

IN-STORE

Four Seasons Nevis fires up 25th anniversary celebrations with branded cigars

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Four Seasons Resort Nevis cigars

By STAFF REPORTS

Four Seasons Resort Nevis is toasting its quarter century with a traditionally Caribbean indulgence, the cigar.

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The property worked with On-Site Cigars Entertainment to create a branded line of cigars, all of which are hand rolled by torcedores at the Havana Classic in Miami using a traditional Cuban technique. In addition to providing a sensory experience at the hotel to commemorate the milestone, this rolled tobacco can help extend the anniversary celebration beyond the property, as guests take cigars home to enjoy.

Havana hospitality

Four Seasons Nevis developed three types of cigars for guests to pick from. Robusto features an easy draw and fragrant flavor, while the thicker Toro promises "intense" scents in its 52-ring gauge.

The Toro, or "King of the Figurado Cigars," burns longer, much like the Toro.

Each of the cigars has been handcrafted and is decorated with a Four Seasons Resort Nevis band.

"These aren't just cigars, it's an upscale lifestyle that we're offering," said Rene Diaz, owner of On-Site Cigars Entertainment, in a statement. "We're recognized by connoisseurs for bringing a unique richness to the cigar experience. Collaborating with Havana Classic Cigar ensures that these cigars meet the top-quality standards to carry the Four Seasons name."

Guests can enjoy the cigars at the hotel, or they can bring some home.



View of Four Seasons Resort Nevis from the water

"Our 25th anniversary is a monumental milestone for us and we wanted to create something special for our guests when visiting us," says General Manager Ed Gannon. "Guests can enjoy our breathtaking sunsets while savoring one of our fine Cuban-style cigars on our outdoor patio after dinner. They could even order a box to celebrate a wedding, anniversary or just add to a magical vacation experience."

Branded consumables are one way for hotels to travel with consumers beyond the limits of their properties.

For instance, Peninsula Merchandising Limited, the branded product developer for Peninsula Hotels, is looking to make a lasting impression on travelers with the opening of its first airport store.

The new Peninsula Boutique at Hong Kong International Airport will offer an opportunity for flyers to take a piece of the hotel home with them, with chocolates, cookies, teas and gifts. Hospitality brands are frequently looking for ways to bring their brand lifestyles to consumers even outside of the properties themselves ([see story](#)).

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