



ADVentura

Complexity, diversity of taste profiles and exclusive packaging characterize the brand that is conquering the most demanding palates

by **Roberto Manfrin**

ADventura Cigars is a boutique brand born in 2015, when Marcel Knobel (currently co-founder of the company ADV & McKay Cigars Co. SRL) was traveling in the Dominican Republic, looking for a cigar manufacturer to make a cigar for a specific one dealer.

Marcel was "only" the owner of Cuba d'Oro-Fine Artisanal Cigars, an activity that associates the management of an exclusive cigar lounge & club in Zurich with the marketing of artisan cigars with different distinctive features and in some cases not available at other Swiss and German retailers.

Knobel's philosophy is summed up in his own words: "In the mid-nineteenth century the British historian Thomas Carlyle introduced cigars in the English parliament, he did it to guide debates on less winding roads. Thomas Mann, a

famous German novelist and essayist, wrote the novel "The Magic Mountain" in 1924 and let his protagonist say: I don't understand how someone can't smoke cigars, not doing so deprives a man of the best part of life!"

Cuba d'Oro is synonymous with slowing down the frenetic rhythms that characterize everyday life and the pleasure that is celebrated by smoking premium cigars. "My clients are people who appreciate the finer things in life and can relax while enjoying the pure quality. Tobacco is my passion and my mission, this is the basis of the concept of Cuba d'Oro, namely: taste first, brand second".

"The passion for tobacco led me to the creation of the ADVentura brand, of which the best possible quality of products and excellence as a constant in production are the

requirements on which Cuba d'Oro is also based".

Historical references will often be found in the lines of the brand created by Marcel. Being a member of the Cuba d'Oro-Fine Artisanal Cigars cigar club allows you to enjoy a variety of over 60 different cigar brands, 30 different rums, whiskies and other pleasures. The cigar lounge decorated and furnished in vintage style and with love makes it a unique place, an ideal place for cigar tastings and regularly organized "Noches Puro Gusto" evenings, in which various foods and drinks are perfectly combined with different cigars.

Marcel Knobel's research of the ideal Dominican producer, by his own admission, was very arduous during 2015: "It took us some time to find the right person, with the right management philosophy and my own philosophy at the level of blending".

His wanderings came to an end when he arrived at the Tabacalera William Ventura whose son, Henderson Ventura, is its owner; the place where it operates is Santiago (Santiago de los Caballeros, the second largest city in the Dominican Rep. by population). Marcel goes on to explain: "My intention was to create a brand different from the others, a brand whose lines were historically linked, creating a world guiding the lover of cigars through different aspects taken from history. An indispensable element is the premium quality, to which the brand associates a concept that is based on three fundamental pillars: complexity, diversity of taste profiles within the brand itself and, finally, a unique packaging".

Henderson Ventura was so impressed by this concept that he wanted to collaborate in the making of the brand, Marcel urged: "After finding this harmony we created the ADV & McKay Cigars Co. S.R.L., founded in the Dominican Republic. I initially marketed ADVentura only through my specialist shop and two, or three, other retailers. Henderson then started selling to some retailers in the United States. In 2016, a Swiss distributor contacted me because he wanted to distribute the brand in the Swiss market. I thought: why not? Everything has taken on ever greater dimensions. This year the ADVentura brand will land in the United States on a larger scale; for Europe we have thought, for now, of Italy and Serbia. It's really funny telling it now; the beaten path has also led to the creation of a milestone for the brand: 'El Loco', a cigar born from the cooperation with Alejandro Turrent, of Casa Turrent in Mexico. On the horizon another collaborative project is looming with Mombacho Cigars, from Nicaragua".

The ADVentura portfolio nowadays consists of several lines. The first creation 'The Explorer' with a Mexican Habano wrapper, Ecuadorian Sumatra binder and fillers of Nicaraguan and Ecuadorian origin. The available sizes are: Gordo (60 x 152 mm - 6"), Short Robusto (50x102 mm - 4"), Corona Gorda (46 x 146 mm - 5.7"), Robusto Grande (54 x 127 mm - 5"), Torpedo (52 x 152 mm - 6") and the Gran Toro Box Pressed (54 x 152 mm - 6"). 'The Explorer' involves the use of tobaccos aged from five to seven years and the cigars are aged for an additional six months.



The second chapter of the story is written through the release of 'The Navigator', the cigar is made with fillers coming from two different areas of the Dominican R. and from Nicaragua, an Ecuadorian Sumatra binder and dressed in a Mexican San Andrés wrapper. Available Vitolas are: Magellan (54 x 120 mm - 4.7"), Vespucci (52 x 133mm - 5.2"), Vasco da Gama (50 x 159 mm - 6.3") and Columbus (60 x 152 mm - 6"). The line uses tobaccos that are aged for five years and the rolled cigars for another five to six months.

2017 saw the market launch of the first limited edition: 'El Loco Edicion Especial ADV blended by McKay & A. Turrent'. The cigar uses Mexican Habano for both wrapper and binder, while the fillers consist of C-98 Seco and Ligero, from Mexico, and Nicaraguan C-99. One characteristic makes the line particular: the C-98 Seco is fermented at a temperature lower than the usual, but for five months instead of the usual three. The tobaccos used underwent a seven-year aging process, the manufactured products rest for at least ten months. Available Vitolas are: El Viudo (56 x 133 mm - 5.2"), La Viuda (52 x 155 mm - 6.1) and the new El Huérfano (42 x 102 mm - 4").

ADVentura Cigars presents, in September 2018, the new 'The Conqueror' line. The Conqueror uses a low fermented H2000 wrapper from Ecuador, Ecuadorian Sumatra as binder, while the filler is Dominican and Ecuadorian. The cigars

are sold in two sizes: Marinero (a Robusto, which measures 52 x 127 mm - 5") and Cañonero (a 60 x 178 mm - 7" size). The tobaccos used in the production of the cigars are aged for four to five years, after the cigars are rolled, they rest for another three months.

During 2019 ADVentura Cigars launched their newest project, which is the result of the collaboration between ADVentura and Mombacho (whose president is the Italian Claudio Sgroi).

A small release tour was held in Switzerland with Marcel Knobel, Henderson Ventura and Claudio Sgroi present.

The new line is called La Bucanera (which in English translates to Pirate) and are produced at Mombacho's Casa Favilli factory in Granada, Nicaragua. It is the first line from ADVentura that focuses heavily on Nicaraguan tobacco. Except for the wrapper, which is a Ecuadorian Habano, the rest of the blend is made up of Nicaraguan leaves: the binder is from Jalapa, while the filler is a combination of tobaccos from the Condega, Esteli and Jalapa regions. The raw tobaccos have been aged for a minimum of three years and the finished cigar is aged for an additional three months.

La Bucanera line is made up of two sizes: Artilleria 50 (50 x 127 mm - 5") and Artilleria 56 (56 x 152 mm - 6"). As of now the line will only be available in Europe.



La BUCANERA...

by ADVentura Cigars & Mombacho

... its coming for you May 2019



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