, cigarettes, pipes and smokers' requisites, RYO, MYO, fine cut, pipe tobacco, shop fittings, press and IT, point-of-sale systems, vending machines, water pipes and accessories, and electronic cigarettes. InterTabac is aimed at everyone working in the tobacco industry – in Germany and across the world. The show is ideal for networking with regular customers, generating leads and acquiring new customers. Admission only for trade visitors aged 18 and over.

KEY SUBJECT AREAS:

Cigars, cigarillos, pipes and smoking accessories, cigarette and pipe tobacco, cigarettes, cigarette papers, next-generation products, hookahs and shisha tobacco

PARTNERS:

- North Rhine Westphalia Retailers' Association, State Tobacco Association (conceptual sponsor)
- German Federal Association of Tobacco Retailers (BTWE)
- German Association of the Tobacco Industry and Next-Generation Products (BVTE)
- German Cigar Industry Association (BdZ)
- German Smoking Tobacco Industry Association (VdR)
- German Shisha Tobacco Association
- Independent European Vape Alliance (IEVA)
- Alliance for Tobacco-Free Enjoyment (BfTG)
- German E-Cigarette Retailers' Association (VdeH)
- Cigar Association of America (CAA)
- Small & Medium-Sized Tobacco Businesses (MUT)
- ProCigar – Association of Dominican Cigar Manufacturers
- Smokedex
- Cigar Smoking World Championship (CSWC)
- International Tobacco Growers' Association (ITGA)
- European Confederation of Tobacco Retailers (C.E.D.T.)
- Tobacco Asia

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